

1. Tourism Concepts

Programme	BSc Hotel Management and Catering Science				
Course Code	BHC1MN101				
Course Title	Tourism Concepts				
Type of Course	Minor				
Semester	I				
Academic Level	100 - 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	5	-	-	75
Pre-requisites	There are no specific prerequisites for this course, although a basic understanding of business principles and marketing concepts would be beneficial.				
Course Summary	This course provides a comprehensive overview of the tourism industry, covering topics such as the definition and concept of tourism, historical development, types of tourism, components of the industry, tourism motivation and demand, tourism statistics, and career opportunities in the field.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the fundamental concepts and theories of tourism	U, R	C	Instructor- created exams / Quiz
CO2	Analyze and evaluate different types of tourism, tourism motivations, demand factors, and tourism statistics, applying Maslow's Hierarchy and other relevant theories.	An, Ap	C	Practical Assignment / Observation of Practical Skills
CO3	Identify and assess various job roles within the tourism industry	Ap, An	C,P	Seminar Presentation / Group Tutorial Work
CO4	Apply effective communication strategies and leadership principles in the context of tourism	Ap, An	C	Instructor- created exams / Home Assignments
CO5	Evaluate tourism planning processes and operational management strategies, synthesizing information from diverse sources to propose sustainable solutions	E	C	One Minute Reflection Writing assignments
CO6	Demonstrate creativity and innovation in designing ethical business practices and sustainable tourism ventures, utilizing digital strategies and technological solutions to enhance tourism experiences and operations.	E,C	P,C	Viva Voce
<p>* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)</p>				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Basics of Tourism		12
	1	Definition and Concept of Tourism	3
	2	Excursion, Leisure and Recreation; Tourist, Visitor, Traveller	3
	3	Historical Development of Tourism in India/ Worldwide	6
		1.3.1 Ancient Period	
		1.3.2 Medieval Period	
		1.3.3 Modern Period	
II	Overview of Tourism		16
	4	Types and Forms of Tourism	3
	5	Components and Elements of Tourism Industry	3
	6	5A's of Tourism (Attraction, Accessibility, Accommodation, Amenities, Activities)	4
	7	Characteristics of Tourism Industry	3
	8	Tourism System and Leiper's Model	3
III	Tourism Motivation, Demand and Statistics		18
	9	Travel Motivation: Definitions and Theories (Maslow's Hierarchy)	2
	10	Types of Travel Motivations (Physical, Cultural, Interpersonal, Status, Health)	3
	11	Tourism Demand: Definition and Measurement	2
	12	Determinants of Tourism	3
	13	Indicators and Methods for Measuring Demand	1
	14	Challenges in Measuring Tourism Demand	2
	15	Tourism Statistics: Types of Tourist Statistics (Volume, Value,	2

	Visitor Profiles)		
	16	Statistical Analysis of Spending and Earning in Tourism	1
	17	Tourism Trend Analysis	2
IV	Tourism Organizations and Career Opportunities		14
	18	Overview of Job Roles in Tourism Industry	2
	19	Skills and Qualifications Required	3
	20	Tourism Organizations - International Bodies (UNWTO, IATA, ICAO, PATA)	3
	21	National Tourism Organizations (ITDC, DGCA, AAI, IATO, TAAI)	3
	22	Regional Tourism Development Corporations (KTDC, DTPC)	3
V	Open Ended Module		15
	Familiarising the Modern Trends in Tourism Careers (Cruise, Events, Technological Advancement in Tourism) AI Based Content Writing (Assignment and Report Writing etc) Practical orientation program facilitated by industry experts Destination Camping Trip Industry Expert Sessions Reflection and Discussion Feedback Collection		

Books and References:

1. Bhatia, A.K., (2019), Tourism Development Principles and Practices. New Delhi :Sterling Publishers Pvt.Ltd.
2. Robinson, P., Lück, M., & Smith, S. L. (2013). Tourism. Wallingford, Oxfordshire: CABI.
3. Sampad Kumar Swain and Jitendra Mohan Mishra (2011). Tourism: Principles and Practices, Oxford University Press. New Delhi
4. Cooper, C, Fletcher J, Gilbert D, Stephen Wanhill, Fyal, 2004, Tourism Principles and Practices, Pearson Education.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO 5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	-	-	-	-	-						
CO 2	3	1	-	-	-	-						
CO 3	-	-	2	-	-	-						
CO 4	-	3	-	-	-	-						
CO 5	-	-	-	1	2	-						
CO 6	-	-	-	-	-	3						

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6		✓		