



Rajarshi Shahu Mahavidyalaya, Latur

(Autonomous)

Department of Geography

Course Type: SEC-I

Course Title: Tourism and Travel Management

Course Code:

Credits: 02

Max. Marks: 50

Lectures: 30 Hrs.

Learning Objectives:

- LO 1. To familiarize the students with aspects of tourism.
- LO 2. To understand the impact of tourism on physical and cultural environment.
- LO 3. To orient the students about the role of tourism in regional development.

Course Outcomes:

- CO 1. Understand the concept and aspects of tourism.
- CO 2. Know the role of tourism in regional development.
- CO 3. Identify the career opportunities in the field of tourism.

Unit No.	Title of Unit & Contents	Hrs.
I	Introduction to Tourism	08
	1) Meaning of Tourism 2) Meaning of Tourist 3) Nature of Tourism 4) Characteristics of the Tourism Industry	
	Unit Outcome: UO 1. To familiarize the students with aspects of tourism.	
II	Tourism Planning	08
	1) Elements of Tourism Planning 2) Global level Tourism Planning 3) Regional level Tourism Planning 4) Local level Tourism Planning	
	Unit Outcome: UO 1 To understand the impact of tourism on physical and cultural environment.	

III	Tourism Marketing	08
	1) Meaning of Tourism Market 2) Characteristics of Tourism Market 3) Functions of Tourism Market 4) Tourism Market in India	
	Unit Outcome: UO 1. To orient the students about the role of tourism in regional development.	
IV	Visit of Tourist Places (Field Work)	06
	1) Prepare a Tour Planning i) Traveling ii) Lodging iii) Boarding iv) Submit the Tour Report	

Learning Resources:

- 1) Bhatia A. K. (1966) : 'Tourism Development : Principles and Practices', Sterling Publishers, New Delhi.
- 2) Sharma J. K. (2000) : 'Tourism Planning and Development-A New Perspective', Kaushik Publishers, New Delhi.
- 3) Hunter C. and Green H.(1995) : 'Tourism and the Environment- A Sustainable Relationship', Routledge, London.
- 4) धारपुरेव्हीटी : पर्यटनभूगोल, पिंपळापुरेअंडपब्लिशर्स, नागपूर