

BTTM 801

Tourism Organizations.

Programme: Bachelor in Tourism and Travel Management (BTTM-16)**Year/Semester:** 8th Semester**Objective:** After reading this paper students will be able to:

- Understand the need of tourism organizations
- Know the different levels of tourism organizations-private, national and international.
- Learn about various functions performed by these organizations.
- Understand the role played by organizations for the benefit of travellers.
- Know the role played by international, national, regional and local organizations for their members.

Block 1	
Introduction & International Organizations I	
Unit 1	Tourism Organizations: History, introduction, features, need, significance in growth of tourism industry.
Unit 2	World Travel & Tourism Council (WTTC): History, organisation, membership & functions.
Unit 3	International Air Transport Association (IATA): History, Aims, Services, Activities, Membership.
Unit 4	International Civil Aviation Organization (ICAO): History, Objectives, Functions, Organizational Structure.
Block 2	
International Organizations II	
Unit 5	United Nations World Tourism Organization (UNWTO): History, aim, membership, functions, role etc.
Unit 6	United Federation of Travel Agents Association (UFTTA): History, introduction, mission, functions and membership.
Unit 7	Pacific Asia Travel Association (PATA): History, Chapters, Members and Events.
Unit 8	American Society of Travel Agents (ASTA): History, Introduction objectives, Membership, Functions etc.
Block 3	
Indian Tourism Organizations-I	
Unit 09	Indian Association of Tour Operators (IATO): Purpose, Objectives, Membership and Functions.
Unit 10	India Tourism Development Corporation Limited (ITDC): History, objectives, functions and role.

Unit 11	Tourism Finance Corporation of India (TFCI): Introduction, objectives, functions role in growth of tourism industry in India.
Unit 12	Federation of Hotel and Restaurant Association of India (FHRAI): History, Objectives, Activities, Membership.
Block 4 Indian Tourism Organizations-II	
Unit 13	Travel Agents Association of India (TAAI): History, Purpose, Objectives, Activities and Membership.
Unit 14	India Tourism, Ministry of Tourism: Functions/Activities of India Tourism offices in India. State Tourism Development Corporation (Uttarakhand, U.P., M.P.)
Unit 15	Tourism Finance Corporation of India (TFCI)
Unit 16	The Archaeological Survey of India