

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

**Emerging Trends in Tourism**

**Credit Distribution, Eligibility and Pre-Requisite of the Course**

Course Title and Code	No. of credits	Components of the course			Eligibility Criteria	Pre-requisites of the course
		Lecture	Tutorial	Practical		
<b>Emerging Trends in Tourism  GE-6.1</b>	<b>4</b>	<b>3</b>	<b>1</b>	<b>0</b>	<b>Pass in Class 12<sup>th</sup></b>	<b>-</b>

**Learning Objectives**

The course intends to give knowledge to the students about the various emerging concept in travel and tourism industry. The course also aims at developing an insight into green tourism, modern and recent trends in tourism. It also provides in-depth understanding about smart tourism and smartdestinations.

**Learning Outcomes**

After completing this course, the learners would be able to

1. develop concept of green tourism. Discuss initiatives taken by government of India to promote green tourism.
2. analyze the new trends in Indian tourism.
3. develop an understanding about new age tourism like dark tourism, cyber tourism, voluntary tourism, social tourism, etc.
4. explain the concept of digital tourism and smart tourism and relate use of smart tourism/digitalization and artificial intelligence in tourism.

**Unit-1**

**Green Tourism**

**12 Hours**

Green Tourism: Definition, Characteristics and scope, Village tourism, Govt of India Policy on Green Tourism, identified villages, Case studies of some prominent green tourism destinations in India like Chitrakoot (Chhattisgarh), Puttur (Andhra Pradesh) and Honey Hills (Kerala).

## **Unit-2**

### **Modern Trends in Indian Tourism**

#### **10 Hours**

The visa on arrival, The advent of hostels, Bed & breakfast and 'homestay accommodation, Heritage hotels, Mobile booking, Experiential tourism, Staycation – vocal for local, Personalized tours.

## **Unit-3**

### **New Age Tourism**

#### **11 Hours**

Dark tourism-definition, Characteristics, Major attractions, Cyber tourism, Voluntary tourism, social tourism dimensions, Hedonistic tourism, Tribal tourism, Underwater tourism, Photography tourism.

## **Unit – 4**

### **Recent Trends in Tourism**

#### **12 Hours**

Definition- Importance of smart tourism/ digitalization, Evolution and growth of smart tourism, Risks and benefits of smart/digital tourism, Smart tourism destinations- The smart tourism ecosystem- Components of smart tourism, Digital yatra, Introduction of Artificial Intelligence (AI), The role of Artificial Intelligence within the travel industry.

### **Exercises:**

The learners are required to:

1. group discussion on the scope of Rural and Green tourism in India.
2. make a power point presentation on the new trends in Indian tourism.
3. assess the understanding of new age tourism like dark tourism, cyber tourism, voluntary tourism, social tourism, responsible tourism by objective and subjective assessment (classtest, assignments, MCQs, fill in the blanks and quiz).
4. make a project on the smart tourism destination and discuss its outcome in the class.

### **Suggested Readings:**

- Dahiya, A., Dhiman, M. C., & Kumar, S. (2015). *International Tourism and Hospitality in the Digital Age*. United States: IGI Global.
- Morrison, M.A., & Buhalis, D., (2023) *Routledge Handbook of Trends and Issues in Global Tourism Supply and Demand*, Routledge Taylor & Francis Group, London, UK..
- Morrison, M.A., & Buhalis, D., (2023) *Routledge Handbook of Trends and*

*Issues in Global Tourism Supply and Demand*, Routledge Taylor & Francis Group, London, UK.

- Novelli, M., Dolezal, C., Milano, C., ..... & Adam, J. (2022). *Handbook of Niche Tourism*. United Kingdom: Edward Elgar Publishing.
- Rontos, K. et al, (2020). *Modeling and New Trends in Tourism*, New York, Nova Science Publishers.
- Rontos, K. et al, (2020). *Modeling and New Trends in Tourism*, New York, Nova Science Publishers.
- Serpanos, D., & Wolf, M. (2018). *Internet-of-Things (IoT) Systems, Architecture, Algorithms, Methodologies*. Switzerland: Springer International Publishing.
- Sharma, A., & Hassan. (2020). *The Emerald Handbook of ICT in Tourism and Hospitality*. United Kingdom: Emerald Publishing Limited.
- Swanson, J. R., Edgell, D. L. (2018). *Tourism Policy and Planning: Yesterday, Today, and Tomorrow*. United Kingdom: Routledge.

**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.**