



<b>B.COM. SEMESTER – 2</b>		
<b>6</b>	<b>SEC 2</b>	<b>TOURISM MANAGEMENT</b>

**Objectives:**

The course aims at making the students aware about the different basic concepts of travel and tourism.

**Learning Outcomes:**

After completion of the course, learners will be able to:

1. Understand structure of tourism industry
2. Relate the work of various travel organizations to the development and promotion of tourism
3. Summarize the role of Travel Agency and Tour Operators in promotion of Tourism Industry
4. Manage the accommodation units & Travel Agencies
5. Create marketing policy for tourism industry.

PARTICULAR	NO. OF LECTURES
<b>UNIT NO. 1 : INTRODUCTION</b>	
Introduction, Definition and Historical Development of Tourism, its Structure, Components and Elements; Nature, Characteristics and Significance of Tourism Industry; Approaches to the Study of Tourism; Definition and Distinction between Travellers, Visitors, Excursionist, Tourist and Transit visitor; 5 A's – Introduction, Attraction, Accessibility, Accommodation, Amenities, Activities; Travel Motivators and Deterrents.	<b>10</b>
<b>UNIT NO. 2 : TYPES AND FORMS OF TOURISM</b>	
Introduction, Inter-regional and Intra-regional Tourism, Inbound and Outbound Tourism, Domestic, International Tourism. <b>Forms of Tourism:</b> Religious, Historical, Social, Adventure, Health, Business, Conferences, Conventions, Incentives, Sports and Adventure, Senior Tourism, Special Interest tourism like Culture or Nature Oriented, Ethnic, Concept of Sustainable Tourism.	<b>10</b>
<b>UNIT NO. 3 : TOURISM MARKETING</b>	
Introduction, Need for Marketing in Tourism, Defining Tourism Marketing, The Tourist Product, Special Features of Tourism Marketing, Marketing Process, Marketing Research, Market Segmentation, Market Targeting, Tourism Promotion, Advertising, Public Relations.	<b>10</b>
<b>Total Lectures/Hours</b>	<b>30</b>

**Suggested Readings:**

1. Mill and Morrison, The Tourism System: An Introductory Text. Prentice Hall
2. Mill, R.C., Tourism: The International Business. Prentice Hall, New Jersey.
3. Jayapalan. N., An Introduction to Tourism. Atlantic Publishers.
4. Mill R.C., Tourism, the International Business, Prentice Hall New Jersey.
5. Swarbrooke, J. Sustainable Tourism Management. CABI Publishers
6. Bhatia, A K., The Business of Tourism – Concepts and Strategies. Sterling Publishers Private Limited

**Note: Learners are advised to use latest edition of text/reference books**

