**Weekly Lesson Plan for BTM Even Semesters 2024-25, Dr. Vikash, Asst. Prof (Tourism)**

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| **Month** **Feb 2025** (11.02.2025 onwards) | **TMG – 203 (NEP)****International Tourism**  | **TMG – 402 (NEP)****Tourism Organizations**  | **BTM 603** **Economics of Tourism** |
| Week 1 | International tourism – concept and types  | Trade organizations, concept and meaning. Introduction to tourism organizations  | Concepts of economics and their relevance to tourism |
| Week 2 | Factors affecting growth of international tourism  | Tourism organizations – meaning, nature and significance.  | Tourism development and national economy, contributionto GDP |
| Week 3 | Tourism Receipts and tourist arrivals – Trends at global level  | UNWTO and WTTC – Structure, functions and significance.  | Globalization, Liberalization, Privatization and their impacts on Tourism |
| Week 4 | Inbound tourism trends in Europe  | UNESCO – History, function and role in promotion of tourism  | FDI inTourism-Trends and Implications |
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| Week 5 | Tourism in France and Spain with special reference to Paris and Madrid  | PATA – History, organization structure and functions  | Nature of demand, Factor influencing tourism demand, |
| Week 6 | Tourism in UK and inbound tourism trends in Americas | IATA - History, organization structure and functions | economic determinants of Tourism demand |
| Week 7 | Tourism in USA and Canada with special reference to Washington and Toronto  | MoT, Govt of India – Organization structure and Functions  | price and income elasticity of tourism demand, trends in tourism demand |
| Week 8 | Tourism in Mexico and inbound tourism trends in Africa  | ITDC – History, Structure and functions  | Market Structure and Tourism supply |
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| Week 9 | Tourism in Egypt, South Africa and Kenya with special reference to Giza, Johannesbuerg and Nairobi  | TFCI – History, Structure and functions | Market Structure and Tourism supply |
| Week 10 | Tourism in Australia, China and Thailand with special reference to Sydney, Beijing and Bangkok  | IATO – History, Structure and functions | elasticity of supply, Integration in tourism supply, supplytrends |
| Week 11 | UNWTO, PATA and IATA – History, Organization Structure and Functions  | TAAI – History, Structure and functions | Employment and income creation, Tourism Multiplier, |
| Week 12 | Challenges before international tourism and strategies to promote international tourism  | FHRAI and ICPB – History, Structure and functions | Balance of payment, Foreign exchange.*Visible and invisible trade*, Cost concept, types of costs, Tourism Taxation |
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| Week 13 | **Presentations**  | **Presentations**  | **Presentations**  |
| Week 14 | **Presentations** | **Presentations** | **Presentations** |
| Week 15 | **Revision and Doubts**  | **Revision and Doubts**  | **Revision and Doubts**  |
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