

## **BACHELOR OF ARTS**

### **SYLLABUS FOR TOURISM AND TRAVEL FROM SEMESTER I TO SEMESTER VI UNDER CBCS w.e.f from 2017-18**

#### **SEMESTER I**

#### **COURSE TITLE- BUSINESS OF TOURISM**

#### **COURSE CODE: TOC 101**

**4 credits (60 Hours)**

**Total Weightage : 100marks**

#### ***Objectives of the Course :***

- 1. To briefly introduce and sensitise the students to the subject tourism and the elements and components of tourism.*
- 2. To make the students aware of the significance and importance of tourism and its benefits to the country.*

#### **1) INTRODUCTION TO TOURISM    15 Hours (25 mks)**

- Introduction and history
- Pleasure travel
- Religion as a motivator for travel
- Grand tour, annual holiday
- The industrial revolution and the development of travel
- Paid holiday and mass tourism
- Meaning and definition of tourism( technical, conceptual and economic definition)
- Modern definition of tourism
- Tourism in India-Post Independence and Modern Tourism

#### **2) SOCIO ECONOMIC SIGNIFICANCE AND IMPORTANCE OF TOURISM 15 Hours (25 mks)**

- Economic benefits
- Multiplier effect
- Development of infrastructure
- Religion development
- Effects on employment
- Tourism and international understanding
- Economic value of Cultural Resources

**3) COMPONENTS OF TOURISM 4 Hours (5mks)**

- Transport, Locale and Accommodation, Food and Beverage, Telecommunication and other related services.

**4) ELEMENTS OF TOURISM 4 Hours (5mks)**

- Scenic beauty
- Pleasing weather
- Natural attractions
- Climatic conditions

**5) TYPOLOGY OF TOURISM 5 Hours (5mks)**

- Natural, cultural, historical, media/health and sports/adventure tourism, religious, Visiting Friends and Relatives (VFR) and Business/MICE Tourism
- Physical aspects

**6) THE CONCEPT OF DOMESTIC AND INTERNATIONAL TOURISM  
6 hours (10mks)**

- Domestic tourism
- International tourists statistics
- Significance of Tourist
- Types of tourist statistics
- Statistics of characteristics

**7) TOURISM AS AN INDUSTRY, VISITOR, TOURIST AND EXCURSIONIST 3  
hours (5mks)**

- Tourism as an industry, visitor, tourist and excursionist ,
- Tourism System

**8) THE GROWTH AND DEVELOPMENT OF MODERN TOURISM  
4Hours (10mks)**

- Causes for the rapid growth of tourism
- Social causes, economic causes and technological causes for the rapid growth of tourism

**9) IMPACT OF TOURISM 4 hours (10mks)**

- Economical impact, social impact and environmental impact of tourism
- Political Impact

### **References**

1. Bhatia; A.K.; 'Tourism Development Principles And Practice'; Sterling Publishers Pvt.Ltd; New Delhi; 2010
2. Chawla; Romila; 'Global Tourism'; Sonali Publications; New Delhi; 2003.
3. Jagmohan; Negi; 'Tourism and Travel'; Gitanjali Publication House; New Delhi; 1990.

**SEMESTER II**  
**COURSE TITLE - TOURISM PRODUCTS**  
**COURSE CODE: TOC 101**

**4 credits (60 Hours)**

**Total Weightage : 100marks**

***Objectives of the course:***

- 1. To briefly give an overview and introduce the students to all the tourism products available in the country.*
- 2. To concentrate on the features and needs that is satisfied by the tourism products.*

**1) TOURISM PRODUCTS 10 Hours (20mks)**

- Meaning and definition
- Features of a tourism product
- Nature of a tourism product
- Classification of tourism products
- Needs satisfied by tourism products
- Overview of tourism products of India

