

MAMB 503T: PLANNING AND MANAGEMENT OF INTERNATIONAL TOURISM

No. of Credits: 04

Contact Hours / Week: 04

Pre Requisite: /

Assignments: 20 Marks

Semester Exam: 80 Marks

THEMES AND TOPICS

UNIT I

International Tourism Growth, Characteristics

UNIT II

Processes and factors affecting International Tourism

UNIT III

International Tourism, Institutions and organizations, and their role in promoting international movement, UNWTO, PATA, WTTC, UFTAA, IUOTO, WATA, TAAI, IATO, ASTA and other important organizations

UNIT IV

Multinationals: their role and inputs in different sectors/components of Tourism, Hotels, Tours and Travel Management, Publicity Management and Promotion.

UNIT V

Growth of World Tourism: - Trends in World Tourist Arrivals, World Tourism Earnings, and Future Prospects of World Tourism.

UNIT VI

International tourism collaborations for sustainable world tourism

Reference Books/ Research reports / article / Study material :

1. Young G. Tourism: Blessing or Blight Penguin Book 1973.
2. T Powell, International tourism: Planning and management
3. K Kamra, Tourism Planning, Marketing And Management
4. E Inskeep, Tourism Planning: An Integrated and Sustainable Development Approach
5. Colley G. International Tourism Today (London: Lloyds)
6. Davis H.D. Potentials for Tourism of Developing countries (London: Finance and Development 1968)
7. Gray H. Peter International Travel International Trade (Lexington – Heath Lexington Books 1970)
8. Hiller Herbert L. The Development of Tourism in the Carbean Region' Air Travel and Tourism (August 1972)
9. Lickorish I.J.: Tourism and International Balance of Payments (Geneva: International Institute of Scientific Travel Research 1954)
10. R Ragde, Planning and Management of International Tourism

Online Reference Link:

1. <http://www2.unwto.org/en>
2. <https://www.pata.org>
3. www.wttc.org
4. www.uftaa.org
5. www.travelagentsofindia.com
6. www.iato.in
7. www.iata.org
8. <https://www.asta.org>
9. <http://www.wata.net/>