

Course Code: 510145	Marks: 100	3 Credits	Class Hours: 45
Course Title:	Tourism and Hospitality Management		

1. **Tourism Overview:** *Tourism in Perspective:* What Is Tourism? Components of Tourism and Tourism Management, Basic Approaches to the Study of Tourism, Economic Importance, Benefits and Costs of Tourism; *Tourism through the Ages:* Early Beginnings, Early (and Later) Tourist Attractions, Early Economic References, The First Travel Agents, Historic Transportation, Accommodations, Chronologies of Travel.
2. **How Tourism is Organized:** *World, National, Regional, and Other Organizations:* International Organizations-Developmental Organizations (International and National)-Regional International Organizations-National Organizations-Regional Organizations-State and Community Organizations; *Passenger Transportation:* The Airline Industry-The Rail Industry-The Motor coach Industry-The Automobile-The Cruise Industry; *Hospitality and Related Services:* The Lodging Industry-The Food Service Industry- Meeting Planners-Meetings and Conventions. *Organizations in the Distribution Process:* Travel Agents-Internet-Consolidators-The Tour Wholesaler-Specialty Channelers-Choosing Channels. *Attractions, Entertainment, Recreation, and Other:* Attractions-Gaming-Recreation-Entertainment-Festivals and Events-Shopping-Education-Publishing-Marketing and Publicity Organizations-Miscellaneous Services.
3. **Understanding Travel Behavior:** *Motivation for Pleasure Travel:* A Focus on Customers-The Need for a Theory-The Development of Motivation Models; *Cultural and International Tourism for Life's Enrichment:* Importance-Life-Seeing Tourism-The Romance of Pleasure Travel-Developmental and Promotional Measures-Anthropography (Geography of Humankind)-Types of Destinations-Travel Experiences-Other Tourist Appeals. *Sociology of Tourism:* Effects on the Individual-Effects on the Family-Effects on Society-Contents Life Characteristics and Travel-Emergence of Group Travel Patterns-Social (Subsidized) Tourism-Summary of the Principal Social Effects of Tourism-The International Tourist.
4. **Tourism Supply, Demand, Policy, Planning and Development:***Tourism Components and Supply:* Supply Components-Natural Resources-Built Environment-Operating Sectors-Spirit of Hospitality and Cultural Resources-Matching Supply with Demand; *Measuring and Forecasting Demand:* Why Demand Is Important-Demand to a Destination-Projection Methodology; *Tourism's Economic Impact:* Tourism's Economic Impact-An International Perspective-Comparing International and Domestic Expenditures-Optimization-Economic Multipliers-*Tourism Policy:* Structure, Content, and Process: Introduction-Tourism Policy: A Definition-The Focus of Tourism Policy: The Competitive/Sustainable Destination-Tourism Policy: Structure, Content, and Process-Translating Policy into Reality; *Tourism Planning, Development, and Social Considerations:* Relating Tourism Planning to Tourism Policy-Why Tourism Planning Is Necessary-The Planning Process-Goals of Tourism Development-Political Aspects of Tourism Development-Development of Tourist Potential; *Tourism and the Environment:* Does Tourism Threaten the Environment? The WTTC Position-Sustainable Development-Ecotourism, Current Tourism Industry Practices.
5. **Tourism Marketing and Future:***Tourism Marketing:* Marketing Concept-The Marketing Mix-Market Segmentation Marketing Planning: The Tourism Marketing Plan-Joint Marketing Efforts; *Tourism's Future:* Tourism in the Third Millennium-The World of Tourism in 2021-The Nature of Future Growth-Leisure, Tourism, and Society in the Third Millennium- New Realities -New Horizons: For CES Impacting the Future of Tourism-The Changing Nature of Tourism Products-New Realities, New Horizons.

Recommended Books:

1. Goeldner,R.Charles& Brent Ritchie,J. R.(2011). Tourism Principles, Practices, Philosophies; 12th Edition, Wiley Inc.
2. Kotler, T. Philip; Bowen, T. John; Makens, James and Baloglu, Seyhmus (2016). Marketing for Hospitality and Tourism, 7th Edition, Pearson Education.