

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA (Tourism and Travel Management)**  
**Semester: VIII**  
**Syllabus with effect from: December-2014**  
**(Batch - 2011)**

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|---|------------------------|
| <b>Paper Code: UM08EBBT01</b>                                       | <b>Total Credit: 3</b> |
| <b>Title Of Paper: Emerging Trends in Tourism &amp; Hospitality</b> |                        |

| Unit | Description in Detail   | Weightage (%) |
|------|---|---------------|
| I    | <b>Emerging Trends:</b><br>Different new types of concepts emerging in Tourism and its Dimensions like Agri-Tourism/Rural Tourism, Alternative Tourism, Atomic Tourism, Culinary Tourism, Dark-Tourism, Enotourism, Experimental Tourism, Extreme Tourism, Genealogy Tourism, Grand Tourism, Cultural Heritage Tourism, Literary Tourism, Pop-Culture Tourism, Nautical Tourism, Metaphysical Tourism, Set-jetting Tourism, Staycation Tourism etc. | 25%           |
| II   | Ecotourism and Sustainable Tourism: Concept of ecotourism and sustainable tourism and its Management<br>The impacts of ecotourism in an area (positive and negatives)<br>Some best practiced ecotourism sites in world<br>Eco-tel and Eco resorts. Theme Parks<br>Rural and Urban Tourism   | 25%           |
| III  | Tourism Impacts: Socio-cultural impacts of tourism, Economic impact and Environmental impact<br>Environment Impact Assessment<br>Approach to evaluating Impacts and Control Measures<br>Measuring Economic Costs and Benefits   | 25%           |
| IV   | Outbound and Inbound Tourism Trends<br>Introduction to Demand for Tourism Patterns: Determinants and Motivations of Tourism Demand<br>Measuring the Tourism Demand<br>Tourism Statistics: Types of Tourist Statistics and their sources and limitations, Domestic Tourism sources, methods and dimensions   | 25%           |

**Basic Text & Reference Books:-**

- Pearce, D.G. and Butler, R.W. Contemporary issues in tourism development, Routledge

