

Programme	: M. Com	
Course Code	: COO 418	Title of the Course: <b>Tourism and Travel Management.</b>
Number of Credits	: 4	
Effective from AY	: 2018-19	

<b>Prerequisites:</b>	Students have studied B. Com and basic understanding of Tourism and Travel Management.
<b>Need, Description, and Objectives</b>	<p>Tourism and Travel industry is one of the top ranked industry in the world responsible for transforming any economy. The role and importance of this industry enables a student to identify either the job opportunities available or start own business venture in tourism and travel related areas. Students are also encouraged to learn the double impact, positive and negative, of this industry to the local destination so that sustainability can be maintained and ensured for future generations.</p> <p>The course begins with basic understanding of tourism and travel industry clearly providing various reasons for people to travel and what constitutes tourism industry, i.e., tourism industry is in a way invisible but becomes visible in the form of a mixture of various other ancillary industries. The course provides detailed background on the demand for tourism and the related supply of tourism, so students can easily make out how to equate the demand-supply equation of tourism and travel industry. Marketing of tourism is also covered in detail by giving the importance and role of various marketing intermediaries. The course ends with providing a bird's eye view of the potential future implications of tourism and travel industry.</p> <p>Ensuring that the student is getting the complete clarity about the importance of tourism and travel industry, and also the significance of these two industries in transforming the economy in manifold ways by learning the multiplier effects.</p>

Content:	<p><b>UNIT 1: Introduction to Tourism and Travel Management</b></p> <p><b>Structure and Components of the Tourism and Travel Industry</b> – Types of tourism - Economic and other impacts of tourism – Economics of Tourism – Tourism Investments Vs Returns – Tourism Vs Balance of Payment / Employment / Socio-Economic Trade off – Social Evils of Tourism Industry – Responsible Vs Irresponsible Tourism – Sustainable Tourism.</p> <p><b>UNIT 2: Demand for Tourism and Tourist Destination.</b></p> <p><b>Demand:</b> Concepts and Definitions of Demand for Tourism – Consumer Behaviour and Tourism Demand – <b>Determinants of Tourism Demand – Measuring the Demand for Tourism – Patterns of Demand</b> – Assessment of Quality and Satisfaction [IPA, SERVQUAL, SERVPERF, and HOLSAT].</p> <p><b>Tourist Destination:</b> 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 – <b>The Economic Impact of Tourism – Tourism and Development Planning</b> – Determination of Carrying Capacity.</p> <p><b>UNIT 3: Marketing of Tourism.</b></p> <p>Role of Government organizations and marketing of tourism – Accommodation–Transportation–Intermediaries (tourism and travel agents) – Attractions – Marketing for Tourism (The Historical Roots)–</p>	<p>12 hours</p> <p>12 hours</p> <p>12 hours</p>
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	<p>Marketing Management – Marketing Planning – Marketing Mix – The Future of Tourismmarketing.</p> <p><b>UNIT 4: Future of Tourism andTravelIndustry.</b></p> <p>The future of travel and tourism around the world – Emergence of Medical, Health and Wellness tourism as a modern trend – Space Tourism: Problems and Prospects – Virtual Tourism: Role of Social Networking Sitesand impact on Destination Image – What to Look for in the Next Century.</p>	12 hours
<b>Pedagogy:</b>	<p>The following methods and forms of study are used in the course:</p> <ul style="list-style-type: none"> <li>• Lectures.</li> <li>• Casestudies.</li> <li>• Self-Study (literature) and fact based assignments to better understand the importance of supply of tourism and demand fortourism.</li> </ul>	
<b>Reference / Readings:</b>	<ol style="list-style-type: none"> <li>1. Pran Nath Seth &amp; Sushama Seth Bhat, An Introduction to Travel andTourism, Sterling Publishers Private Limited.2010</li> <li>2. A. K. Bhatia, An Introduction to Travel and Tourism, Sterling PublishersPrivate Limited.2010</li> <li>3. A. K. Bhatia, International Tourism, Sterling Publishers Private Limited.2010</li> <li>4. Chris Cooper / John Fletcher / David Gilbert / Stephen Wanhill, Tourism: Principles and Practice, Pitman Publishing.2008</li> <li>5. Rob Davison, Tourism, Pitman Publishing.2008</li> <li>6. Melanie Smith and László Puczkó, Health and Wellness Tourism, Elsevier.2015</li> </ol>	
<b>Learning Outcomes:</b>	<p>Students will be able to identify:</p> <ol style="list-style-type: none"> <li>1. What makes the supply of tourism matching with the demand fortourism.</li> <li>2. Identify and develop tourism attractions at the destinations in a sustainable manner.</li> <li>3. Identify how to market the tourism as a product through different promotional mediums.</li> </ol>	

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