

Course Code	COP2VN101				
Course Title	TOURISM BUSINESS				
Type of Course	Vocational Minor				
Semester	II				
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 knowledge about various fundamental principles of tourism
Course Summary	Tourism Business course is designed to provide students with a comprehensive understanding of the business side of the tourism industry

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Identify and describe the various components and concepts of Tourism Industry and Tourism Business	U	C	Instructor-created exams / Quiz/Seminar/ Assignments/ Discussion/ External Examination
CO2	Examine the components of a tourism destination and describe the destination life cycle	An	P	Seminar Presentation / /Assignments/ Discussions
CO3	Compare the benefits and impacts of tourism on various destinations	E	P	Instructor-created exams / /Seminar/Debate Project
* - 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
				70
I		Tourism Industry	12	20
	1	Introduction and Concepts of tourism industry	1	
	2	Business Environment	1	
	3	Components of tourism industry	1	
	4	Destination and Attractions	1	
	5	Government Organizations- National Tourism Organization (NTO)	1	
	6	Intermediaries and Travel distribution channels	2	
	7	Transportation- Importance and Modes	1	
	8	Accommodation and Hospitality- -	1	
	9	Food & Beverages-Entertainment & Recreation	1	
	10	Shopping-Infrastructure- general and tourist specific infrastructure	2	
II		Travel Business	10	15
	13	Travel Business or Industry- Meaning and Related Concept-	2	
	14	Travel agency and tour operator- Definition -differences	2	

	15	Types of Travel agency and Tour operator - role, functions, and responsibilities	5	
	16	E-intermediaries	1	
III	Tourism Destination		12	20
	17	Tourism Destination: Definition- Concept and Common Characteristics -	2	
	18	Components of destinations	2	
	19	Types of destinations	2	
	20	Core and Periphery Attractions	1	
	21	Seasonality	2	
	22	Tourism Destination Life Cycle (TALC) -Case Study	2	
	23	Strategies for Destination Marketing & Promotion	1	
IV	Benefits & Impacts of Tourism on Destinations		11	15
	24	Benefits of Tourism: An overview of Economic, Social, Cultural and Environmental Benefits	1	
	25	Economic Benefits: Economic growth and diversification, Local entrepreneurship development, Redistribution of wealth, Direct, Indirect, and Induced benefits, Multiplier Effect	1	
	26	Social benefits of tourism and Positive cultural impacts	2	
	27	Environmental benefits of tourism.	1	
	28	Negative impacts of Tourism: An overview of Economic, Social, Cultural and Environmental impacts	1	
	29	Economic impacts	2	
	30	Social impacts	1	
	31	Environmental impact	1	
	32	Cultural	1	
V	Practicum: It is recommended to conduct the practical exercises.		30	
	1	Recommended to implement the following: Present real-world case studies that require students to analyze and solve problems relevant to tourism businesses. After visiting the following places, prepare a report: Kappad Beach, Wayanad, Fort Kochi, Bekal, Silent Valley Park, etc.		
	2	Conduct a field visit to any of the nearby tourist destination and prepare a report about the visit.		
	3	Organize visits to tourism-related businesses, such as hotels, travel agencies, tour operators, or attractions.		
	4	Assign projects that require students to investigate current trends, challenges, and opportunities in the tourism business.		
	5	Conduct role-playing activities to simulate real-world interactions in		

		tourism business scenarios.		
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References:

- 1.Goeldner, C., & Ritchie, J.R. (2011). Tourism, Principles, Practices, Philosophies. New Jersey: John Wiley.
- 2.Swain, S.K. & Mishra, J.M. (2011). Tourism Principles and Practices. New Delhi: Oxford University Press.
- 3.M.R. Dileep, (2018). Tourism-Concept, Theory and Practice, IK International, New Delhi.
- Sunetra Roday, Archana Biwal& Vandana Joshi(2009) ,TOURISM OPERATIONS AND MANAGEMENT, Oxford University
- 4.Venu Vasudevan, Vijayakumar B, Saroop Roy BR (2017), An Introduction to the Business of Tourism, Sage Publications