

B.A. (VS) Tourism Management

Paper: TM 1.1 Basics of Tourism

Core - (DSC)

(4: credits: 3 + 1 tutorial)

Course Objective

The aim of this course is to develop the understanding of various concepts, and terminology used in travel and tourism this will help students in acquiring both theoretical and practical knowledge. To acquaint students with the selected issues those currently influence the tourism industry both locally and globally. The course is designed in a manner that trains the students by imparting skills that are mandatory in travel and tourism industry.

Course Learning Outcomes

After completing this course, the learners would be able to:

1. Demonstrate the concepts, typology and forms of tourism from the management, marketing and financial perspective.
2. Understand the structure and linkages of the travel and tourism industry.
3. To describe the tourism products, issues of tourist and host relation and community participation in the tourism development. Students will be able to understand the importance of guest and host relationship for the development of tourism.
4. Know the demand and supply characteristics of tourism and also explain the different motivational theories related to tourism. They will be able to forecast and measure the demand and supply for the tourism industry.

Course Contents

| Unit | Unit wise weightage of marks (in %) | C & K* | A & A** |
|---|-------------------------------------|--------|---------|
| Unit I: Definitions, concepts and typology of Tourism | 25 | ✓ | ✓ |
| Unit-II: Components of Tourism and Industry linkages | 25 | ✓ | ✓ |
| Unit III: Tourism Products and Determinants- | 25 | ✓ | ✓ |
| Unit IV: Demand and Supply in the Tourism Industry | 25 | ✓ | ✓ |

*C & K- Comprehension & Knowledge

**A & A – Analysis & Application

Unit-I

Definitions, concepts and typology of Tourism – Meaning, Definition and concept of tourism, Leisure and Recreation, Business tourism, VFR, Mass tourism, Adventure tourism, Sports tourism, Rural tourism, Tourism education, Forms and typology of tourism, Tourists and typologies of tourists, Difference between visitors, tourists and excursionist.

Unit-II

Components of Tourism and Industry linkages- Basic Components of Tourism - Attractions, Activities, Accessibility, Accommodation, Facilities & Amenities, Tourism as an industry & its linkage- Direct, Indirect and support services.

Unit-III

Tourism Products and Determinants- Determinants of tourism, Difference between Travel and Tourism, Holiday, Sightseeing, Tourism Products- definition and characteristics, Tourist host relationship, Community participation in tourism development.

Unit-IV

Demand and Supply in the Tourism Industry- Demand- Supply Characteristics, Concepts, Definition and indicators of demand, Measuring demand for tourism, International and Domestic tourism, Technological progress and Globalization, Concept and Resources for Ecotourism, Motivation for tourism.

Practical Exercises

The learners are required to:

1. Explain relevant concepts by way of Class presentation.
2. Understand and discuss different Tourism Management concept and function using Focused group discussion.
3. Assess the understanding of theory and practical by objective and subjective assessment (Class test, assignments, MCQs, Fill in the blanks and quiz).
4. Analyze the case studies to understand the dynamics of Tourism Management functions.

Course Assessment: Internal Assignments/projects/class tests/presentations – 25; Exam - 75

Suggested Readings:

1. Burkart, A.J & Heinemann Medlik, Tourism: Past. Present and Future, Professional Publishing, London, 1986 reprint.
2. Mill, Robert, The Tourism System: An Introductory Text, Hall International, London, 1992.
3. Kamra, Krishan, Basics of Tourism: Theory, Operation, Kanishka Publishers, New Delhi, 2002.
4. Bhatia, A.K. International Tourism Marketing, Sterling, New Delhi, 2008.
5. Dr. S. K. Kabia-Tourism and Environment.
6. Wahab, S.E. Tourism Management, Tourism International Press, London, 1986.
7. Dr. Jasbir Singh, Eco-Tourism, I.K. International Publishing, New Delhi, 2010.
8. Sunetra Rodey, Tourism Operations and Management, Oxford Publication, 2021

Note: Latest edition of the readings may be used.

B.A. (VS) Tourism Management
Semester I
Paper: DSC 1.2
Business Organization and Management
Core - (DSC)
(4: credits: 3 + 1 tutorial)

Course Objective:

The course aims to develop an understanding about business organisations, functions and challenges of management and contemporary issues in management.

Learning Outcomes: After completion of the course, learners will be able to:

1. Explain the dynamics of business organizations and recent management practices.
2. Describe varied perspectives related to business environment and entrepreneurship.
3. Analyze how the organizations adapt to an uncertain environment and decipher decision making techniques.
4. Analyze the relationship amongst functions of management *i.e.*, planning, organizing, directing and controlling.
5. Analyze the change in working pattern of modern organizations.

