

Vocational Minor Courses Offered by B. Com Professional:

VOCATIONAL MINOR COURSE: GROUP (F) TOURISM MANAGEMENT

GROUP 11. TRAVEL AND TOURISM MANAGEMENT

Course Code	COP1VN101				
Course Title	FUNDAMENTALS OF TRAVEL AND TOURISM				
Type of Course	Vocational Minor				
Semester	I				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	A basic understanding about various tourism products and services.				
Course Summary	This course introduces students to the fundamental principles, concepts, and practices within the travel and tourism industry. It covers a broad spectrum of topics to equip students with the necessary knowledge and skills to pursue careers in various sectors of the industry.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO 1	Explain the fundamental concepts in Travel & Tourism Industry	U	C	Instructor-created exams / Quiz/Seminar/ Assignments/ Discussion/ External Examination
CO 2	Identify and differentiate the types and forms of tourism	Ap	P	Instructor-created exams / Quiz/Seminar/ Assignments/ Discussion/ External Examination
CO 3	Identify and evaluate the role of various factors influencing tourism demand	E	P	Instructor-created exams / Quiz/Seminar/ Assignments/ Discussion/ External Examination
CO 4	Compare the various modes of transportation and evaluate the relative benefits	E	P	Instructor-created exams / Quiz/Seminar/ Assignments/ Discussion/ External Examination

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
 # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P)
 Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs	Marks
I	An overview of Tourism		10	15
	1	Definition and Related concepts- Tourism - Tourist, Traveler, Visitor, Excursionist	2	
	2	Tourism System - Evolution and History of Tourism- Evolution of Indian Tourism	5	
	3	Significance and Reasons for growth of Tourism	1	
	4	Inter disciplinary approaches to tourism	2	
II	Typology of Tourism		12	15
	5	Classification of Tourism: International Tourism- Domestic tourism- Inbound and Outbound Tourism- Intra-regional and Inter regional Tourism	2	
	6	Leisure and Business Tourism- Mass and Niche tourism Cultural Tourism- Historical Tourism- Indigenous Tourism- Film Induced Tourism- Literary Tourism- Music Tourism Wine Tourism- Gastronomy Tourism- Ethnic Tourism-Pilgrimage tourism- Red / Black / Dark / Doom Tourism- Yoga tourism- Industrial Tourism- Alternative Tourism-	10	
III	Motivation for Travelling and Demand for Tourism		12	20
	7	Tourism Motivation: Introduction – Travel Motivators- Types	2	
	8	Travel Motivation Theories	3	
	9	Demand for Tourism- Indicators and Determinants – Measuring demand for tourism	3	
	10	Tourism Statistics- Volume Statistics- Value Statistics- Visitor profile	4	

	11			
IV	Transportation & Tourism		11	20
	12	Concept of transportation- Inter relationship between Tourism and Transportation - Role of transport in Tourism	2	
	13	Modes of Transportation in India-Road, Rail, Air& Water.	2	
	14	Role of road transportation-Classification of roads in India	1	
	15	Rail transport- Types of trains -Luxury trains, Tourist trains	2	
	16	Air transport-Role and importance- International Airports in India- Major airlines	2	

	17	Water Transportation-Coastal shipping, inland waterways, Sea transport-Cruise Tourism	2	
V	Practicum: It is recommended to conduct the practical exercises.		30	
	1	Recommended to conduct the following: Group discussion on Luxury trains-Vande Bharat trains- Metro trains- Electric and CNG vehicles-Inland navigation- Regional air connectivity-UDAN Scheme - River cruises		
	2	Organize field trips to relevant destinations, travel agencies to give students first hand exposure to the industry and encourage them to interact with industry professionals		
	3	Present real-life case studies that require students to analyze and solve problems commonly faced in the travel and tourism sector.		
	4	Assign projects that require students to plan and execute various aspects of tourism.		
	5	Arrange seminars and workshops		

References:

1. Basics of Tourism-Kamra & Chand, Kaniskha Publishers, New Delhi
2. M.R. Dileep, (2018). Tourism-Concept, Theory and Practice, IK International, New Delhi.
3. Sunetra Roday, Archana Biwal & Vandana Joshi(2009) ,Tourism operations and Management, Oxford University

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	Blooms Level
CO 1	3	1	1	1	1	2	2	3	1	1	2	1	1	Understand
CO 2	2	3	1	2	2	1	1	2	3	1	1	1	2	Understand
CO 3	2	2	1	3	3	1	2	2	1	1	3	1	1	Apply
CO 4	2	3	1	2	3	1	1	2	2	1	1	1	3	Apply