

Department of History & MTM
Kakatiya University, Warangal

TOURISM AND TRAVEL MANAGEMENT
B. A. I YEAR
SEMESTER – I
PAPER – I: TOURISM BUSINESS MANAGEMENT

Unit-I: Tourism Meaning and significance – Nature and scope of Tourism – Historical Development of Tourism – Components of Tourism – Characteristics of Tourism – Types of Tourists – Tourism, recreation and leisure their inter relationships.

Unit-II: Inter-regional and intra-regional tourism-inbound and outbound tourism – Domestic & international tourism - forms of tourism: religious tourism, Historical tourism health tourism, special interest tourism, cultural tourism, ethnic tourism and Adventure tourism.

Unit-III: Economic impacts of tourism – Multiplier effect in Tourism – Social impacts of Tourism – Cultural impacts of tourism – impacts of tourism on ecology and environment – Sustainable Tourism Development.

Unit-IV: Importance of Tourism Organisations – Tourism Organizations in India – State tourism Development Corporations: TSTDC, APTDC – Ministry of Tourism (MoT) – Indian Tourism Development Corporation (ITDC).

Unit-V: Importance of Tourism Planning – Methods of tourism planning – Tourism Planning process – Tourism planning in India – involvement of Government and private sectors in tourism planning.

Suggested Readings:

Bhatia, A.K. – International Tourism, Sterling Publications, New Delhi

Chattopadhyaya Y.K. – Economic impacts of Tourism Development

Negi, J – Tourism and Travel, Vikas Publications

Prannathseth – Successful Tourism Management, Vol. 1 & II, Sterling Publications, New Delhi