

1st Semester**B.A. Tourism & Travel Management****Title of the Course: Basics of Tourism****Course Code: UGTOR22D101****No. of Credits: 3****Max. Marks: 75**

Course Objectives: The Course is directed to introduce students to the basic concepts of tourism, travel motivators and deterrents and the various impacts associated with tourism.

Unit 1 Introduction to Tourism

- 1.1 Tourism – Definition, Meaning and Nature;
- 1.2 Classification of Tourism & Tourists, Distinctions between Tourist, Traveller, Visitor, Excursionist & Transit Visitor;
- 1.3 Travel Elements, Components and Characteristics;
- 1.4 Historical Evolution of Tourism

Unit 2 Tourism Motivators

- 2.1 Travel Motivations –Concept and Definition
- 2.2 Tourist Motivators, Push and Pull Factors
- 2.3 Tourist Buying Behaviour
- 2.4 Tourist Decision-making Process

Unit 3 Tourism Impacts

- 3.1 .Economic Impacts
- 3.2 Environmental Impacts
- 3.3 Socio-Cultural Impacts
- 3.4 Sustainable Tourism Development: Concept, Meaning and Application

Learning Outcomes:

After completing this syllabus, the learners will be able to:

- Contemplate the phenomenon of Tourism,
- Explain the characteristics of Tourism,
- Track the Historical Evolution of Global Tourism,
- Define and differentiate between Tourist and other categories of travellers,
- Understand the components of tourism and their interrelation,
- Contemplate the different motivations of tourism
- Understand the various impacts of tourism.

Suggested Readings

1. Burkart A.J., Medlik S., Tourism - Past, Present and Future, Heinemann, London.
2. Kamra K. K, Chand M. Basics of Tourism: Theory, Operation, and Practice. Kanishka Publishers, New Delhi
3. Swain, Sampad Kumar, Tourism: Principles and Practices, Oxford University Press.
4. Sunetra Roday et al., Tourism Operations and Management, Oxford University Press.
5. Walker John & Walker Josielyn, 'Tourism- Concepts & Practices', Pearson India.
6. Inkson & Minnaert, 'Tourism Management', Sage Publications.