

GEs Pool for Students other than that of BA (VS) Tourism Management

Semester V

GENERIC ELECTIVE COURSE (GE- 5.1)

Tourism: An Introduction

Credit Distribution, Eligibility and Pre-requisites of the Course

Course Title & Code	credits	Components of the course			Eligibility criteria	Pre-requisites of the course
		Lecture	Tutorial	Practical		
Tourism: An Introduction GE-5.1	4	3	1	0	Pass in class 12th	Nil

Learning Objectives

The aim of this course is to develop a comprehensive understanding of the tourism industry and its significance in the global economy. The students will learn about the various components and systems within the tourism industry. This course will develop the understanding about impacts of tourism on the economy, society, culture, and the environment. Further this course familiarizes the students with tourism planning and development principles. The course will develop an insight about the relationship between tourism and cultural heritage.

Learning Outcomes:

After completing this course, the learners would be able to:

1. analyze the concept of tourism and its various components.
2. analyze the impacts of tourism on the economy, society, culture, and the environment.
3. evaluate the principles of tourism planning and development.
4. evaluate the relationship between tourism and cultural heritage.
5. apply sustainable tourism practices and ethical considerations in tourism contexts.

Unit-1

Introduction to Tourism: Its System and Components

15 Hours

Definition and scope of tourism, Historical development and evolution of tourism, Tourism industry sectors and stakeholders, Trends and challenges in the tourism

industry, Tourism Systems and Components, The tourism system: demand and supply, Tourist behaviour and motivations, Tourism products and services, Destination development and management.

Unit-2

Tourism Impacts

10 Hours

Economic impacts of tourism, Socio-cultural impacts of tourism, Environmental impacts of tourism, Sustainable tourism practices.

Unit-3

Tourism Planning and Development

10 Hours

Destination planning and development, Tourism policy and governance, Tourism infrastructure and facilities, Destination marketing and promotion.

Unit-4

Tourism and Cultural Heritage

10 Hours

Cultural heritage and its importance in tourism, Cultural tourism products and experiences, Cultural heritage preservation and interpretation, Ethical and responsible tourism in cultural heritage sites

Practical Exercises

The learners are required to:

1. conduct a destination analysis, including market research and competitive analysis.
2. develop a tourism product or experience, considering target markets and unique selling points.
3. design a tourism marketing campaign for a specific destination or product.
4. conduct a visitor satisfaction survey and analyze the results.
5. create a sustainable tourism plan for a destination, focusing on environmental and socio-cultural aspects.

Suggested Readings:

- Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2018). *Tourism: Principles and Practice (7th ed.)*. Pearson.
- Hall, C. M., & Page, S. J. (2014). *The Geography of Tourism and*

Recreation: Environment, Place and Space (4th ed.). Routledge.

- Lew, A. A., & McKercher, B. (2014). *Tourism and Hospitality in the 21st Century*. Routledge.
- Mason, P. (2015). *Tourism Impacts, Planning and Management*. Butterworth-Heinemann.
- Morrison, A., Taylor, C., & Morrison, A. (2012). *Marketing and Managing Tourism Destinations*. Routledge.
- Sharpley, R., & Telfer, D. J. (2014). *Tourism and Development: Concepts and Issues (2nd ed.)*. Channel View Publications.
- Tribe, J., & Airey, D. (2007). *Developments in Tourism Research*. Routledge.
- Weaver, D. B., & Lawton, L. J. (2014). *Tourism Management (5th ed.)*. Wiley.

Notes:

- 1. Suggested Readings will be updated and uploaded on college website from time to time.**
- 2. Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.**