

MTTM 203

International Tourism: Trends and Typologies

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

Year / Semester: 2nd Semester

Block 1 International Tourism: Past, Present and Future Perspective	
Unit 1	Growth and Development of Tourism through the Ages; Emergence of Modern Concept of Tourism
Unit 2	Contemporary Trends in International Tourism – Global Tourist Traffic and Tourism Receipt Patterns
Unit 3	Emerging Tourist Demand Patterns –Eco, Ethnic, Adventure, MICE, Medical and Well-being Tourism
Unit 4	Regional Gap in Tourism and the Dynamically Changing Market-Destination Trends
Block 2 International Tourism in SAAR Region with Special Reference to India	
Unit 5	Key Global Tourism Markets
Unit 6	Leading Destination Countries and Regions of the World
Unit 7	International Tourism in SARRC Region
Unit 8	Geographic, Demographic and Psychographic Segmentation of Effective and Potential Tourism Markets of India
Unit 9	India's Performance in International Tourism – A Critical Assessments
Block 3 Role and Contribution of Leading Organizations in Promotion of Tourism	
Unit 10	WTO
Unit 11	WTTC and TTRA
Unit 12	PATA and OECD
Unit 13	BTA and DOT (India)

Block 4
Some Key Perspectives of International Tourism

Unit 14	Tourism Measurement – Procedure, Need, Scope and Constraints
Unit 15	Dynamics of Tourist Demands and Tourist Traffic Trends in Future Perspective
Unit 16	Tourism and Globalization: Inter-relationship, Scope and Implications.
Unit 17	Factors Affecting International Tourism and Need for Effective Crisis Management