

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

**Course Name and Code:** International Tourism (MTTM-14B)

**Semester:** 3<sup>rd</sup>

**Objective:** To equip the students with the necessary knowledge of international tourism trends and related aspects to efficiently deal with the planning, marketing, or management of tourism

<b>Block-1</b> <b>Contemporary Trends in International Tourism</b>	
<b>Unit-1</b>	Global Tourist Traffic Trends and Receipt Patterns over the Years
<b>Unit-2</b>	Regional Distribution of International Tourist Traffic and Tourism Receipts, Regional Disparities and Tourism Development Gaps
<b>Unit-3</b>	Dynamics of Tourist Outflows from Leading Tourism Market Countries - U.S.A. Germany, U.K. France, Spain, Italy, Canada, Japan and Australia with Special Reference to the Target Destinations and Tourist Demand Patterns.
<b>Unit-4</b>	Tourist Inflow Patterns to Popular Tourism Destinations- USA, France, Spain, Italy, China, Austria, Switzerland and Australia
<b>Block-2</b> <b>International Tourism in the SAARC Region with Special Reference to India</b>	
<b>Unit-5</b>	State of International Tourism Patterns in Pakistan, Nepal and Bhutan
<b>Unit-6</b>	Performance of Bangla Desh, Sri Lanka and Maldives in International Tourism
<b>Unit-7</b>	India's Place in International Tourism in Inbound and Outbound Perspectives
<b>Unit-8</b>	Geographic, Demographic and Psychographic Segmentation of Effective and Potential International Tourism Markets in India
<b>Unit-9</b>	Emerging Trends of 'Ethnic', 'Rural', 'Eco', 'Medical', 'Adventure' and 'MICE' Tourism for inter-regional tourism promotion
<b>Block-3</b> <b>Role and Contribution of Leading International Organizations in the Promotion of Tourism</b>	
<b>Unit-10</b>	UNWTO
<b>Unit-11</b>	WTTC
<b>Unit-12</b>	PATA

<p style="text-align: center;"><b>Block-4</b>  <b>Some Key Perspectives of International Tourism</b></p>	
<b>Unit-13</b>	Impact of Major Political, Economic and Environmental Happenings on International Tourism
<b>Unit-14</b>	International Tourism in Future Perspective: Projections made by UNWTO and other Institutions
<b>Unit-15</b>	International Tourism, Global Understanding, World Peace and Communal Harmony
<b>Unit-16</b>	Measurement of Tourist Traffic and Receipt Patterns - Measurement Techniques and their Limitations

### **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.