

# HMT141:INTRODUCTION TO TRAVEL AND TOURISM INDUSTRY

L:3 T:0 P:0 Credits:3

**Course Outcomes:** Through this course students should be able to

CO1 :: enumerate the knowledge about tourism amongst the tourism aspirants

CO2 :: describe linkage of tourism with other sectors

CO3 :: apply management concepts and principles to make decisions about different functional areas of business.

CO4 :: illustrate the technical and professional skills to the students required for the industry

CO5 :: evaluate the various theories with behavioral aspect of tourists

CO6 :: integrate the business plan and justify the role of various organizations at national and international level

## Unit I

**Travel through ages** : traveling for trade: silk road, grand tour, emergence of mass tourism, origin of concept of holidays, post independence era of tourism in India, recent scenarios of tourism industry

## Unit II

**Tourism typologies** : difference between tourist, traveler and excursionist, religious tourism, adventure tourism, sustainable tourism, cultural tourism, eco tourism, special interest tourism, MICE tourism, health and wellness tourism

## Unit III

**Tourism theories** : leiper's tourism model, mill-morrison, mathieson & wall model, butler's tourism area life cycle, crompton's push and pull theory, stanley plog's allo-centric and psycho-centric model, cohen's classification of tourists

## Unit IV

**Tourist motivations and behaviors** : meaning of motivation & behavior, gray's travel-motivation theory, anomie and ego enhancement motivation theory, mcIntosh and goeldner categorization of travel motivation, escaping and seeking motivation of mannell and iso-ahola

## Unit V

**Tourism industry linkages** : concept and significance, components of tourism linkage, tourism multiplier effect, challenges and problem of co-ordination, tourism leakage

## Unit VI

**Tourism organizations** : UNWTO: role and functions, IATA: role and function, IHA: roles and functions, WTTC: roles and functions, ITDC: roles and functions, IRCTC: role and functions, FHRAI: role and functions

## Text Books:

1. AN INTRODUCTION TO TRAVEL AND TOURISM by PRAN NATH SETH, PRAN NATH SETH, SUSHMA SETH BHAT, STERLING PUBLISHING
2. INTRODUCTION TO TOURISM MANAGEMENT by KSHITIZ SHARMA, MCGRAW HILL EDUCATION

## References:

1. TOURISM PRINCIPLES & PRACTICES by SWAIN, S.K. & MISHRA, J.M., OXFORD UNIVERSITY PRESS

