

Tourism

Unit – I Introduction: What is Tourism? Definitions and Concepts, Socioeconomic importance, Trends in tourism Industry, Tourism in India and Rajasthan-Problems and Prospects.

Unit 2 Tourism: Why it is different from other types of consumer product? typology of tourism products, Elements and characteristics of tourism products. Tourism product production system, Tourism Product Life Cycle,

Unit–III 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.

Unit – IV Tourist Transportation: Air transportation: The airline industry present policies, practices. Functioning of Indian carriers. Air Corporation Act, Air charters.

Surface Transport: Rent-a-car Scheme and Coach-Bus Tour, Fare Calculation. Transport & Insurance documents, All-India Permits

Rail Transport: Major Railway Systems of World, (Euro Rail and Amtrak) General information about Indian Railways, Types of rail tours in India:, Place-on-Wheels and Royal Orient, Deccan Odessy, Toy Trains. Indrail Pass.

Water Transport: Historical past, cruise ships, ferries, hovercrafts, river and canal boats, Fly-cruise.

Unit – V Tourism A study of International Tourism Organisations: Origin, location and functions of WTO, IATA, PATA, ASTA, UFTAA, and ICAO.

Suggested Readings:

- Mill and Morrison, (1992), The Tourism System: An Introductory Text , Prentice Hall.
- Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
- Burkart and Medlik, (1981), Tourism: Past, Present and Future ,Heinemann, ELBS.
- Mill, R.C., (1990), Tourism: The International Business, Pretience Hall, New Jersey.
- Bhatia, A.K., - International Tourism
- Seth, P.N., (1999) Successful Tourism Management (Vol 1 &2)