

MTTM 101

Tourism: Concepts and Linkages

Programme: Master of Tourism & Travel Management (MTTM 16)**Year / Semester:** 1st Semester**Objectives**

- To impart the knowledge of basics of tourism.
- To understand the potential of tourism industry in India;
- To understand the various elements of Tourism Management; and

Block 1	
Tourism: Definition, Meaning, Nature and Scope	
Unit 1	Tourism – Meaning, Nature and Scope
Unit 2	Travel and Tourism Through The Ages; ‘Emergence of the Concept of Neo Tourism’
Unit 3	Key Components and Their Interdependence; Elements of Tourism
Unit 4	Different Approaches to Study Tourism and Their Application
Unit 5	Types and Typologies of Tourism and the Emerging Trends
Block 2	
Tourism – Growth Perspectives and Typologies	
Unit 6	Factors Responsible for the Dramatic Growth of Tourism <i>vis a vis</i> Inhibitory Forces
Unit 7	Recreation - Leisure - Tourism: Inter-relationship and Interdependence
Unit 8	Concept of Push and Pull Forces in Tourism
Unit 9	Travel and Tourism Motivators; Relevance of Motivation Studies; Travel de-motivators
Block 3	
Tourism Infrastructure and Industry Perspective	
Unit 10	Organizational and Functional Perspectives of Tourism Industry
Unit 11	Tourism Superstructures and Infra structure – Types and Typologies
Unit 12	Chain of Distribution in Tourism Industry and Significance of Forward and Backward Integration; Tourism Conglomerates and Common Interest Bodies
Block 4	
Tourism Product, Tourist Demand and The Supply-Mix	
Unit 13	Tourism Product and Its Components; Background Elements of Tourism Product;

Unit 14	Tourist Demand – ‘Concept’, ‘Types’ and ‘Unique Features’, Tourism Supply-mix
Unit 15	The Tourism System – Dimensions, Interplays and Applications
Unit 16	Tourism Linkages – Significance, Scope and Challenges

MTTM 102

Principles of Management

Programme: Master of Tourism & Travel Management (MTTM 16)

Year / Semester: 1st Semester

Objectives

- Providing conceptual understanding of principles and practice of management;
- Familiarizing the students with the contemporary issues in management.

Block	Unit No.	Title
Block 1		Introduction to the Concept of Management