

# Vidyasagar University

## Curriculum for Tourism and Travel management (Major) [Choice Based Credit System]

### Semester-V

Course	Course Code	Name of the Subjects	Course Type/ Nature	Teaching Scheme in hour per week			Credit	Marks
				L	T	P		
CC- 11		<b>C11T</b> :Tourism Policy, Development and Management	Core Course-11	5	1	0	6	75
CC- 12		<b>C12T</b> : Tourism and Recreation in the Pleasure Periphery: Wilderness and National Parks	Core Course-12	5	1	0	6	75
DSE-1		<b>TBD</b>	Discipline Specific Elective - 1	5	1	0	6	75
DSE-2		<b>TBD</b>	Discipline Specific Elective - 2	5	1	0	6	75
<b>Semester Total</b>							<b>24</b>	<b>300</b>

**L= Lecture, T= Tutorial, P = Practical, CC - Core Course, TBD - To be decided, DSE: Discipline Specific Elective.**

## **SEMESTER- V**

### **List of Core Course (CC)**

**CC-11: Tourism Policy, Planning, Development and Management**

**CC-12: Tourism and Recreation in the Pleasure Periphery: Wilderness and National Parks**

### **Discipline Specific Electives (DSE)**

**DSE-1: Tourism Economics**

**Or**

**DSE-1: Legal and Ethical issues in tourism**

**DSE-2: Eco Tourism**

**Or**

**DSE-2: Tourism Journalism**

## Core Course (CC)

**CC-11: Tourism Policy, Planning, Development and Management**

**Credits 06**

**C11T : Tourism Policy, Planning, Development and Management**

**Credits 06**

### **Course Contents:**

#### **Unit-I : National Action Plan for Tourism (NAPT)**

Past and latest Action Plan of India. State Tourism Policy analysis like as- West Bengal, Sikkim, Rajasthan, Kerala, Himachal Pradesh, Gujarat, J&K, Goa.

#### **Unit – II: Civil aviation policy**

Transportation in tourism (Road, Rail, Air and Water transportation). National airline, low cost airlines operating in India. Community development through tourism. Pro-poor tourism development.

#### **Unit-III: Hospitality industry in tourism**

Classification and categorization of hotels, types of hotels, major hotel chains operating in India, heritage hotels.

#### **Unit-IV: Human resources management**

Human resources management, managing personnel for tourism, human resource planning, performance appraisal and career planning.

#### **Unit-V: Tourism planning approaches**

Planning approaches for different forms of tourism, plan for the development of a tourist destination, impacts of unplanned tourist destination, need for sustainable tourism planning.

#### **Unit-VI: Management concepts in tourism**

Meaning, concept and characteristics of management, functions of management and their relevance in tourism industry. Planning, Organizing, Directing, Controlling, Staffing, and Coordinating. Importance of plans in tourism development.

#### **Unit-VII: Staffing**

Steps and process of staffing, sources of recruitment in tourism, directing, principle of directing, problem in human relations, motivation of work for the tourism organization and strategies for establishing healthy human relationship.

## **Unit-VIII: Tourist destination management**

- Maintaining the infrastructure and tourism carrying capacity.
- Preservation and conservation of heritage environment.
- Archaeological sites and wildlife.

## **CC-12: Tourism and Recreation in the Pleasure Periphery: Wilderness and National Parks Credits 06**

### **C12T: Tourism and Recreation in the Pleasure Periphery: Wilderness and National Park Credits 06**

#### **Course Contents:**

#### **Unit-I: Meaning of Wilderness**

- Changing meaning of Wilderness in western and eastern society
- Identifying Wilderness
- The Values of Wilderness

#### **Unit-II: Wilderness and National Parks**

- Environmental History of National Parks and Wilderness Areas
- National Parks and Indigenous Peoples
- Wilderness inventories - case studies
- Preservation of wildlife

#### **Unit-III: Wilderness, National Parks and Tourism**

- Tourism and Recreational demand for Wilderness, National Parks and Natural Areas
- Supplying the Wilderness in outdoor recreation
- Peripheral areas, Wilderness and Global Environmental Change

#### **Suggested Books/ Reading:**

1. Indian Tourism beyond the millennium: Bezbaruah M.P.
2. Tourism Planning: Gunn, Clare A.
3. National & regional Planning: Inkeep E.
4. The geography of tourism and recreation: environment, place, and space: C. Michael Hall and Stephen J.
5. Tourism and Recreation in the Pleasure Periphery- Wilderness and National Parks: C. Michael Hall, Stephen J.

