



Tolani College of Commerce (Autonomous)

तोलानी वाणिज्य महाविद्यालय (स्वायत्त)

(Sponsored and Managed by Tolani Education Society, Mumbai - 400 021)

(Recognised Linguistic (Sindhi) Minority Institution, Affiliated to University of Mumbai)

Re-Accredited (3rd Cycle) by N.A.A.C. with 'A' Grade (CGPA 3.03)

Knowledge is Supreme

150-151, SHER-E-PUNJAB SOCIETY,
GURU GOBIND SINGH ROAD,
ANDHERI (EAST), MUMBAI-400 093.

Tel. : (022) 6153 5455

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E-mail : tcc@tolani.edu

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Name of the Department/ Programme	Department of Environmental Studies and Foundation Course 1) Bachelor of Commerce Programme					
Name of the Course	Open Elective Courses (OE): Travel and Tourism					
Semester	I					
Number of Credits	2					
Number of Lectures	30					
Lecture Duration	60 minutes					
Total Marks:	CE	20	SEE	30	Total	50

Learning Objectives of the Course

Sr.No.	Objectives
LOC1	To understand the need, importance and basics of tourism
LOC2	To understand the need and importance of planning in Tourism industry

Learning Outcomes of the Course

Sr. No.	Outcomes
CO1	The learners gain insights about basics of tourism industry.
CO2	The learners appreciate the role of tourism as economic and social driver.



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Module No.	Details	No. of Lectures
1	Introduction to Tourism	10
	<ul style="list-style-type: none">• Concepts, Types and Significance of Tourism• Scope and Motives of Tourism, Risk in Tourism• Factors affecting Tourism- Environmental and Socio-economic Factors, Historical, Cultural and Ethnical, Educational and Political Factors• Tourism development in India- Evolution, Social & Electronic Media and its impact on tourism, Growth of tourism in India	

Module No.	Details	No. of Lectures
2	Infrastructure for Tourism	10
	<ul style="list-style-type: none">• Need, Importance and Role of Infrastructure for tourism• Facilities- Accommodation, Safety, Logistic• Services required for tourism- Ancillary and Supplement services• Travel Agencies- Essentials, Need, Importance and Functions of Travel agencies and Tour Operators• Procedures and Documentations- Need & Importance, Steps, Challenges, Types of documents and Itinerary Making	

Module No.	Details	No. of Lectures
3	Planning & Marketing of Tourism	10
	<ul style="list-style-type: none">• Planning- Concept, Need and Importance, Process, Approaches• Organising- Concept, Need and Importance, Allocation of resources• Marketing- Concept, Elements, Segmentation, Integrated Marketing Communications (IMC)• Role of Tourism Organisations• Maharashtra Tourism Policy 2016	



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Scheme of Evaluation Pattern
Table 1A: Scheme of Continuous Evaluation (CE)
Scheme of Evaluation Pattern

Sub-components	Maximum Marks	Conditions for passing
1) Fieldwork-based project work and report or assignment or presentation or report-writing or article/ book review or topic-based activity	10	a) A learner must be present for each of the sub-components.
2) MCQ Based Test	10	b) The subtotal of both the sub-components must be minimum
Total	20	08 marks



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Table 1B: Scheme of Semester End Examination (SEE) Evaluation Question Paper Pattern for Semester End Examination (SEE)

Maximum Marks: 30 Minimum Marks to Pass: 12 Duration: 1 hour

Note: All questions are compulsory. Each question has an internal choice.

Question Number	Nature of Questions	Maximum Marks
1)	Attempt any TWO of the following: (From Module I)	10
	A.	
	B.	
	C.	
2)	Attempt any TWO of the following: (From Module II)	10
	A.	
	B.	
	C.	
3)	Attempt any TWO of the following: (From Module III)	10
	A.	
	B.	
	C.	