**2) INDIAN CUISINE 3 Hours**

**3) BEACHES OF INDIA 3 Hours**

**4) RELIGIONS OF INDIA 3 Hours 50 hrs (20mks)**

**5) FAIRS AND FESTIVALS OF INDIA 3 Hours**

**6) MEDICAL TOURISM IN INDIA 2 Hours**

**7) DANCES OF INDIA 3 Hours**

**8) WILDLIFE TOURISM IN INDIA 3 Hours**

**9) TEMPLES OF INDIA 3 Hours (20mks)**

**10) CHURCHES OF INDIA 2 Hours**

**11) HANDICRAFTS OF INDIA 2 Hours**

**12) MUSIC OF INDIA 3 Hours**

**13) STAR HOTELS OF INDIA 2 Hours**

**14) ADVENTURE TOURISM IN INDIA 3 Hours (20mks)**

**15) INDIAN PAINTINGS 2 Hours**

**16) YOGA AND MEDITATION 2 Hours**

**17) INDIAN ARCHITECTURE 2 Hours**

**18) SHOPPING AND SOUVENIRS 2 Hours**

**19) CONFERENCE AND CONVENTION 2 Hours (20mks)**

**20) INDIAN SCULPTURES 2 Hours**

**21) THE NEW FRONTIERS 3 Hours**

### **References**

1. Chawla; Romila; 'Monitoring Tourism'; Sonali Publications; New Delhi; 2006
2. Robinson; H.; 'A Geography Of Tourism'; Macdonald And Evans; Washington; 1976.
3. Goswami; Ramakant; Tourism In World Development; Cyber Tech Publication, New Delhi 2

## **SEMESTER III**

### **COURSE TITLE - TOURISM MARKETING - I**

**COURSE CODE: TOC 103**

**4 credits (60 Hours)**

**Total Weightage : 100marks**

#### ***Objectives of the Course***

- 1. To enable students to understand marketing as a business function.*
- 2. To help the students identify the special features of the tourism marketing .*

#### **1) INTRODUCTION TO TOURISM MARKETING**

**8 Hours**

- Definition and meaning
- Tourism marketing
- Nature of tourism marketing
- Process of tourism marketing
- Growth of tourism marketing
- Tourism marketing orientations
- Services and their marketing

#### **2) CHALLENGES OF TOURISM MARKETING**

**10 Hours**

- Nature and characteristics of tourism offers
- Issues and challenges in tourism marketing
- Tangibility and intangibility mix
- Issues of perishability
- Issues of heterogeneity
- Issues of separability and non ownership

#### **3) TOURISM MARKETING ENVIRONMENT AND MARKETING MIX 10 Hours**

- Tourism marketing system
- Environment analysis and SWOT analysis
- Marketing strategy planning
- Concept of marketing mix
- Expanded marketing mix
- Marketing mix of tourism

**4) MARKETING MANAGEMENT, INFORMATION SYSTEM AND DEMAND FORECASTING 10 Hours**

- Marketing decisions
- Quality of information for good decision making
- Structure of marketing management
- Information support systems
- Demand forecasting
- Choosing demand forecasting methods

**5) TOURISM MARKETS AND TOURIST BEHAVIOUR 10 Hours**

- Tourism markets
- Types of tourism markets
- Tourists behaviour
- Risks involved in travel purchase
- Tourist buying process
- Factors influencing tourist buying
- Tourists decision making models

## 6) MARKET SEGMENTATION, TARGETING AND POSITIONING

12 Hours

- Market segmentation
- Need for market segments
- Decisions in markets segmentation
- Segment identification
- Segment selection and development
- Feedback – forming and reforming segments
- Market targeting
- Developing marketing mixes for the market segments
- Product positioning

### References

1. Manjula; Chaudhary; 'Tourism Marketing'; Oxford University Press; New Delhi. (Latest available edition.)
2. Ratandee; Singh; 'Tourism Marketing'; Kanishka Publishers Distributors; New Delhi. (Latest available edition.)
3. Philip; Kotler; 'Marketing Management'; Published by Pearson Education, Inc. Copyright Dorling Kindersley(India) Pvt Ltd; South Asia. (Latest available edition.)



