

EC: 302: Tourism Management (Elective Course)

Theory: Credit: 4 (100 %)

Total Marks: 100

Unit	Topics Covered	Wt.
I	Introduction, Definitions and Concepts, Overview of tourism industry. Concept of tourism. Why it is important to study tourism? Scope of tourism and its economic importance. Impact of Tourism.	20%
II	Elements of Tourism: (attraction, accessibility, accommodation), tourism product, characteristics of tourism products, types of products and tourism. Hotel Industry, Hotel Chains, Departments of Hotel. Tourist Guide and Escort.	20%
III	Travel Agency and Tour Operator, Travel related documents, Passport, Visa, currency regulations, custom, health regulations, baggage regulations etc.	20%
IV	Role of transportation industry in tourism, Indian railways and its special trains (Palace on Wheels, Royal orient), airlines operating in India and international. Kind of Taxi and bus/coach services available.	20%
V	Travel circuits: some popular and important tourism circuits in India (golden triangle, desert circuit, Buddhist circuit, sun and sand, back waters etc) and International circuits.	20%

Reference Books:

1. Seth, P.N. *Successful Tourism Management*, Sterling Publication, New Delhi
2. Bhatia, A.K. *Tourism developments*.
3. Negi, Jagmohan, *Travel and Tourism*, Anmol Publication
4. Dixit, M. *Profiles of Indian Tourism*, Royal Book House, Lucknow
5. Cooper, Fletcher et al, (1993), *Tourism Principles and Practices*, Pitman.