

<b>COURSE TITLE</b>	<b>TOURISM MANAGEMENT</b>
<b>COURSE CODE</b>	<b>04BB0311</b>
<b>COURSE CREDITS</b>	<b>2</b>

**Course Outcomes:** After completion of this course, student will be able to:

- 1 Apply basic concepts of tourism to understand different types of tourists and travel trends.
- 2 Analyze different types of tour packages and the role of tour operators.
- 3 Apply steps to set up a travel agency and manage tour arrangements like travel, stay, and sightseeing.
- 4 Evaluate the process and importance of travel documents like passports, visas, and health checks.
- 5 Analyze the role of government in tourism and use tourism data to understand travel patterns.

**Pre-requisite of course:**None

#### Teaching and Examination Scheme

<b>Theory Hours</b>	<b>Tutorial Hours</b>	<b>Practical Hours</b>	<b>ESE</b>	<b>IA</b>	<b>CSE</b>	<b>Viva</b>	<b>Term Work</b>
2	0	0	100	0	0	0	0

<b>Contents : Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
1	<b>Introduction to Travel:</b> 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., Role of Ministry of Tourism, Govt. of India, Analysis of domestic, inbound and outbound tourism data.	7
2	<b>The Modern Tour Industry</b> 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. Major tourist destinations of the world.	7

<b>Contents : Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
3	<b>Tour Operations and Documentation</b> Sources of Income, how to set up a Travel Agency: Procedures for approval of a Travel Agency and Tour Operator, Tour package operations, Air ticketing, Accommodation, transportation, sightseeing, tour guides., 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.	8
4	<b>Impact of Tourism</b> Economic impact, Social Impact, Cultural Impact and Environmental Impact, Strategies to overcome or reduce the negative Impact of Tourism	4
5	<b>Tourism Organizations</b> 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).	4
<b>Total Hours</b>		<b>30</b>

#### **Textbook :**

- 1 Tourism & travel management (2nd rev. ed.). , Ghosh, B. (n.d.), Vikas Publishing House Pvt Ltd., 2001

#### **References:**

- 1 Successful tourism management. , Successful tourism management. , Seth, P. N. , Sterling Publishers Pvt Ltd., 1997
- 2 International tourism. , International tourism. , Bhatia, A. K., Sterling Publishers Pvt Ltd., 2003

#### **Suggested Theory Distribution:**

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
<b>Remember / Knowledge</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Higher order Thinking / Creative</b>
0.00	0.00	35.00	35.00	30.00	0.00

**Instructional Method:**

- 1 Theory