

B.A. (VS) Tourism Management
Semester VI
GENERIC ELECTIVE COURSE (GE-6.2)

International Tourism Management

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		
International Tourism Management GE-6.2	4	3	1	0	Pass in class 12th	-

Learning Objectives:

This course equips the students with a comprehensive understanding of international tourism and its significance in the global travel industry. It familiarizes the students with the formalities and procedures related to border control and frontier management. The learner will gain the knowledge and skills in dealing with travel documentation requirements and cross-cultural communication in international tourism. Further this course promotes awareness of sustainable tourism practices and cultural sensitivity in international tourism and travel.

Learning Outcomes:

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

1. evaluate the concept and scope of international tourism, including its economic, social, and cultural impacts.
2. analyze their knowledge of border control procedures, frontier formalities, and the role of key stakeholders.
3. Identify and evaluate travel documentation requirements and obligations for international travellers.
4. apply effective cross-cultural communication strategies and demonstrate cultural sensitivity in international tourism contexts.
5. evaluate and promote sustainable tourism practices in international destinations.

Unit-1**Introduction to International Tourism****10 Hours**

Definition and scope of international tourism, Key stakeholders in the international tourism industry, Trends and challenges in international tourism, Economic, social, and cultural impacts of international tourism.

Unit-2**International Tourism Destinations - 12 Hours**

Classification and characteristics of international tourism destinations, Factors influencing destination choice and image formation, Destination marketing and promotion strategies, Sustainable tourism practices in international destinations.

Unit-3**Border Control and Frontier Formalities****15 Hours**

Importance of border control in international tourism, Passport and visa regulations for international travellers, Customs and immigration procedures at entry and exit points, Security measures and their impact on international tourism.

Unit-4**Travel Documentation and Cross-cultural Communication & Etiquette****12 Hours**

Types of travel documents required for international travel, Travel insurance and health requirements, Currency exchange and financial considerations for international travellers, Travel advisories and safety precautions for international destinations, Cultural awareness and sensitivity in international tourism, Etiquette and behaviour norms in different cultural contexts, Effective cross-cultural communication strategies.

Practical Exercises

The learners are required to:

1. perform activities such as role plays simulating border measures and customs procedures at an international airport.
2. conduct research on visa regulations and entry requirements for a specific international destination.
3. analyze travel advisories and create safety guidelines for travellers to a particular region through Travel Information Manual Automatic (TIMATIC).
4. prepare a cultural etiquette guide for international tourists visiting a specific country.
5. develop a sustainable tourism plan for an international destination, considering environmental and socio-cultural aspects.

Suggested Readings:

- Buhalis, D., & Costa, C. (2006). *Tourism Business Frontiers: Consumers, Products, and Industry*. Oxford: Butterworth-Heinemann.
- Hall, C. M., & Page, S. J. (2014). *The Geography of Tourism and Recreation: Environment, Place and Space (4th ed.)*. New York: Routledge.
- Holloway, J. C., & Robinson, C. (2010). *The Business of Tourism (8th ed.)*. London: Pearson Education Limited.
- Inskeep, E. (2016). *Tourism Planning: An Integrated and Sustainable Development Approach*. London: Routledge.
- Page, S. J., & Connell, J. (2019). *Tourism: A Modern Synthesis (5th ed.)*. Boston: CengageLearning.
- Prideaux, B., & Cooper, C. (2011). *River Tourism*. Bristol: Channel View Publications.
- Ritchie, J. R. B., & Crouch, G. I. (2009). *The Competitive Destination: A Sustainable Tourism Perspective*. London: CABI.
- Tribe, J. (2011). *The Economics of Recreation, Leisure and Tourism (4th ed.)*. London: Elsevier.
- Tribe, J., & Airey, D. (2007). *Developments in Tourism Research*. New York: 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.**