

Programme : **Master of Commerce [M.Com]**  
 Course Code : **COM-632**  
 Course Title : **Travel and Tourism Management**  
 Number of Credits : **4**  
 Effective from AY : **2022 – 2023**

**Pre-requisites for the Course:**

NIL

**Objectives of the Course:**

1. To understand the significance of the travel and tourism industry
2. To understand the socio-economic impact of travel and tourism
3. To learn the effect caused by Covid19 on the travel and tourism industry
4. To assess the demand for and supply of the travel and tourism industry
5. To explore the future potential of the travel and tourism industry

**Course Content**

<b>Unit 1</b>	<b>Introduction to Tourism and Travel</b>	<b>14 Hours</b>
Evolution of travel and tourism (ancient / classical / neo-classical / modern) – Dynamics of Travel and Tourism – Types of Tourism – Structure and components of travel and tourism industry – Socio-cultural-economic-environmental impact of travel and tourism – Catalytic role of travel and tourism – Positive and Negative impacts of tourism – responsible Vs. Irresponsible tourism – Sustainable tourism – Significance of 4A's in travel and tourism & assessing the spending pattern of tourists.		
<b>Unit 2</b>	<b>Demand for Travel and Tourism and Tourist Destinations</b>	<b>14 Hours</b>
Demand: Concepts and Definitions of Demand for Tourism – Consumer Behaviour and Tourism Demand – Determinants of Tourism Demand – Measuring the Demand for Tourism – Patterns of Demand – Assessment of Quality and Satisfaction [IPA, SERVQUAL, SERVPERF, and HOLSAT].		
Tourist Destination: The Geography of Tourism – Patterns and Characteristics of the Supply of Tourism – The Socio-cultural and Environmental Impacts – Tourist Motivation – Skills for the Key Sectors of the Travel and Tourism Industry – Tourism and Development Planning – Determination of Carrying Capacity.		
<b>Unit 3</b>	<b>Supply of Travel and Tourism and Marketing of Tourism</b>	<b>14 Hours</b>
Assessing the 4A's of the travel and tourism industry – Attractions (how to plan and market) – Accessibility (how to plan transportation to make travel comfortable) – Accommodation (how to plan and ensure a comfortable stay) – Amenities (how to plan and keep infrastructure ready for making the visit memorable) – Sustainable Tourism		
Role of intermediaries (attractions, accessibility, accommodation, amenities) – How to market tourism products effectively - Role of Government organizations and marketing of tourism – Travel and Tourism Marketing – Marketing Planning – Marketing Mix – Impact of Social Media on Travel and Tourism.		
<b>Unit 4</b>	<b>Future of Travel and Tourism</b>	<b>18 Hours</b>
Socio-economic impact of disasters (natural and man-made) on travel and tourism industry – What makes the impact of Covid19 different on travel and tourism industry – Pre-pandemic and Pandemic period – What lies ahead		
Future of travel and tourism around the world – Emergence of Medical, Health, and Wellness tourism as a modern trend – Emergence of Spiritual, Religious, and Pilgrimage Tourism around the globe - Space Tourism: Problems and Prospects – Virtual Tourism: Role of Social Networking Sites and impact on Destination Image – What to Look for in the Next Century.		

**Pedagogy:**

The following methods and forms of study are used in the course:

Lectures / Case studies /Self-Study (literature) and fact-based assignments to better understand the importance of the supply of tourism and demand for tourism.

**Reference / Readings:**

1. Kotler, Bowen and Make, *Marketing for Hospitality and Tourism*, Pearson. 7<sup>th</sup> Edition, 2019.
2. Lucius Walker, *Tourism and Hospitality Management*, Library Press. (2018)
3. Marianna Sigala, Evangelos Christou, and Ulrika Gretzel, *Social Media in Travel, Tourism, and Hospitality: Theory, Practice, and Cases*, Ashgate. (2017)
4. Melanie Smith and Laszlo Puczko, *Health and Wellness Tourism*, Elsevier, 1<sup>st</sup> Edition, 2017.
5. Nigel Evans, David Campbell, and George Stonehouse, *Strategic Management for Travel and Tourism*, Elsevier. 1<sup>st</sup> Edition, 2017.
6. Nigel Evans, *Strategic Management for Tourism, Hospitality and Events*, Routledge. 2<sup>nd</sup> Edition, 2018.
7. Stephen J. Page, *Tourism Management: Managing for Change*, Elsevier. 2<sup>nd</sup> Edition, 2017.
8. Victor T. C. Middleton, Alan Fyall, Michael Morgan, and Ashok Ranchhod, *Marketing in Travel and Tourism*, Elsevier. 4<sup>th</sup> Edition, 2018.

**Online Resources:**

1. <https://www.unwto-tourismacademy.ie.edu/>
2. <https://icieducation.com/courses/business/travel-tourism/>
3. <https://ourworldindata.org/tourism> /
4. <https://wttc.org/>
5. <https://www.unwto.org/>
6. <https://www.oxfordhomestudy.com/courses/travel-and-tourism-online-courses/free-tourism-courses>
7. [https://www.tutorialspoint.com/tourism\\_management/tourism\\_management\\_tutorial.pdf](https://www.tutorialspoint.com/tourism_management/tourism_management_tutorial.pdf)
8. <https://tourismnotes.com/travel-tourism/>
9. [https://www.collegetutor.net/notes/Travel\\_and\\_Tourism\\_notes](https://www.collegetutor.net/notes/Travel_and_Tourism_notes)

**Course Outcomes:**

Upon completion of the course, the students will be able to:

**CO1:** Understand the dynamics of tourism as a catalyst of socio-economic transformation.

**CO2:** Identify demand for and supply of tourism, including assessing level of satisfaction.

**CO3:** Identify and develop a tourist destination based on 4 A's of tourism, and efficiently marketing the same to potential tourists.

**CO4:** Understand trends in tourism and also importance of responsible and sustainable tourism practices.