

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

Course Name and Code: World's Leading Tourism Destinations (MTTMD-304)

Semester: 3rd

Objectives: To gain insights into key tourist attractions globally, enhancing understanding of diverse cultural and geographical landscapes

Block-1 Popular Tourism Destination Countries of North and South America and Their Touristic Appeal	
Unit-1	The United States of America- Geography, Transportation, Culture, Important Tourist Cities, Monuments, Historical Attractions, Museums and Art Galleries
Unit-2	Canada-History, Important Tourist Destinations, Festivals and Events.
Unit-3	Mexico- History, Different Tourism Products, Biggest Cities, and Top Places in Mexico
Unit-4	Brazil and Argentina- History, Variety of Tourism Products, Ten Biggest Cities, Important Tourism Resources and Top Tourist places in Brazil and Argentina
Block-2 Touristic Heritage of Key Destinations of Prominent Tourism Countries of Europe	
Unit-5	France- Geography, Cultural Heritage, Economy and Important Tourist Places
Unit-6	Italy- History, Different Tourism Products, Ten Biggest Cities and Top Tourist Places
Unit-7	Spain-History, Different Tourism Products, Big Cities and Top Tourist Places
Unit-8	The United Kingdom- History, Biggest Cities, Different Tourism Resources and Top Tourist Places
Block-3 Tourist Attractions of Emerging Destination Countries in Asia	
Unit-10	The China Republic and Hong Kong- History, Variety of Tourism Products, Biggest Cities, Top Tourist Places
Unit-11	Thailand: History, Different Tourism Products, Biggest Cities and Top 10 Tourist Places.
Unit-12	Singapore- History, Different Tourism Products, ten things to do in Singapore, Important Tourism Products, Top tourist Places

Unit-13	Iran- History, Variety of Tourism Products, Ten Biggest Cities, Important Tourism Attractions, Top 10 Tourist Attractions
Block-4 Unique Tourist Resources of Selected Countries of Africa and Oceania	
Unit-14	South Africa- History, Different Tourism Products, Biggest Cities,
Unit-15	Egypt and Kenya
Unit-16	Australia
Unit-17	New Zealand

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.