

Programme Name and Code: Master of Tourism and Travel Management (MTTM-24)

Course Name and Code: Tourism: Principles and Practices (MTTM-102)

Semester: 1st

Objectives:

- To impart the knowledge of the basics of tourism.
- To understand the potential of the tourism industry in India
- To understand the various elements of Tourism Management

Block 1 Tourism: Definition, Meaning, Nature and Scope	
Unit-1	Tourism – Meaning, Nature and Scope
Unit-2	Travel and Tourism Through The Ages; ‘Emergence of the Concept of Neo Tourism’
Unit-3	Key Components and Their Interdependence: Elements of Tourism
Unit-4	Different Approaches to Study Tourism and Their Application
Unit-5	Types and Typologies of Tourism and the Emerging Trends
Block 2 Tourism – Growth Perspectives and Typologies	
Unit-6	Factors Responsible for the Dramatic Growth of Tourism <i>vis a vis</i> Inhibitory Forces
Unit-7	Recreation – Leisure – Tourism: Inter-relationship and Interdependence
Unit-8	Concept of Push and Pull Forces in Tourism
Unit-9	Travel and Tourism Motivators; Relevance of Motivation Studies; Travel de-motivators
Block 3 Tourism Infrastructure and Industry Perspective	
Unit-10	Organisational and Functional Perspectives of the Tourism Industry
Unit-11	Tourism Superstructures and Infra structure – Types and Typologies
Unit-12	Chain of Distribution in the Tourism Industry and Significance of Forward and Backward Integration; Tourism Conglomerates and Common Interest Bodies

<p style="text-align: center;">Block 4 Tourism Product, Tourist Demand and The Supply-Mix</p>	
Unit-13	Tourism Product and Its Components; Background Elements of Tourism Product;
Unit-14	Tourist Demand – ‘Concept’, ‘Types’ and ‘Unique Features’, Tourism Supply-mix
Unit-15	The Tourism System – Dimensions, Interplays and Applications
Unit-16	Tourism Linkages – Significance, Scope and Challenges

Suggested Readings:

- Dar, Shahnawaz Ahmad, Tourism and Pilgrimage, Sarup Publishers, New Delhi
- Kamra, Krishan K. & Chand, Mohinder, Basics of Tourism, N. Delhi, Kanishka Publishers.
- Medlik, S., Understanding Tourism, Butterworth Hinemann, Oxford.
- Michael M. Coltman, Introduction to Travel and Tourism - An International Approach, Van Nostrand Reinhold, New York.
- Sunetra Roday et al, Tourism Operations and Management, Oxford University Press
- Swain, Sampad Kumar, Tourism: Principles and Practices, Oxford University Press.