

BTTM 203

International Tourism

Programme: Bachelor in Tourism and Travel Management (BTTM 16)**Year / Semester:** 2nd Semester**Objective:** To equip the students with necessary knowledge on International Tourism trends and the related aspects, so that they could deal with planning, marketing or management of Tourism efficiently.

Block 1 Contemporary Trends in International Tourism	
Unit 1	Global Tourist Traffic Trends and Receipt Patterns Over the Years
Unit 2	Regional Distribution of International Tourist Traffic and Tourism Receipts, Regional Disparities and Tourism gap.
Unit 3	Dynamics of Tourist Outflows from Leading Tourism Market Countries - U.S.A. Germany, U.K. France, Spain, Italy, Canada, Japan and Australia with Special Reference to the Target Destinations and Demand Patterns.
Unit 4	Tourist Inflow Patterns to Popular Destination Countries – USA, France, Spain, Italy, China, Austria, Switzerland and Australia
Block 2 International Tourism in SAAR Region with Special Reference to India	
Unit 5	State of International Tourism in Pakistan, Nepal and Bhutan
Unit 6	Performance of Bangla Desh, Sri Lanka and Maldives in International Tourism
Unit 7	India's Place in International Tourism in Inbound and Outbound Perspectives
Unit 8	Geographic, Demographic and Psychographic Segmentation of Effective and Potential Tourism Markets of India
Unit 9	Emerging Trends of 'Ethnic', 'Rural', 'Eco', 'Medical', 'Adventure' and 'MICE' Tourism vis a vis Prospects of Indian Tourism
Block 3 Role and Contribution of Leading International Organizations in Promotion of Tourism	
Unit 10	WTO
Unit 11	WTTC
Unit 12	PATA
Block 4 Some Key Perspectives of International Tourism	
Unit 13	Impact of Major Political, Economic and Environmental Happenings on International Tourism
Unit 14	International Tourism in future perspective: Projections made by WTO and other Institutions
Unit 15	International Tourism, Global Understanding, World Peace and Communal Harmony
Unit 16	Measurement of Tourist Traffic and Receipt Patterns - Measurement Techniques and their Limitations