Course Contents:

| Unit | Unit wise weightage of marks (in %) | C&K* | A&A** |
|--|--|-----------------|------------------|
| Unit I: Introduction | 20 | ✓ | ✓ |
| Unit II: Business Environment and Entrepreneurship | 30 | ✓ | ✓ |
| Unit III: Planning and Organizing | 20 | ✓ | ✓ |
| Unit IV: Directing and Controlling and Contemporary Issues in Management | 30 | ✓ | ✓ |

*C & K- Comprehension & Knowledge

**A & A – Analysis & Application

Unit 1: Introduction

Role of organizations and management in our lives; Nature and Functions of Management (An overview); Managerial Competencies, Ownership forms; Business formats- Brick & Mortar; Click; Brick & Click; E-commerce; Franchising; Outsourcing

Unit 2: Business Environment and Entrepreneurship

Meaning and layers of Business Environment (micro/immediate, meso/intermediate, macro and international); Business ethics and social responsibility; Entrepreneurship and its relevance, Business and social entrepreneurship as a process of opportunity/problem; Micro, small and medium Enterprises; Government Policy regarding MSMEs

Unit 3: Planning and Organizing

Strategic Planning – Business and Corporate Level Strategies; Decision-making- process and techniques; Organizing, Formal and Informal Organizations, Centralization and Decentralization, Organizational structures – Divisional, Product, Matrix, Project and Virtual Organization.

Unit 4: Directing, Controlling and Contemporary Issues in Management

Motivation- needs (including Maslow's theory), incentives, Equity and two factor theory (Herzberg); McGregor Theory X and Theory Y; Leadership – Leadership Styles, Transactional Vs. Transformational Leadership; Followership – meaning, importance and Kelley's Followership Model; Communication – New trends and directions (Role of IT and social media); Controlling –Techniques of Controlling Relationship between planning and controlling. Six Sigma, Supply Chain Management, Subaltern Management Ideas from India; Diversity & inclusion; Work life Balance; Freelancing; Flexi-time.

Practical Exercises:

The learners are required to:

1. Complete the exercise wherein they are given different situations and scenarios to start their own business (in terms of capital, liability, scale of operations, etc.) and are asked to select the most suitable form of business and justify the same highlighting the advantages and disadvantages of their choice.
2. Participate in role play activity for describing the various levels of Management and competencies.

3. Each learner is required to identify various elements affecting the business environment and conduct SWOT analysis for the company identified.
4. Participate in simulation activity wherein each learner is asked to prepare strategic plans with respect to increasing the effectiveness in their respective organization.
5. Present a role play on bounded rationality or on any aspect of decision making.
6. Create a simulation exercise in class to demonstrate various types of authority, delegation, and decentralization of authority.
7. Using Maslow's Need-Hierarchy Theory, analyze various needs and prepare a report.
8. Demonstrate various types of Leadership Styles in the form of Role Play by identifying real life leaders from the corporate world.

Suggested Readings

1. Basu, C. (2017). *Business Organization and Management*. McGraw Hill Education.
2. Chhabra, T. N. *Business Organization and Management*. Sun India Publications. New Delhi.
3. Drucker, P. F. (1954). *The Practice of Management*. New York: Harper & Row.
4. Kaul, V. K. (2012). *Business Organization Management*. Pearson Education.
5. Koontz, H., & Weihrich, H. (2012). *Essentials of Management: An International and Leadership Perspective*. Paperback.
6. Singh, B. P., & Singh, A. K. *Essentials of Management*. New Delhi. Excel Books Pvt. Ltd.

Note: Latest edition of the readings may be used.

B.A. (VS) Tourism Management

Paper: DSC 1.3 Evolution of Tourism

Core - (DSC MINOR)

(4: credits: 3 + 1 tutorial)

Course Objectives-

The aim of this course to acquaint students with the understanding perceptions of people and the world. The course will develop the concepts of motivation and determinants of travel, tourism, holiday and leisure in tourism historicity. It focuses in understand the evolution of diverse cultural milieu and traditions in the ancient and medieval world and their impact on tourism practices and products.

Course Learning Outcomes

After completing this course, the learners would be able to:

1. Explain the chronological evolution of tourism. This knowledge will give them insights into the functioning of the Tourism sector in the contemporary world and society.
2. Explain the development of various traditions, practices and pilgrimages and would enable the students to understand the cultural root of the development of modern sport tourism as well.
3. Demonstrate organizing capability and virtues required to lead the group and organization in an effective and efficient manner.
4. Explain the critical analysis of the historical events and narratives. Students would be able to find the job opportunity in the field of cultural studies & practices.

Course Contents

| Unit | Unit wise weightage of marks (in %) | C & K* | A & A** |
|--|--|-------------------|--------------------|
| Unit I: Evolution of Tourism as a new discipline | 25 | √ | √ |
| Unit II: Development of Tourism in Modern Age | 25 | √ | √ |

| | | | |
|--|----|---|---|
| Unit III: Idea of Tourism as a cultural practice Ancient Civilizations | 25 | √ | √ |
| Unit IV: Concept of Discovery and Touristic Patterns- | 25 | √ | √ |

*C & K- Comprehension & Knowledge

**A & A – Analysis & Application

Unit- I

Evolution of Tourism as a new discipline- Evolution of Tourism as an academic subject, Tourism and other social sciences. Methodology for Evolution of Tourism. Primary and

Secondary sources for studying Evolution of Tourism, Chronological Division of Evolution of Tourism, Travellers and Travelogues of Ancient and Medieval world -Megasthenes, Hsuan Tsang, Ibn Battuta and Marco Polo.

