

## TTMSD01: Tourism and Hospitality Management

Credits: 3

Lecture Hours Per Week: 3

**Objective:** This course is offered to the students of other departments. And it covers the basic information's about the tourism and hospitality industry.

**Pedagogy:** A Combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, and Assigned readings.

### Module I

Introduction to travel and tourism: - Important phenomena helped the development of evolution of travel and tourism- the meaning of tourism-purpose of travel (motivations)-travelers and visitors-the industry-definitions followed in India-international tourism-basic components of tourism- elements of tourism-future of tourism

### Module II

Development of means of transport: - Road Transport-Sea/Water transport, Cruise Industry-Rail transport-luxury trains of India-Air transport; India and international -Travel Documents.

### Module III

Tourism Products:-Types (Natural, Manmade, Symbiotic) -Eco tourism, Adventure tourism- Sustainable tourism- Responsible tourism- Nature based tourism-Green tourism- Multi sport adventures- Cultural tourism- Health tourism- Rural tourism-Ethnic tourism - Spiritual tourism- Golf tourism- Space tourism- Pro poor tourism- Dark Tourism etc.- Important Tourist Destinations in India and Kerala

### Module IV

Accommodation Industry- History-Types-Departments-Categorization in India (Star)-Room Types-Travel Agency-Types and Functions-Tour Operators-Types and Functions - Characteristics of tourism- Impacts of tourism (Economic, Environmental, Socio-cultural)

### Books Recommended for Reference:

1. John R. Walker: Introduction to Hospitality Management (second edition) Dorling Kindersley (India) Pvt Ltd. ISBN 978-81-317-2487-3
2. A. K Bhatia: Tourism Management & Marketing.
3. Christopher. Holloway; Longman; The Business of Tourism
4. Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
5. P.N. Seth: Successful Tourism Development Vol. 1 and 2, Sterling Publishers
6. Page, S: Tourism Management: Routledge, London
7. Glenn. F. Ross - The Psychology of Tourism (1998), Hospitality Press, Victoria, Australia.

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