

# Foundation Course in Tourism

Tourism has been acknowledged as one of the most rapidly growing industries in recent years and is gaining attention as an academic discipline. This course has been designed to introduce students some fundamental concepts of tourism studies.

Content in these lectures may deepen your understanding of course concepts, and the same will be tested directly by quizzes after every lecture.

## SYLLABUS

Week 1 Tourism Phenomenon: Understanding Tourism, Historical Evolution and Development

Week 2 Tourism Industry: Tourism System, Constituents of Tourism Industry and Tourism Organisation, Tourism Regulations, Statistics and Measurements

Week 3 Tourism Services and Operations: Modes of Transport, Tourist Accommodation, Informal Services in Tourism, Subsidiary Services, Shops, Emporiums and Melas, Travel Agency, Tour Operators, Guides and Escorts, Tourism Information

Week 4 Geography and Tourism: India's Bio-diversity: Landscape, Environment and Ecology, Seasonality and Destinations, Map and Chart Work

Week 5 Tourism Marketing and Communications: Relevance, Product Design, Market Research, Promotional Events, Advertising Publicity, Selling, Role of Media, Writing for Tourism, Personality Development and Communicating Skills

Week 6 Tourism: The Cultural Heritage: Use of History, Monuments and Museums, Living Culture and Performing Arts, Religions of India

Week 7 Tourism: Planning and Policy: Tourism Policy and Planning, Infrastructural Development, Local Bodies, Officials and Tourism, Local Bodies, Dependency and Manila Declaration

Week 8 Tourism Impact: Economic Impact, Social, Environmental and Political Impacts, Threats and Obstacles to Tourism

Week 9 Course Revision

Week 10 Course-end Exam