## **SEMESTER IV**

### **COURSE TITLE – TRAVEL AGENCY OPERATIONS AND ACCOMMODATION**

#### **COURSE CODE: TOC 104**

**4 credits (60 Hours)**

**Total Weightage : 100marks**

#### ***Objectives of the Course:***

- 1. To enable the students to identify travel related regulations.*
- 2. To familiarize students with the accommodation sector and its changing profile .*
- 3. To learn about some important travel associations such as the UFTAA, IATA, TAAI, and the various conventions and bilateral agreements.*

#### **1) AIR TRAVEL**

**5 Hours**

- Introduction to Air travel
- Meaning of Bilateral agreements
- The nine freedom of air

#### **2) RAIL, ROAD AND SEA TRAVEL**

**5 Hours**

- Introduction to Rail, Road and Sea travel
- The Warsaw Convention and its importance
- European rail services
- Shipping terms
- Tourism terminologies

#### **3) TRAVEL AGENCY BUSINESS**

**10 Hours**

- Introduction to travel agency
- Role of travel agency in tourism
- History of organized travel
- Introduction of rail and air travel and hotel coupons
- Changes in travel after the industrial revolution

#### **4) TRAVEL AGENCY OPERATIONS**

**10 Hours**

- Setting up of a travel agency
- Legislation for a travel agency
- Sources of income for a travel agent
- Different types of tours
- AMEXO
- B.S.P. (Bank Settlement Plan)

#### **5) TOURISM AND TRAVEL REGULATORY ORGANISATIONS**

**15 Hours**

- Travel Formalities and Regulations
- U.F.T.A.A. (Universal Federation Of Travel Agents Association)
- I.A.T.A. (International Air Transport Authority)
- T.A.A.I. (Travel Agents Association Of India)
- P.A.T.A. (Pacific Asia Travel Association)
- A.S.T.A. (American Society For Travel Agency)
- W.T.O. (World Tourism Organization)

## 6) TOURIST ACCOMMODATION

**15 Hours**

- History of accommodation
- Emergence of hotels
- Types of hotels
- Meal plans and tariff plans
- Supplementary accommodation
- Changing profile of the accommodation sector
- Classification system

### **References**

1. A.K Bhatia; Tourism Development Principles and Practices, Sterling Publishers Pvt Ltd, New Delhi. (Latest available edition.)
2. Romila; Chawla; 'Tourism And Development Series, Accommodation Management And Tourism (U.G.C.)'; Sonali Publications; New Delhi. (Latest available edition.)
3. Atul; Shrinivastava; 'Modern Hospitality And Tourism'; Centrum Press. (Latest available edition.)
4. H.K.; Kaul; 'Travelers India'; Oxford University Press; Delhi. (Latest available edition)

## SEMESTER V

### TITLE – IT AND COMMUNICATIONS IN TOURISM

COURSE CODE: TOC 105

4 credits (60 Hours)

Total Weightage : 100marks

#### *Objectives of the Course:*

- 1. To enable students to use IT in tourism marketing, human resource and customer management.*
- 2. To learn the role of technology in tourism with focus on its impact, networks and online travel.*
- 3. To introduce students to some of the tourism apps.*

#### **1. INFORMATION, COMMUNICATION, AUTOMATION AND TECHNOLOGY IN TOURISM**

**10 Hours**

- Introduction to E-commerce
- Tele conferencing and video conferencing
- Instruments to communication like videotex, telefax, computer
- Use of computer technology in airlines, cargo, hotels and travel agency.
- CRS (Computerized reservation systems) and SITA (Societe International De Tele Communication Aeronautiques).

