

Tourism Management Syllabus

Learning Outcomes:

Students are enabled to:

- Understand concepts of Tourism within broader cultural, environmental, political and economic dimensions of the society
- Recognize the various types of Tourism
- Estimate the importance of elements and components of Tourism
- Analyze the growth of Tourism over the ages
- Assess the various sectors of Tourism
- Identify different modes of Transport and types of accommodation and appraise their significance to Tourism
- Categorize and classify different accommodation units
- Evaluate the impacts of Tourism on the society
- Promote Sustainable and responsible Tourism

Unit -I

1. History of Tourism as a new discipline-evolution of Tourism as an academic subject
2. Definition of Tourism & its meaning, nature, scope, and importance
3. Components and elements of tourism: ancillaries of Tourism

Unit-II

4. Types and typologies of tourism
5. Travel and tourism through the Ages : Early Travels, 'Renaissance' and Age of Grand Tours : Emergence of modern tourism, concept of "Paid Holiday"
6. Linkages in Tourism industry

Unit-III

7. Tourism motivations
8. Push and pull factors in Tourism
9. Growth and development of national and international Tourism-concerns and problems
10. Impact of Industrialization on Tourism
11. Impact of Technological Advancements on tourism industry.

Unit-IV

12. Accommodation: Types, procedure of categorization and classification of hotels
13. Modes of Transport, relative significance, challenges and measures to be taken by the travel Operators
14. Concept of demand and supply in Tourism and unique features of tourist demand

Unit-V

15. Economic impacts of Tourism: income and employment, multiplier of tourism, balance of payment (BOP), foreign exchange, etc.
16. Socio-cultural impacts of tourism: cultural exchange among nations and international understanding
17. Impacts of Tourism on ecology and environment, need for 'Sustainable' and 'Responsible' Tourism and its development