

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

Course Name and Code: International Tourism (MTTMC-304)

Semester: 3rd

Objective: To equip the students with the necessary knowledge of international tourism trends and related aspects to efficiently deal with the planning, marketing, or management of tourism

Block-1 Contemporary Trends in International Tourism	
Unit-1	Global Tourist Traffic Trends and Receipt Patterns over the Years
Unit-2	Regional Distribution of International Tourist Traffic and Tourism Receipts, Regional Disparities and Tourism Development Gaps
Unit-3	Dynamics of Tourist Outflows from Leading Tourism Market Countries - U.S.A. Germany, U.K. France, Spain, Italy, Canada, Japan and Australia with Special Reference to the Target Destinations and Tourist Demand Patterns.
Unit-4	Tourist Inflow Patterns to Popular Tourism Destinations- USA, France, Spain, Italy, China, Austria, Switzerland and Australia
Block-2 International Tourism in the SAARC Region with Special Reference to India	
Unit-5	State of International Tourism Patterns in Pakistan, Nepal and Bhutan
Unit-6	Performance of Bangla Desh, Sri Lanka and Maldives in International Tourism
Unit-7	India's Place in International Tourism in Inbound and Outbound Perspectives
Unit-8	Geographic, Demographic and Psychographic Segmentation of Effective and Potential International Tourism Markets in India
Unit-9	Emerging Trends of 'Ethnic', 'Rural', 'Eco', 'Medical', 'Adventure' and 'MICE' Tourism for inter-regional tourism promotion
Block-3 Role and Contribution of Leading International Organizations in the Promotion of Tourism	
Unit-10	UNWTO
Unit-11	WTTC
Unit-12	PATA

<p style="text-align: center;">Block-4 Some Key Perspectives of International Tourism</p>	
Unit-13	Impact of Major Political, Economic and Environmental Happenings on International Tourism
Unit-14	International Tourism in Future Perspective: Projections made by UNWTO and other Institutions
Unit-15	International Tourism, Global Understanding, World Peace and Communal Harmony
Unit-16	Measurement of Tourist Traffic and Receipt Patterns - Measurement Techniques and their Limitations

Suggested Readings:

- Suresh Kumar, Mohinder Chand Dhiman and Ashish Dahiya (2015) International Tourism and Hospitality in the Digital Age, IGI, Global, USA
- Chris Ryan, Stephen Page, & Colin Michael Hall. (2019). Managing Tourism in a Changing World: Issues and Cases. Routledge.
- Jafar Jafari & Honggen Xiao. (Eds.). (2015). Encyclopedia of Tourism. Springer.
- Chris Cooper, C. Michael Hall, & Dallen J. Timothy. (Eds.). (2019). International Handbook on Tourism and Peace. Edward Elgar Publishing.
- Alan A. Lew, Lawrence Yu, & Marissa T. I. Yeoh. (Eds.). (2016). World Tourism Cities: Developing Tourism Off the Beaten Path. Springer.