

ETS-101

Introduction to Tourism & Travel Management

Code: ETS-101

Programme:

Diploma in Tourism Studies DTS-17

Year / Semester: 1st Year

Objective: 1.To understand the tourism phenomena and the distribution of the components of tourism.

2. To learn the concept and importance of tourism in different sectors.

Credits: 4

Block-1 Conceptual Meaning and Typology of Tourism	
Unit 1	Tourism: Concepts and Perspectives
Unit 2	Tourism Plant Facilities- Infrastructure and Superstructure
Unit 3	Basic Components of Tourism
Unit 4	Principles and Practices of Tourism
Block-2 Growths and Development of Tourism	
Unit 5	Growth and Development of Tourism in the World
Unit 6	Tourism Development in India after 2nd World War
Unit 7	Diversification of Tourism Industry from Traditional to Non-Traditional Resources
Unit 8	Alternative Tourism
Block 3 Tourism Systems and Industry Structure	
Unit 9	Nature, Characteristics of Tourism Industry
Unit 10	Tourism Industry- Dynamic and Static Nature
Unit 11	Tourism System- Basic Typology and Their Uses
Unit 12	Structure of Tourism Industry and Destination Use
Block 4 Tourism Demand and Supply	
Unit 13	Determinants and Motivational Factors Stimulating Growth of Tourism
Unit 14	Tourism Demand and Supply- Measurement Methods
Unit 15	Tourism Statistics- Volume and Value statistics
Unit 16	Propensity of Travel