

## TOURISM – I

Semester	Subject code	Category	Lecture		Theory		Practical	Credits
			Week Hr	Total Hr/sem	Week Hr	Total Hr/sem		
I	21CAHI1A	Allied Paper – I	6	90	6	90	-	5

### COURSE OBJECTIVES:

- Students can understand Definition, Evolution, and Development of Tourism.
- Students can understand the constituents of the tourism industry, impact of tourism, travel agents and tour operators.

### COURSE OUTCOME

On the successful Completion of the course, students will be able to

CO Number	Co Statement	Knowledge Level
CO1	Know the Definition and meaning of tourism	K1, K2
CO2	Get Motivation to travel	K1, K2
CO3	Acquire knowledge of constituents of tourism	K1, K2
CO4	Understand the Economic, Political and Environmental impact of Tourism	K1, K2,
CO5	Acquire knowledge of the functions of Travel agency	K1, K2

*(Knowledge Level: K1 – Remember; K2 – Understand; K3 – Apply; k4 – Analyze)*

### MAPPING WITH PROGRAM OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5
CO1	M	M	M	M	S
CO2	S	M	S	M	M
CO3	M	S	M	S	M
CO4	S	M	S	M	M
CO5	M	S	M	S	M

(S –Strong M – Medium L - Low)

**UNIT: I** **15 Hours**

**Introduction to Tourism:** Brief historical evolution & development -Definition of Tourism and its terms- Tour, Tourist, Visitor & Excursionist -The 5 A's of tourism: - Attraction, Accessibility, Accommodation, Amenities and Affordability.

**UNIT: II** **18 Hours**

**Types & forms of Tourism:** Motivation to travel - Types: Domestic, International- Inbound and Outbound - Forms: - Leisure, Business, Social, Cultural, Religious, Nature, cuisine, Family, Sports, Political, Health, Senior citizen. MICE (Meeting Incentives Conferences Exhibitions) Medical, Adventure -Alternative forms of tourism: Eco- tourism, Agro Rural Tourism, Special Interest Tourism.

**UNIT: III** **22 Hours**

**Constituents of Tourism Industry:** Primary Constituents: Accommodation, Food, Transport, Intermediaries, Govt. Organizations - Secondary Constituents: Shops and Emporiums- Handicrafts and Souvenirs, Local Transport, Communications Services, Publishing and Advertising Agencies, Entertainment, Touts and Brokers.

**UNIT: IV** **12 Hours**

**The Impact of Tourism:** Economic impact: employment generation, foreign exchange earnings & infrastructure development - Social & Political Impact - Environmental Impact.

**UNIT: V** **23 Hours**

**The Travel Agent and Tour Operator:** Meaning & definition of Travel Agent and Tour operator - Functions of Travel Agency - Online Travel Agency - Types of tour operators, inbound, outbound, and domestic - Tour packaging: definition, components of a tour package, types of package tours -Setting up a travel agency

**METHODOLOGY**

- Class Room Teaching
- Assignments
- Discussions
- Home test
- PPT Presentations

**TEXT AND REFERENCE BOOKS**

S.no	Authors	Title	Publishers	year
1.	Ranga, Mukesh.	Tourism Potential in India	Abhijeet Publications, New Delhi	2003

2.	Modi, Shalini	Tourism and Society,	Rawat Publications, Jaipur	2001
3.	Seth, Pran Nath,	Successful Tourism Management Vol. I,	Sterling Publishers, New Delhi	2001
4.	Sethi, Praveen,	Strategies for the Future of Travel and Tourism	Rajat Publications, New Delhi	1999
5.	Kaul R. M.	Dynamics of Tourism –A Trilogy, Vol I,	Sterling, New Delhi.	1997.
6.	Seth, Pran Nath	Successful Tourism Practices, Vol I	Sterling, New Delhi.	1997.
7.	Wright, Gillian,	Hill Stations in India,	Penguin Books India (P) Ltd., New Delhi,	1997
8.	Barkal and Melik,	Tourism –Past, Present and Future,	Heinemann Publishers, London	1995
9.	Howell David	An Introduction to Travel and Tourism Industry	Delmar Cengage Learning; 2nd Revised edition edition ,London	1993
10.	Gee Chuck Y	The Travel Industry,	John Wiley & Sons ,New York	1993

#### WEB SOURCE

1. <https://www.cultura.org/en/public.administration>
2. [https://www.peruperuperu.com/types\\_of\\_tour.htm](https://www.peruperuperu.com/types_of_tour.htm)
3. [https://en.wikipedia.org/wiki/Travel\\_visa](https://en.wikipedia.org/wiki/Travel_visa)
4. <https://www.visitbritain.org/introduction-tourism>
5. <https://www.aito.com/blog/the-difference-between-tour-operators-and-travel-agents>
6. <https://www.xotels.com/en/glossary/travel-agent/>
7. <http://www.onlinestartupbox.com/uncategorized/different-types-of-travel-agencies/>
8. <https://tourismnotes.com/travel-agency/>
9. <https://oueducare.com/tourism/functions-of-travel-agency/>
10. <http://stravelandtourism.weebly.com/travel-agents.html>

#### SYLLABUS DESIGNERS:

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