



<b>PROGRAM</b>	<b>Bachelors Of Commerce/ Bachelors Of Commerce(Hons)</b>
<b>SEMESTER</b>	<b>I</b>
<b>COURSE TITLE</b>	<b>Tourism and Travel Management</b>
<b>COURSE CODE</b>	<b>04BC0123</b>
<b>COURSE CREDITS</b>	<b>04</b>
<b>COURSE DURATION</b>	<b>48 Hrs (48 sessions of 60 minutes each)</b>

**COURSE OUTCOMES:**

**Teaching and Examination Scheme**

Teaching Scheme (Hours)			Credits	Internal Marks (50%)		End-Semester Examination (50%)			Total Marks
Theory	Tutorial	Practical		IA	CSE	Theory	Practical/Viva	Term Work (TW)	
4	0	0	4	30	20	0	50	0	100

**Course Contents:**

Unit No	Unit / Sub Unit	Sessions
I	Introduction to Travel: Meaning and definitions of tourism, traveler, excursionist, tourists- objectives, nature and classification of tourism and tourists, Growth and Development of Tourism, Forms of Tourism: Inbound Outbound, Domestic and International.	08
II	The Modern Tour Industry: Package Tours- Custom Tours- Tour wholesalers- Types of Package tours: Independent Package, Hosted Tour, Escorted Tour, Sightseeing Tour Group, Incentive and Convention Tour- Man Market Package Holidays- Types of Tour Operations: Specialist Tour Operators: Specialist Tour Operators, Tour Operators reliance on other organization.	08
III	Tour Operations and Documentation: Functions- Sources of Income, How to set up a Travel Agency: Procedures for approval of a Travel Agency and Tour Operator, Travel Documentation: Passports- various types and requirements- Procedure to apply for Passports: VISA- various types and requirements- Documents required for Foreigners to visit India, Health Check Documents and Process for Encashment of Foreign Currency.	12



IV	Impact of Tourism: Tourism Impacts: Economic impact, Social Impact, Cultural Impact and Environmental Impact- Strategies to overcome or reduce the negative Impact of Tourism.	08
V	Tourism Organizations: Objectives, Functions of- United Nations World Tourism Organization (UNWTO), World Travel and Tourism Council (WTC), Pacific Asia Travel Association (PATA), International Air Transport Association (IATA), Travel Agents Association of India (TAAI), Indian Association of Tour Operators (IATO) and Federation of Hotel and Restaurant Associations of India (FHRAI).	12

**Text Books:**

Sr. No	Author/s	Name of the Book	Publisher	Edition & Year of Publication
T-01	Ghosh Bishwanth,	Tourism & Travel Management,	Vikas Publishing House Pvt Ltd, New Delhi.	Second Revised Edition

**Reference Books:**

Sr. No	Author/s	Name of the Book	Publisher	Edition and Year of Publication
R-01	Pran Nath Seth	Successful Tourism Management,	Sterling Publishers Pvt Ltd, New Delhi,	(1997),
R-02	Bhatia A.K	International Tourism,.	Sterling Publishers Pvt Ltd, New Delhi	(2003)