

Semester-1st

End Semester Exam: 35

Assignment: 15

BTTMN-101

Tourism Principles and Practices

Programme: Bachelor of Tourism and Travel Management (BTTM-23)

Year / Semester: 1st Semester

Objective: This course is specifically aimed at creating a clear perception of the incumbents on the conceptual and philosophical framework of Tourism.

Block-1	
Unit-1	Emergence and Evolution of the Tourism Industry
Unit-2	Understanding Basic Terminologies of the Tourism Industry: Tourist, Excursionist, Visitor, Traveller, Accommodation, Accessibility, Amenities, Recreation, Leisure, Resource, Attraction, Product, Market, Industry and Tourist Destination
Unit-3	Components and Elements of Tourism
Unit-4	Different Approaches to Study Tourism
Block-2	
Unit-5	Factors Affecting the Growth of Tourism and Significance of Tourism
Unit-6	Types and Forms of Tourism
Unit-7	Recreation, Leisure and Tourism Inter-relationship
Unit-8	Concept of Push and Pull Forces in Tourism
Block-3	
Unit-9	Motivation for Travel and Travel Deterrents
Unit-10	Tourism Infrastructure and Superstructure
Unit-11	Five 'A's of Tourism
Unit-12	Role of Ministry of Tourism, Central Government and State Government in Promotion and Development of Tourism Industry in India

Block-4 Emerging Trends in Tourism	
Unit-13	Health Tourism: Meaning, Differences and Relationship between Medical and Wellness Tourism. Medical Tourism in India, Top Medical Tourism Destinations of World
Unit-14	Rural Tourism: Concept, Benefits, difference with other rural based tourism, Govt of India Policy on Rural Tourism, Villages popular for Rural Tourism in India
Unit-15	Ecotourism: Concept, Importance, Differences between Ecotourism and Sustainable Tourism, Ecotourism Destinations in India