

COO4B2 Tourism and Travel Management [4 Credits]

Learning Objective: *At the end of the course work, students will be in a position to understand the importance of tourism and travel industry, and also the significance of these two industries in transforming the economy.*

UNIT 1: Introduction (12 Hours)

The Travel and Tourism Industry in Perspective – Why People Travel – Where People Travel – **Structure and Components of the Tourism Industry** – Types of tourism: Eco-tourism / Adventure Tourism / Medical Tourism / Health and Wellness Tourism / Spiritual Tourism / Rural Tourism / Sports Tourism, etc.

UNIT 2: Demand for Tourism and Tourist Destination (12 Hours)

Demand: Concepts and Definitions of Demand for Tourism – Consumer Behaviour and Tourism Demand – **Determinants of Tourism Demand** – Measuring the Demand for Tourism – Patterns of Demand – Different Types of Tourism (Eco-tourism / Health Tourism / Adventure Tourism / Spiritual Tourism). **Tourist Destination:** The Geography of Tourism – Patterns and Characteristics of the Supply of Tourism – The Socio-cultural and Environmental Impacts of Tourism – Tourist Motivation – Skills for the Key Sectors of the Travel and Tourism Industry – The Economic Impact of Tourism – Tourism and Development Planning.

UNIT 3: Marketing of Tourism (12 Hours)

Government organizations and marketing of tourism – Government Organizations – Accommodation – Transportation – Intermediaries – Attractions – **Marketing for Tourism** (The Historical Roots) – **Marketing Management** – Marketing Planning – Marketing Mix – The Future of Tourism marketing.

UNIT 4: Tourism and the Economy (12 Hours)

Economic and other impacts of tourism – Economics of Tourism – Tourism Investments – Tourism Returns – Tourism and Balance of Payment – **Tourism and Employment** – **Tourism and Socio-Economic Trade off** – **Social Evils of Tourism Industry.**

UNIT 5: Future of Tourism and Travel Industry (12 Hours)

The future of travel and tourism around the world – Travel and Tourism industry in the twenty-first century – **Emergence of health and wellness tourism as a modern trend** – What to Look for in the Next Century.

Suggested Readings

1. Pran Nath Seth & Sushama Seth Bhat, An Introduction to Travel and Tourism, Sterling Publishers Private Limited.
2. A. K. Bhatia, An Introduction to Travel and Tourism, Sterling Publishers Private Limited.
3. A. K. Bhatia, International Tourism, Sterling Publishers Private Limited.
4. Chris Cooper / John Fletcher / David Gilbert / Stephen Wanhill, Tourism : Principles and Practice, Pitman Publishing.
5. Rob Davison, Tourism, Pitman Publishing.
6. Melanie Smith and László Puczkó, Health and Wellness Tourism, Elsevier.

