

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

Course Name and Code: Leading Tourism Organizations (MTTM-16)

Semester: 4th

Objective: Following are the major objectives of this course:

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

Block-1	
International Organizations-I	
Unit-1	Tourism Organisations: 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, Organisational 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, function's 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

Suggested Readings:

- Mohinder Chand,,(2007), Travel Agency Management: An Introductory Text,Anmol publication Pvt. Ltd. New Delhi.
- Foster, D.L.(2010) The Business of Travel Agency Operations and Administration, McGraw Hill, Singapore.
- Burkart A.J., Medlik S., Tourism - Past, Present and Future, Heinemann, London. Chuck Y. Gee, James C. Makens & Dexter
- J. L. Choy, The Travel Industry, Van Nostrand Reinhold, New York.
- Holloway, J. C., The Business of tourism, Pitman Publishing, London.
- Medlik, S., Understanding tourism, Butterworth Hinemann, Oxford.
- Michael M. Coltman, Introduction to Travel and Tourism- An International Approach, Van Nostrand Reinhold, New York.
- Page J. Stephen & Brunt Paul, Tourism- A Modern Synthesis, Thomson Publishers, London.
- Ray Youell, Tourism-an introduction, Addison Wesley Longman, Essex.
- Sunetra Roday, Tourism Operations and Management, Oxford University Press.