

UNIVERSITY OF MADRAS
B.A. DEGREE COURSE IN HISTORICAL STUDIES
SYLLABUS WITH EFFECT FROM 2020-2021

BHS-DSE01

ELECTIVE: TOURISM AND TRAVEL MANAGEMENT

Instr.Hrs.: 6
Credits : 5

Year : III
Semester: V / VI

Learning Outcomes:

Students will acquire

- a) adf**
- b) dfa**

Objectives:

- To get acquainted with the importance of tourism and travel business.
- To provide an understanding of the historical perspective and recent developments in tourism.
- To make the students to know the various organizations that promote tourism and the strategies of tourism marketing.

Contents

UNIT I

Introduction to Travel and Tourism: Historical Perspective and Recent Developments – The Booming Tourism Industry in India – Objectives of Travelling – Business Status of Tourism – Mass Travel and its Aspects – International Mass Tourism.

UNIT II

Management of Travel and Tourism: Indian Travel and Tourism – Travel Agent: Duties and Responsibilities – Modes of Travelling: Airlines, Railways, Ocean Liners and Cruising and Motor Coach Services.

UNIT III

Tourism Organisations: National Tourism Organisations: ITDC, TTDC, ASI and TFCI – International Tourism Organisations: IATA, WTO, UFTAA, ICAO, PATA, FHRAI.

UNIT IV

Challenges and Opportunities in different forms of Tourism: Heritage Tourism – Medical Tourism – Nature based Tourism – Niche Tourism – Economic Conservation of Tourism – Impacts of Tourism, Corporate Social Responsibility in the Tourism Industry.

UNIT V

Tourism Marketing: Marketing Plans for Tourism and Hospitality – Consumer Behaviour for Tourism and Hospitality – Emerging Dimensions: Tourism and Information Management.

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Books for Reference:

1. A.K. Bhatia : Tourism Development: Principles & Practices
2. S.K. Gupta : Travel and Tourism Management
3. Douglas Foster : Tourism and Travel Management
4. V.K. Gupta : Tourism in India
5. Anand Singh : Tourism in Ancient India
6. Stephen Ball, Susan : Contemporary Hospitality and Tourism
7. Thangamani : Sutrulaviyal (Tamil)
8. <https://www.edx.org/course/tourism-travel-management-uqx-tourismx>
9. www.iittmb.in/