

COURSE TITLE	INTERNATIONAL TOURISM
COURSE CODE	04AH0403
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 Define international tourism and describe the scope, trends, and patterns in global tourism.
- 2 Explain the significance of international tourism in the global economy, including its economic, social, and cultural impacts
- 3 Analyze and segment the international tourism market based on factors such as geographical regions, demographics, and psychographics
- 4 Briefing the key elements of tourism infrastructure, including transportation systems, accommodation, and destination facilities.
- 5 Define international tourism and its role in the global economy and Analyze trends, patterns, and statistics in international travel and tourism.

Pre-requisite of course:NA

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
4	0	0	50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	Introduction to International Tourism Definition and Scope of International Tourism, Historical Development of International Tourism, Major Players in the Global Tourism Industry, International Organizations and Regulatory	15
2	International Tourism Markets and Segmentation Global Tourism Markets, Market Segmentation in International Tourism, Tourism Demand and Forecasting, Public and Private Sector Collaboration	15
3	Tourism Behavior and Motivations Tourist Motivation, Travel Decision-Making, International Tourist Profiles and Trends , Tourist Satisfaction and Loyalty, Understand exchange rates, Pricing strategies, economic fluctuations in tourism	15
4	Economic, Social, and Environmental Impacts of International Tourism Impacts of International tourism among social and economic level, Environmental Impacts on tourism, Effects of Post-Pandemic Tourism	15
Total Hours		60

Textbook :

- 1 International Tourism, A.K. Bhatia, Sterling Publishers, 2017
- 2 Tourism Management, Sandeep K. K. Gupta, Rajat Publications, 2023
- 3 International Tourism Management, Bholanath Dutta, Himalaya Publishing House, 2011

References:

- 1 Introduction to Travel and Tourism, Introduction to Travel and Tourism, PranNath Seth, N. B. Jain, Rajat Publications, 2013
- 2 International Tourism: An Economic Perspective, International Tourism: An Economic Perspective, François Vellas, Red Globe Press, 2014

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
20.00	30.00	25.00	15.00	10.00	0.00

Instructional Method:

- 1 Project Based Learning, Case Based Learning, Flipped Classroom , Collaboration Learning