

JYOTI NIVAS COLLEGE AUTONOMOUS
SYLLABUS FOR 2024 BATCH AND THEREAFTER
PROGRAMME: B. Com TM **SEMESTER – I**
TOURISM AND TRAVEL MANAGEMENT - PAPER I
TOURISM PRINCIPLES, POLICIES AND PRACTICES
NO. OF HOURS: 60

COURSE OBJECTIVES:

- To develop the knowledge regarding phenomena of tourism and its characteristics
- To examine the role of important international tourism agencies in the growth of tourism industry
- To illustrate the economic, socio-cultural and environmental impacts of tourism

LEARNING OUTCOMES

- Students analyse the fundamental phenomenon of the tourist system.
- Students evaluate and learn the role of important international tourism agencies in the growth of tourism industry.
- Students also examine the economic, socio-cultural and environmental impacts of tourism.

UNIT 1: INTRODUCTION: ELEMENTS AND TRANSPORT SYSTEM 14 HOURS

Introduction, meaning and definition of Tourism – Evolution of Tourism - Present and Future Trends of Tourism- Factors that influence demand for tourism– Advances in Technology and Impact on tourism – Types and Forms/classifications of Tourism – Tourism Components (5 A's) - Elements of Tourism - Transport system: interrelationship - Tourist Transportation System

UNIT 2: ACCOMMODATION & HOSPITALITY SERVICES 14 HOURS

Accommodation: Definition and Meaning - Historical development of accommodation sector, Linkages and interrelationship – Types: primary & supplementary - Classification of Accommodation – Hotel Industry: Definition & Meaning - Types & Classification of Hotel: Business hotels – Resort- Heritage & Palace hotels - Motels - Time Share hotels - Paying Guest Accommodation- Forest Lodges- Home stays etc. - Organizational structure – Departments in a hotel: Functions and Responsibilities.

UNIT 3: TOURISM SYSTEMS 14 HOURS

Tourism System - Leiper's Geo-spatial Model, Butler's Tourism Area Life Cycle (TALC) - Doxey's Irridex Index – Demonstration Effect – Crompton's Push and Pull Theory, Stanley Plog's Allo-centric, Psycho-centric and Mid-centric Tourists – Motivation for Travel: Basic Travel Motivators, Factors influencing Demand for Travel

UNIT 4: TOURISM AGENCIES AND ORGANIZATIONS 08 HOURS

UNWTO, WTTC, IATA, PATA, ICAO, FHRAI, IH&RA and ITDC - their impact and role in Tourism industry - Ministry of Tourism – DGCA – Role of KSTDC for the development of Tourism destinations in Karnataka.

UNIT 5: IMPACTS OF TOURISM & POLICY-MAKING 10 HOURS

Positive and Negative Impacts of Tourism - Cultural, Environmental, Economic, Social, and Infrastructural - Overview of five-year plans - National action plan - National tourism policy – Code of conduct for safe and sustainable tourism in India.

SKILL DEVELOPMENT

- Understand the functional aspects of tourism system
- Evaluate and learn the role of accommodation sector in the growth of Indian tourism.
- Examine the economic, socio-cultural and environmental impacts of tourism

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