

First Semester (SEC)

338.4791
DUT
DCL-

Travel!

THAILAND
PASSPORT

TOURISM MANAGEMENT

CONCEPT & APPLICATION

As Per First Semester Skill Enhancement Syllabus
of Dibrugarh University under FYUGP (NEP)

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BACHELOR OF COMMERCE PROGRAMME (FYUGP) DETAILED SYLLABUS OF 1st SEMESTER

Course Title	: TOURISM MANAGEMENT
Course Code	: SEC125
Nature of the Course	: Skill Enhancement Course (SEC)
Course Credit	: 03 Credits
Distribution of Marks	: 80 (End Sem) + 20 (In-Sem)

Course Objective :

- a. To understand some important concepts and practices of the tourism sector and shall throw light on the potentialities of tourism as a career and employment opportunity.

Units	Course Content	L	T	P	Total Hrs.
I (15 Marks)	Concept of tourism, different types of tourism- Domestic, Foreign, Excursionist, Role of tourism in economic development	5	1	1	7
II (15 Marks)	Types of tourism product- Eco-tourism, Nature tourism, Pilgrimage tourism, Heritage tourism, Cultural Tourism, Adventure tourism, Medical Tourism, Rural tourism	7	1	1	9
III (15 Marks)	Transportation facility, accommodation, catering, food and entertainment, Banking and financial facilities	6	1	1	8
IV (15 Marks)	Tourism Intermediaries: Travel Agent, Tour Operator, Duties function and responsibilities of tour operator, Host community involvement.	7	1	1	9
V (20 Marks)	Tourism planning and development, human resource management in tourism Marketing in Tourism, Careers in Tourism	8	2	2	12
Total		33	06	06	45

Where, L =Lectures, T =Tutorials, P =Practicals

Modes of In-Semester Assessment :

(20 Marks)

1. One Sessional Examination - **10 Marks**
2. Other (any of the following) **10 Marks**
 - Assignment
 - Seminar Presentation on any of the relevant topics
 - Field/Industrial visit
 - Project

Learner's Outcome: After studying this paper, students should be able to understand the workings of the tourism industry to an extent that they are able to choose a career path in this sector after careful consideration and further scrutiny of the various determining variables.

TOURISM MANAGEMENT

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