

Module Title: Tourism Principle and Practices**Module Code: B2214****Level: BAIHTM – 6th Semester...Lesson Plan**

S. No.	Unit	Topic/Activities
1	Introduction of Tourism	<ul style="list-style-type: none">• Definition of Tourism• Historical Evolution• Transportation Advancement• The Tourism Product• Types and Characteristics of Tourism• Tourism Industry Sectors
2	Tourism Demand and Supply	<ul style="list-style-type: none">• Definition, Determinants and Components (5 A's of Tourism)• Factors Influencing Demand and Supply• Marketing Structure and Channels (Segments & Intermediaries)• Marketing Mix, Pricing Strategies and Managing Resources.
3	Typology and Forms of Tourism	<ul style="list-style-type: none">• Core Classification-Inbound, Outbound, and Domestic Tourism• Purpose Driven Type-Cultural, Religious, Education, Health and Wellness Type• Experiences Based forms-Adventure, Eco, Culinary Tourism, Sports and Mice• Motivation Behind the Travel (Push and Pull Factors), Leiper Model and Plug's Theory• Sustainability and Alternatives-Responsible Tourism, Community Based Model• Tourism Planning and Impact- Understanding Destinations' Unique Features and Challenges
4	Tourism Impacts, Benefit and Sustainability	<ul style="list-style-type: none">• Economic Impacts• Socio-Cultural Impacts• Environmental Impacts• Socio-economic Benefits• Responsible Tourism and Butler Area Life Cycle
5	Tourism Policy and Organization	<ul style="list-style-type: none">• Tourism Policy and Importance• Stakeholders Input• Government Initiatives and International Tourism Organizations

6	Tourism in Future	<ul style="list-style-type: none">• Identifying the Contributing Factors Influence the Future of Travel• Destination Management• Information and Technology• Government Involvement in Tourism• Factors Making Tourism Industry Grow.
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