

BTTMN-502

Leading Tourism Organizations

Programme: Bachelor of Tourism and Travel Management (BTTM-23)

Year/Semester: 5th Semester

Objective:

- To understand the need of tourism organizations
- To know the different levels of tourism organizations-private, national and international.
- To learn about various functions performed by these organizations.
- To understand the role played by organizations for the benefit of travellers.
- To know the role played by international, national, regional and local organizations for their members.

Block-1	
International Organizations-I	
Unit-1	Tourism Organizations: Introduction, features, objectives, Need, Role and significance in the growth of the Tourism Industry Worldwide
Unit-2	World Travel & Tourism Council (WTTC): History, organisation, membership & functions.
Unit-3	International Air Transport Association (IATA): History, Aims, Services, Activities, Membership.
Unit-4	International Civil Aviation Organization (ICAO): History, Objectives, Functions, Organizational Structure.
Block-2	
International Organizations-II	
Unit-5	United Nations World Tourism Organization (UNWTO): History, aim, membership, functions, role etc.
Unit-6	United Federation of Travel Agents Association (UFTTA): History, introduction, mission, functions and membership.
Unit-7	Pacific Asia Travel Association (PATA): History, Chapters, Members and Events

	and Adventure Tour Operators Association of India (ATOAI)
Unit-8	American Society of Travel Agents (ASTA): History, Introduction objectives, Membership, Functions etc.
Block-3 Indian Tourism Organizations-I	
Unit-9	Indian Association of Tour Operators (IATO): Purpose, Objectives, Membership and Functions.
Unit-10	India Tourism Development Corporation Limited (ITDC): History, objectives, functions and role.
Unit-11	Tourism Finance Corporation of India (TFCI): Introduction, objectives, functions role in the growth of the tourism industry in India.
Unit-12	Federation of Hotel and Restaurant Association of India (FHRAI): History, Objectives, Activities, Membership And International Hotel & Restaurant Association
Block-4 Indian Tourism Organizations-II	
Unit-13	Travel Agents Association of India (TAAI): History, Purpose, Objectives, Activities and Membership.
Unit-14	India Tourism, Ministry of Tourism: Functions/ Activities of India Tourism offices in India. State Tourism Development Corporation (Uttarakhand, U.P., M.P.)
Unit-15	Indian Railway Catering and Tourism Corporation (IRCTC)
Unit-16	The Archaeological Survey of India