

Tourism Management

Minor Track Objective: The minor track course for Travel and Tourism will give the students an overview into the different products and concepts of the tourism industry. It will also focus on the tourism trends and give an understanding of the different components of the travel world. It is a subject that can help you in introspecting the travel world from point of view of a service provider in tourism industry.

Course Outcomes: At the end of this course, the student will have attained an understanding of the concepts and jargons of travel world, working of the tourism industry; understanding of travel world geography and different tourism products. They will also gain an insight on how tour packages are planned, designed and sold, in the context of the latest tourism trends in India.

Job Opportunities: As tourism industry falls under the service sector, the students studying travel and tourism would be able to gain access to working with tour operators and travel agencies, cruises, hotels and hospitality industry, academics and research, logistics companies, event management companies, destination management companies, tourism marketing organizations, tourism boards etc.

Summary of Courses

Sl. No.	Minor Track Course Code	Course Title	Lecture (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credits
1	TRM2151	BASICS OF TOURISM MANAGEMENT	2	1	-	3
2	TRM2251	WORLD GEOGRAPHY	2	1	-	3
3	TRM2351	TOURISM PRODUCT OF INDIA	2	1	-	3
4	TRM2451	TOURISM TRENDS IN INDIA	2	1	-	3
5	TRM2551	TOUR PACKAGING AND ITINERARY DESIGNING	2	1	-	3
6	TRM2651	HOSPITALITY AND TOURISM MARKETING	2	1	-	3
Total						18

Minor Track Course 1

Course Title:	Basics of Tourism Management		
Course Code:	TRM2151	Credits:	3
Program:	Minor Track	Semester:	I
Brief Course Description:	The primary purpose of the paper is to acquaint the students about the basic and preliminary knowledge of the terms, concepts, systems and trends in tourism. It will form the first step to move forward to interact with the advanced knowledge pertaining to travel and tourism.		
Learning Outcome:	The student would have taken the first step to understand the different concepts and systems in the world of tourism.		
Course Contents:			
Module	Content		
Module – I : Conceptual Framework	<ul style="list-style-type: none">• Tourism: Definition, Meaning and Scope.• Tourist, Travelers, Visitor, Transit Visitor and Excursionist – Definition and Differentiation.• Components of Tourism• Characteristics of Tourism		
Module – II : Historical Dimensions of Tourism	<ul style="list-style-type: none">• Concept of ‘Grand Tour’; ‘Silk Route’; ‘Paid Holidays’. Emergence of Thomas Cook.• Types and Typologies of Tourism.• Tourism System- Leiper’s Model.		
Module – III : Motivation and Significance of Travel and Tourism Motivators	<ul style="list-style-type: none">• Concept of Motivation in Tourism• Physical Motivators• Cultural Motivators• Interpersonal Motivators• Status and Prestige Motivators		
Module –IV: Case Study	Prepare a presentation on Leipers’ tourism model in the context of tourist motivational factors.		
Course Evaluation:	Internal Assessment	EE	Total
	IE		

% Weightage	70%	30%	100%
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**Internal Exam components will be based upon multiple assessments through class tests/class assignments/home assignments/projects/field work/presentations/Quiz/viva.*

References:

1. Pran Seth: *Successful tourism Management (Vol. 1 & 2)*
2. Bhatia, A. K., *International Tourism, Sterling Publishers, New Delhi*
3. Bhatia, A. K., *Tourism development: Principles, Practices and Philosophies*

Minor Track Course 2

Course Title:	WORLD GEOGRAPHY		
Course Code:	TRM2251	Credits:	3
Program:	Minor Track	Semester:	II
Brief Course Description:	This course provides a thorough knowledge about the characteristics of tourist attractions across the globe. Major destinations &the accessibility of the world with a focus on a few selected countries of world. It has been simplified with very few case studies & broad information about the continents.		
Learning Outcome:	The student would have received an overview on the various attractions and destinations around the world and how geographical factors affect tourism industry in these regions.		
Course Contents:			
Module	Content		
Module - I: Introduction to World Geography	<ul style="list-style-type: none">• Brief Introduction of Geography and Tourism Geography• Continents & Oceans.• Elements of Weather & Climate. Climatic Zones of the World.• Natural Vegetation of the World.		
Module - II: Asia & Europe	<ul style="list-style-type: none">• General Geographical Features: Physiographic Units, Climate, Vegetation Main Countries, Capitals &their Tourist Attractions.		
Module - III: America & Other Countries	<ul style="list-style-type: none">• General Geographical Features; Physiography, Climate, Vegetation. Main Countries, Capitals &Their Tourist Attractions.		
Module - IV: Case Studies and Presentations	<ul style="list-style-type: none">• Case Studies/Assignments/Presentations on the tourist attractions of one continent/country/climatic region		

