

**Objectives:**

- It is to introduce to the discipline of Tourism and various aspects that constitute the concept of Tourism.
- To enable students to understand the rudiments of Tourism with futuristic view

**Pedagogy:** Two contact programmes, Reading material and assignments

**UNIT I :** Meaning & Measurement of Tourism - Overview - Objectives, meaning & nature- Classification of tourism & tourists. Travel concept- Components – Tourism System – Leiper's Model – Growth and development of Tourism - History. -Pleasure travel by all modes of transport in ancient times – Tourism Statistics, Objectives, Types and Methods.

**UNIT II:** Travel Motivations - Definition of Motivation – concept of motivation - evolution of demand. Growth factors – physical motivators – rest and recreation motivators – health motivators – ethnic and family motivators – professional and business motivators

**UNIT III:** Tourist Transport and Accommodation. – Role of transport in tourism – modes of transport – road transport - Rail transport – Air transport - Sea transport - Ministry of railways and Civil Aviation. Accommodation – Early history – the emergence of hotels – definitions – categories of accommodation - primary accommodation and supplementary accommodation.

**UNIT IV :** Tourism planning and Development – tourism planning process – assessment of tourist demand – environmental Dimensions – tourism environmental policy – carrying capacity – sustainability – conservation policy. Features of Tourist Destinations – Essential facilities and Services for Tourism Development.

**UNIT V:** National & International organizations connected to tourism – Need for the organization – World Tourism Organization (WTO), ICAO, PATA, UFTAA, IATA, ASTA, DGCA, NTO, ITDC, IATO, TAAI, FHRAI. National Tourist Organizations (NTO), Functions of Tourism Organizations - Organization Structure.

**UNIT VI :** Impacts of Tourism & tourism statistics - tourism as a great economic force – economic significance – tourism multiplier – tourism income multiplier - Social significance of tourism and effect on destinations. Measurement of tourism – categories of tourist statistics - methods of measurement.

**Cases on** Karnataka, tourist destinations, Karnataka State Tourism Development Corporation (KSTDC).

**References:**

1. Bhatia A.K, International Tourism, Sterling Publishers Pvt Ltd, New Delhi.
2. Bhatia AK, Tourism Development: Principles and Practices, Revised edition Sterling Publishers Private Limited, New Delhi.
3. Chris Cooper, Fletcher John, Fyall, Alan, Gilbert David, Wall Stephen, Tourism Principles and Practices, 4<sup>th</sup> edition, Pearson Education Limited.
4. Dennis L & Foseter Glencoe, an Introduction to Travel & Tourism, McGraw-Hill International.
5. Dr. Revathy Girish, Indian Tourist Panorama, Dominant Publishers and Distributors, New Delhi.
6. Ghosh Bishwanth, Tourism & Travel Management, Second Revised Edition Vikas Publishing House Pvt Ltd, New Delhi.
7. Kaul R.N, Dynamics of Tourism, Sterling Publishers Pvt Ltd, Volume 1,2 & 3 New Delhi,
8. Pran Nath Seth, Successful Tourism Management, Sterling Publishers Pvt Ltd, New Delhi,
9. Praveen Sethi, Tourism for the Next Millennium, Rajat Publication New Delhi.