

Prerequisites for the course:Not Applicable for this paper.

Need for the course:The students need to be introduced to the fundamentals of tourism.

Description of the course:Fundamentals of tourism and introduction to tourism organisations.

Learning objective: To enable the learner to understand the scope of tourism and the nature of tourism organisations.

Learning outcomes:

The students will have the proficiency to:

1. Identify the tourism service providers
2. Understand tourist motivators
3. Identify the need for policies and tourism organisations

Course Methodology:

1. Lectures
2. Case Studies
3. Videos

Syllabus:

UNIT 1: The Tourism System	12 Hours
Overview - Objectives, meaning & nature-Scope-Classification of tourism & tourists Travel concept- Components - Tourism System - Leiper's Model - Growth and development of Tourism - History. - - Tourism Statistics, Objectives, Types and Methods. Current Trends in domestic and global Tourism - Definition of tourism demand, types, Indicators of Tourism Demand - Determinants of tourism demand- Motivation - Definition-Basic motivations of tourism - Categories of Tourist motivation - Other elements of motivation for tourism - - Life style factors - personal and world view - Incentives granted by central and state govt. for the Tourism industry in India	
UNIT 2: Organisation in Tourism	12 Hours
Kinds of Organisations - National Tourist Organizations, Functions of Tourism Organizations - Role of international multinational, state and local tourism organizations in formulating tourism policies - National Tourism Policy of India, Goa State tourism Policy	

Suggested Readings:

1. Chris Cooper & John Fletcher. Tourism: Principles and Practice, (4th e) Prentice-Hall
2. Goeldner, C. R., & Ritchie J.R, B. Tourism Principles, Practices, Philosophies. (12th e) Wiley India.
3. Holloway, J. C., & Taylor, N. The business of tourism. Financial Times (7th e) Prentice Hall.