

DTS-121

Tourism Concepts and Principles

Programme Name and Code: Diploma in Tourism Studies (DTS-26)

Course Name and Code: Tourism Concepts and Principles (DTS-121)

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: 04

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	Nature and Characteristics of the Tourism Industry
Unit-11	Tourism Industry- Dynamic and Static Nature
Block-4	
Understanding the Tourism System	
Unit-12	Travel Deterrents
Unit-13	Motivational Factors for Travel
Block-5	
Diverse Dimensions of Tourism	
Unit-14	Concept of Push and Pull Forces of Tourism
Unit-15	Health Tourism: Meaning, Differences and Relationship between Medical and Wellness Tourism. Medical Tourism in India. Top Medical Tourist Destinations of the World
Unit-16	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-17	Ecotourism: Meaning, Importance, Differences, between Ecotourism and Sustainable Tourism, Ecotourism Destinations in India.
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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.