

TOURISM INDUSTRY – 2 Credits

Objective:

At the end of the course, the student will be able to comprehend:

The importance of the tourism industry, the structure of the components of global and Indian tourism industry, analyze the importance of DLC (Destination Life Cycle), PEST (Political, Environmental, Socio-Cultural and Technological) impact on a destination, ability to review how stakeholders & policy makers influence the tourism industry, the marketing aspect, the basic supply-side and demand-side of tourism, the role / behaviour of distribution channels in tourism and the emerging trends in the tourism industry.

Contents:

1. Structure of different sectors of the tourism industry - accommodation, transport, attraction, tourism service, tour operation.
2. Global tourism industry scenario and trends - Global tourism statistics, major generating & receiving countries.
3. World travel market - Issues in Global tourism, Sustainability, Climate Change, Terrorism.
4. Emerging Forms of Tourism around the Globe - Travel retail sectors, Public, Private and voluntary sector, technological development, political environment, social trends and economics trends.
5. Tourism industry in India with special reference to Goa. Correlation between tourism and the Indian economy.
6. Tourism Policies: National Tourism Policy-2002, National Tourism Plan-1992/2012.
7. Concept of Demand and Supply in Tourism, Factor Affecting demand and supply in tourism. Necessary attributes for an ideal tourist destination.
8. Destination life cycle, Marketing strategy for promotion and development of a tourist destination.
9. Various attractions in India. Importance of Incredible India Campaign and the initiatives taken by the government.

Pedagogy:

The course will encompass Case studies, presentations, debates, discussion of articles from the popular press.

Suggested Reading:

1. Beech, J and Chadwick, S. (2005), 'The Business of Tourism Management', New York: Financial Times/Prentice Hall.
2. Cooper, Chris; 'Essentials of Tourism'; Pearson Publication.