

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

Paper Code: UM01CBBT03	Total Credit:3
Title Of Paper: Introduction to Tourism	

Unit	Description in detail	Weighting (%)
I	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	25 %
II	Tourism development Through The Ages – Growth and Development of Tourism, History of Travel, Travel in the 19th and 20 th Century, Recent Trends Growth and development of modern Tourism Advent of high speed trains post - second world war phenomenon causes of rapid growth	25 %
III	The Organisation 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	25 %
IV	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.	25 %

Basic Text & Reference Books:

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