Course Evaluation:	Internal Assessment	EE	Total
	IE		
% Weightage	70%	30%	100%

**Internal Exam components will consist of class tests/class assignments/home assignments/projects/field work/presentations/quiz/viva.*

References:

1. Badawi, Cherine: Footprint Egypt, Footprint Travel Guides, 2004.
2. Bickersteth, Jane & Eliot, Joshua: Singapore handbook: the travel guide, Footprint Travel Guides, 2001.
3. Blore, Shawn; Davidson, Hilary; Karr, Paul; Livesey, Herbert Bailey & McRae, Bill: Frommer's Canada, John Wiley and Sons, 2004.

Minor Track Course 3

Course Title:	TOURISM PRODUCT OF INDIA		
Course Code:	TRM2351	Credits:	3
Program:		Semester:	III
Brief Course Description:	The course is very imperative as it shall orient the student with the basic understanding about India, its culture, fairs & festivals etc. which shall update his destination knowledge about the country.		
Learning Outcome:	Through this paper, the student shall gain knowledge on the different tourism products that the country offers across various themes and categories.		
Course Contents:			
Module	Content		
Module I- Tourism Products	<ul style="list-style-type: none">• Tourism Products: Definition, Concept and classification		
Module – II: Heritage and Wildlife based tourism products	<ul style="list-style-type: none">• Heritage – Meaning, Types of Heritage Tourism, Heritage Management Organizations- UNESCO, ASI, INTACH• Major places for heritage tourism, important monuments, circuits etc• Major wildlife sanctuaries, national parks and biological reserves.		

Module – III: Religion and Culture tourism products	<ul style="list-style-type: none"> Religious Tourism- concept and definition, two major centers of religious tourism of each religion. Cultural Tourism – Concept Classical and Folk dances of India, Handicrafts and textiles: important handicraft objects and centers, Tourism Fairs and festivals. 		
Module – IV: Case Study and Presentations	<ul style="list-style-type: none"> Prepare a presentation on any one of the above themes and explain in detail the tourism products 		
Course Evaluation:	Internal Assessment	EE	Total
	IE		
% Weightage	70%	30%	100%

**Internal Exam components will consist of class tests/class assignments/home assignments/projects/field work/presentations*

References:

- 1. The Wonder that was India: A.L. Basham*
- 2. A Cultural History of India: A.L. Basham*
- 3. India -Lonely Planet*

Minor Track Course 4

Course Title:	TOURISM TRENDS IN INDIA		
Course Code:	TRM2451	Credits:	3
Program:		Semester:	IV
Brief Course Description:	To make student aware about new emerging trends of tourism in India and its effect on India economy.		
Learning Outcome:	The student would have gained insights on the current tourism scenario in India across various states, and the emerging tourism trends in the country.		
Course Contents:			
Module	Content		

Module – I: Mapping Trends in Tourism	<ul style="list-style-type: none"> • Domestic and International Trends and Patterns in Indian Tourism Travel. • Factors responsible for growth and development of Indian tourism • Foreign Tourist Arrivals accounting. 		
Module – II: Current tourism scenario in India	<ul style="list-style-type: none"> • State Tourism Organizations:- Changing pattern observed in arrival of tourists. • Mapping and analyzing of tourism trends of the following states:- Tamil Nadu, Uttar Pradesh, Karnataka, Madhya Pradesh, Delhi, Maharashtra. 		
Module – III: Emerging Tourism Trends	<ul style="list-style-type: none"> • Emerging trends within tourists and travelers • Emerging tourism products of India • Emerging technologies, change in scope of tourism 		
Module – IV: Case Study and Presentation	<ul style="list-style-type: none"> • Presentation on any latest/emerging tourism trend in the country and explain in detail. 		
Course Evaluation:	Internal Assessment	EE	Total
	IE		
% Weightage	70%	30%	100%

