

**B.A. 5th SEMESTER
GENERIC ELECTIVE**

{FOR BA (GENERAL) STUDENTS WHO HAVE NOT OPTED FOR THE SUBJECT AS CORE}

TTM520G: TOURISM & TRAVEL MANAGEMENT: FUNDAMENTALS OF TOURISM

**CREDITS: THEORY: 4; TUTORIAL: 2
MAX. MARKS: THEORY: 60; TUTORIAL: 30
MIN. MARKS: THEORY: 24; TUTORIAL: 12**

Course Objectives:

This will be an introductory course focusing on the basics of tourism. Students will be given understanding regarding the basic framework of tourism industry and how tourism is contributing to the society, economy, and environment of tourist places.

COURSE CONTENTS:

THEORY: 4 CREDITS

MARKS: 60

Unit I

Concept and meaning of Tourism, Visitor, Tourist, Excursionist, Traveller, Transient, Types and forms of tourism, Types of tourist, Historical Development of Tourism.

Unit II

Components of tourism; 6 A's of Tourism – Attraction, Accessibility, Accommodation, Amenities, Activities, and Awareness, Tourist Accommodation: Meaning and Types, Transportation: Meaning and Types, Tourist Attraction: Meaning and Types (Natural and Manmade).

Unit III

Tourism Impacts: Concept and meaning, Types of Impacts: Impact on Economy – Positive and Negative, Impact on Environment – Positive and Negative, Impact on Society - Positive and Negative.

Unit IV

Tourism Organisations: Meaning and Importance, International Organisations – UNWTO, IATA, and PATA, National Organisations – TAAI, IATO and MOT GOI, Regional Organisations – DOT Government of J&K and JKTDC.

TUTORIAL: CREDITS: 2

MARKS: 30

- ✓ Field visit to any nearby place of touristic importance to understand the characteristics of the place and submit a brief report for evaluation.
- ✓ Conduct of Group Discussion, Seminars and Presentations on any of the topics as mentioned in the theory part of the course. Students will be evaluated on the basis of their participation, documentation and performance in these activities.

SUGGESTED READINGS:

1. Burkart A.J., Medlik S., *Tourism - Past, Present and Future*, Heinemann, London.
2. Gunn, *Tourism Planning: Basic, Concepts and Cases*, Cognizant Publications.
3. Mukhtar, Shahnawaz, *Tourism and Pilgrimage*, Sarup Publishers, New Delhi
4. Sunetra Roday et al., *Tourism Operations and Management*, Oxford University Press.
5. Swain, Sampad Kumar, *Tourism: Principles and Practices*, Oxford University Press.