

<b>COURSE TITLE</b>	<b>TOURISM AND TRAVEL MANAGEMENT</b>
<b>COURSE CODE</b>	<b>04BC0123</b>
<b>COURSE CREDITS</b>	<b>4</b>

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

- 1 Overall understanding of the tourism sector and to apply various concepts of management for a successful venture in travel and tourism industry.
- 2 Gain Knowledge of different industries associated with tourism
- 3 Apply the learnings of modern travel industry into travel business
- 4 analyse of the conduct of tourism activity which results in the economic and social upliftment of people and environment protection in different destinations
- 5 evaluate the legal provisions and analyse their implication on travel and tourism industry

**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>
4	0	0	0	30	20	50	0

<b>Contents : Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
1	<b>Unit 1</b> 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	8
2	<b>Unit 2</b> 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	8
3	<b>Unit 3</b> 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

<b>Contents : Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
4	<b>Unit 4</b> Impact of Tourism: Tourism Impacts: Economic impact, Social Impact, Cultural Impact and Environmental Impact, Strategies to overcome or reduce the negative Impact of Tourism	8
5	<b>Unit 5</b> 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
<b>Total Hours</b>		<b>48</b>

#### **Textbook :**

- 1 Tourism & Travel Management, Ghosh Bishwanth, Vikas Publishing House Pvt Ltd, New Delhi, 2005

#### **References:**

- 1 Successful Tourism Management, Successful Tourism Management, Pran Nath Seth, Sterling Publishers Pvt Ltd, New Delhi, 1997
- 2 International Tourism, International Tourism, Bhatia A.K, Sterling Publishers Pvt Ltd, New Delhi, 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>
20.00	30.00	25.00	15.00	10.00	0.00

#### **Instructional Method:**

- 1 Theory

#### **Supplementary Resources:**

- 1 <https://www.iittm.ac.in/>
- 2 <https://leverageedu.com/blog/travel-and-tourism-management/>
- 3 [https://www.tutorialspoint.com/tourism\\_management/tourism\\_management\\_introduction.htm](https://www.tutorialspoint.com/tourism_management/tourism_management_introduction.htm)