

COO4B2 Tourism and Travel Management [4 Credits]

Objective: At the end of the course work, students will be in a position to understand the importance of tourism

and travel industry, and also the significance of these two industries in transforming the economy.

UNIT 1: Introduction (12 Hours)

The Travel and Tourism Industry in Perspective – Why People Travel – Where People Travel – Structure and Components of the Tourism Industry – Types of tourism: Eco-tourism / Adventure Tourism / Medical Tourism / Health and Wellness Tourism / Spiritual Tourism / Rural Tourism / Sports Tourism, etc.

UNIT 2: Demand for Tourism and Tourist Destination (12 Hours) **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 – Different Types of Tourism (Eco-tourism / Health Tourism / Adventure Tourism / Spiritual Tourism). **Tourist Destination:** The Geography of Tourism – Patterns and Characteristics of the Supply of Tourism – The Socio-cultural and Environmental Impacts of Tourism – Tourist Motivation – Skills for the Key Sectors of the Travel and Tourism Industry – The Economic Impact of Tourism – Tourism and Development Planning.

UNIT 3: Marketing of Tourism (12 Hours)

Government organisations and marketing of tourism – Government Organisations – Accommodation – Transportation – Intermediaries – Attractions – Marketing for Tourism (The Historical Roots) – Marketing Management – Marketing Planning – Marketing Mix – The Future of Tourism marketing.

UNIT 4: Tourism and the Economy (12 Hours)

Economic and other impacts of tourism – Economics of Tourism – Tourism Investments – Tourism Returns – Tourism and Balance of Payment – Tourism and Employment – Tourism and Socio-Economic Trade off – Social Evils of Tourism Industry.

UNIT 5: Future of Tourism and Travel Industry (12 Hours)

The future of travel and tourism around the world – Travel and Tourism industry in the twenty-first century – Emergence of health and wellness tourism as a modern trend – What to Look for in the Next Century.

Suggested Readings

1. Pran Nath Seth & Sushama Seth Bhat, *An Introduction to Travel and Tourism*, Sterling Publishers Private Limited.
2. A. K. Bhatia, *An Introduction to Travel and Tourism*, Sterling Publishers Private Limited.
3. A. K. Bhatia, *International Tourism*, Sterling Publishers Private Limited.

4. Chris Cooper / John Fletcher / David Gilbert / Stephen Wanhill, *Tourism : Principles and Practice*, Pitman Publishing.
5. Rob Davison, *Tourism*, Pitman Publishing.
6. Melanie Smith and László Puczko, *Health and Wellness Tourism*, Elsevier.