

SEMESTER 1st
MAJOR COURSE

TTM122J: TOURISM & TRAVEL MANAGEMENT (HISTORY AND EVOLUTION OF TOURISM)
CREDITS: THEORY – 04, TUTORIAL: 02

Course objective: *The objective of this course is to introduce students to tourism phenomenon and its evolution across the timeline from ancient period to one of the world's fastest growing industry in the contemporary times.*

Learning Outcomes: *After the completion of this course, the students are expected to have understanding of historical developments in tourism phenomenon over the period of time and how these developmental changes led to the evolution of contemporary tourism industry.*

THEORY (4 CREDITS)

UNIT-1: INTRODUCTION

Tourism: Definition, Importance, and Scope; Definition, Meaning and Types of Tourists; Forms and Types of Tourism; Definition, Meaning and Types of Tourist Destinations; Need for the Study of the History of Tourism, Sources of Data for Studying the History of Tourism.

UNIT-2: ANCIENT PERIOD

Motives of Travel in Ancient Greece and Rome: Trade and Commerce as a Motive, Religion, and Sports as a Motive, Health Issues as A Motive; Wonders of Ancient Tourism; An Overview of Tourism During Post-Classical Times.

UNIT-3: EARLY MODERN PERIOD

Travel within the Egyptian civilization and Phoenicians, The Persian Empire, India; Description of the Significant Journeys like Silk Route; Pilgrimages; Grand Tour.

UNIT-4: LATE MODERN PERIOD

Tourism during the Late Modern Period; Tourism during the Contemporary Period; The use of History in Tourism: History as a Tourism Product, Myths, Fables, and History as Tourism Resources.

PRACTICAL (2 CREDITS)

UNIT-5:

Field visit to a prominent historical site.

UNIT-6:

- a) Report submission on the field visit.
- b) Presentation of the submitted report.

Note: Field visit report evaluation and presentation shall be held by the subject expert from the University of Kashmir.

SUGGESTED READINGS:

1. Burkart A. J. Medlik S., *Tourism - Past, Present and Future*, Heinemann, London.
2. Swain, Sampad Kumar, *Tourism: Principles and Practices*, Oxford University Press.
3. Sunetra Roday et al., *Tourism Operations and Management*, Oxford University Press.
4. Walker John & Walker Josie lyn, 'Tourism- Concepts & Practices', Pearson India.
5. Inkson & Minnaert, *Tourism Management*, Sage Publications.