

COURSE NO: THMC-101

TITLE: INTRODUCTION TO TRAVEL AND TOURISM

TOTAL CONTACT HOURS:

(60 HOURS)

Objectives of the course: The course will introduce students to the basic concepts and importance of tourism and travel industry and its contribution to the economic development. At the end of this course students would be expected to be acquainted with the following key concepts.

Module 1: An Introduction to Travel and Tourism Management (15Hours)

The travel and tourism industry - why people travel- where people travel- Structure and components of the tourism industry

Module 2: Demand for Tourism and Tourist Destinations (15 Hours)

- a) Demand: Concepts of demand for tourism- consumer behavior and tourism demand- determinants of tourism demand- Measuring the demand for tourism- patterns of demand- different types of tourism – Eco- tourism/Health/adventure/ spiritual
- b) Tourist Destination
Geography of tourism- patterns and characteristic of supply of tourism- the socio cultural and environment impacts of tourism- factors affecting tourism choice- tourism development and planning.

Module 3: Economic and other impacts of tourism (15 Hours)

Economics of tourism- tourism investment- tourism returns- tourism and balance of payment- tourism and employment opportunities- tourism and socio economic trade off- social evils of tourism industry.

Module 4: The Future of Travel and Tourism around the World (15 Hours)

Travel and tourism industry in the twenty first century- what to look for in the next century.

Recommended Reading list:

1. Seth, PranNath& Seth, SushamaBhat (2010): *An Introduction to Travel and Tourism*, Sterling Publishers. N. Delhi,.
2. Bhatia , A. K.: *An Introduction to Travel and Tourism*, Sterling Publishers.
3. Chris Cooper & John Fletcher(2008): *Tourism: Principles and Practice*, Prentice-Hall

