

Part A Introduction

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|------------------------------------|--|--|---------------------------|-------------------------|
| Program: Certificate | | Class: Bachelor of Tourism Management | Year: I | Session: 2025-26 |
| Subject: Tourism Management | | | | |
| 1 | Course Code | | | |
| 2 | Course Title | Basics of Tourism Management | | |
| 3 | Course Type (Core Course/ Elective/Generic Elective / Vocational/.....) | Vocational | | |
| 4 | Pre-requisite (if any) | Open for All | | |
| 5 | Course Learning Outcome (CLO) | <p>Students will be able to</p> <ul style="list-style-type: none"> ➤ Understand tourism as a social, cultural, and economic phenomenon. ➤ Identify how traditional Indian practices shaped early forms of tourism. ➤ Evaluate India's cultural assets and their significance in tourism. ➤ Develop marketing strategies that incorporate cultural and spiritual value propositions. ➤ Understand how Indian philosophical ideas shape consumer experience and destination identity. ➤ Analyze policy frameworks through the lens of Indian traditional governance. ➤ Apply practical knowledge in itinerary planning and service coordination. ➤ Recognize the importance of customer service and professionalism in tourism operations. | | |
| 6 | Credit Value | 3 | | |
| 7 | Total Marks | Max Marks: 100 | Min Passing Marks: | |

Part B – Content of the Course

Total No. of Lectures – 45 (in 03 hours per week):

L-T-P:

| Unit | Topics | No. of Lectures |
|------|---|-----------------|
| I | Unit Name: Introduction to Tourism <ul style="list-style-type: none"> • Concept and scope of tourism: Definitions, types, and classifications. • Historical evolution of tourism in India and globally <p>Overview and relevance in modern disciplines</p> <ul style="list-style-type: none"> • Traditional Indian concepts of travel (e.g., <i>Tirtha Yatra</i>, <i>Desh Darshan</i>). • Role of ancient texts (like <i>Ramayana</i>, <i>Mahabharata</i>, <i>Jataka Tales</i>) in promoting pilgrimage and cultural travel | 09 |
| II | Unit Name: Heritage and Culture in Indian Tourism <ul style="list-style-type: none"> • Types of heritage: Tangible and intangible. • UNESCO World Heritage Sites in India • Indian art forms, architecture (e.g., <i>Vastu Shastra</i>), performing arts, and crafts. • Festivals, rituals, and spiritual tourism. • Role of traditional knowledge in destination branding. | 09 |
| III | Unit Name: Tourism Marketing <ul style="list-style-type: none"> • Principles of tourism marketing and destination promotion. • Storytelling and branding using mythology and folk narratives. • Role of dharmic values (<i>Satya</i>, <i>Ahimsa</i>, <i>Seva</i>) in ethical tourism practices. • Spiritual branding and market positioning of Indian destinations | 09 |
| IV | Unit Name: Tourism Operation <ul style="list-style-type: none"> • Components of the tourism industry: Transport, accommodation, attractions, intermediaries • Travel Agency and Tour Operations <ul style="list-style-type: none"> ◦ Functions of a travel agency. ◦ Tour operator functions and types of tours (inbound, outbound, domestic) • Guiding and Escorting Services <ul style="list-style-type: none"> ◦ Roles and responsibilities of tour guides and escorts. ◦ Pre-tour and post-tour duties. ◦ Tourist safety, code of conduct, and soft skills | 09 |
| V | Unit Name: Future growth and development of Indian tourism <ul style="list-style-type: none"> • National and state tourism policies • Entrepreneurship in tourism: Start-ups, digital platforms, local ventures. • Indigenous models of self-reliance (<i>Swadeshi</i>, <i>Gram Swaraj</i>, <i>Atmanirbhar Bharat</i>) | 09 |

Part C- Learning Resources

MANAGEMENT
TOURISM AND TRAVEL MANAGEMENT - Course
swayam2.ac.in

Course Name: **TS-1: Foundation Course in Tourism**
TS-1: Foundation Course In Tourism - Course
swayam2.ac.in

Suggested Reading

Reference Books

- The Business of Tourism, Holloway, J. C., Pitman Publishing, London, 1994
- Tourism Principles and Practices, Kumar S., Mishra S. & Mohan J., Oxford Higher Education, 2012.
- Understanding Tourism, Medlik S., Butterworth Hinemann, Oxford, 1997
- Tourism and Development, Sharpley R, The Sage Course Companion, 2015.
- Successful Tourism Management, Seth P.N. Sterling Publication Pvt Ltd., Delhi, 1997.
- Tourism Development – Principles and Practices, Bhatia A.K., Sterling Publishers Pvt Ltd, New Delhi, 2003.
- Tourism Development & Management, D.Souza M. , Mangal deep Publication, Jaipur, 2003.
- Cultural heritage of India, Bhattacharyya, H., Ramakrishna Mission Inst of Culture, 2002.
- Tour Operation and Management, Biwal, A. & Roday, S., Oxford University press, 2009.

Online resources

- <http://Tourism.gov.in>
- [Unit-1,INTRODUCTION TO TOURISM.pdf \(ihmnotes.in\)](#)
- egyankosh.ac.in/bitstream/123456789/79883/1/Unit-6.pdf

Part D-Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100

Continuous Comprehensive Evaluation (CCE): 40 marks University Exam (UE) 60 marks

Internal Assessment: Continuous Comprehensive Evaluation (CCE): 40

Class Test Assignment/Presentation

20

External Assessment:

University Exam Section: 70

Time: 02.00 Hours

Section(A): Three Very Short Questions (50 Words Each)

Section (B): Four Short Questions (200 Words Each)

Section (C): Two Long Questions (500 Words Each)

02 x 02 = 04

04 x 20 = 80

02 x 50 = 100

Total 180