**Internal Exam components will consist of class tests/class assignments/home assignments/projects/field work/presentations*

References:

1. Pran Seth: *Successful tourism Management (Vol. 1 & 2)*
2. *Tourism Planning: Gunn. Clare A. (New York, Taylor & Francis)*

Minor Track Course 5

Course Title:	TOUR PACKAGING AND ITINERARY DESIGNING		
Course Code:	TRM2551	Credits:	3
Program:		Semester:	V
Brief Course Description:	To provide students with the ability to initiate and carry out advanced analysis and research in the field of destination development.		
Learning Outcome:	Through this paper, the student would have gained knowledge on how to plan and design an itinerary by considering the various factors affecting itinerary planning, across different themes and categories of tourism products.		
Course Contents:			
Module	Content		
Module – I: Understanding Tour Packages	<ul style="list-style-type: none">• Concept and definition of Tour Package and Itinerary.• Type of Tour Packages & its Components• Factor Affecting Tour Package		
Module – II: Designing of Different Tour Packages	<ul style="list-style-type: none">• Process of Designing Tour Package• Cultural Tourism Product: Designing, Development, Issues and Considerations• Heritage Tourism Product: Designing, Development, Issues and Considerations• Religious Tourism Product: Designing, Development, Issues and Considerations		
Module – III: Destination Management Handling Company	<ul style="list-style-type: none">• Meaning, Factor of Consideration to choose Destination Management Handling Company		
Module – IV: Case Study and Presentations	<ul style="list-style-type: none">• Design an itinerary for a heritage tourism/religious tourism/Cultural Tourism/wildlife tourism and explain in detail.		
Course Evaluation:	Internal Assessment	EE	Total
	IE		
% Weightage	70%	30%	100%

**Internal Exam components will consist of class tests/class assignments/home assignments/projects/field work/presentations*

References:

1. *The Wonder that was India: A.L. Basham*
2. *A Cultural History of India: A.L. Basham*
3. *India -Lonely Planet*

Minor Track Course 6

Course Title:	HOSPITALITY AND TOURISM MARKETING		
Course Code:	TRM2651	Credits:	3
Program:		Semester:	VI
Brief Course Description:	To provide an overview to the students about the importance of hospitality industry in tourism and decoding the various tools of marketing in the context of the tourism industry.		
Learning Outcome:	The student would have gained an overview about the hospitality and hotel industry. They would have also gained an insight on the different marketing concept and strategies including marketing mix, in the context of the tourism industry.		
Course Contents:			
Module	Content		
Module – I: Introduction to Hospitality and Hotels	<ul style="list-style-type: none">• Hospitality & Hotel: Meaning/Definition.• Major Departments – Hierarchy, Duties and Responsibilities• Overview of Hotel & Hospitality Industry.		
Module – II: Introduction to Marketing and Marketing Mix – 8P’s of Marketing	<ul style="list-style-type: none">• Service Marketing Concepts:- Hospitality and Tourism Marketing Concept and Definition.• Importance of Marketing• 8P’s of Service Marketing		
Module – III: Market Segmentation and Targeting	<ul style="list-style-type: none">• Concept of Market Segmentation• Procedure and Importance of Market Segmentation• Market Targeting Process		

Module – IV: Case Study and Presentations	<ul style="list-style-type: none"> • Case Study or presentations to be prepared on different marketing strategies for different types of tourism products • Case Study of Hotel Marketing Strategies (5 Star/ Heritage Property) 		
Course Evaluation:	Internal Assessment	EE	Total
	IE		
% Weightage	70%	30%	100%

**Internal Exam components will consist of class tests/class assignments/home assignments/projects/field work/presentations*

Reference Books:

- 1. Marketing for Hospitality and Tourism - Philip Kotler, Jon Bower, James Maken*
- 2. Tourism Marketing : Les Lumsdon*
- 3. Marketing for Tourism - J. Christopher Holloway & Chris Robinson*