

Tourism Management

Semester-VI

DSC	Tour operations and Business
	Ecotourism Management
	Business Tourism & Hospitality Management
DSE	Ethical, Cultural & Legal Framework of Tourism Industry
	Sustainable Tourism
	Historical Perspectives of Environmental Consciousness
	Revenue Management & Financial Essentials
	Ethics & Corporate Governance
<u>GE Pool for BA(VS) Tourism Management Students</u>	
1.	Office Operations
2.	Communication in Management
3.	Basics of Advertising
4	Consumer Behaviour and Decision Making
5.	Introduction to Warehouse Management
6.	Introduction to Supply Chain Management
7.	MSMEs Policy Initiatives and Institutional Framework
8.	Accounting for Entrepreneurship
9.	People Management
10.	Learning and Development
11	Basics of Life Insurance
12	Basics of non-Life Insurance
13	Cultural Diversity: Visual Arts, Popular Culture and Institutional Practices
14	Introduction to Administration and Public Policy in India
<u>GE Pool for students other than that of BA(VS) Tourism Management</u>	
1	Emerging Trends in Tourism
2.	Institutional Tourism Management

B.A. (VS) Tourism Management
Semester VI
DISCIPLINE SPECIFIC CORE COURSE (DSC- 6.1)

Tour Operations and Business

Credit Distribution, Eligibility and Pre-requisites of the Course

Course title and Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (If any)
		Lecture	Tutorial	Practical/ Practice		
Tour Operations and Business DSC 6.1	4	3	1	-	Pass in class 12th	-

Learning Objective

This course will provide an insight into the process of facilitation, Computerized Reservation System and Global Distribution System. The course is also aimed to describe the role of information technology in tourism, General Agreements on Trade in Services, issues relating to tourism laws and escorting ethics. This course will acquaint students with tour operation techniques.

Learning Outcomes:

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

1. develop an insight into origin of tour operation business. Determine the organizational structure of tour operation business and market trends in India.
2. comprehend the concept of tour packaging and costing. Further students would be able to design a costing sheet and calculate tour price.
3. demonstrate tour operational techniques and emergency procedures. Students would develop entrepreneurial characteristics and investigate career opportunities in tour operation business.
4. examine challenges faced by tour operators in tour operation business.

Unit-1

Tour Operation: An Introduction

12 Hours

Meaning of tour operation, Tour operation process, Evolution of tour operation business, Organizational structure of a tour company, The tour operator and types of tour operators, Tour operation business and market trends in India.

Unit-2

Tour Package Pricing and Costing

12 Hours

Packaging & Costing - Importance of Tour Packaging – Classifications of Tour Packages - Components of Package Tours - Concept of costing - Types of costs - Components of tour cost - Preparation of cost sheet - Tour pricing - Calculation of tour price - Pricing strategies - Tour packages of Thomas Cook, SOTC and TCI. Tour operator's reservation procedure, Computerized Reservation System (CRS) and Global Distribution System (GDS).

Unit-3

Tour Operation Business

11 Hours

Departure, Hotel procedures, Aboard the coach, Activities in the bus, The driver relationship, Meeting individual needs, Group identification, Shopping, Sightseeing, Special interest, Free time, Emergency procedures, Entrepreneurship in travel operation and career in tour operation business.

Unit-4

Challenges in Tour Operation Business

10 Hours

Challenges in tour operation business, Service complexities & Service Quality, Incorporation with technological development, Maintaining the credibility of online presence, Data duplication, Expense management, Flood of enquiries.

Exercises:

The learners are required to:

1. discuss in group about the evolution and market trends of tour operation business in India.
2. plan tour packages of major tourist circuits of India and determine their cost.
3. assess the understanding of tour operation business and emergency procedures by objective and subjective assessment (Class test, assignments, MCQs, Fill in the blanks and quiz).
4. visit tour operator's office and collect information regarding challenges faced by them in the present scenario.

