

Course Code: GE201

Course Name: Fundamentals of Tourism Management

Credit: 4

Prerequisite: None

Course Objective: The course aims at making the students aware about the different basic concepts of travel and tourism.

Course Outcome: Imparting basic knowledge about tourism

Pedagogy: Classroom lectures, Presentations, Seminar, Group Discussion etc.

Evaluation: *Internal assessment:* 40 marks; *End Semester Examination:* 60 marks

(*Internal assessment* will consist of Sessional Examination, Seminar, Group Activities and Field Report)

Unit-wise Syllabus	Classes Required (in Hours)	Marks
Unit – I: Tourism Overview: 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.	16	15
Unit –II: Types and Forms of Tourism: 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.	16	15
Unit III: Tourism Marketing Need for Marketing in Tourism, Defining Tourism Marketing, The Tourist Product, Special Features of Tourism Marketing, Marketing Process, Marketing Research, Market Segmentation, Market Targeting, Tourism Promotion, Advertising, Public Relations.	16	15
Unit – IV: Human Resource Development for Tourism Introduction of HRD Meaning, Concept and Significance, HRD Systems, Models and Practices in Travel Industry, Tourism Manpower Strategies, Training and Development, HRD Problems and Issues in Travel Industry.	16	15
Total	64	60
Suggested Readings: <ul style="list-style-type: none">• <i>Mill and Morrison</i>, The Tourism System: An Introductory Text. Prentice Hall.• <i>Mill, R.C.</i>, Tourism: The International Business. Prentice Hall, New Jersey.• <i>Jayapalan. N.</i>, An Introduction to Tourism. Atlantic Publishers.• <i>Mill R.C.</i>, Tourism, the International Business. Prentice Hall, New Jersey.• <i>Swarbrooke, J.</i> Sustainable Tourism Management. CABI Publishers• <i>Bhatia, A K.</i>, The Business of Tourism – Concepts and Strategies. Sterling Publishers Private Limited• <i>Gupta, V. K.</i>, Tourism in India. Neha Publishers and Distributors• <i>Aggarwal, A.</i> Travel and Tourism in India. Sublime Publishers		