

Programme: FYBCOM			Semester : II		
Course :Travel and Tourism II (OE)			Code: UGBCOMIIOE224		
Academic Year: 2024-2025			Batch: 2024-2027		
Teaching Scheme			Evaluation Scheme		
Lectures	Practical	Tutorials	Credits	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
30	Nil	Nil	02	40 %	60 %

Particulars	%
Class tests / Assignment / Project / Quiz etc. (three components- to be conducted at different instants of time)	40
Class test, Quiz/presentation/Viva-Voce (OR)	10+05+05=20 Marks
Assignment/Project, Quiz and presentation/Viva-Voce	10+05+05=20 Marks

Learning Objectives :	<ol style="list-style-type: none"> 1) To understand the meaning and scope and components of tourism development and Tourism Management 2) To understand the basic concepts of tourism economics 3) Economic Impact of tourism and tourism as a tool for economic development 4) Concept of Tour operations, its types and functions
Learning Outcomes :	<ol style="list-style-type: none"> 1) Students understand the vast scope in tourism management 2) Students know the correlation between the Tourism industry and economic development 3) Students innumerable employment opportunities 4) Students learn communication and leadership skills
Pedagogy:	Lectures, PPT presentation; preparing brochures, Handouts and Advertisements; Making travel and tour packages for different destinations

Detailed Syllabus: (per session plan)

Session Outline for Travel & Tourism II under OE

Each lecture session would be of one hour duration (30 lectures).

Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration

I	<p>Introduction to Tourism Management: Meaning and scope and importance of tourism management, Concept and importance of Tourism planning, Components of tourism development.</p> <p>Tour Operations Management: Concept of tour operations and types, Functions of tour operators, Tour packaging and costing</p>	Classroom Learning & PPT Presentation	15
II	<p>Tourism Economics: Basic concepts of tourism economics, Economic impact of tourism, Tourism as a tool for economic development.</p> <p>International Organisations & Tourism: International Union of Official Travel Organisation (IUOTO), World Tourism Organisation (WTO), Pacific Area Travel Association (PATA), International Air Transport Association (IATA), International Civil Aviation Organisation (ICAO)</p>	Classroom Learning & PPT Presentation	15

REFERENCE BOOKS

1. Cooper, C. (2005). *Tourism: Principles and practice*. Pearson education.
2. Timothy, D. J. (2011). *Cultural heritage and tourism: An introduction* (Vol. 4). Channel View Publications.
3. Page, S. (2007). *Tourism management*. Routledge.
4. Ryan, C. (2001). Academia–Industry Tourism Research Links: States of Confusion: The Martin Opermann Memorial Lecture 2000. *Pacific Tourism Review*, 5(3-4), 83-95.

EXTERNAL EXAM PAPER PATTERN (30 MARKS)

Q.1. Any 2 questions out of 3 on Module 1 (15 marks)

Q.2. Any 2 questions out of 3 on Module 2 (15 marks)

**Rubrics for Evaluation of Internal Continuous Assessment -20 marks
to be implemented under NEP 2020 from Academic Year 2024 -25**

Sr No.	Examination Method	Marks	Marking Scheme	Criteria
1	Class Test	10	As per the student's score	MCQ, Short Answers, Diagrams
2	Assignment/ Project	05	Subject knowledge – 05 marks, Content – 03 marks, Presentation-02 marks	Topic will be given by faculty
3	Presentation	05	Subject knowledge- 03 marks, Presentation skills - 02 marks	Poster Presentation, PPT