

TRAVEL AND TOURISM

Programme : BMS				Semester II			
Course : Travel and Tourism				Code :			
Teaching Scheme				Evaluation Scheme			
Lecture	Practical	Tutorial	Credits	Theory		Practical	
				Internal	External	Internal	External
30	Nil	Nil	02	20 Marks	30 Marks	Nil	Nil
Internal Component							
Class Test Duration 20 Mins			Assignments			Class Participation	
10 Marks			10 Marks			Nil	
Learning Objectives							
<ul style="list-style-type: none"> • To illustrate the tourism growth and its relevance as an industry • To inculcate among the learners the principles of tourism as a sector in the economy, its spatial, social, cultural, legal, political, employment and economic dimensions wrt local to global. • To understand the tourism of modern times and the role of various tourism organisations in terms of policy and planning 							
Learning Outcomes							
Learners will be able to: <ul style="list-style-type: none"> • Learners will get an in-depth idea about tourism which is now a booming industry • It will help the learners in terms of generation of related training, skill development, etc. • Learners will get an idea about the modern day tourism that has evolved digitally in recent times. 							
Pedagogy							
(Role play, presentation, article review, group work on a given problem, newspaper update discussions)							

Module	Module Content	Module wise Pedagogy Used	Duration of Module	Reference Book
I	<p>Introduction to Tourism concept</p> <p>1.1 Tourism -Definition, Development of Tourism through the Ages</p> <p>1.2 Tourist industry- prospects for growth-socio-cultural, economic and environmental impact</p> <p>1.3 Socio-cultural, economic, environmental impact of tourism- Old age and new age tourism</p> <p>1.4 Map marking-filling of Tourist places-Mumbai; (understanding the location of tourist places in context of map-local/national/international)</p> <p>1.5 Tourism Management.</p>	<p>Role play, presentation, article review, group work on a given problem, newspaper update discussions</p>	<p>10 lectures</p>	<p>An introduction to the Business of Tourism- Venu Vasudevan, Vijayakumar B., Saroop Roy B R. (2017), Sage Publications India Pvt Ltd. Pgs-3-34;47-78</p> <p>Burkart and Medlik: Tourism, Past, Present and Future , Heinemann, ELBS</p> <p>Pg 62-73</p> <p>An introduction to the Business of Tourism- Venu Vasudevan, Vijayakumar B., Saroop Roy B R. (2017), Sage Publications India Pvt Ltd.</p> <p>Tourism Principles and Practices- Sampada Kumar Swain, Jitendra Mohan Mishra (2017) Oxford University Press</p> <p>An introduction to the Business of Tourism- Venu Vasudevan, Vijayakumar B., Saroop Roy B R. (2017), Sage Publications India Pvt Ltd.</p> <p>Tourism Principles and Practices- Sampada Kumar Swain, Jitendra Mohan Mishra (2017) Oxford University Press</p> <p>Pgs 35-42</p> <p>Tourism – Planning, Marketing, and Management – Krishan K. Karma (2014) Kanishka Publisher. Pg 159-202.</p>

<p>II</p>	<p>Tourism and Business</p> <p>2.1 Destination planning in terms of Spatial aspects; Historical interests; cultural, heritage, religious aspects</p> <p>2.2 Opportunities for Tourism Development- Medical Tourism, adventure tourism, space tourism, yoga tourism</p> <p>2.3 Natural and cultural heritage of India and related tourism business</p> <p>2.4 Basic tourism services- passenger transport business, hospitality, travel agency business, tour operation management, ancillary tourism sector</p> <p>2.5 Tourism sector in India- Tourism demand, supply; factors affecting demand and supply</p> <p>2.6 Tourism in India : an exploration</p>	<p>Role play, presentation, article review, group work on a given problem, newspaper update discussions</p>	<p>10 lectures</p>	<p>Tourism Principles and Practices- Sampada Kumar Swain, Jitendra Mohan Mishra (2017) Oxford University Press</p> <p>Pg 81 -156</p> <p>An introduction to the Business of Tourism- Venu Vasudevan, Vijayakumar B., Saroop Roy B R. (2017), Sage Publications India Pvt Ltd.</p> <p>Tourism Principles and Practices- Sampada Kumar Swain, Jitendra Mohan Mishra (2017) Oxford University Press pgs 118-160</p> <p>An introduction to the Business of Tourism- Venu Vasudevan, Vijayakumar B., Saroop Roy B R. (2017), Sage Publications India Pvt Ltd.</p> <p>Tourism Principles and Practices- Sampada Kumar Swain, Jitendra Mohan Mishra (2017) Oxford University Press</p> <p>Pg 165-386</p> <p>An introduction to the Business of Tourism- Venu Vasudevan, Vijayakumar B., Saroop Roy B R. (2017), Sage Publications India Pvt Ltd pg 229-331.</p> <p>Tourism – Planning, Marketing, and Management – Krishan K. Karma (2014) Kanishka Publisher. Pg 25-349.</p>
<p>III</p>	<p>Modern Tourism Business</p> <p>3.1 Role of international, national regional Tourism organisations- UN World Tourism Organisation;</p>	<p>Role play, presentation, article review, group work on a given problem, newspaper</p>	<p>10 lectures</p>	<p>IATA - Economics</p> <p>Welcome to IATO :- Indian Association of Tour Operators</p> <p>An introduction to the Business of Tourism- Venu</p>

