



# Rajarshi Shahu Mahavidyalaya, Latur

(Autonomous)

Department of Geography

**Course Type: SEC-I**

**Course Title: Tourism and Travel Management**

**Course Code: 101GEO1601**

**Credits: 02**

**Max. Marks: 50**

**Lectures: 30 Hrs.**

## Learning Objectives:

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

## Course Outcomes:

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

Unit No.	Title of Unit & Contents	Hrs.
<b>I</b>	<b>Introduction to Tourism</b>	<b>08</b>
	<ol style="list-style-type: none"><li>1) Meaning of Tourism</li><li>2) Meaning of Tourist</li><li>3) Nature of Tourism</li><li>4) Character of the Tourist Industry</li></ol>	
	<b>Unit Outcome:</b> UO 1. To familiarize the students with aspects of tourism.	
<b>II</b>	<b>Tourism Planning</b>	<b>08</b>
	<ol style="list-style-type: none"><li>1) Elements of Tourism Planning</li><li>2) Global level Tourism Planning</li><li>3) Regional level Tourism Planning</li><li>4) Local level Tourism Planning</li></ol>	
	<b>Unit Outcome:</b> UO 1 To understand the impact of tourism on physical and cultural environment.	

<b>III</b>	<b>Tourism Marketing</b>	<b>08</b>
	1) Meaning of Tourism Market 2) Characteristics of Tourism Market 3) Functions of Tourism Market 4) Tourism Market in India	
	<b>Unit Outcome:</b>  UO 1. To orient the students about the role of tourism in regional development.	
<b>IV</b>	<b>Visit of Tourist Places (Field Work)</b>	<b>06</b>
	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) धारपुरेकीटी : पर्यटनभूगोल, पिंपळापुरेअंडपब्लिशर्स, नागपूर