#### **2. TECHNOLOGY IN TOURISM MARKETING**

**10 Hours**

- Introduction
- Multimedia
- Virtual reality and virtual tours
- Networks and internet
- Electronic tourism
- Players in online travel markets
- Using websites for tourism marketing
- Impacts of online business on existing intermediaries
- Technology and marketing mix

#### **3. EVOLUTION ON SMART TOURISM**

**10 Hours**

- Smart tourism
- Tourism apps
- Travel apps
- Accommodation apps

- Payment gates

#### **4. ROLE AND IMPACTS OF INFORMATION COMMUNICATION AND TECHNOLOGY IN TOURISM 10 Hours**

- ICT and economic growths
- Relationship between ICT and tourism
- Limitations and future possibilities of ICT
- E tourism and the digital drive
- E tourism and rural tourism
- Tourism and information exchange

#### **5. ROLE OF INTERNET AND EMAIL IN TOURISM 10 Hours**

- Introduction
- Flexibility in communication, accessibility
- World Wide Web (www) as a marketing tool
- Tourism and email marketing
- Email audiences
- Use of emails by travel agents

#### **6. DIMENSIONS OF E- TOURISM AND CHANGING GLOBAL TOURISM 10 Hours**

- Introduction to E-Tourism
- Tourism and hospitality sector
- Net based marketing of tourism products
- E – tourism distribution
- E- market research
- Problems in conducting web-based business
- Trends in online consumer behaviour

#### **References**

1. R.C. Chakravarthy and P.R.S. Murthy; 'Information Technology and Tourism'. Pacific Books International, New Delhi (Latest available edition.)
2. R. K.Sinha; 'Growth and Development of Modern Tourism' Wisdom Press, New Delhi. (Latest available edition.)
3. Manjula Chaudhary; 'Tourism Marketing'; Oxford University Press, New Delhi. (Latest available edition.)

**SEMESTER V**  
**COURSE TITLE - TOURISM DEVELOPMENT**  
**COURSE CODE: TOD 102**

**4 credits (60 Hours)**

**Total Weightage : 100marks**

***Objectives of the Course:***

- 1. To enable students to identify the importance of tourism at the national and state level.*
- 2. To introduce the students to the functions of tourism offices in India and overseas.*
- 3. To enable the students to identify the growth and development of tourism and study the various policies of tourism.*

**1. THE ORGANIZATION OF TOURISM    10 Hours**

- Need for organization
- Factors influencing types of organization
- Recommendations of the U.N. conference
- The national tourist organization
- Functions of the national tourism organization
- Tourist organization in India
- Ad-hoc tourist traffic committee
- Tourist offices in India & overseas
- Criteria for opening overseas offices

**2. THE GROWTH AND DEVELOPMENT OF TOURISM    05 Hours**

- Basic components and elements of tourism
- Causes for the rapid growth of tourism
- Social causes
- Technological causes
- Economic causes
- The elements of tourism
- Social and economic significance of tourism

**3. NATIONAL ACTION PLAN FOR TOURISM    15 Hours**

- National Action Plan and its objectives
- Strategy for development
- Improvement of tourist infrastructure
- Role and nature of domestic tourism

- Foreign investments in tourism
- Facilitating tourist movement
- Developing areas on a selective basis for integrated development
- Restructuring and strengthening institutions for manpower development
- Tourism Promotional functions
- Crafts villages for Tourism Promotion
- Role of Central Govt. in state tourism

#### **4. TOURISM POLICY 1982 AND 2002                      20 Hours**

- History
- SWOT analysis
- Analytical Review of India's Tourism Policy
- National Committee on Tourism
- National Policy 2002
- Dimension on Tourism
- Parameters of Tourism
- Impact of Tourism
- Plan of Action
- Positioning Tourism as a National Priority
- Enhancing India's Competitiveness as a Tourist Destination
- Improving and Expanding Product Development

#### **5. GOVERNMENT POLICIES IN TOURISM   10 Hours**

- Socio economic development of the country
- Development of domestic tourism
- Preservation of national heritage
- Developing international tourism
- Diversifying the tourism product
- Role of Central Govt. in developing tourism
- Role of State Govts. in developing tourism
- Eco-tourism
- National parks and wild life sanctuaries
- Important fairs and festivals of India

#### **References**

1. A.K.; Bhatia; 'International Tourism'; Sterling Publishers; New Delhi; (Latest available edition.)
2. A.K Bhatia; Tourism Development Principles and Practices, Sterling Publishers Pvt Ltd, New Delhi. (Latest available edition.)

