

As Per NEP 2020

**Tolani College of
Commerce
(Autonomous)**



Title of the Course: Tourism Management

**Name of the Programme: Bachelor of Commerce
Semester II**

Syllabus for 2 credit Course

From the academic year- 2024-2025

Name of the Course: Tourism Management

Sr. No.	Heading	Particulars
1	Description the course:	The course is an introductory about tourism management. It shall enable the learners to gain an overview of tourism industry. It shall cover the planning, organisation and marketing of tourism. It also encompasses Customer Relationship Management.
2	Vertical:	Vocational Skill Course
3	Type:	Theory
4	Credit:	2 credits
5	Hours Allotted:	30 Hours
6	Marks Allotted:	50 Marks Continuous Evaluation 20 Marks Semester End Examination 30 Marks
7	Course Objectives: By end of this course learners should be: 1. introduced to tourism sector. 2. able to understand the management aspects involved in tourism	
8	Course Outcomes: The learners shall: 1. get an overview of tourism industry 2. be introduced to the concepts of tourism planning and marketing	

9	<p>Module 1: Introduction to Tourism (15 Hours)</p> <ol style="list-style-type: none"> 1. Basics of Tourism: Concepts, Types and Significance of Tourism 2. Motivation and Risks in tourism: Scope and Motives of Tourism, Risk in Tourism 3. Factors affecting Tourism: Environmental and Socio-economic Factors, Historical, Cultural and Ethnical, Educational and Political Factors 4. Tourism development in India: Evolution, Social & Electronic Media and its impact on tourism, Growth of tourism in India <p>Module 2: Planning and Marketing in Tourism (15 Hours)</p> <ol style="list-style-type: none"> 1. Planning: Concept, Need and Importance, Process, Approaches 2. Organising: Concept, Need and Importance, Allocation of resources 3. Marketing: Concept, Elements, Segmentation, Integrated Marketing Communications (IMC) 4. Customer Relationship Management: Concept, Need and Importance, Process, SQM
10	<p>Reference Books:</p> <ol style="list-style-type: none"> 1. Bala Usha (1988) – Tourism in India, Policy and Perspective, Arushi Publishers, New Delhi 2. Batra K. L. (1990) – Problems and prospects of Tourism. Printwell Publisher, Jaipur 3. Bhatia A. K. (1986) Tourism Development- Principles and Practices, Sterling Publishers Pvt. Ltd., New Delhi. 4. Chopra Sunita (1991)- Tourism Development of India, Ashish Publishing House, New Delhi 5. Khan R.R. (1980) - Transport Management, Transport Himalaya Publishing House, Mumbai 6. Matheson, Alistair and Wall Geoffery (1983) –Tourism- Economic, Physical and social Impact, Orient Longman, London. 7. Sharma K. K. (2000) Planning for Tourism, Samp and Sons, New Delhi.
11	<p>Other Readings:</p> <ol style="list-style-type: none"> 1. Maharashtra Tourism Policy 2016 2. National Tourism Policy 2022 3. India Tourism Statistics at a Glance 2019
12	<p>Websites:</p> <ol style="list-style-type: none"> 1. http://tourism.gov.in/market-research-and-statistics 2. https://doi.org/10.18111/9789284421152 3. https://www.unwto.org/world-tourism-barometer-n18-january-2020 4. https://www.india.gov.in/spotlight/encouraging-inbound-tourism-tourist-visa-arrival-tvoa-scheme 5. https://www.indiastat.com/tourism-data/29/domestic-tourists/29340/stats.as 6. https://www.unwto.org/ 7. https://www.pata.org/ 8. https://www.iata.org/ 9. https://www.uftaa.org/ 10. https://itdc.co.in/ 11. https://www.maharashtratourism.gov.in/

13	Internal Continuous Assessment: 40%	Semester End Examination: 60%		
14	Continuous Evaluation through:	1. Fieldwork-based project work and report or assignment or presentation or report-writing or article/ book review or topic-based activity	10 marks	
		2. MCQ Based Test	10 marks	
		Total	20 marks	
15	Format of Question Paper:			
	Question Number	Nature of Questions	Maximum Marks	
	1)	Attempt any THREE of the following: (From Module I)		15
		A.		
		B.		
		C.		
	2)	Attempt any THREE of the following: (From Module II)		15
A.				
B.				
C.				
D.				

Signatures of Team Members

Sr. No.	Name	Signature
1.	Mr. Kaustubh Bhagat	