

WEST BENGAL STATE UNIVERSITY
Department of Commerce
MULTI-DISCIPLINARY COURSE
on
Travel and Tourism Management – An Overview
[Full Marks: 50]

TOTAL CLASS HOURS: 45 [LECTURE HOURS 30 & TUTORIAL HOURS 15]

Unit-1 - History of Tourism

History of Tourism as a new discipline, Evolution of Tourism as an academic subject, Tourism and other social sciences, Primary and secondary sources for studying History of Tourism, Chronological Division of History of Tourism, Travellers and Travelogues of Ancient and Medieval World. Seven Wonders of the World Tourism. [05 Hours]

Unit 2 – Historical Background of Tourism

Historical Development of Tourism, A historical perspective of travel, The Industrial revolution and travel, History of transport and its impact on tourism development, History and development of hotels and travel accommodations, travel and tourism through ages, early travels, Renaissance and age of grand tours. [05 Hours]

Unit 3 – Concepts and Significance of Tourism

Definitions, Tourist, Tourism, Leisure, Recreation, Definitions and Terminology, An overview of Tourism, Elements, Nature and Characteristics, Typology of Tourism, Classification of Tourists, Tourism network, Interdisciplinary approaches to tourism, Major motivations and deterrents to travel. Difference between travel and tourism, Concepts of excursion, holiday, sightseeing, tourists and mass tourism, Tourism Products - definition and Characteristics. [08 Hours]

Unit 4 – Tourism Systems, Types and Scope

Tourism Industry; Structure and Components: Attractions, Accommodation, Activities, Transportation, F&B, Shopping, Entertainment, Infrastructure and Hospitality, Emerging areas of tourism - Rural, Eco, Medical, MICE, Literary, Indigenous, Wellness, Film, Golf, etc., Ideals of Responsible Tourism, Alternate Tourism, International Tourism, Tourism Impacts, Tourism Area Life Cycle (TALC), Demonstration Effect, Push and Pull Theory, Tourism System, Mathieson and Wall Model & Leiper's Model, Stanley Plog's Model of Destination Preferences. [07 Hours]

Unit – 5 Marketing Management

Marketing Management: Definition, Nature & Importance. Distinction between selling & marketing. Traditional & Modern Concept of marketing. Concept of Marketing Environment: Micro & Macro environment of marketing. Marketing Mix: Concept & Elements. Consumer Behaviour: Meaning, Nature & Importance. Consumer decision making Process. Market Segmentation: Concept, Definition & Importance. Bases of Market segmentation. [05 Hours]

Suggested Readings:

- A.L. Rouse "The Use of History"- 1971
- Burkhardt and Madlik "Tourist Past, Present and Future"-Butterworth Heinemann, several editions
- Collingwood "The Idea of History"-Oxford, 1073
- Franck and Brwonstone "The Silk Road, A history.
- Gilbert Sigauxz "History of Tourism".
- Herbert "Heritage Tourism and Society".
- J. Christopher Holloway "The Business of Tourism.
- Kotler & Keller, Marketing Management, Pearson.
- Venugopal, P., Marketing Management, Sage.
- Bhagwati, Pillai, Marketing Management, S.Chand.
- Ramaswamy and Namakumari, Marketing Management, McMillan
