

COURSE TITLE	TOURISM MANAGEMENT
COURSE CODE	04AH0503
COURSE CREDITS	4

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

- 1 Develop knowledge about the key transport infrastructure in India, including roads, railways, airports, ports, and inland waterways.
- 2 Evaluate how to optimize transportation efficiency, manage fleet operations, and address the challenges of freight movement in India.
- 3 Apply the relationship between transport and tourism, focusing on how travel systems support both domestic and international tourism in India.
- 4 Analyze the role of travel agencies, tour operators, and government initiatives in promoting tourism in India, and analyze how transport policies can enhance tourism development.
- 5 Analyze the role of the UNWTO (United Nations World Tourism Organization) and other global tourism bodies.

Pre-requisite of course:NA

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
4	0	0	50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	Organized Travel, Itinerary Development and Indian Transportation Defining Tourism Industry with itinerary charts , Economic and Social Impacts of Transportation, Comfortable Transport Zones for tourist in India, Blooming to sectors like air and water transport connectivity	15
2	Travel Agency Marketing Marketing Concept, Unique features of Travel Marketing, Significance of Travel Agency Marketing, Developing a Tour Marketing Plan, MICE Tourism	15
3	Maritime Tourism in India Economic Contribution, Boosting Infrastructure and Connectivity, Challenges in Maritime Tourism, Government Initiatives for Maritime Tourism	15
4	Rail Tourism in India History of Indian Railways, Types of Rail Tourism in India, Benefits and Challenges of Rail Tourism, Government Initiatives	15
Total Hours		60

Textbook :

- 1 International Tourism, A.K. Bhatia, Sterling Publishers, 2017
- 2 Tourism Management, Sandeep K. K. Gupta, Rajat Publications, 2018
- 3 International Tourism: An Economic Perspective, François Vellas, Red Globe Press, 2019

References:

- 1 Introduction to Travel and Tourism, Introduction to Travel and Tourism, PranNath Seth, N. B. Jain, Rajat Publications, 2023
- 2 International Tourism Management, International Tourism Management, Bholanath Dutta, Himalaya Publishing House, 2018

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					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
20.00	30.00	25.00	15.00	10.00	0.00

Instructional Method:

- 1 PPT, Board work, Case study.