Unit-II

Development of Tourism in Modern Age

Major Socio-Cultural Processes and Development of Tourism in Modern Age, Sea Voyages, Vasco De Gama and Columbus, Renaissance, Grand Tours, Reformation, French Revolution, Industrial Revolution, Imperialism, Nationalism and National Movements in Asia (including Japan) Socialism and growth of Tourism in the modern period.

Unit-III

Idea of Tourism as a cultural practice Ancient Civilizations -Social- Economic conditions and Tourism: Egypt, Mesopotamia, India, China, Rome, Greece (case studies of Giza, Ziggurat of Ur, Sanchi, Terracotta army of Shaanxi, Rome and Athens).

Medieval Civilizations

Rise and fall of early empires, Byzantine, Christian and Islamic Civilizations. Tourism activity in the ancient and medieval world, Seven Wonders of the ancient and medieval World, Pilgrimage (Hindu, Buddhist, Jain, Christian and Islamic), Tourism and Spectator Sports (Olympics, chariot races and gladiator fights), Resorts and Spas, Royal Tourism and Educational tours.

Unit-IV

Concept of Discovery and Touristic Patterns-

Urbanization- Rome and Varanasi, interlinking of politics, religion, trade, entertainment and tourism. Trade Routes- Silk Route, Spice Route and Incense Route. Cultural Interactions, Diffusion and experimentation, Birth of new art forms, music, Theatre and Sculpture.

Practical Exercises

The learners are required to:

1. Explain evolution of tourism through historical perspective by way of Class presentation.
2. Assess the understanding of theory and practical by objective and subjective assessment (Class test, assignments, MCQs, Fill in the blanks and quiz).

Course Assessment: Internal Assignments/projects/class tests/presentations – 25; Exam – 75

Suggested Readings:

1. Koshar, Rudy, ed. *Histories of Leisure*. Oxford: Berg, 2002.
2. Holden, A (Ed) *Tourism Studies and the social sciences*. Abington, UK: Routledge. 2005
3. Löfgren, Orvar. *On Holiday: A History of Vacationing*. Berkeley: University of California Press, 1999.
4. Towner, John. "Approaches to Tourism History," *Annals of Tourism Research* 15, no.1 (1988): 47-62.
5. Réau, Bertrand. "Commentary: The Historical Social Science of Tourism." *Journal of Tourism History* 6, nos. 2-3 (August-November 2014): 210-222.
6. Glover, Nikolas. "Co-produced Histories: Mapping the Uses and Narratives of History in the Tourist Age," *Public Historian* 30, no. 1 (Feb., 2008): 105-124.
7. Goodale, Thomas and Geoffrey Godbey. *The Evolution of Leisure*. State College, PA: Venture Publishing, 1988.
8. Hardy, Dennis. "Socio cultural Dimensions of Tourism History," *Annals of Tourism Research* 17, no. 4 (1990): 541-555.
9. Whitfield, Peter. *Travel: A Literary History*. Oxford: Bodleian Library, 2011.
10. Peter Hulme and Tim Youngs (ed) *Cambridge companion to travel writing*. 2002
11. Hulme Peter (2002) 'Stirrings and Searchings ', in 2 (ed.) *Cambridge companion to*

travel writing Cambridge: Cambridge University Press, pp. 30.

12. Marafote Tracy (2008) 'The American Dream; Technology, Tourism and the transformation of wilderness ', Environmental Communication, 2(2), pp.
13. Amar Farouqui 'Early Social Formation', Manak Delhi .2001.
14. Rakesh Kumar, Ancient and Medieval World: From evolution of Humans to the Crisis of Feudalism, Sage Texts, new Delhi, 2018.
15. Burkhardt and Madlik 'Tourist Past, Present and Future': Butterworth Heinemann, several editions.
16. Gilbert Sigeauxz "History of Tourism".
17. Herbert "Heritage Tourism and Society".
18. J. Christopher Holloway "The Business of Tourism.
19. Maisels "Early Civilisations of the Old World"- Business Books Communication, 1978.
20. McIntosh, Goldner, Ritchie "Tourism: Principles, Practices, Philosophy"- John Wiley, New York, 1995.
21. Nisbet "Social Change and History"- Oxford University Press, 1972.
22. Nora Starr. "Viewpoint"- Prentice Hall, 1997.
23. Ratnagar "Trading Encounters"- Oxford University Press. New Press, 2004.
24. T. Walter Wallbank "Civilisations Past and Present"- Scott Foresman, London, 1978.
25. Urry, J (1990), The Tourist Gaze: Leisure and Travel in contemporary Societies. Sage Publication: London.
26. Aitchison, C and F. Jordon (1998), Gender, Space and Identity: Leisure, Culture and Commerce. Eastbourne.
27. K Kinnaird, D Hall (ed) 1994. Tourism a Gender Analysis. Wiley.
28. Himanshu Prabha Ray. 1987. Monastery and Guild: Commerce under Satavahana. Oxford University Press.

Note: Latest edition of the readings may be used.