

SARDAR PATEL UNIVERSITY
Programme: BBA (Hospitality Management)
Semester: I
Syllabus with effect from: June-2011

Paper Code: UM01CBBH03	Total Credit:3
Title Of Paper: Introduction to Tourism	

Unit	Description in detail	Weighting (%)
I	<p>Introduction To Tourism Nature,scope,Significance. Definition of Tourism – Technical Definition – Conceptual Definition Tourism defined for the Present study. Types and Forms of Tourism: Inter–regional and intra–regional tourism, inbound and outbound tourism, domestic, international tourism. Forms of Tourism: religious, historical, social, adventure, health, business, conferences, conventions, incentives, sports and adventure, senior tourism, special interest tourism like culture or nature oriented, ethnic or ‘roots’ tourism and VFR etc. Components of Tourism. Element of tourism</p>	25%
II	<p>Tourism development Through The Ages Growth and Development of Tourism, History of Travel, Travel in the 19th and 20th Century, Recent Trends Growth and development of modern Tourism Advent of high speed trains post - second world war phenomenon causes of rapid growth</p>	25 %
III	<p>The Organization of Tourism Need for organization Factors influencing type of organization National tourist organization tourist organization in India International Organizations & Tourism-International Union Of Official Travel Organization (IUOTO), World Tourism Organization (WTO),Pacific Area Travel Association (PATA), International Air Transport Association (IATA),International Civil Aviation Organization (ICAO)</p>	25 %
IV	<p>Tourism Industry Issues Customer Services, career opportunities in Travel Trade Status of India Tourism, India’s share in international tourism arrival; Domestic Tourism, out bound tourism; Major issues and concerns to develop tourism; Tourism Policy; Scope of career opportunities.</p>	25 %

Basic Text & Reference Books:

- Rob Davidson,” Tourism”
- Nerval A.J “Tourist Industry “
- Premnath, “Dynamics of Tourism Manag

