

**VOCATIONAL MINOR COURSE: GROUP (F) TOURISM MANAGEMENT**

## GROUP 11. TRAVEL AND TOURISM MANAGEMENT

Course Code	COM1VN101				
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
CO1	Explain the fundamental concepts in Travel & Tourism Industry	U	C	Instructor-created exams / Quiz/Seminar/ Assignments/ Discussion/ External Examination
CO2	Identify and differentiate the types and forms of tourism	Ap	P	Instructor-created exams / Quiz/Seminar/ Assignments/ Discussion/ External Examination
CO3	Identify and evaluate the role of various factors influencing tourism demand	E	P	Instructor-created exams / Quiz/Seminar/ Assignments/ Discussion/ External Examination
CO4	Compare the various modes of transportation and evaluate the relative benefits	E	P	Instructor-created exams / Quiz/Seminar/ Assignments/ Discussion/ External Examination

CO5	Apply theoretical knowledge to real-world tourism scenarios through field visits and interaction with industry professionals.	Ap	P	Praticum
<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
<b>I</b>	<b>An overview of Tourism</b>		<b>10</b>
	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
<b>II</b>	<b>Typology of Tourism</b>		<b>12</b>
	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
<b>III</b>	<b>Motivation for Travelling and Demand for Tourism</b>		<b>12</b>
	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
	<b>Transportation &amp; Tourism</b>		<b>11</b>
<b>IV</b>	11	Concept of transportation- Inter relationship between Tourism and Transportation - Role of transport in Tourism	2
	12	Modes of Transportation in India-Road, Rail, Air& Water.	2
	13	Role of road transportation-Classification of roads in India	1
	14	Rail transport- Types of trains -Luxury trains, Tourist trains	2

	15	Air transport-Role and importance- International Airports in India- Major airlines	2
	16	Water Transportation-Coastal shipping, inland waterways, Sea transport- Cruise Tourism	2
<b>V</b>	<b>Open Ended Module for Practical Exercises, Practical Applications, Case Study and Course Project</b>		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

#### Mapping of Cos with POs and PSOs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	Blooms Level
CO1	3	1	2	1	1	2	1							
CO2	3	1	2	1	1	2	1							
CO3	3	1	2	1	1	1	2							
CO4	3	1	1	1	1	1	2							
CO5	3	1	3	1	3	3	3							