

**Effective from A.Y: 2019-20**

**Learning objective:** The learner will be able to understand the patterns of international tourism movements across the globe.

**Course Methodology:**

Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning

**Syllabus:**

<b>UNIT 1: Introduction to International Tourism</b>	<b>12 Hours</b>
International Tourism growth, Forces and factors influencing growth of international tourism, Changes in Tourism Policies and Residential Status, Tourism Balance of Payments, Tourism Futures.	
<b>UNIT 2: International Tourism Movements</b>	<b>12 Hours</b>
Trends in tourists' arrivals and receipt in international tourism, Influence of advanced infrastructural developments, Major World events that can trigger travel: Olympics, Elections, and International Conventions and Conferences	
<b>UNIT 3: Distribution of International Tourism</b>	<b>12 Hours</b>
Regional Distribution of International Tourism trends in Europe. International tourism trends in Americas. Regional Distribution of International Tourism trends in Asia-Pacific region. International tourism trends in Africa and Middle East.	
<b>UNIT 4: International Tourism Organisations</b>	<b>12 Hours</b>
International Tourism Organization: United Nations World Tourism Organization (UNWTO) - Role in tourism development and promotion, membership and objectives, World Travel & Tourism Council (WTTC) role in tourism development and promotion, membership and objectives Pacific Asia Travel Association (PATA): role in tourism development and promotion, membership and objectives International Air Transports Association (IATA): role in tourism development and promotion, membership and objective.	

**Suggested Readings:**

1. Bhatia, A.K., 'International Tourism: Fundamentals and Practices'. (Latest edition), Sterling Publications, New Delhi.
2. Susan Horner, John Swarbrooke. 'International Cases in Tourism Management'. (Latest edition), Routledge, London.
3. Shalini Singh. 'Domestic Tourism in Asia: Diversity and Divergence'. (Latest edition), Tranasia, Frankfurt.

**Learning outcomes:**

The learner will be able to:

1. Understand the factors that influences people to travel globally.
2. Identify the emerging patterns and trends in light of world events and economic growth.

Understand the contributions of international tourism bodies on international travel.