

Programme: MBA Tourism & Travel Management

MBT5102 TOURISM PRINCIPLES AND PRACTICES

Course Code	MBT5102	Semester	I
Course Title	Tourism Principles and Practices		
Credits	3	Type	Core

Course Description

This course imparts knowledge on basic concepts of tourism and related sectors and develops skills associated with it.

Course Outcome

By the end of the course, students are expected to be able to:

- CO1: Understand the basic concepts and statistical trends in the tourism industry.
- CO2: Enable the students to understand the sub-sectors of tourism like transportation and accommodation
- CO3: Elucidate the application of tourism theories to the pragmatic developmental agenda.
- CO4: Understand the dynamics of tourism businesses and develop the essential skills applicable to the industry.
- CO5: Familiarize the students with International Organizations involved in travel and tourism.

Course Structure

The following is a detailed syllabus of Tourism Principles and Practices

Module I: Introduction to Travel and Tourism

Traveller /Visitor/Tourist/Excursionist – Definitions and Differences- Travel through the ages- Mass Tourism and emergence of Alternative forms of tourism- Nature, Scope & Characteristics of Tourism-Typologies of tourism - Different approaches to tourism- Need for Measurement of Tourism-Types of tourist statistics-Methods of measurement – Statistical trends in tourism -Travel Motivations and Deterrents to Travel-Current Trends in Domestic and Global Tourism.

Module II: Tourism Industry

Basic components of tourism(5 A's)- Elements of tourism-Structure and functions of tourism industry-Basic Components of Tourism- Various forms of Transport, accommodation, Entertainment, Food and beverage, shopping and allied industries- Principals and intermediaries in tourism-Horizontal and Vertical Integration in Tourism Business-Infrastructure & Superstructure.

Module III: Different Tourism Systems and theories

Leiper's Geo-Spatial Model- Mathieson & Wall's Travel Buying Behaviour Model- Butler's Tourism Area Life Cycle (TALC) Model - Doxey's Irridex Index Model – Crompton's Push and Pull Theory- Stanley Plog's Psychographic Model- Gunn's Tourism Planning Model.

Module IV: Tourism Impacts

Economic, Social, Cultural, and Environmental- Positive & Negative Impacts of Tourism- Factors Affecting Future of Tourism Business - Carrying capacity- EIA- Environmental auditing- Visitor management practices- Tourism and sustainable development- Community based tourism-Responsible tourism case studies.

Module V: Role and functions of Important Tourism Organizations

UNWTO, IATA, ICAO, , WTTC, IHA, FHRAI, ITDC, ICPB, State Tourism Development Corporations, Airport Authority of India, Archaeological Survey of India, Ministry of Tourism, Culture & Railways and Director General of Civil Aviation, Government of India.

Programme: MBA Tourism & Travel Management

Testing & Evaluation:

Internal Assessment (40 Marks)	External Assessment (60 Marks)
Two Class Tests – 20 Marks (10+10) Assignment – 10 Marks Presentation – 10 Marks	End Semester Assessment

References

- Goeldner, C., & Ritchie, J.R. (2011). *Tourism, Principles, Practices, Philosophies*. New Jersey: John Wiley.
- Swain, S.K. & Mishra, J.M. (2011). *Tourism Principles and Practices*. New Delhi: Oxford University Press.
- Jamal, T., & Robinson, M. (Eds.). (2009). *The SAGE Handbook of Tourism Studies*. United Kingdom: Sage Publications.
- Thomas, R. (2013). *Small Firms in Tourism*. United Kingdom: Routledge.
- Cooper, C. (2008). *Tourism Principles and Practice*. New Delhi: Prentice Hall.
- M.R. Dileep, (2018). *Tourism-Concept, Theory and Practice*, IK International, New Delhi.