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| **BBA641.** TOURISM AND TRAVEL MANAGEMENT | |
| **Teaching Scheme** | **Examination Scheme** |
| Lectures: 3 hrs/Week | Class Test -12Marks |
| Tutorials: 1 hr/Week | Teachers Assessment - 6Marks  Attendance – 12 Marks |
| Credits: 4 | End Semester Exam – 70 marks |

# Course Objectives:

# The course aims at imparting basic knowledge on the structure ,elements of travel and tourism management so as to provide students an opportunity to know the facts of this industry on the whole.Students can gain an indepth knowledge of the new age trends in travel and tourism management that may help them cope up with the challenges in this field.

# Course Outcomes:

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| CO1 | Understanding the factors that act as motivators. |
| CO 2 | Understanding different types of tourism. |
| CO 3 | Understanding the strengths into tourism industry in our own country. |
| CO4 | Knowing the impact of tourism on the economic. |
| CO5 | An overview of the recent trends. |
| CO6 | Finding new avenues in the subject. |

**Course Content -**

**Unit-1**

INTRODUCTION- Definition and historical development of tourism, structure, elements. Travel motivators , Maslow’s Hierarchy of Needs Model and travel motivation, push and pull forces in tourism.

**Unit-2**

TYPES OF TOURISM – Ecotourism, domestic tourism, sports tourism, religious tourism, geotourism, historical tourism, ethnic tourism, cultural tourism, health tourism, adventure tourism, environmental tourism

**Unit-3**

TOURISM RESOURCES OF INDIA– Rich diversity in landform and landscape, climatic conditions of India, outstanding geographic features, resources in islands with special reference to Andaman and Nicobar islands.

**Unit-4**

IMPACT AND SIGNIFICANCE OF TOURISM- Impact on economy, infrastructure, foreign exchange earnings, socio cultural impacts , potential benefits from alternative tourism.

**Unit-5**

TOURISM ORGANISATIONS AND BODIES- WTO(World Tourism Organisation), PATA(Pacific Asia Travel Association), WTTC(World Tourism and Travel Council), IATA and IATO.

**Unit-6**

RECENT TRENDS IN TOURISM AND TRAVEL INDUSTRY- Personalisation, bleisure travel, healthy and organic food, transformative travel, robots, automation and Artificial Intelligence.

**Text and Reference Books-**

1. Fundamentals of planning and developing tourism by Bulent I. Kastarlak, Brian Barber.Edition: Pearson new international edition. Publication: Harlow, Essex : Pearson, [2014]
2. Strategic Management for Travel and Tourism by Nigel Evans, David Campbell, George Stonehouse, Routledge, 2003, ISBN 0750648546, 9780750648547
3. From Pilgrimage to Package Tour: Travel and Tourism in the Third World by David L. Gladstone, Routledge, 2013,ISBN 1136078746, 9781136078743
4. Camilleri, Mark. (2017). The Tourism Industry: An Overview. 10.1007/978-3-319-49849-2\_1.
5. Boniface, Brian &Asadi, Ramin. (2012). Worldwide Destinations: The geography of travel and tourism. Publisher: AziaPublication,Editor: NasrinAghajani and Sanaz Salem Ayegh, ISBN: 978-600-93008-0-8