

TOURISM CONCEPTS - 2 Credits

Objective:

At the end of the course, the student will deal with Tourism as a System rather than as a set of disparate entities or processes:

Defining Tourism, Tourist, analyse the various sectors of tourism, identify various travel products, categorize with tourism through the ages, identify and analyse different career opportunities in the tourism sector, envisage how tourism is organised, identify the importance of transportation, hospitality and related services, attractions, entertainment, recreation.

Contents:

1. **Overview of Tourism:** What is Tourism? Components of Tourism and Tourism Management, Basic Approach to the study of Tourism, Economic Importance, Benefits and Costs of Tourism.
2. Tourism through the Ages: Early beginnings, early tourist attractions, the first travel agents, Historic Transportations, Chronologies of Travel.
3. Career Opportunities: Job forecasts, job requirements, career possibilities, career paths in Tourism.
4. Organization of Tourism: International Organizations, Development Organizations, Regional Organizations.
5. **Passenger Transportation:** Airline Industry, Rail Industry, Motor coach Industry, The Automobile, The Cruise Industry, Other modes.
6. **Attractions, Entertainment, Recreation:** Introduction, Attractions, Gaming, Recreation, Entertainment, Festivals and Events, Shopping, Education, Publishing, Marketing and Publicity Organizations.
7. **Understanding Travel Behaviour:** Motivation for Pleasure Travel, Cultural and International Tourism for Life's Enrichment.
8. **Sociology of Tourism.**

Pedagogy:

The systems thinking will be developed through lectures, tutorials, field work, outreach activities, project work, term papers, assignments, presentations, self-study, Case Studies etc . Sessions will be interactive in nature to enable peer group learning.

Suggested Reading:

Goeldner, Charles R. and J. R. Brent Ritchie, 'Tourism: Principles, Practices, Philosophies', 10th Edition, Wiley, 2006 or latest edition.
