

Cluster University Srinagar

UG- 1st Semester (NEP)

Subject:-Tourism and Travel Management

Course Title: **Fundamentals of Tourism (Major)** Total Credits: 04 (Theory: 03; Tutorial/Practical = 01)

Course Code: **UGTOR22J101**

Course Objectives: The Course is directed to introduce students to the ever growing field of tourism that is widespread and complex, and enable them to understand that proper planning is required to realise its full potential as a sustainable social, economic, ecological and cultural force.

Learning Outcomes: After completing this syllabus, the learners will be able to:

- Contemplate the phenomenon of Tourism & explain the characteristics of Tourism,
- Track the Historical Evolution of Global Tourism,
- Define and differentiate between Tourist and other categories of travellers,
- Understand the components of tourism and their interrelation,
- Comprehend the role of Tourism in Relation to the Society, Culture, Economy and Environment of a Destination
- Understand concept of planning and its significance in context to Tourism and study the role of different organisations in tourism industry.

Unit I.	Introduction to Tourism and its Components
	a) Tourism: Concept, Meaning and Definitions; b) Historical Development of Tourism at Global level; c) Definitions and Distinctions between Tourist, Traveller, Visitor, Excursionist & Transit Visitor; Types of Tourism: Domestic and International; Forms of Tourism; d) Structure, Components and Characteristics of Tourism Industry.
Unit II.	Tourism Impacts
	a) Economic Impacts of Tourism; b) Environmental Impacts of Tourism; c) Socio-Cultural Impacts of Tourism; d) Sustainable Tourism Development: Concept, Meaning and Application.
Unit III.	Tourism Planning
	a) Tourism Planning, Concept, Need, Aims and Significance; b) Tourism planning process; c) Tourism Planning, Policies and Practices in India; d) Tourism Organisations: origin, organisation and functions of UNWTO, IATA, PATA, TAAI, FHRAI, MoT GOI, JKDOT.
Tutorials/Practical	
Unit IV.	Assignment/Group Discussions/Presentation/Quiz/Book Review/Field Survey(Followed by Viva-Voce)
	a) Assignment with presentation on the assigned topics. b) Field Visit to a local tourist destination and preparation of report. <i>Note: The students will have to present the field report in front of external expert followed by Viva-Voce.</i>

Suggested Readings:

1. Burkart A.J., Medlik S., Tourism - Past, Present and Future, Heinemann, London.
2. Seth P.N., Tourism Management: New Delhi, Sterling (Volume 1&2)
3. Kamra K. K., Chand M. Basics of Tourism: Theory, Operation, and Practice, Kanishka Publishers, New Delhi
4. Swain, Sampad Kumar, Tourism: Principles and Practices, Oxford University Press.
5. Sunetra Roday et al., Tourism Operations and Management, Oxford University Press.
6. Gunn, 'Tourism Planning: Basic, Concepts and Cases', Cognizant Publications.
7. Cooper, C. Fletcher, J, Gilbert, D and Wanhill, S: Tourism: Principles and Practice, Addison Wesley Longman Publishing, New York, USA.

[Handwritten signatures and initials are present below the suggested readings list.]