	<p>ITDC/MTDC, Ministry of Tourism</p> <p>3.2 Tourism policy and planning</p> <p>Travel Documents and Formalities</p> <p>3.3 Contemporary trends and practices -E tourism, changing dimensions of Tourism products – identifying tourism products-Tourism market segmentation</p> <p>3.4 Tourism towards future- ICT and E-business</p> <p>3.5 Tourism & Digital Divide; Demographic Shifts; Future of ‘Family’ holidays</p>	<p>update discussions</p>	<p>Vasudevan,Vijayakumar B.,Saroop Roy B R. (2017), Sage Publications India Pvt Ltd pgs335-357</p> <p>Tourism development – a new approach – prof. K.S Nagapathi (2012) Prateeksha Publications. Pg 239-244.</p> <p>Tourism Principles and Practices- Sampada Kumar Swain, Jitendra Mohan Mishra (2017) Oxford University Press pg 575-611</p> <p>An introduction to the Business of Tourism- Venu Vasudevan,Vijayakumar B.,Saroop Roy B R. (2017), Sage Publications India Pvt Ltd. Pg 335-357</p> <p>An introduction to the Business of Tourism- Venu Vasudevan,Vijayakumar B.,Saroop Roy B R. (2017), Sage Publications India Pvt Ltd.</p> <p>Tourism Principles and Practices- Sampada Kumar Swain, Jitendra Mohan Mishra (2017) Oxford University Press 651-667</p> <p>An introduction to the Business of Tourism- Venu Vasudevan, Vijayakumar B., Saroop Roy B R. (2017), Sage Publications India Pvt Ltd. pgs 423-431</p> <p>Tourism Principles and Practices- Sampada Kumar Swain, Jitendra Mohan Mishra (2017) Oxford University Press</p> <p>Pg651-671</p> <p>An introduction to the Business of Tourism- Venu Vasudevan, Vijayakumar B., Saroop Roy B R. (2017), Sage Publications India Pvt Ltd.pg 423-431</p>
--	---	---------------------------	--

Prepared by

Signature

Vaishali Kurhekar

Approved by

Signature

Dr Parag Ajagaonkar

Total Marks allotted: 50 marks

a) Details of Continuous Assessment (CA)

40% of the total marks per course.

Marks allotted for CA is **20 marks**.

Breakup of the 20 Marks is as follows:

Continuous Assessment	Details	Marks
Component 1 (CA-1)	Internal class test (online or offline) MCQs/Explain the concepts/Answer in brief/Case study or application based questions.	10 marks
Component 2 (CA-2)	Presentations/Project Work/ Viva-Voce/ Book Review/ Field visit & its presentations/ Documentary filming/ Assignments/ Group Discussions Etc.	10 marks

b) Details of Semester End Examination (SEE)

60% of the total marks per course.

Marks allotted for SEE is **30 Marks**.

Duration of examination will be **One Hour**.

QUESTION PAPER FORMAT

All Questions are compulsory

Question No.	Description		Total marks
1	A. Answer in brief OR B. Answer in brief		8
2	A. Answer in brief OR B. Answer in brief		8
3	A. Answer in brief OR B. Answer in brief		8
4	Case Study/Application based Questions/ Map questions		6
		Total Marks	30

Questions will be based on Blooms Taxonomy. Questions may include Case study.

Signature
(Program Chairperson & Vice Principal)

Signature
(Principal)