## **Discipline Specific Electives (DSE)**

**DSE-1: Tourism Marketing & Economics**

**Credits 06**

**DSE1T: Tourism Marketing & Economics**

**Credits 06**

### **Course Contents:**

#### **Unit-I: Introduction to Tourism (Service) Marketing**

- Definition, Scope and Importance of tourism marketing
- Evolution of tourism marketing
- Tourism marketing environment - micro and macro
- Tourism marketing mix
- Nature and characteristics of tourism offers

#### **Unit-II: Tourism Markets and Tourist Behavior**

- Definition and types of tourism markets
- Concept and Types of tourists
- Risks involved in travel purchase
- Tourist buying process
- Factors influencing tourist buying

#### **Unit-III: Tourism Product**

- Concept and definition of tourism product
- Tourism product from the perspective of sellers, buyers and society
- Tourism as a packaged product
- Destination as a product
- New product development in case of tourism
- Stages used in the development of a tourist circuit
- Butler's tourism area life cycle (TALC)
- Plog's destination life cycle (DLC)
- Branding in tourism—destination branding, functions of destination brand and challenges of destination branding

#### **Unit-IV: Tourism Economics**

- Brief concept of production and cost.
- Cost analysis – Cost Concept – Break Even Analysis – Cost Control and Reduction
- Concept of tourism pricing, Factors influencing tourism pricing
- Different costs of a tour.
- International trade- absolute advantage theory and comparative advantage theory

## **Suggested Books:**

1. Marketing for Hospitality and Tourism : Philip Kotler, Jon Bowen
2. Tourism Marketing : Lumsdon
3. Krishnan Kamra (2006); Economics of Tourism, Kanishka Publishers, NewDelhi
4. Ashif Iqbal Fazil,S. Husain Ashraf; Tourism in India (planning & development)
5. Mario D'Soula; Tourism development and Management
6. Kuml Chattopadyay (1995); Economic Impact of Tourism Development , Kanishka Publishers, NewDelhi

**Or**

**DSE-1: Legal and Ethical issues in tourism**

**Credits 06**

**DSE1T: Legal and Ethical issues in tourism**

**Credits 06**

## **Course Contents:**

### **Unit-I: Companies Act**

- Indian Contract Act; 1972
- Partnership Act; 1932
- Companies Act; 1956
- Agencies

### **Unit-II: Consumers' Act**

- Consumer Protection Act & tourism
- MRTP Act, Applicable tourism as consumers
- FEMA - 1999
- Foreigner's Act

### **Unit-III: International tourist Act**

- Passport Act
- Tourism bill of rights
- Travel insurance, passport, visa & health

### **Unit-IV: Ethical issues in tourism**

- Custom & currency regulations
- World cultural & natural heritage, 1972 UNESCO
- Ethics in tourism, Barmuda Agreement

## **Suggested Readings**

1. The Business of Travel agency Operation & administration – D.L.Foster
2. The Indian Travel agents – Malik, Harish & Chandra

## **DSE- 2: Eco-tourism**

**Credits 06**

### **DSE2T: Eco-tourism**

**Credits 06**

#### **Course Contents:**

#### **Unit I : Emergence of Eco-tourism**

- Concept and definitions
- Growth and development issues in eco-tourism
- Ecotourism principals
- Potential benefits from ecotourism
- Key steps to maintain tourism Eco- Friendly

#### **Unit II : Eco-tourism in 3rd World Countries**

- Problems and proposed solutions
- Eco-tourism Resources in India
  - National Parks
  - Wild life sanctuaries
  - Tiger reserves
  - Biosphere reserves
  - Wetlands
  - Coral reefs
  - Desert ecotourism

#### **Unit III : Guidelines for ecotourism development**

- Guidelines for ecotourism development for Government, Developers and operators, Visitors, Host population
- Eco safe practices
- Case Studies

#### **Unit IV: Community awareness and participants**

- Eco-tourism and Development: Community awareness and participants Contribution to ecotourism
- Socio-cultural conservation and economic conservation for eco-tourism

#### **Suggested Readings**

1. Global Eco Tourism Codes-Protocol & Charter Prabhas Chandra Kaniskha Publication
2. International Eco Tourism Environment Rules & Regulation Prabhas Chandra Kaniskha Publication
3. Travel & Tourism Cottman VNR
4. Tourism System- Introductory Text Mik & Morrivon Tourism & Sustainability Mowforth Routh Udge.

**Or**

## **DSE-2: Tourism Journalism**

**Credits 06**

### **DSE2T: Tourism Journalism**

**Credits 06**

#### **Course Contents:**

##### **Unit 1: Public Relations**

- Advertising Photographer & inhabitations
- Conference
- Public Relations in Tourism

##### **Unit 2: Scope of Tourism Journalism**

- Meaning and scope of Journalism
- Principles of Journalism – Editing
- Tourism press in India
- Print media, Radio & TV Media

##### **Unit 3: Journalism as profession**

- Web Journalism
- Suppliers of News – Editor -- Languages and Styles
- Theories of Mass Communication
- News Agencies
- Tourism Journalism as a Carrier and Profession

##### **Unit 4: Media representation in tourism**

- Qualities required as a reporter
- Mouse Journal
- Man Media policies
- Media representation in tourism

#### **Suggested Books/ Readings**

1. Janet Macdonald (2000), Travel Writing, Robert Hale, London.
2. Brunt.P. (1997), Market Research in Travel and Tourism, Butterworth and Heinemann, UK.
3. Clark, Riley,M., Wood,R.C. (1998), Researching and Writing Dissertations in Hospitality and Tourism, UK.
4. Neilson C. (2001), Tourism and the Media: Tourist Decision Making, Information and Communication, Hospitality Press, Melbourne
5. Arvaham E. & Ketter E. (2008), Media Strategies for Marketing Places in Crisis, Elsevier

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