

SEMESTER-I

MDC/IDC1: Tourism and Travel Management (Theory) [For all students]

Total Credit	03 Credits
Credit Hours	03 hours per week (Lectures/ Tutorials)
Total Marks	50 Marks
Course Objectives	
<ul style="list-style-type: none">• To give students a fundamental knowledge of the travel and tourism sector, including current trends in the sector.• To learn about India's tourism hotspots as well as the factors and significance of travel and tourism in socio-economic and environmental perspective.• To obtain a comprehensive understanding of policies and initiatives focused on fostering tourism development at state and national levels.	
Course Outcomes	
<ul style="list-style-type: none">• Learners will grasp the multifaceted character of tourism, encompassing economic, social, cultural, and environmental dimensions.• Learners will be capable of elucidating the fundamental concepts, theories, and principles that form the foundation of the study of travel and tourism management.• They will be able skilfully to assess potential tourist destinations, considering factors such as geography, culture, accessibility, and infrastructure.• Learners will acquire insights into diverse policies and initiatives designed to foster the development of tourism at the state, national, and global scales.	
<ul style="list-style-type: none">• Semester End Examination	40 Marks Mode: Written Examination Exam duration: 2 Hours Question Pattern: Students shall answer Two questions carrying 10 marks out of Four given questions; Four questions carrying 5 marks each out of given Eight questions. Questions carrying 10 marks will have at least three parts and questions carrying 5 marks will have at least two parts.
<ul style="list-style-type: none">• Internal Assessment	10 Marks Mode: Preparation of assignment.

Tourism and Travel Management

1. Tourism: Concept, types, and importance; Types of tourists; Leisure-recreation interrelationship; Geographical parameters of tourism by Robinson; Forms of tourism: Inbound, outbound, domestic, international, mass tourism and sustainable tourism.
2. Factors of tourism: Push and pull factors (historical, natural, socio-cultural, and economic); Tourism motivations; Role of transportation in tourism.
3. Tourism impacts: Economic, social, cultural, and environmental; Strategies to overcome the negative impacts of tourism.
4. Tourism organization & association: Need for tourism organization, various level of tourism organization and their role in tourism (International level; National level; State level- West Bengal).
5. Tourism resources of India: Concept and types; Natural tourism resources- mountains, coasts and islands and forests; Cultural resources- historical places and heritage sites.
6. Emerging trends of tourism (concept, significance, and challenges): Sustainable tourism, ecotourism, geotourism, and heritage tourism.
7. Tourism policies and marketing: National Tourism Policy of India- old and new; 'Incredible India' campaign. 'ATITHI DEVO BHAVA' campaign, 'Experience Bengal' campaign; Role of social media in shaping travel trends, promotion, and management.

Suggested Readings:

1. Arora, R.K. (2007): Tourism Planning and Human Resource Development, Mohit Publication, New Delhi
2. Ashworth, G. (1990): Marketing in the Tourism Industry, Routledge, London
3. Bhatia, A.K (1997): Tourism Management and Marketing, Sterling Publisher Pvt Ltd, New Delhi
4. Bhatia, A.K (2002): Tourism Development, Sterling Publisher Pvt Ltd, New Delhi
5. Dhar, P.N. (2006): International Tourism: Emerging Challenges and Future Prospects. Kanishka, New Delhi.
6. Ghosh, B. (2002): Tourism and Travel Management, Vikash Publishing House Pvt Ltd
7. Gill, P.S. (2002): Dynamics of Tourism (4 Vols.) Anmol Publication, New Delhi
8. Hall, M. and Stephen, P. (2006): Geography of Tourism and Recreation – Environment, Place and Space, Routledge, London. Page 68
9. Jayapalan, N. (2001): An Introduction to Tourism, Atlantic Publishers
10. Kamra, K. K. and Chand, M. (2007): Basics of Tourism: Theory, Operation and Practise, Kanishka Publishers, Pune.
11. Getz, D. (1986): The tourism system: An introductory text: By Robert Christie Mill and Alastair M. Morrison, Prentice-Hall, Inc. (Englewood Cliffs, NJ 07632, USA) ISBN 0-13-925645-8, 1985, XX+ 457 pp. Annals of Tourism Research, 13(1), 143-146.
12. Padam, S. (1990): Bus Transport in India, Ajanta Publications, Delhi.
13. Page, S. J. (2011): Tourism Management: An Introduction, Butterworth-Heinemann- USA. Chapter 2.
14. Raj, R. and Nigel, D. (2007): Morpeth Religious Tourism and Pilgrimage Festivals Management: An International perspective by, CABI, Cambridge, USA, www.cabi.org.
15. Seth, P. (1985): Successful Tourism Management, Sterling Publishers, Cornell University.
16. Singh, J. (2014): Eco-Tourism, I.K. International Pvt. Ltd. S-25, New Delhi, India (www.ikbooks.com).
17. Singh, S. (2011): Studies in Tourism, APH Publishing Corporation, New Delhi
18. Singha, P.C. (1999): Tourism Transport and Travel Management, Anmol Publication Pvt Ltd, New Delhi.
19. Sinha, P. C (2001): Tourism Management. Anmol Publication, New Delhi
20. Sinha, P.C. (2003): Geography and Structure of Tourism and Travel, Anmol Publication, New Delhi
21. Williams, S. (1986): Tourism Geography A new synthesis, Second edition, Routledge, Taylor & Francis Group, London, and New York