Suggested Readings:

- Bennett, A., & J. W. Strydom. (2011). *Introduction to Travel and Tourism Marketing*. Zambia: Juta.
- Bhatia, A. K. (2012). *The Business of Travel Agency and Tour Operations Management*. India: Sterling Publishers Pvt. Limited.
- Bull, A. (2021). *The Economics of Travel and Tourism*. United Kingdom: Longman.
- Dhiman, M. C. & Chauhan, V. (2019). *Handbook of Research on International Travel Agency and Tour Operation Management*. United States: IGI Global.
- Holland, J., Leslie, D. (2017). *Tour Operators and Operations: Development, Management and Responsibility*. United Kingdom: CABI.

- Manoher, G., Negi, J. (2018). *Travel Agency Operations: Concepts and Principles*. India: Kanishka Publishers, Distributors.
- Mathur, L. N., Mathur, L. O., Mathur, A., Mathur, L. U. (2016). *Indian Tourism: Tourist Places of India*. India: Create Space Independent Publishing Platform.
- Mengü, C. (2020). *Operations Management and Strategies in Travel Industry: A Modern Concept*. (2020). Turkey: Yalin Yayincilik.
- Roday, S., Biwal, A., & Vandana, J. (2017). *Tourism Operations and Management*. India: Oxford University Press.

Notes:

1. **Suggested Readings will be updated and uploaded on college website from time to time.**
2. **Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.**

B.A. (VS) Tourism Management
Semester VI
DISCIPLINE SPECIFIC CORE COURSE (DSC- 6.2)

Ecotourism Management

Credit Distribution, Eligibility and Pre-requisites of the Course

Course Title & Code	Credits	Components of the course			Eligibility criteria	Pre- requisites of the course
		Lecture	Tutorial	Practical		
Ecotourism Management DSC 6.2	4	3	1	0	Pass in class 12th	-

Learning Objectives

After the completion of this course, learners will know about the principles and theories of ecotourism. The students will be able to know about environmentally responsible travel to relatively undisturbed natural settings that promotes biodiversity conservation and minimizes negative impacts. In addition, learners will be aware of the socio-economic benefits of eco-tourism to local communities. This course will provide a better understanding of best practices and opportunities to manage ecotourism. This course will further integrate the guiding principles of eco-tourism with other subsectors of the tourism industry.

Learning Outcomes

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

1. apply and analyze the guiding principles and theories of ecotourism during their travel to undisturbed natural settings.
2. evaluate current programs designed to promote conservation and preservation of ecotourism destinations.
3. analyze the benefits of ecotourism for the stakeholders of the ecotourism.
4. analyze the existing issues, challenges and trends in ecotourism management.
5. apply existing best management practices in various subsectors of ecotourism.
6. create new best management practices to manage ecotourism with other sub-sectors of the tourism industry.

Unit 1

Introduction

10 Hours

Fundamentals of ecology - Basic laws & ideas in ecology, Function, attributes and management of ecosystem, Biodiversity and its conservation, Pollution, Ecological foot prints, Relationship between tourism & ecology.

Unit 2

Ecotourism

10 Hours

Ecotourism- Evolution, principles, trends and functions of ecotourism, Mass tourism Vs Eco tourism, Ecotourism activities & impacts, Western views of ecotourism, Quebec declaration, Kyoto protocol, Oslo declaration.

Unit 3

Ecotourism Trends, Issues and Challenges

11 Hours

Conservation of protected area and management through ecotourism, Community participation- Types of participation, Issues and challenges, Case studies of some important ecotourism projects of India and abroad.

Unit 4

Ecotourism Practices

14 Hours

Ecotourism practices in Transportation, ecotourism practices in facilities (Reduce, Replace, Reuse, Recycle), Ecotourism practices in services (types, activities, and code of ethics), The ecotourists- types, and code of ethics, Eco-labeling and green-washing.

