

MBA 331: INTRODUCTION TO TOURISM INDUSTRY

Teaching Scheme	Examination Scheme
Lectures: 4 hrs./Week Tutorials: 1 hrs./Week Credits: 4	Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

Course Objectives:

- To outlining the multi-faceted nature of tourism and the need for an integrated approach to its study and management
- To developing a conceptual basis for the study and management of tourism
- To examining key issues and their inter-relationships by reference to selected examples
- To fostering critical and creative thinking about theory and practice in tourism
- To encouraging students to adopt a structured, enquiring approach to the study of tourism.

Hours: 40

UNIT I (10 Hrs): Tourism; Tour; Tourist; Visitor; Excursionist; Domestic; International; Inbound; Outbound; Destination. Growth of Tourism / Evolution /History of Tourism & Present status of tourism in India.

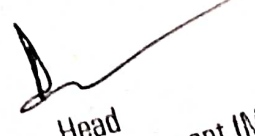
UNIT II (10 Hrs): Constituents of Tourism Industry, Primary Constituents, Secondary Constituents, The 4 A's of Tourism – Attraction, Accessibility, Accommodation, Amenities, Career Opportunities for tourism professionals

Infrastructure of Tourism: Role of Transport in Tourism, Modes of Transport: Road, Rail, Air, Sea. Types of Accommodation – Main & Supplementary

UNIT III (10 Hrs): Types of Tourism: Types of Tourism: - Various Motivators Holiday, Social & Cultural, MICE Religious, VFR (Visiting Friends and Relatives), Sports, Political, Health, Senior Citizen, Sustainable Tourism, Alternative Tourism: Eco Tourism, Agro Rural Tourism


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UNIT IV (10 Hrs): The Impact of Tourism: Economic Impact – Employment generation, Foreign Exchange Earnings, multiplier effect, Leakage, Infrastructure development. Social, Cultural & Political Impact – Standard of living, passport to peace, International understanding, Social Integration, Regional Growth, National Integration. Environmental Impact – Tourism pollution & control, wild life & bird sanctuaries & their protection for tourist industry.


Suggested Readings:

1. *Tourism: Principles, Practices and Philosophies*, Goeldner, C.R and Brent Ritchie, J.R. (2003). (9th ed). Hoboken, NJ: John Wiley and Sons, Inc
2. *Tourism Development: Principles, Processes and Policies*, Gartmer, W.C. (1996). Hoboken, NJ: John Wiley & Sons, Inc.
3. *An Introduction to Tourism*, Lickorish, L.J. and Jenkins, C.L. (1997).. Butterworth-Heinemann.
4. *Dynamics of Tourism*, Kaul: (New Delhi, Sterling)
5. *The Tourism system an Introductory Text*, Mill and Morrison – (1992) Prentice Hall
6. *Tourism, Principles and practices*, Cooper, Fletcher, (1993) Pitman
7. *Tourism, Past, Present and Future*, Burkart and Medlik (1981) Heinemann, ELBS
8. *Dynamics of Tourism* P.S. Gill, (4 Vols) Anmol Publication
9. *Tourism Evolution Scope Nature & Organization*, P.C. Sinha, Anmol Publication


Course Outcomes:

COURSE OUTCOMES DESCRIPTION	
CO1	<i>Able to recognize the complexity of tourism both as an industry and a field of study</i>
CO2	<i>Able to identify and describe the roles of public, private, and third sector entities involved in the global and national tourism industry.</i>
CO3	<i>Think systematically, critically, and creatively about selected tourism concepts, including the ethics of tourism management</i>
CO4	<i>Consider tourism models, cases, and examples in an analytical manner</i>
CO5	<i>Locate, record, organise, and analyse relevant tourism information from a variety of library- and web-based sources</i>
CO6	<i>Research, plan, and produce written work that meets academic standards</i>

Employable Skills	Measuring Tools
Ability to identify and apply the knowledge of subject practically in real life situations	Exercise Workshop Quiz Classroom Discussions


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