

**BTTM 101****Tourism Concept and Linkages****Programme:** Bachelor in Tourism and Travel Management (BTTM 16)**Year / Semester:** 1st Semester**Objective:** This course is specifically aimed at creating a clear perception of the incumbents on conceptual and philosophical framework of Tourism.

<b>Block 1</b> <b>Tourism: Definition, Meaning, Nature and Scope</b>	
Unit 1	Emergence and Evolution of concept of Tourism
Unit 2	Understanding Basic Terminology of the Tourism: Traveller, Visitor, Tourist, Excursionist, Resource, Attraction, Product, Market, Industry and Destination
Unit 3	Components and Elements of Tourism
Unit 4	Different Approaches to Study Tourism
Unit 5	Types and Forms of Tourism
<b>Block 2</b> <b>Tourism – Growth Perspectives and Typologies</b>	
Unit 6	Factors Affecting Growth of Tourism
Unit 7	Recreation, Leisure and Tourism Inter-relationship
Unit 8	Concept of Push and Pull Forces in Tourism
Unit 9	Motivation for Travel and Tourism and, Relevance of Motivation Studies
<b>Block 3</b> <b>Tourism Infrastructure and Industry Perspective</b>	
Unit 10	Tourism Industry: Organization and Scope
Unit 11	Tourism Infra structure – Types and Typologies
Unit 12	Chain of Distribution in Tourism Industry and Significance of Vertical and Horizontal Integration
<b>Block 4</b> <b>Tourism Product, Tourist Demand, and The Supply-Mix</b>	
Unit 13	Tourism Product and Its Components
Unit 14	Tourist Demand – ‘Concept’, ‘Types’ and ‘Unique Features’ ; Tourism Supply-mix
Unit 15	The Tourism System – Dimensions and Applications
Unit 16	Tourism Linkages – Scope, Challenges and Problem of Co-ordination/Integration.