Exercises:

The learners are required to:

1. Visit natural areas and dedicate the travel to activities that promote the well-being like cleanups of hill stations and beaches etc.
2. visit to the destinations which are known for community-based tourism and prefer homestays that involves coexisting with a local family, learn and appreciate their culture and lifestyle and offer your help to care their natural surroundings and animals.
3. visit wildlife sanctuaries, national parks, biosphere reserves and other natural settings to offer volunteer activities.
4. involve in sustainable wilderness adventures.
5. visit nearby places to learn about natural and cultural heritage.
6. discuss cases of various ecotourism places of India and abroad.
7. evaluate the current state of a nearby ecotourism destination and develop suitable messages and appropriate media for educating stakeholders of ecotourism tourism.
8. develop responsible tourism practices for individuals, families, and groups and craft social media campaigns.

Suggested Readings:

- Buckley, R. (2003). *Case studies in ecotourism*. Cambridge: CABI.
- Buckley, R. ed. (2004). *Environmental impacts of ecotourism*. Oxfordshire: CABI.
- Bulbeck, C. (2005). *Facing the wild: ecotourism, conservation, and animal encounters*. London: Earthscan.
- Büscher B, Davidov V. (2013). *The Ecotourism-Extraction Nexus: Political Economies and Rural Realities of (Un) Comfortable Bedfellows*. Florence, Italy: Routledge.

- Ceballos-Lascurain, H. (1996). *Tourism, ecotourism, and protected areas*. Gland: IUCN.
- Diamantis, D. (2004). *Ecotourism: Management and Assessment*, London: Thomson.
- Fletcher, R. (2014). *Romancing the Wild: Cultural Dimensions of Ecotourism*. Durham, NC: Duke Univ. Press
- Fennell, D.A. (1999). *Ecotourism: an introduction*. London: Routledge.
- Lindberg, K. and D.E. Hawkins. (eds). (1993). *Ecotourism: a guide for planners and managers*. North Benninton: The Ecotourism Society.
- Newsome D, Moore S.A, Dowling R.K. (2013). *Natural Area Tourism: Ecology, Impacts and Management*. Bristol, UK: Channel View Publication.
- Mowforth M, Munt I. (2015). *Tourism and Sustainability: Development, Globalisation and New Tourism in the Third World*. New York: Routledge. 4th ed.
- Page, S.J. and R.K. Dowling. (2002). *Ecotourism*. New York: Prentice Hall.
- Smith, J. (2023). *Ecotourism: Exploring Nature's Wonders*. Toronto: Green Press.
- Wearing, S. and J. Neil. (1999). *Ecotourism: impacts, potentials, and possibilities*. Oxford: Butterworth-Heinemann.
- Weaver, D. (2001). *Ecotourism*. Milton: John Wiley & Sons.
- Gössling, S., Scott, D., & Hall, C. M. (2020). *Tourism and water: Interactions and impacts*. UK: Channel View Publications.

Additional Readings:

- Higham, J., & Lück, M. (2021). *Marine ecotourism*. In *The Routledge Handbook of Ecotourism* (pp. 112-128). Routledge.
- Buckley, R. (2021). *Tourism and environmental sustainability*. In *The Routledge Handbook of Ecotourism* (pp. 42-56). Routledge.
- Stronza, A., & Gordillo, J. (2019). *Community-based ecotourism: A framework for the Americas*. In *Tourism and the Sustainable Development Goals* (pp. 275-293). Channel View Publications.
- Besculides, A., Lee, M. E., & McCormick, P. J. (2002). *Residents' perceptions of the cultural benefits of tourism*. *Annals of Tourism Research*, 29(2), 303-319.

Notes:

1. **Suggested Readings will be updated and uploaded on college website from time to time.**
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B.A. (VS) Tourism Management
Semester VI
DISCIPLINE SPECIFIC CORE COURSE (DSC- 6.3)

Business Tourism and Hospitality Management

Credit Distribution, Eligibility and Pre-requisites of the Course

Course title and Code	Credits	Credit distribution of the course			Eligibility criteria	Pre- requisite of the course (If any)
		Lecture	Tutorial	Practical/ Practice		
Business Tourism and Hospitality Management DSC- 6.3	4	3	1	0	Pass in class 12th	-

Learning Objectives

The objective of this course is to make the students aware about the various aspects of business tourism and hospitality. The course will deal with various aspects of event management, hotel operation and Meetings, Incentives, Conferences/Conventions and Exhibitions (MICE). This course will help the students in serving the burgeoning Mice sector which requires professionally trained young man powers. The course is also prescribed to appraise students about the tourism resources of important countries like US, Australia, South Africa and important European countries.

