

SARDAR PATEL UNIVERSITY
Programme: Bachelor of Vocational (Hospitality and Tourism)
Semester: I
Paper-3 Introduction to Tourism (UT01BVSCO3)

Theory)

Units	Detail Descriptions	Credit:4
Unit-1	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’ Components Of Tourism. Element Of Tourism	25%
Unit-2	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	25%
Unit-3	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%
Unit-4	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.”

