

Department of Management						
II Semester	Code	Course Title	Course Duration	Offered to	Session	Credits
	BAOE04	Tourism Management	45 Hours	All students	3 Hours a Week	3

Course Objective:	The course aims at familiarising the students Basics of tourism & acquaint students with the travel and tourism cluster.
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Course Outcomes:	
C01	Articulate the concept, industry structure & form of tourism
C02	Understand the travel motivations and market drivers of tourism
C03	Develop a tourism planning & package
C04	Articulate various tourism products of India

Reference Books:			
#	Title	Author/s	Publisher
1	Tourism	Barwick J	Echidna
2	Backpacker tourism: Concepts and profiles	Hannam, K., & Ateljevic, I	Channel View Publications
3	Tourism Management and Marketing	Bhatia, A. K.	Sterling Publishers
4	Introduction to Tourism	Khan M. A.	Anmol Publications
5	Tourism System	Mill R.C & Morrison	Kendall/Hunt Publishing Co.

Unit	Title	Hours	Contents
1	Foundation to tourism	10	Definition and historical development of tourism; Types of tourists: tourist, traveller, excursionists; Forms of tourism - inbound, outbound, domestic and international; Nature and forms of Travel/Tourism; Tourism System; Characteristics and components of tourism industry; Push-pull factors in Tourism;
2	Motivation for travel	10	Motivation for travel- basic travel motivators, early travel motivators; religion as a motivator; pleasure travel; Tourism Demand; Motivation of Tourism Demand; Measuring Tourism Demand; Pattern and characteristic of tourism supply; Factors influencing tourism demand and supply; Role of state in promoting social tourism. Medical Tourism.
3	Tourism planning & development	10	Planning programme of package holidays; Contracting; accommodation; Flights; Cruise ships, hire Cars; the Role of Ground Handling agents. Itinerary Preparation: Meaning, Importance and Types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Do Not's of Itinerary Preparation.
4	Tourism products of India	10	Classifications & Characteristic of India's Tourism Products; Seasonality & Diversities; Heritage - Indigenous, Colonial, Handicrafts of India; Craft Meals Fairs & Festivals of Social & Religious importance; National Parks & Wildlife Sanctuaries; Hill Stations; Beach Resorts; Islands; Adventure Tourism - Adventure in Water, Air based adventure; Eco- tourism. Time Sharing.
Learning by Doing activities: 5 Hours			