

# Programme: MBA Tourism & Travel Management

## MBT5203 INTERNATIONAL TOURISM

Course Code	MBT5203	Semester	II
Course Title	International Tourism		
Credits	3	Type	Core

### Course Description

This is an employability-based course that focuses on knowledge updates on International destinations.

### Course Outcome

By the end of the course, students are expected to be able to:

- CO1: Acquire Tour escorting and guiding skills by understanding International Tourism trends.
- CO2: Know the importance of tourist destinations in Asia.
- CO3: Gain a comprehensive understanding of tourism destinations in Europe.
- CO4: Familiarise with the important tourist destinations on American Continent.
- CO5: Acquire in-depth knowledge about tourism in Africa and Oceania.

### Course Structure

The following is a detailed syllabus of International Tourism.

#### Module I: Global Tourism: Past, Present and Future Trends

Global Tourism Trends, Tourist Arrivals, Receipts & GDP of First Ten Leading Countries , India's Position in Global Tourism, Factors Contributing to the Growth of Global Tourism, Global Tourism by 2020, Diversification of Emerging Tourism Products, New Competitive Global Emerging Tourism Destinations, Changing Dimensions of Tourism Products.

#### Module II: Tourist Destinations in Asia

Major Tourism Places of Interest in Nepal, Sri Lanka, Maldives, UAE, Singapore, Thailand, Malaysia, Hong Kong, China, Japan, Cambodia, Philippines, Indonesia and Russia - Special Interests- Activities-Travel Formalities – Itineraries

#### Module III: Tourist Destinations in Europe

Major Tourism Places of Interest in UK, France, Germany, Spain, Portugal, Belgium, Austria, Switzerland, Norway, Turkey, Greece, and Italy- Special Interests - Activities - Travel Formalities - Itineraries.

#### Module IV: Tourist Destinations in the Americas

Major Tourism Places of Interest in USA, Canada, Mexico, Cuba, Venezuela, Brazil, Argentina, Peru, Chile, Jamaica and Costa Rica - Special Interests- Activities-Travel Formalities – Itineraries.

#### Module V: Tourist Destinations in Africa and Oceania

Egypt, South Africa, Tanzania, Zimbabwe, Kenya, Mauritius, Seychelles, Madagascar and Australia, New Zealand - Special Interests - Activities - Travel Formalities – Itineraries.

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## Testing & Evaluation

Internal Assessment (40 Marks)	External Assessment (60 Marks)
Two Class Tests – 20 Marks (10+10) Assignment – 10 Marks Presentation – 10 Marks	End Semester Assessment

## References

- Bhatia A.K. (2011), International Tourism Management, Sterling Publishers, New Delhi.
- Boniface, B., Cooper, R. & Cooper, C. (2016). World Wide Destinations – The Geography of Travel and Tourism. New York: Routledge.
- Reisinger Y, (2009) International Tourism – Cultures and Behaviour, Butterworth- Heinemann, Oxford, UK.
- William F. Theobald, W.F. (2013) Global Tourism, Elsevier Science, London.
- Cochrane, J. (2008) Asian Tourism Growth and Change, Elsevier, London.
- UN World Tourism Organization (2002). Performance Indicators for Tourism Destinations in Asia and the Pacific Region, Business & Economics.
- Vellas François (1995). International Tourism: An Economic Perspectives. St. Martin's Press, Paris.