

CONCEPT AND IMPACT OF TOURISM

**Learning Objective:** The course aims to provide an understanding of basic concepts, typology and evolution of tourism. It also provides insights into tourism in India and motivation to travel.

**Course Contents:**

**Unit I**

**Lectures: 12**

Definition and Concept of Tourism. Leisure and Recreation, Excursionist, Business Tourism, VFR, Mass Tourism, Sports Tourism, Rural Tourism. Tourism education. Typology of Tourism. Difference between visitors, tourists and excursionist. Tourism as an industry.

**Unit II**

**Lectures: 10**

Tourism Impacts- Political, Social, Cultural, Environmental and Economic. Tourism multiplier. National and international concerns and problems.

**Unit III**

**Lectures: 12**

Tourism in India – Sergeant committee – Formation of Ministry of Tourism, Department of Tourism – Tourism Information Offices in India, its functions, Tourism Offices Overseas – its functions, criteria for opening overseas offices, role and functions of ITDC. State Level Tourism Development Corporation.

**Unit IV**

**Lectures: 10**

Organizations in tourism – need for the organization - factors influencing type of organizations, the national tourist organizations – role and function.

**Unit V**

**Lectures: 12**

Motivation to Travel – Definition of the term motivation – travel motivators, factors influencing the growth of tourism, social tourism, role of state in promoting social tourism – evolution of demand – barriers to travel.

**Text Books:**

1. Burkart, A.J & Heinemann Medlik(1986). *Tourism: Past, Present and Future*. Professional Publishing. London. 1986 reprint.
2. Mill, Robert (1992), *The Tourism System*. An Introductory Text, Hall International. London.

**References:**

1. Kamra, Krishan(2002). *Basics of Tourism: Theory, Operation*. Kanishka Publishers. New Delhi.
2. Dr. S. K. Kabia-*Tourism and Environment*.
3. Wahab, S.E.(1986). *Tourism Management, Tourism*. International Press. London.
4. Dr. Jasbir Singh (2010). *Eco-Tourism*. I.K. International Publishing, New Delhi.