

**Course code: SEC125**

**Title of the course: Tourism Management**

**Nature of the course: Skill Enhancement Course (SEC)**

**End Semester: 80 Marks**

**In Semester: 20 Marks**

**Total credits: 03**

**Course Objectives:**

- The objectives of this paper are to give a basic idea of Tourism Management and aim to preserve Cultural heritage and sustainable development.

| Units           | Contents  | L  | T  | P  |
|-----------------|---|----|----|----|
| 1<br>(15 Marks) | <b>BASIC CONCEPTS</b><br>1.1 Meaning and significance of Tourism.<br>1.2 Types of Tourism.<br>1.3 Tourists- Characteristics and types.<br>1.4 Tourism Products.<br>1.5 Tourism Planning.  | 06 | 02 |    |
| 2<br>(25 Marks) | <b>TOUR OPERATOR AND TRAVEL AGENT SERVICE</b><br>2.1 Definition and Scope<br>2.2 Functions of Travel Agent<br>2.3 The Travel Market<br>2.4 Functions of Travel Agency<br>2.5 Procedure of getting IATA Certificate.<br>2.6 Tour Industry- Package Tour, Custom Tour, Arranging Accommodation for the Tourist. | 10 | 02 | 05 |
| 3<br>(20 Marks) | <b>DYNAMICS AND GROWTH OF TOURISM</b><br>3.1 Definition of Tourism Demand<br>3.2 Types.   | 08 | 02 |    |

|                 |   |    |    |    |
|-----------------|---|----|----|----|
|                 | 3.3 Indicators of Tourism Demand<br>3.4 Determinants of Tourism Demand<br>3.5 Life style factors- Personal and World wide.  |    |    |    |
| 4<br>(20 Marks) | <b>SUSTAINABLE TOURISM</b><br>4.1 Forces Promoting Sustainable Tourism<br>4.2 Economic Forces which Resist Sustainable Tourism.<br>4.3 Principles of Sustainable Tourism- Carrying Capacity, The Environmental Impact of Tourism.<br>4.4 Basic Properties of Ecology – Definition of Ecology, Environment and Eco-system, Tourism Activities and their linkages to Ecology and Environment. | 08 | 02 | 05 |
|                 | Total   | 32 | 08 | 10 |

Where, L: Lectures, T: Tutorials, P: Practical.

**Modes of In- Semester Assessment:**

- One Test = 20 Marks

= 10 Marks

Students have to choose any one of the following suggested activities in a semester for their In Semester assessment.

= 10 Marks

- Seminar.
- Assignment.
- Group Discussion.

**Learner Outcome:**

After the completion of this course, the learner will be able to:

- Creation of Employment opportunities.
- Ability to organise tourism-related activities.
- Capacity to manage and developed the places of tourist interest.

**Reading List:**

1. Asif Iqbal Fazili and S. Husain Ashraf: Tourism in India
2. Bhatia, A.K.: Tourism Development.
3. Bora, Shiela and Bora, M.C: The History of Tourism.
4. Geeta Varma.: Management of Travel and Tourism.

5. Pran Nath Seth and Sushma Seth Bhat: An introduction to Travel and Tourism.