3. Romila; Chawla; 'Tourism Research Planning And Development'; Discovery Publishing House; New Delhi (Latest available edition.)

4. Praveen; Sethi; 'Handbook Of Effective Travel And Tourism'; Rajat Publications; Delhi (Latest available edition.)

5. Tourism Guide lines published by Govt. of India, Ministry of Tourism. (Latest available edition.)

## **SEMESTER V**

### **COURSE TITLE – ENTREPRENEURSHIP DEVELOPMENT**

#### **COURSE CODE: TOD 104**

**4 credits (60 Hours)**

**Total Weightage : 100marks**

#### ***Objectives of the Course:***

- 1. To introduce the students to entrepreneurship and enterprise and the role and functions of entrepreneurs*
- 2. To learn about the qualities and skills required for an entrepreneur.*
- 3. To identify the functions of an entrepreneur.*
- 4. To inculcate entrepreneur skills and behaviour among the students.*

#### **1. THE ENTREPRENEURSHIP PERSPECTIVE FOR TOURISM      10 Hours**

- The nature and importance of Entrepreneurs
- Theories of Entrepreneurship
- Qualities of Entrepreneurship and Entrepreneurs
- Functions of entrepreneurs
- Development of Women Entrepreneurs

#### **2. SKILLS FOR AN ENTREPRENEUR IN TOURISM      10 Hours**

- Conceptual skills, Technical skills, Human Relation skills
- Communication skills, Diagnostic skills, Decision making skills
- Managerial skills, Project development skills
- Marketing skills.

#### **3. FUNCTIONS OF AN ENTREPRENEUR      10 Hours**

- Innovation, Planning the project
- Organizing, Risk taking and uncertainty bearing



- Procurement and Mobilization of resources
- Taking business decisions, Perception of market opportunities
- Marketing of products and responding to the competition
- Financial management, Upgrading process and product quality
- Fulfilling social obligations

### **3. IDENTIFYING THE BUSINESS OPPORTUNITIES AND INNOVATIONS IN TOURISM**

**10 Hours**

- SWOT analysis
- Screening of environment
- Identification of business opportunities
- Purposeful innovations
- Industry and market structure
- Change in perception
- New knowledge
- Change in demography, industry and market structure

### **4. MARKET SURVEY IN TOURISM**

**10 Hours**

- Need for market survey
- Techniques of market survey
- Product oriented survey
- Market oriented survey
- Desk research
- Field survey techniques

### **5. SOCIAL RESPONSIBILITIES OF ENTREPRENEURS**

**10 Hours**

- Social responsibilities towards owners
- Social responsibilities towards employees, shareholders, government
- Social responsibilities towards competitors, suppliers
- Society and Environment
- Arguments for and against social responsibility

#### **References:**

1. Atchut P. Pednekar; 'Entrepreneur Management', Himalaya Publishing house New Delhi. (Latest available edition.)
2. Vasant Desai, Dynamics of Entrepreneurial Development and Management; Himalaya publishing House, New Delhi. (Latest available edition.)

3. Romeos. Mascarenhas; Entrepreneurship and Management; VipulPrakashan, Mumbai.  
(Latest available edition.)

4. S.B. Verma, Entrepreneurship and Employment Deep and Deep publication Pvt.ltd; New  
Delhi. (Latest available edition.)

5. Bruce R. Barringer; Entrepreneurship Successfully launching New Ventures. (Latest  
available edition.)

## SEMESTER VI

### COURSE TITLE – TOURISM MARKETING- II

COURSE CODE: TOC 106

4 credits (60 Hours)

Total Weightage : 100marks

#### *Objectives of the course:*

1. To enable the students to identify the nature of Services in Tourism Marketing
2. To acquaint the students with the concept of brand, branding and packaging.
3. To explore the developments and channels of the tourism distribution.
4. To identify and analyse the important promotional tools in tourism.

