

University of North Bengal  
Four Year Under Graduate Course under FYUGP-2022

**Syllabus of 2<sup>nd</sup> Semester Multidisciplinary Course (MDC)**



UNIVERSITY OF NORTH BENGAL RAJA RAMMOHUNPUR, P.O.-N.B.U.  
DISTRICT-DARJEELING, PIN-734013, WEST BENGAL, INDIA

## Course Title

# TOURISM AND TRAVEL MANAGEMENT

(For all Students)

**Course Objective:** Tourism is the world's largest and fastest growing tertiary sector industry; it has been recognised as an industry for generating immense business and livelihood opportunities throughout the world. Simultaneously through its multi-dimensional and multiplier effect it can stimulate local economy's growth and development. According to Francis Bacon "Travel in the young sort is a part of education and in the elder, a part of experience". After learning this MDC paper, students will be able to understand the basic concepts of history of tourism and travel since inception to modern times. At the same time the subject has been introduced easy or students' friendly manner. Units route map have been designed in such a manner, so that students will able to attract on the subject.

**Outcome of the Course:** This MDC paper can provide the minimum basic ideas of this flourishing industry, interested students can continue their further study like diploma/certificate course or they can utilise their concept in hospitality management or travel agency business, or in independent business-like home-stay, hotel etc. in eco- friendly way, which can maintain the sustainable travel management for coming generation without depletion of our natural resources.

### MARKS DISTRIBUTION:

**Total marks -75**

**Theory Paper – 60 marks**

Unit-I: History and continuity of Tourism

Unit-II: Various forms of Tourism in Modern Era

Unit-III: Key Stakeholders of Tourism and Travel Management

Unit-IV: Impact of tourism

**Continuous Evaluation- 10 marks**

Paper / Course Title	Tourism and Travel Management
Nature of Paper	MDC
Total Credits	3
Total Hours of Classes	45
Total Marks	75
Paper Type	Theoretical
Examination of Theory Paper	60 Marks, 2 Hours 30 Minutes
Continuous Evaluation	10 Marks, e.g. Mid Semester Exams, Assignments etc.
Attendance	5 Marks (as per FYUGP guideline)

## **Course Content: (Theoretical)**

### **Unit: I – History and continuity of Tourism**

Introduction to tourism and travel management – Early travel in India; travel in ancient time, Silk route, Pilgrim Tourism, Travel for Trade and business, past educational tourism e.g. Nalanda & Taxila University. Different concepts like- travel-traveller, tourism-tourist, excursionist, inter-regional and intra-regional tourism, inbound and outbound tourism, domestic and international tourism.

### **Unit: II – Various forms of Tourism in Modern Era**

Concepts of different Forms of Tourism in the modern period – Educational tourism, Employment tourism, Business tourism, sports tourism, Pilgrimage tourism, Cultural tourism, medical tourism, Wellness tourism, Adventure tourism, Wildlife tourism, Nature tourism, Heritage tourism. Salient features of tourism products.

### **Unit: III- Key Stakeholders of Tourism and Travel Management**

Need for tourism Organisations and travel management – State level organisation- Department of Tourism, govt of West Bengal, WBTDC. National level organisation – Ministry of Tourism govt of India, ITDC, DGCA & ASI, International level organisation- UNWTO, UFTAA, WTTC, IATA, PATA, ICAO, Functions of travel agency, Travel formalities, legalities and regulations - Travel & transport, hospitality management. 7P's in tourism marketing. Role of Local Government in respect of sustainable tourism infrastructural development, Scientific and feasible travel management planning, Ease of tourism- role of AI, GPS and internet connectivity.

### **Unit: IV– Impact of tourism**

Economic impacts – income opportunity, livelihood promotion etc., Social and Cultural impacts- tourist –host relationship, demonstration effect, cultural authenticity, Environmental & Political impacts – environmental pollution and minimise its effects on destination, need for Eco-tourism and sustainable tourism. Political disturbances and its impact on tourism. Strategies to overcome the negative impacts of tourism.

*Manomita Sarkar*

**[Manomita Sarkar]**

Assistant Professor, Surya Sen Mahavidyalaya (Chairperson)

## -:: Suggested Readings ::-

1. Bhatia A.K., Tourism Development Principles & Practices.
2. Swain Sampad Kumar and Mishra Jitendra Mohan, Tourism: Principles and Practices.
3. Bezbauah M.P, Indian Tourism beyond the millennium.
4. Principle and Practices of Tourism – Study materials of Dr. Babasaheb Ambedkar Open University, Ahmedabad.
5. Sinha R. K. - Growth and Development of Modern Tourism.
6. Bhat S.S and Seth P.N. - An Introduction to Travel and Tourism.
7. Dileep M.R. - Tourism: Concepts, theory and practice.
8. Dasgupta, Devashish2011- Tourism Marketing.
9. Travel Industry: Chunky Gee et-al
10. Tourism Systems - Mill and Morrison
11. Seth Prannath - Successful Tourism Management.
12. Sinha P.C. - Tourism Management Vol. – 4.
13. Gartner R. - Tourism Development.
14. Sharma J. K. - Tourism Planning and Development.
15. Singh Sagar - Studies in Tourism.
16. Cooper C., Fletcher J., Gilbert D and Wanhil. S. - Tourism: Principles and Practices.
17. McIntosh, R. W. - Tourism: Principles and Practices.
18. Burkart & Medlik - Tourism: Past, Present and Future.