

PRE-REQUISITE

THM-103: Introduction to Tourism and Hospitality Management

LEARNING OUTCOMES:

1. Knowledge and understanding of tourism and hospitality with emphasis on its available resources (Natural and Cultural), infrastructure and superstructure
2. Management, marketing and business skills
3. Evaluate critically, from a strategic perspective
4. Communication skills
5. Practical, innovative, demonstrative and employment related skills
6. Integrate subject specific knowledge and transferable skills to develop a specialist in depth, conduct a research investigation, and effectively report the findings.
7. Computer and Information Management Technology Skills

CONTENTS

This course aims at identifying the student with the different types of concepts their importance, strategies and success stories (Case studies). It also aims at identifying students with the proper plans and critical analysis for best management and operations practices to achieve sustainable development.

1. Explain the main concepts of tourism practices.
2. Outline the principle historical changes that have occurred in tourism and its significant impact on current tourism practices.
3. To apply a significant analytical, creative and conceptual skills.
4. Plan, Manage and implement the concepts in tourism practices.

Module-1:

Introduction to Tourism, Definitions of Tourism, Concepts of Tourism: Cultural Tourism, Eco-Tourism, Community Based Tourism, Sustainable Tourism, Green Tourism, Pro-poor Tourism, Responsible Tourism, Public Private Partnership.

Module-2:

Cultural Tourism. Concept & Definition, Principles of Cultural Tourism, Case Study (Cultural Tourism)

Module-3:

Community Based Tourism, Concept & Definition, Principles of Community Based Tourism, Case Study (Community Based Tourism)

Module-4:

Eco-Tourism & Green Tourism. Concept & Definition, Principles of Green Tourism, Case Study (Eco & Green Tourism)

Module-5:

Pro-Poor Tourism, Concept & Definition, Principles of Eco-Tourism, Case Study (Pro-Poor Tourism)

Module-6:

Responsible Tourism, Concept & Definition, Principles of Responsible Tourism, Case Study (Responsible Tourism)

Module-7:

Other concepts

ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

It is continuous assessment. The weightage of Assignments will be 25% before and after mid term assessment. It includes:

- classroom participation,
- attendance, assignments and presentation,
- homework
- attitude and behavior,
- hands-on-activities,
- short tests, quizzes etc.

ASSESSMENT AND EXAMINATIONS:

Sr. No.	Elements	Weightage	Details
1.	Mid Term Assessment	35%	It takes place at the mid-point of the semester
2.	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentation, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3.	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

RECOMMENDED TEXT BOOKS/ SUGGESTED READINGS:

1. Cooper, C. Fletcher, J. Gilbert, D. and Wanhill, S. (2002). *Tourism Principles and Practice*, Longman, UK
2. Dittmer, P. (1998). *Hospitality Industry*, Third Edition, Wiley and Sons.
3. Boniface, Brian G., and Chris Cooper. *Worldwide Destinations: The Geography of Travel and Tourism*. 3rd Edition.
4. Brownell, Judi. "Women in Hospitality Management: General Managers' Perception of Factors Related to Career Development." *International Journal of Hospitality Management*, Vol. 13, No. 2, pp. 101–118, June 1994.
5. Burkart, A. J., and S. Medlik. *Historical Development of Tourism*. Aix-en-Provence, France: Centre des Hautes Studies Touristiques, 1990.
6. Burns, Peter M., and Andrew Holden. *Tourism: A New Perspective*. New York: Prentice Hall, 1995.
7. Bennett, M. M. "Strategic Alliances in the World Airline Industry." *Progress in Tourism and Hospitality Research*, Vol. 3, No. 3, pp. 213–224, 1997.

8. Dwyer, Larry, and Peter Forsyth. "Economic Significance of Cruise Tourism." *Annals of Tourism Research*, Vol. 25, No. 2, pp. 393-415, April 1998.
9. Harris, Robert, and Joy Howard. *Dictionary of Travel, Tourism, and Hospitality*
10. Towner, John. "Approaches to Tourism History." *Annals of Tourism Research*, Vol. 15, No. 1, pp. 47-62, 1988.
11. Rice, Kate. "The Professional Prospects for Women in Travel." *Travel Counselor*, No. 29, pp. 20-22, October 28, 1996.
12. Witt, Stephen F., and Luiz Moutinho. *Tourism Marketing and Management Handbook*, 2nd Edition. New York: Prentice Hall, 1994.
13. World Tourism Organization. *Yearbook of Tourism Statistics*. Madrid: WTO, 2010.
14. Towner, John. "The Grand Tour: Sources and a Methodology for an Historical Study of Tourism." *Tourism Management*, Vol. 5, No. 3, pp. 215-222, September 1984.
15. WTTCHRC. *Steps to Success: Global Good Practices in Travel and Tourism Human Resource Development*. Vancouver: World Travel and Tourism Council Human Resource Centre, 1998.