

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

OEC: TOURISM AND TRAVEL MANAGEMENT

Course Title: Tourism And Travel Management	Course Code: 21BBAOEMN
Total Contact Hours: 42 Hours	Course Credits: 03
Internal Assessment Marks: 40	Duration Of See: 03 Hours
Semester End Examination Marks: 60	

COURSE OUTCOMES (CO'S):

At the end of the course, students will be able to:

- Students would be able to explain the basic concepts of tourism and travelmanagement.
- Students would gain understanding & structure of tourism and travel industry.
- Students would explain various types of tourism resources of India.
- Students would explain the functioning of travel agency and tour operation business.

OEC: TOURISM AND TRAVEL MANAGEMENT

UNIT	DESCRIPTION	HOURS
1	OVERVIEW OF TOURISM INDUSTRY Meaning, nature and evolution of tourism; classification of tourists; major motivators and deterrents to tourism; structure and components of tourism industry; emerging areas of tourism; Natural and man-made tourism resources of India; socio-cultural tourism resources of India.	(9 Hrs)
2	TRAVEL AGENCY AND TOUR OPERATION BUSINESS History, growth and present status of Travel agency; Definition& Functions of Travel agency and Tour operator; Organizational Structure of travel agency/tour operator; Procedure to become a travel agent or Tour operator;	(9 Hrs)

3	<p>TOUR PLANNING AND PRICING CONSIDERATIONS</p> <p>Meaning of itinerary, factors to be considered while preparing itinerary. Meaning of tour package; components, types, advantages and dis-advantages of tour packages. Pricing and distribution strategies of tour packages.</p>	(8 Hrs)
4	<p>MARKETING OF TOURISM PRODUCTS</p> <p>Measuring and forecasting tourism demand; tourism products – definition, characteristics and types of tourism products; tourism marketing mix; segmenting.</p>	(8 Hrs)
5	<p>MARKETING OF TOURISM SERVICES</p> <p>Targeting and positioning of tourism services; promotion of tourism products and services.</p>	(8 Hrs)

**Date
Chairperson**

Course Coordinator

Subject Committee