

TMS – 455: CONTEMPORARY ISSUES IN TOURISM

Credits: 3

Course Objectives:

1. To know the new trends in tourism.
2. To understand the effects of climate change for tourism industry
3. To familiarize the current initiatives of MOT.
4. To impart the knowledge regarding micro finance and micro enterprises in Tourism.
5. To identify the impact of GST in tourism industry.
6. To know about the concept of barrier free tourism (Accessible Tourism) and scope of accessible tourism in India.
7. To understand the corporate social responsibility in tourism industry.

Course Outcomes:

- CO1:** Should be able to understand the environment of travel business and it will enable them to predict emerging new trends and fashions of travel.
- CO2:** Enable to understand the how climate changes happen in global level and its effect to tourism industry.
- CO3:** Discuss key issues related to corporate social responsibility for tourism organizations.
- CO4:** Demonstrate an understanding of the health and wellness industry and wellness geared experiences.
- CO5:** Evaluate the economic and social benefits of health and wellness tourism.
- CO6:** Demonstrate an in-depth understanding of the key dynamic forces and developments which may lead to crisis issues in international tourism and hospitality and their subsequent impact on a business or a destination.
- CO7:** Critically evaluate accessible tourism planning approaches and models.

Pedagogy: Assignment, Cases and Seminars, Lecture-cum-discussions

UNIT – I Contemporary Tourism – New trends and Emerging Patterns in Travel and Tourism – Role of Campaigns and Celebrities in Tourism promotion – Climate Change and Environmental Issues – Epidemic diseases effect on tourism-Current Initiatives of MOT.

UNIT – II Home Stay Concept in Tourism – Bed & Breakfast Inns, Community Based Tourism – Guest Host Issues – Responsible Tourism – Pro-poor Tourism and Poverty Alleviation – Social Media for Tourism Promotion.

UNIT – III Micro Finance and Micro Enterprises in Tourism – STZs features, operations and implications – Film Tourism and its role – MICE Tourism – GST effects on tourism - Strategic alliances - acquisition-merger in Airline and tourism Industry.

UNIT – IV GATS and its effect on Indian Tourism – Terrorism and Tourism – Safety and Security Issues in Tourism – Social Responsibility and Ethical Concerns – Time Share Industry and Implications.

UNIT – V Social responsibility in tourism business - service delivery and customer satisfaction - concept of barrier free Tourism (Accessible Tourism) - scope of accessible tourism in India - case in point of popular initiatives in conceiving barrier free tourism in India.

UNIT VI Health and Wellness Tourism-Trends contributing to wellness tourism - Holistic health and increased health consciousness - Pace of life acceleration - The Spa industry and Nature based wellness tourism - Diversity of Spas - Emerging types of spa and wellness facilities - Relationship between nature, wellbeing and destinations - The links between parklands and health - Parklands and nature reserves as a wellness tourism destination.

References:

1. Lew,A.A., Hall, C.M. and Williams, A.M., 2004, A Companion to Tourism, Blackwell, Australia.
2. Loannides,D., and Debbage K.G., 1998, The Economic Geography of the Tourist Industry, A Supply – Side analysis, Routledge New York.
3. Pearce D., 1996, Tourism Development, British Library Cataloguing in Publication Data, London Group UK Limited.
4. Pearce D.G. and Butler,R.W. 1999, Contemporary issues in Tourism Development, Routledge New York
5. Sharpley, R. and Telfer, D.J. 2006, Aspect of Tourism and Development Concepts and Issues, Viva Books Private Limited.

