

TOURISM CONCEPTS, SYSTEMS, AND FUNCTIONS

Unit 1: Introduction to Tourism

Definitions, scope, and significance; 5A's of Tourism, Evolution of tourism industry: Historical perspective and major milestones; Types of tourism: Domestic tourism, international tourism, and niche tourism; Key stakeholders.

Unit 2: Tourism Systems and Models

Understanding tourism systems: Components and interrelations; Destination management organizations (DMOs) and their roles; Tourist behavior models: Travel decision-making process; Tourism demand and supply: Factors influencing both; Destination life cycle model and its implications.

Unit 3: Functions of Tourism Industry

Hospitality industry: Overview and its role in tourism, Transportation in tourism: Modes of transport and their significance; Accommodation sector: Types of accommodation and their operations; Tour operators and travel agencies: Functions and importance; Attractions and activities: Role in tourism experiences. Airlines Industry; Passengers and cargo transportation, Airport infrastructure, Passenger and baggage handling. Aircraft Manufacturers: Boeing, Airbus, and Bombardier.

Unit 4: Tourism Impact

Tourism Impacts - Case studies and best practices; Economic; Contribution of to GDP and employment, Multiplier effects and income distribution and Poverty, Economic diversification and dependency. Social and Cultural; Preservation & Conservation, Social changes, Cultural commodification and authenticity, influence on local traditions and lifestyles, Cultural exchange and intercultural understanding. Environmental & Ecological; Conservation and preservation efforts, Resource depletion and pollution, Habitat destruction and biodiversity loss, Climate change and carbon footprint, Sustainable tourism practices and certifications.

Unit 5: Tourism Marketing and Promotion

Tourism marketing: Concepts, strategies, and tactics; Destination branding and image building: Importance and strategies; Digital marketing in tourism: Social media, websites, and online platforms; Tourism promotion campaigns: Case studies and best practices.

References

1. Enz, C. A. (2010). Hospitality Strategic Management: Concepts and Cases. John Wiley & Sons.
2. Goeldner, C. R., & Ritchie, J. R. B. (2012). Tourism: Principles, Practices, Philosophies. John Wiley & Sons.
3. Pike, S. (2015). Destination Marketing: An Integrated Marketing Communication Approach. Routledge.
4. Swain, S.K., & Mishra, J. M. (2012). Tourism Principles and Practices. New Delhi: Oxford University Press.
5. Walker, J. R., & Walker, J. T. (2018). Tourism: Concepts and Practices. Pearson.