

DTS-101
Tourism Concepts and Principles

Programme Name and Code: Diploma in Tourism Studies (DTS-24)

Course Name and Code: Tourism Concepts and Principles (DTS-101)

Semester: 1st

Objective:

- 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

Credits: 06

Block-1	
Foundations of Tourism: Key Concepts and Evolution	
Unit-1	Tourism: Concepts and Perspectives
Unit-2	Emergence and Evolution of the Tourism Industry
Unit-3	Understanding Basic Terminologies of the Tourism Industry: Tourist, Excursionist, Visitor, Traveller, Accommodation, Accessibility, Amenities, Recreation, Leisure, Resource, Attraction, Product, Market, Industry, and Tourist Destination
Unit-4	Different Approaches to Study Tourism
Block-2	
Overview of Tourism: Key Components, Infrastructure, and Types	
Unit-5	Tourism-Infrastructure and Superstructure
Unit-6	Components and Elements of Tourism
Unit-7	Five 'A' of Tourism
Unit-8	Types and Forms of Tourism
Block-3	
Evolution and Diversification of the Tourism Industry	
Unit-9	Recreation, Leisure and Tourism Inter-relationship
Unit-10	Diversification of Tourism Industry from Traditional to Non-Traditional Resources
Unit-11	Nature and Characteristics of the Tourism Industry
Unit-12	Tourism Industry- Dynamic and Static Nature
Block-4	
Understanding the Tourism System	
Unit-13	Tourism System- Basic Typology and Their Uses
Unit-14	Structure of Tourism Industry and Destination Use
Unit-15	Travel Deterrents
Unit-16	Motivational Factors for Travel
Block-5	
Diverse Dimensions of Tourism	
Unit-17	Concept of Push and Pull Forces of Tourism

Unit-18	Health Tourism: Meaning, Differences and Relationship between Medical and Wellness Tourism. Medical Tourism in India. Top Medical Tourist Destinations of the World
Unit-19	Rural Tourism: Meaning, Benefits, Difference with other rural based tourism, Govt. of India Policy on Rural Tourism. Famous Villages for Rural Tourism in India
Unit-20	Ecotourism: Meaning, Importance, Differences, between Ecotourism and Sustainable Tourism, Ecotourism Destinations in India.

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.