

Programme: FYBCOM			Semester : I		
Course : Travel and Tourism I (OE)			Code: UGBCOMIOE224		
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 of travel and tourism 2) To understand the importance of travel and tourism Industry 3) To know the components of travel and tourism industry 4) To understand the tourism resources 5) To glance the vast potential in this ever growing industry
Learning Outcomes :	<ol style="list-style-type: none"> 1) Student understands the vast potential in travel and tourism industry giving multiplier's effect 2) Students are made aware about marketing strategy in tourism 3) The student gets to know the variety of tourism organizations and their role
Pedagogy:	Lectures, Ppt presentation, Videos, expert talks, interactive sessions, visits etc

Detailed Syllabus: (per session plan)

Session Outline for Travel and Tourism I

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

Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration
I	Introduction to Travel and Tourism: Meaning , Definition and Scope of Travel and Tourism, Importance of Travel and Tourism Industry, Evolution of Travel and Tourism Industry, Typology of Tourism, Components of travel and tourism Industry: Tourists and Destinations.	Classroom Learning, PPT Presentation, Videos etc.	15

	Tourism Products: Natural tourism products: Variety of Destinations – Beaches, Hills, Mountains, Plateaus, Cultural and manmade Tourism products: Transportation, Accommodation, Emerging tourism products: New trends in Tourism		
II	Tourism Organizations: Government organizations in Tourism, Non –government organizations in tourism, International Tourism organizations, Role of tourism organizations Tourism and Sustainable Development: Concept of Sustainable Tourism, Principles of Sustainable tourism, Importance of sustainable tourism, Case studies in sustainable tourism.	Classroom Learning, PPT Presentation, Videos etc.	15

REFERENCE BOOKS

1. Boniface, B., Cooper, C., & Cooper, R. (2016). *Worldwide destinations: The geography of travel and tourism*. Routledge.
2. Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2017). *Tourism: Principles and practice*. Pearson UK.
3. Ryan, C. (2001). Academia–Industry Tourism Research Links: States of Confusion: The Martin Oppermann Memorial Lecture 2000. *Pacific Tourism Review*, 5(3-4), 83-95.
4. Smith, L., Waterton, E., & Watson, S. (Eds.). (2012). *The cultural moment in tourism* (Vol. 26). London: Routledge.
5. Walker, J. R., & Walker, J. T. (2011). *Tourism: concepts and practices*. Pearson Education India.

QUESTION PAPER PATTERN

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