#### **1. TOURISM PRODUCT**

**10 Hours**

- Meaning of tourism product
- Tourism as a packaged product
- Destination as a product
- Managing products
- New product development
- Destination development
- Destination life cycle and tourism
- Product life cycle, tourism area life cycle
- Brands and branding in tourism
- Tourism products marketing

#### **2. TOURISM DISTRIBUTION**

**10 Hours**

- Introduction
- Tourism distribution
- Distribution chain/ channel
- Developments in distribution

#### **3. TOURISM PRICING**

**10 Hours**

- Factors influencing tourism pricing
- Methods of price fixation
- Pricing strategies

#### **4. TOURISM PROMOTION**

**10 Hours**

- Promotion and communication

- Objectives of promotion
- Promotional mix
- Factors affecting promotion mix
- Developing promotion plan
- Components of promotion mix
- Important promotional tools in tourism

## **5. PEOPLE IN TOURISM**

**10 Hours**

- Service Encounters
- Managing people and encounters in tourism
- Important practices of managing people and services encounters in tourism
- Customer relationship management

## **6. PROCESS IN TOURISM MARKETING**

**10 Hours**

- Process of services transfer and its objectives
- Elements of processes
- Managing processes in tourism industry
- Developments in Services related to tourism
- Capacity -demand management of tourism services

### **References**

1. Manjula; Chaudhary; 'Tourism Marketing'; Oxford University Press; New Delhi. (Latest available edition.)
2. Ratandeep; Singh; 'Tourism Marketing'; Kanishka Publishers Distributors; New Delhi. (Latest available edition.)
3. Philip; Kotler; 'Marketing Management'; Published by Pearson Education, Inc. Copyright Dorling Kindersley(India) Pvt Ltd; South Asia. (Latest available edition.)

## **SEMESTER VI**

### **COURSE TITLE – EMERGING TRENDS IN TOURISM**

#### **COURSE CODE: TOD 103**

**4 credits (60 Hours)**

**Total Weightage : 100marks**

#### ***Objectives of the course :***

- 1. To trace the growth of different kinds of tourism in India.*
- 2. To learn about the emerging kinds of tourism and its supporting elements.*
- 3. To analyze the socio-economic changes in India and the impact on tourism growth.*

#### **1) TYPES OF TOURISM AND CHALLENGES FOR UPCOMING TRENDS 10 Hours**

- Emerging dimensions
- Progress of Indian tourism
- Problems of Indian tourism
- New issues and challenges
- Future of Indian tourism industry

#### **2) ADVENTURE TOURISM, WILDLIFE TOURISM AND SPORTS TOURISM**

**10 Hours**

- Elements and dimensions of Adventure Tourism
- Scuba diving
- Wildlife tourism
- Safari
- Mountaineering
- Hiking
- Sports tourism

#### **3) CULTURAL TOURISM, HERITAGE TOURISM AND PILGRIMAGE TOURISM**

**7 Hours**

- Elements and types
- Cultural tourism
- Heritage tourism
- Pilgrim tourism
- Archaeological tourism

#### **4) MUSIC TOURISM, WINE TOURISM, GARDEN TOURISM**

**7 Hours**

- Music tourism
- Pop – culture tourism
- Wine tourism
- Garden tourism

#### **5) AGRITOURISM, MEDICAL TOURISM, SEX TOURISM AND PINK TOURISM**

**7 Hours**

- Agritourism
- Health/ Medical tourism
- Dental tourism
- Sex tourism
- LGBT Tourism

#### **6) DIVORCE TOURISM, FASHION TOURISM**

**7 Hours**

- Introduction
- Nature of divorce
- Industry and organizations for divorce tourism
- Concept of fashion tourism
- Haute couture
- Current trends of fashion tourism