Learning Outcomes:

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

1. comprehend the importance of business travel and its types. Develop travel business through events, of business tourism. Explain the role of travel agency in the management of conference.
2. examine role of Meetings, Incentives, Conferences/Conventions and Exhibitions (MICE) in tourism industry.
3. differentiate between different departments of the hotel and discuss importance of hospitality in the development of tourism.
4. analyze the functioning of major hotel chains in India. Comparative analysis of hotels in India with Switzerland, South Africa, China, US, Australia and France.

Unit-1

Introduction to Business Travel

12 Hours

Business Travel, Categories of Business Travel. Business Tourism Market. Role of Events in the promotion of Tourism. Types of Events - Cultural, Festival, Religious and Business. Role of travel agency in the management of conferences. History and functions of India Convention Promotion Bureau (ICPB) and International Congress and Convention Association (ICCA).

Unit-2

MICE Industry

11 Hours

Concept of MICE, Introduction of Meetings, Incentives, Conferences/Conventions and Exhibitions. Staging Events- Theming and event design, choice of venue, audience. The Stage - Power, Lights, Sound. Audio-visual, Catering and Hospitality.

Unit-3

Hotel Operations

11 Hours

Departments of Hotel Operations and Room Division Viz. Front Office, House Keeping, Food and Beverage. Role of Hospitality in development of tourism industry, Customer Satisfaction and Customer Handling.

Unit 4

Hotels Chains in India

11 Hours

Major Hotel chains in India – The Taj Group of Hotels, ITC Hotels, The Oberoi Group, Lemon Tree Hotels etc, and Heritage Hotels. Lessons to be learnt from other countries experiences with special reference to China, Sri Lanka, South Africa, Indonesia, Brazil, Russia.

Practical Exercises:

The learners are required to:

1. demonstrate types of events and its role in in the promotion of tourism using a power point presentation.
2. conduct a case study in MICE and make a detailed report on VIRASAT (cultural festival of Uttarakhand)
3. assess the understanding of major departments of hotel like front office, housekeeping, food and beverage by objective and subjective evaluation (Class test, assignments, MCQs, Fill in the blanks and quiz).
4. make an assignment on the major hotels in India and compare it with hospitality services provided by China, Sri Lanka, South Africa, Indonesia, Brazil, Russia.

Suggested Readings:

- Andrews, S. (2017). *Textbook of Front Office Management and Operations*. New York: McGraw Hill Education.

- Batabyal, D., & Das, D. K. (2019). *Global Trends, Practices, and Challenges in Contemporary Tourism and Hospitality Management*. United States: IGI Global.
- Holloway, J. C., Humphreys, C. (2020). *The Business of Tourism*. India: SAGE Publications.
- Kotler, P., Bowen, J. T., & Baloglu, S. (2021). *Business tourism and hospitality*. India: Pearson.
- Lashley, C. (2009). *Hospitality Retail Management*. United Kingdom: Taylor & Francis.
- Morrison, A. M. (2023). *Hospitality and Travel Marketing*. New York: Taylor & Francis.
- Ninemeier, J. D., Miller, A. A., & Hayes, D. K. (2016). *Hotel Operations Management*. United Kingdom: Pearson.
- Rahman, I., Reynolds, D. R., Reynolds, D. E., Barrows, C. W. (2021). *Introduction to Hospitality Management*. United Kingdom: Wiley.
- Swarbrooke, J., Horner, S. (2012). *Business Travel and Tourism*. United Kingdom: Taylor & Francis.
- White Flag Media & Communications. (2011). *Hotels & Resorts in India*. India.

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- 2. Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.**