

Subject Code: 2CM1010333	Subject Title: Tourism Management
	COURSE TYPE : SOFT SKILLS

Course Objective: To create awareness about the tourism industry and its latest development as well as the opportunity of it to the students.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)		
Lecture	Tutorial	Practical	Credit	University Assessment	Institutional Assessment	Total
3	-	-	3	70	30	100

Subject Contents			
Sr. No	Topic	Total Hours	Weight (%)
1	Historical Development, Government Organizations working for the development for tourism industry, the concept of incredible India, Transportation Advances, the Concept of Tourism, Definition and Meaning of Tourism, Traveler, Visitor, Excursionist & Transit Visitor, International and Domestic Tourist. The role of Gujarat Tourism for development,	9	25%
2	Typologies of Tourists, Concept of Demand and Supply in Tourism, Factor Affecting demand and supply in tourism Benefits of Tourism to nation.	9	25%
3	Tourism Product, Feature of Tourism Products, Type of Tourism Products (TOPs, ROPs, BTEs), Difference between Tourism Products and other products.	9	25%
4	Tourism Paradigms – Eco Tourism, Green Tourism, Alternate Tourism, Heritage tourism, Sustainable Tourism, Cultural Tourism., Factors inhibiting growth of tourism, travel industry in the 21 st century, Global tourism scenario and future.	9	25%

Reference Books:

1. Tourism Development Principles & Practices – A.K. Shastri.
2. Basics of Tourism – K.K .Kamra, Mohinder Chand.
3. Dynamics of Modern tourism – Ratandeep Singh.
4. Tourism Dimensions – S.P. Tewari.