

PRE-REQUISITE

THM-103: Introduction to Tourism and Hospitality Management

LEARNING OUTCOMES:

After the successful completion of the course the students will be able to:

1. understand of tourism and hospitality with emphasis on its available resources (Natural and Cultural), infrastructure and superstructure
2. know management, marketing and business skills
3. Evaluate critically, from a strategic perspective
4. Practice innovative, demonstrative and employment related skills
5. Integrate subject specific knowledge and transferable skills to develop a specialist in depth, conduct a research investigation, and effectively report the findings.
6. Understand 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 identifying students with the proper plans and critical analysis for best management and operations practices to achieve sustainable development.

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. Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2017). *Tourism: Principles and practice*. Pearson UK.
2. Dittmer, P. (1998). *Hospitality Industry*, Third Edition, Wiley and Sons
3. Burns, P. M., & Holden, A. (1995). *Tourism: A new perspective*. Financial Times/Prentice Hall.