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| Programme/Class Degree | Year First | Semester First |
| Course/ paper | | MINOR SUBJECT |
| Course Code: C105 | Course Title Tourism and Travel Management | |

Course outcomes:

The aim of the course is to build knowledge and understanding of Tourism and Travel management among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Tourism and Travel Management. The outcome of the course will be as follows

- To provide knowledge about basic concepts of Tourism.
- To familiarize with the significance and emerging trends in tourism
- To provide all round idea about the importance of travel consultants in today's world scenario

| Credits: 3 | | Compulsory |
|---|--|--------------------------|
| Max Marks: 25+75 | | Min. Passing Marks: |
| Total No. of Lectures-Tutorials-Practical (in hours per week): 1-1-P: 2-0-0 | | |
| Unit | Topics | No. of Lectures Total=30 |
| I | Meaning and definitions of tourism, traveler, excursionist, tourists- Objectives, nature & Classification of tourism and tourists. Tourism recreation & leisure inter-relationship. Growth and development of Tourism through the ages | 6 |
| II | Components of tourism- types and Forms Tourism: Inter- regional and intra- regional tourism, inbound and outbound tourism, domestic, international tourism. Forms of Tourism, religious, Medical tourism, historical social, adventure, health, business conferences, conventions, incentives, sports and adventure tourism | 8 |
| III | Emergence of Thomas cook- emergence of Travel Intermediaries - definition- The Travel Market: Business Travel- Corporate Travel- Commercial Group travel- institutional travel- Leisure Travel- Family Travel Indian travel agents and tour operators. Principles of present business trends and future prospects, problems and issues | 8 |
| IV | Package tours- Custom tours- tour- tour Wholesalers- type of Package tours: independent Package, hosted tour, escorted tour, sightseeing tours- Group, incentive and convention tour. Travel organizations- IAIA, UFTAA, TAAI, IATO, ASTA, PATA- Their organizational structure and functions | 8 |

Suggested Readings:

- Bhatia AK (2002), Tourism Development: Principle and Practices, Revised edition, Sterling Publishers Private Limited, New Delhi
- Ghosh Bishwanth (2000), Tourism & Travel management, second Revised Edition, Vikas Publishing House Pvt. Limited, New Delhi.

Suggested Continuous Evaluation Methods:

In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.

Suggested equivalent online courses:

Further Suggestions:

| Programme/Class BBA | Year. Second | Semester Third |
|---|---|---------------------------|
| Course Code: C305 | Course/ paper | MINDR SUBJECT |
| Course Title Human Rights and Duties in India Norms and Administration | | |
| Course outcomes: The objective of this paper is to give the basic knowledge about the Human Rights and Duties in India Norms and Administration | | |
| Credits 3 | Compulsory | |
| Max Marks: 25+75 | Min. Passing Marks: | |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-1-T-P: 3-2-1 | | |
| Unit | Topics | No. of Lectures Total- 30 |
| I | Human Rights and Duties in India. The Preamble of the Indian Constitution Human Rights and Duties in the Constitution | 8 |
| II | Poverty, illiteracy, Problems of Development, Disadvantaged groups- Women, Children, Scheduled Castes and Scheduled Tribes, Homeless and slum dwellers Differentially abled persons, Refugees and internally displaced persons | 7 |
| III | Judiciary, Government systems for redressal, National human rights Commission, Media advocacy, Role of NGO and Community | 8 |
| IV | Communal and caste conflicts and tensions Custodial violence Problem of deficiency in health services and environmental protection. | 7 |
| Suggested Readings. | | |
| 1. Human Rights Law and Practice, Jatindra Kumar Das, Prentice Hall India | | |
| 2. Text Book on Human Rights Law and Practice- Rashee jain, Universal Law Publishing | | |
| Suggested Continuous Evaluation Methods: | | |
| Suggested equivalent online courses: | | |
| Further Suggestions: | | |