#### **7) COSTAL TOURISM, BEACH TOURISM**

**7 Hours**

- Costal tourism and costal development
- Costal/ marine tourism impacts and practices
- Sustainable development of beach tourism
- Sea surfing

#### **8) ECO TOURISM**

**5 Hours**

- Introduction
- Eco tourism and eco tourists
- Management of eco-tourism
- Eco tourism and development

#### **References**

1. Jitendra K.Sharma;’ Types of Tourism and Ways of Recreation – Elements, Dimensions and Trends’, Kanishka Publishers, Distributors, New Delhi. (Latest available edition.)
2. Romila Chawla;’ Coastal Tourism And Development’, Sonali Publications, New Delhi- (Latest available edition.)
3. Ramesh Chawla;’ Eco tourism and Development’, Sumit Enterprises, New Delhi. (Latest available edition.)
4. Amit Kumar;’ Divorce Tourism’, Sonali Publications, New Delhi. (Latest available edition.)
5. Amit Kumar;’ Fashion Tourism’, Sonali Publications, New Delhi. (Latest available edition.)Caroline Shephard;’ Fashion Tourism’, Discovery Publishing House Pvt.Ltd. New Delhi.  
(Latest available edition.)
6. Howard L. Hughes;’ Pink Tourism’ CAB International USA (Latest available edition.)
7. Ashu Jain;’ Emerging Issues of Indian Tourism Industry’, Sarup Book Publishers Pvt.Ltd. New Delhi. (Latest available edition.)

## **SEMESTER VI**

### **COURSE TITLE – SUSTAINABLE DEVELOPMENT OF TOURISM**

#### **COURSE CODE: TOD 105**

**4 credits (60 Hours)**

**Total Weightage : 100marks**

#### ***Objectives of the Course:***

1. *To comprehend sustainability in tourism and develop competence to analyse and assess sustainable tourism practices.*
2. *To offer a critical view of the current thinking of sustainability in different sectors of tourism.*
3. *To establish a link between sustainable tourism and sustainable development.*

#### **1) INTRODUCTION TO SUSTAINABLE TOURISM**

**10 Hours**

- Historical background
- Nature and scope of sustainable tourism
- Current thinking in sustainable tourism management
- Concept of carrying capacity
- New approach to sustainable tourism management
- Changes in the concept of sustainable tourism over time

**2) THE THREE DIMENSIONS OF SUSTAINABLE TOURISM 10 Hours**

- The environmental dimension
- The economic dimension
- The social dimension
- The socio-cultural impact of tourism on the host community
- The impact of tourism on the tourist
- Towards more socially equitable tourism
- Host - Guest relationships

**3) THE KEY ACTORS IN SUSTAINABLE TOURISM 10 Hours**

- The public sector
- The industry
- The voluntary sector
- The host community
- The media
- The tourist

**4) SUSTAINABLE TOURISM IN DIFFERENT GEOGRAPHICAL CONTEXT**

**10 Hours**

- Coastal areas and the seas
- Rural areas
- Urban areas
- Mountainous regions
- Islands
- Developing countries

**5) SUSTAINABLE TOURISM AND FUNCTIONAL MANAGEMENT 10 Hours**

- Marketing management
- Human resource management
- Operations management
- Financial management
- The future of sustainable management

**6) SUSTAINABLE TOURISM AND THE DIFFERENT SECTORS AND TYPES OF TOURISM 10 Hours**

- Tourist destinations
- Visitors attractions



- Tour operations and transport
- Cultural tourism and Eco tourism
- All – inclusive and Self – contained resort complexes
- Business tourism

## **References**

1. John Swarbrooke; 'Sustainable Tourism Management'; Rawat Publications, New Delhi. (Latest available edition.)
2. G.R. Chatak; 'Sustainable Tourism Codes and Guidelines'; Cyber Tech Publications, New Delhi (Latest available edition.)
3. David Weaver, 'Sustainable Tourism', Routledge (Latest available edition.)