



बिरसा मुंडा ट्रायबल युनिवर्सिटी Birsā Mūṇḁ Drāyabala Yūnīvārsīṭī

राजपिपला, जि० नर्मदा Rajpipla, Dist. Narmda

Established by Tribal Development Department, Govt. of Gujarat

School of Commerce B.Com. Programme

Subject Code & Name: - BC05SECC02: Tourism Management

Teaching and Evaluation Scheme:

Teaching Scheme				Examination Scheme			
Credits				Component Weightage			
				CCE		SEE	
L	T	P	Total	TH	PWE	TH	PWE
2	0	0	2	25	0	25	0

Programme Name	B.Com
Semester	5
Course Code	BC05SECC02
Course Title	Tourism Management
Course Content Type (Th./Pr.)	Th.
Course Credit	2
Sessions+ Lab. Per Week	N/A
Total Teaching/Lab. Hours	30 Hours
* 2 Laboratory = 1 Session	

Learning Objectives

1. To understand the concept, meaning, and importance of the tourism industry.
2. To identify factors that motivate people to travel and the components of tourism supply.
3. To examine the rise of the Indian tourism sector and the impacts of technology on the industry.
4. To study the functional management of tour operators and travel agents.

Prerequisites (if any)

Learning Outcomes

After completion of the course, learners will be able to:

1. Identify the "Five A's" of tourism and various tourism terminologies.
2. Classify different types of tourists and tourism milieus.
3. Differentiate between the functions and characteristics of travel agents and tour operators.
4. Prepare a tour planning schedule, including visits to attractions and attractions management.



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Detailed Contents		
UNIT	TOPIC/SUB-TOPIC	TEACHING HOURS
I	INTRODUCTION TO TOURISM ➤ Introduction, Concept and Meaning ➤ Importance of Tourism ➤ Factors that Motivate People to Travel ➤ Types of Tourism ➤ Tourism Terminology ➤ Components of Tourism ➤ Factors Affecting Tourism ➤ Rise of Indian Tourism Sector ➤ Benefits of Technology in the Tourism Industry ➤ Impacts of Tourism Industry ➤ Types of Tourists ➤ Motivation Factors of the Tourists ➤ External Factors of Motivation ➤ The Five A's ➤ Milieus of Tourism ➤ Cultural Milieus ➤ Properties of Tourism Supply ➤ Components of Tourism Supply ➤ Categories of Tourism Supply Components	15
II	TOURISM FUNCTIONAL MANAGEMENT ➤ Introduction ➤ Who is a Tour Operator? ➤ Definitions of tour operator ➤ Type of tour operators ➤ Why Ground Operators ➤ Functions of Tour Operator ➤ Planning a Tour ➤ Importance of Tour Operators ➤ Difference between Travel Agents and Tour Operator ➤ Types of Tour Operators ➤ Characteristics of Tour Operator ➤ Preparation of Tour Planning Schedule and Visit to Tourist Attraction Place	15
Text Book(s)		
1.		



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Reference Books

1. Burkart and Medlik, Tourism: Past, Present and Future
2. Christopher. J. Hollway: Longman ; The Business of Tourism
3. Cooper, Fletcher et al. : Tourism Principles and Practices
4. Mill, R.C., Tourism: The International Business
5. Roberts, K.: Leisure in Contemporary Society, Wallingford
6. Rojek, C: Leisure and Culture, Basingstoke, Hants, Mc Millan
7. Seth, P.N.: Successful Tourism Management (Vol 1 &2)
8. Tourism Policy of India, Govt. Of India.
9. Charles R. Goeldner & J. R. Brent Ritchie: TOURISM: Principles, Practices, Philosophies
10. Kamra & Mohinder Chand: Basics of Tourism

Web Resources

1.

Required Software(s) (if any)

Practical(s) (if any)

L:: Lecture, **T::** Tutorial , **P::** Practical

CCE:: Continuous and Comprehensive Evaluation

(CCE Theory includes Mid Semester Examination, Assignment, MCQ quizzes, Seminar, Reflective notes, class participation, case analysis and presentation, slip tests (announced/ surprised), attendance etc. or any combination of these)

PWE:: Practical Work Examination

(PWE includes Laboratory practical work, project work, viva simulation exercise work etc.)

SEE:: Semester End Evaluation

