

**TRAVEL&TOURISM MANAGEMENT**

**Unit - I : Principles of Tourism :**

- 1) Definitions : Tourism, Tourist, Foreign Tourist, Domestic Tourist.
- 2) Components of Tourism : Attractions, Accessibility and Amenities.
- 3) Motivations for Tourism
- 4) Types of Tourism.

**Unit - II : Growth of Tourism :**

- 1) Tourism Development : Sea, Road, Rail and Air
- 2) An Account of famous Travellers.
- 3) Role of Industrial Revolution.
- 4) Concept of Holiday, Paid Holiday.
- 5) Modern Era of Tourism after World War II.

**Unit - III : Operations of Tourism :**

- 1) Travel Agency - Departments and Functions.
- 2) Tour Operation - Itinerary Preparation and Organising
- 3) Accommodations - Types of Accommodation, Departments of a Star Category Hotel and their functions.
- 4) Attractions - Government Organised, Private Organised and their functions.

**Unit - IV : Planning in Tourism :**

- 1) Need for Planning in Tourism.
- 2) Process of Planning - Master Plan.
- 3) Micro Level or State Level Planning.
- 4) Macro Level or National Level Planning.

**Unit - V : Impact and Organisations of Tourism :**

- 1) Impacts : Cultural, Social, Economical and Ecological aspects (Both Positive and Negative)

**2) Government Organisations :**

- i) Ministry of Tourism and Culture, Government of India, Department of Tourism, Government of Tamilnadu.
- ii) India Tourism Development Corporation (ITDC), Tamilnadu Tourism Development Corporation (TTDC).

**3) Private Organisations :**

- i) International Air Transport Association (IATA)
- ii) Travel Aents Association of India (TAAI).
- 4) Role of United Nations Organisation in Tourism.

**Reference Books :**

- 1) Bhatia A.K. - Tourism Development : Principles and Practices, Sterling Publishers, New Delhi, India.
- 2) Bhatia .A.K. - International Tourism, Sterling Publishers, New Delhi,India.
- 3) Kaul. R.N. - Dynamics of Tourism, Sterling Publishers Private Limited, New Delhi, India.
- 4) Burkhart A. and Medlik S. - Tourism Past, Present and Future, ELBS Publishers, London.
- 5) Christopher Hooloway .J - The Business of Tourism Bitman Publishers Pvt. Ltd., London.