

**TOURISM IN THE HOSPITALITY INDUSTRY**

**1. Historical Dimension :**

- Travel in Prehistoric Times
- Travel in Ancient Civilization
- Travel in the middle ages
- Travel in the industrial age

**2. Psychological Dimension : Perception and Attitudes :**

- Tourism as behaviour
- Perception
- Attitudes

**3. Psychological Dimension – Motivation, Personality, Values and Learning**

- Motivation
- Personality
- Values
- Learning

**4. Social and Culture Dimensions**

- Societies, culture and tourism
- Social and cultural behaviour
- Social interaction
- Social impacts

**5. International Dimensions**

- Defining international tourism
- Importance of international tourism
- Travel flows
- International Tourism
- International Tourism and peace

**6. Economic Dimensions**

- The economic question
- Lifelong ideas
- Tools of tourism economics

**7. Environmental Dimensions**

- Environment and tourism behavior
- The geography of tourism
- Environment as an attraction

**8. Tourism environment connection**

- The greeting of tourism

- Tourism Planning & Developing
- Tourism Planning
- Tourism Development
- The tourism development life cycle.

## **9. Research and Measurement**

- Research & Tourism
- Types of Research
- The Research Process

## **10. Tourism Policy**

- Policy defined
- International Tourism Organizations

## **REFERENCE :**

- 1) Tourism and Hospitality Industry – Joseph .D. Fridgen
- 2) Tourism in the Age of Globalisation – Routledge.
- 3) Tourism Development – Bhatia.