

VSC Semester II

PROGRAM	B.COM
SEMESTER	II
COURSE TITLE	Tourism Management
VERTICLE /CATEGORY	VSC 2
COURSE LEVEL	4.5
COURSE CODE	
COURSE CREDIT	2
HOURS PER WEEK THEORY	2
HOURS PER WEEK PRACTICAL/TUTORIAL	NA

COURSE DESCRIPTION
The course focus on making the students understand the concept of tourism management & importance of tourism management
COURSE OBJECTIVE
The course aims at making the students aware about the different basicconcepts of travel and tourism.
COURSE OUTCOME
Imparting basic knowledge about tourism and its types

ORGANISATION OF THE COURSE		
UNIT NO	COURSE UNITS AT A GLANCE	TOTALHOURS
1	Tourism Overview	15
2	Types and Forms of Tourism	15
TOTAL HOURS		30

COURSE DESIGN

Module – I: Tourism Overview (15)

- Definition and Historical Development of Tourism, its Structure, Components and Elements. Nature, Characteristics and Significance of Tourism Industry
- Approaches to the Study of Tourism. Definition and Distinction between Travellers, Visitors, Excursionist, Tourist and Transit visitor. Travel Motivators and Deterrents.

PEDAGOGICAL APPROACH:- Visit, Case Study Lecture

Module–II: Types and Forms of Tourism (15)

- Inter–regional and Intra–regional Tourism, Inbound and Outbound Tourism, Domestic, International Tourism. Forms of Tourism: Religious, Historical, Social, Adventure, Health, Business, Conferences, Conventions, Incentives, Sports and Adventure, Senior Tourism
- Special Interest tourism like Culture or Nature Oriented, Ethnic, Concept of Sustainable Tourism and importance

PEDAGOGICAL APPROACH:- Visit, Case Study Lecture

REFERENCES:-

- *Mill and Morrison*, The Tourism System: An Introductory Text. Prentice Hall.
- *Mill, R.C.*, Tourism: The International Business. Prentice Hall, New Jersey.
- *Jayapalan. N.*, An Introduction to Tourism. Atlantic Publishers.
- *Mill R.C.*, Tourism, the International Business, Prentice Hall. New Jersey.
- *Swarbrooke, J.* Sustainable Tourism Management. CABI Publishers
- *Bhatia, A K.*, The Business of Tourism – Concepts and Strategies. Sterling Publishers Private Limited
- *Gupta, V. K.*, Tourism in India. Neha Publishers and Distributor *Aggarwal, A.* Travel and Tourism in India. Sublime Publishers

**Total 50 Marks:30 Marks External and 20 Marks Internal
For Major Subject: 30 Marks with 2 Credits/ For Minor Subject with
2 Credits**

30 Marks External

DURATION: 1 Hour

MARKS: 30

Any 2 out of 3

Q. 1 Answer the following (15 Marks)

- a.
- b.

Q. 2 Answer the following (15 Marks)

- a.
- b.

Q. 3 Answer the following (15 Marks)

- a.
- b.

20 Marks Internal

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|---------------------|------------|
| 1) Class Test | (05 Marks) |
| 2) Assignment | (05 Marks) |
| 3) Presentation | (05 Marks) |
| 4) Group Discussion | (05 Marks) |
| 5) Quiz | (05 Marks) |
| 6) Case Study | (05 Marks) |

**Note: 1) Any Four out of the above can be taken for the internal Assessment.
2) The internal Assessment shall be conducted throughout the Semester.**