

Name of Faculty	:	Faculty of Hospitality & Tourism
Name of Program	:	Diploma in Aviation & Hospitality Management
Course Code	:	1DAH04
Course Title	:	Basics of Travel & Tourism Management
Type of Course	:	Professional Core (PC)
Year of Introduction	:	2023-24

Prerequisite	:	None. This course is open to students interested in gaining a foundational understanding of travel and tourism management.
Course Objective	:	Provide students with a comprehensive understanding of travel and tourism management, including marketing, planning, operations, economics, financial management, and destination management, to prepare them for careers in the industry.
Course Outcomes	:	At the end of this course, students will be able to:
	CO1	Define travel and tourism, analyze industry trends, and evaluate the economic importance of the sector.
	CO2	Apply marketing principles, develop target market segments, and create effective promotional strategies within the travel and tourism industry.
	CO3	Understand destination planning and development processes, evaluate infrastructure needs, and propose sustainable practices in tourism.
	CO4	Acquire the ability to manage travel agencies, tour operations, transportation, accommodation, and attractions while ensuring excellent customer service.
	CO5	Recognize the role of destination management organizations, implement cultural tourism initiatives, and exhibit cultural sensitivity in tourism practices.

Teaching and Examination Scheme

Teaching Scheme (Contact Hours)			Credits	Examination Marks				
L	T	P		Theory Marks		Practical Marks		Total Marks
				SEE	CIA	SEE	CIA	
3	0	0	3	70	30	0	0	100

Legends: L-Lecture; T-Tutorial/Teacher Guided Theory Practice; P-Practical, C - Credit, SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content

Unit No.	Topics	Teaching Hours	Weightage	Mapping with COs
1	Introduction to Travel and Tourism Management <ul style="list-style-type: none"> Chapter 1: Definition and scope of travel and tourism Chapter 2: Evolution and trends in the 	6	13%	CO1

	travel and tourism industry <ul style="list-style-type: none"> Chapter 3: Importance of travel and tourism in the global economy 			
2	Travel and Tourism Marketing <ul style="list-style-type: none"> Chapter 4: Marketing principles and concepts in the travel and tourism industry Chapter 5: Market segmentation and targeting. Chapter 6: Promotion strategies and marketing channels in travel and tourism 	10	22%	CO2
3	Travel and Tourism Planning and Development <ul style="list-style-type: none"> Chapter 7: Destination planning and development. Chapter 8: Infrastructure and facilities in the travel and tourism industry Chapter 9: Sustainability and responsible tourism practices 	10	22%	CO3
4	Travel and Tourism Operations Management <ul style="list-style-type: none"> Chapter 10: Role and functions of travel agencies and tour operators Chapter 11: Customer service and satisfaction in travel and tourism Chapter 12: Managing transportation, accommodation 	10	22%	CO4
5	Destination Management and Cultural Tourism <ul style="list-style-type: none"> Chapter 13: Destination management organizations and their roles Chapter 14: Cultural tourism and heritage management Chapter 15: Cultural sensitivity and cross-cultural communication in tourism 	9	21%	CO5

Suggested Distribution of Theory Marks Using Bloom's Taxonomy						
Level	Remembrance	Understanding	Application	Analyse	Evaluate	Create
Weightage	20	35	20	10	10	5

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Suggested Learning Websites

Sr. No.	Name of Website
1	www.unwto.org
2	www.travelweekly.com
3	www.skift.com
4	www.tripadvisor.com
5	www.tourismanagements.com
6	www.hospitalitynet.org

Reference Books

Sr. No.	Name of Reference Books
1	"Introduction to Tourism and Hospitality Management" by Brian Boniface and Chris Cooper. Publisher: Routledge.
2	"Tourism Principles and Practice" by John Fletcher, Alan Fyall, David Gilbert, and Stephen Wanhill. Publisher: Pearson Education.
3	"Tourism: Principles, Practices, Philosophies" by Charles R. Goeldner and J. R. Brent Ritchie. Publisher: Wiley.
4	"Tourism Management" by Stephen Page. Publisher: Routledge.
5	"The Business of Tourism Management" by John Beech and Simon Chadwick. Publisher: Pearson Education.
6	"Travel and Tourism Management" by Robert A. Harris and David G. Harris. Publisher: Cengage Learning.