



AMITY UNIVERSITY

— UTTAR PRADESH —

COURSE CURRICULUM

Course Title: FUNDAMENTALS OF TOURISM

Course Code: TTA 101

Credit Units: 3

Course Level: UG

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
2	1	-	-	3

Course Objectives:

- To provide students with in depth insight into tourism and its development.
- To study the Historical development of Tourism.
- To explain the factors affecting the growth of tourism business.

Pre-requisites: Nil

Course Contents/Syllabus:

	Weightage (%)
Module I	20
Introduction to the Tourism Meaning Definition and Scope of Tourism 7 A's of Tourism; Types of Tourist, Relationship between leisure, recreation and tourism; Travel terminology. Tourism resources and attractions.	
Module II	20
Historical Development of Tourism <ul style="list-style-type: none">• The Grand Tour Era• The Mobility Era• Tourism & Linkages	

<ul style="list-style-type: none"> • Impact of Industrialization and Technological Advancement. 	
Module III	20
<p>Classification of Tourism in terms of:</p> <ul style="list-style-type: none"> • Types & forms of Tourism • Movement of Tourist • Purpose of Visit • Mode of Travel Arrangement • Differences between Domestic Tourism and International Tourism 	
Module IV	20
<p>Factors affecting growth of tourism</p> <ul style="list-style-type: none"> • Factors that have led to the growth of tourism • Barriers to the growth of tourism 	
Module V	20
<p>Impacts of tourism</p> <ul style="list-style-type: none"> • Economic Impacts • Political Impacts • Environmental Impacts • Socio-Cultural Impacts 	

Student Learning Outcomes:

- Demonstrate the knowledge of Historical Sociological and Psychological need of Tourism Industry.
- Describe the Tourism industry functionality along with various Facets of Travel.
Analyze the factors which affect the growth and development of tourism business.

Pedagogy for Course Delivery:

- Power point presentations
- case studies
- Discussions

Lab/ Practicals details, if applicable:NA

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
100%	-	70

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Class Test	Home Assignment	Viva	Attendance	
Weightage (%)	15	5	5	5	70

Lab/ Practical/ Studio Assessment:

	Continuous Assessment/Internal Assessment				End Term Examination		
Components (Drop down)	NA						
Weightage (%)							

Text & References:

Text:

References:

- Mill and Morrison, (1992), The Tourism System: An Introductory Text, Prentice Hall
- Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman
- Burkart and Medlik, (1981), Tourism: Past, Present and Future, Heinemann, ELBS
- Mill, R.C., (1990), Tourism: The International Business, Pretience Hall, New Jersey
- Bhatia, A.K., - International Tourism
- Seth, P.N., (1999) Successful Tourism Management (Vol 1 & 2)