

B.A. (VS) Tourism Management
Semester V
GENERIC ELECTIVE COURSE (GE- 5.2)

Tourism Business Environment

Credit Distribution, Eligibility and Pre-requisites of the Course

Course Title & Course Code	Credits	Components of the course			Eligibility criteria	Pre-requisites of the course
		Lecture	Tutorial	Practical		
Tourism Business Environment GE- 5.2	4	3	1	0	Pass in class 12th	Nil

Learning Objectives

The objective is to familiarize students with each factor of PEST (political, economic/environmental, social and technological) while emphasizing both adverse and advantageous effects. This course focuses on the negative effects that uncontrolled tourism can have on the local community. Students' will gain insight into how tourism may support the preservation of both culture and the environment.

Learning Outcomes:

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

1. analyze the role of tourism in preserving social values and culture.
2. justify the relationship between tourism and the environment.
3. examine the economic impacts of tourism at the local destination.
Relate tourism with employment generation and discuss the concept of tourism multiplier effect.
4. differentiate between positive and negative political impacts of tourism. Discuss the impact of decisions taken by the government on destination growth.

Unit 1

Socio-cultural Impacts of Tourism

12 Hours

The nature of socio-cultural impact of tourism, The tourism development process, The psychological basis of tourism development, The sociological basis of development of tourism, Some specific socio-cultural impacts of tourism, Positive

and negative socio-cultural impacts of tourism.

Unit 2

Environmental Impacts and Impacts of Technology in tourism

12 Hours

Environmental impact, Environmental impact assessment, Environmental auditing, Environment impact assessment process, Environmental protection act, Positive impacts of tourism on the environment. Positive and negative impacts of technology in tourism industry

Unit 3

Economic Impacts of Tourism

10 Hours

The generation of economic impact by tourist spending, Direct, Indirect and induced economic effects, The multiplier concept, Types of multipliers, Calculation of multiplier effect, Balance of Payments in the tourism sector. Impact of G-20 presidency in the growth of India's tourism.

Unit 4

Political Impacts of Tourism

11 Hours

Positive and negative tourism impacts, Tourism as a political tool, Impact assessment of government policies related to tourism, Role of political stability in the growth of tourism. Role of political leadership in trade blocks like SAARC, BRICS, SCO, G20 on the growth of tourism sector.

Exercises:

The learners are required to:

1. conduct a case study on socio-cultural impacts of tourism on a chosen city/ historical site of Bharat.
2. make an assignment on the environmental impacts of tourism in India.
3. visit any tourist site nearby and list the economic benefits gained by the local people because of tourism.
4. prepare and present a case study on the impact of Presidency of G 20 on the growth of tourism in Bharat.

Suggested Readings

- Ashutosh, K. (2015). *Rajasthan Tourism: Past, Present & Future*. New Delhi: A.K. Publications.
- Bosselman, F. P., Craig A. P., & McCarthy, C. (2013). *Managing Tourism Growth: Issues and Applications*. Washington, DC: Island Press.

- Dwyer, L., Forsyth, P., & Dwyer, W. (2020). *Tourism Economics and Policy* (2nd ed.). Bristol, U.K: Channel View Publications. Retrieved from <https://www.perlego.com/book/1344773/tourism-economics-and-policy-pdf>
- Gursoy, D., & Nunkoo, R. (2019). *The Routledge Handbook of Tourism Impacts: Theoretical and Applied Perspectives* (1st Ed.). Routledge.
- Laws, E. & Hall, M. C. (2009). *Pro-Poor Tourism – Who Benefits? Perspectives on Tourism and Poverty Reduction, Current Themes in Tourism*, Bristol, U.K: Channel View Publications.
- Moscardo, G. (2008). *Building community capacity for tourism development: Conclusions*. CABI Books. CABI International. Pp-172-179.
- Richards, G. (2021). *Rethinking Cultural Tourism*. United States: Edward Elgar Publishing.
- Timothy, D. J. (2020). *Cultural Heritage and Tourism: An Introduction*. United Kingdom: Channel View Publications.
- Youcheng, W., & Pizam, A. (2011). *Tourism Destination Marketing and Management: Collaborative Strategies*, CABI.

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.**