

Sociology:

OEC: Sociology of Tourism and Management

Course Title: Sociology of Tourism and Management	Course code: 21BAOESO
Total Contact Hours: 39	Course Credits: 3
Formative Assessment Marks: 40	Duration of ESA/Exam: 3 hours
Model Syllabus Authors: BoS in Sociology	Summative Assessment Marks: 60

Course Outcomes (COs):

At the end of the course the student should be able to:

1. Explain the relationship between tourism, culture and cultural heritage
2. Explain the social, cultural and economic impacts of tourism on local communities
3. Understand the relationship between tourism and consumption
4. Understand the principles of tourism management

Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs 1-12)

Course Outcomes (COs)/ Program Outcomes (POs)	1	2	3	4	5	6	7	8	9
Explain the relationship between tourism, culture and cultural heritage	X	X		X				X	
Explain the social, cultural and economic impacts of tourism on local communities	X	X	X	X	X	X			
Understand the relationship between tourism and consumption	X	X	X	X			X	X	X
Understand the principles of tourism management			X	X	X	X	X		X

Content of Open Elective 3: Sociology of Tourism and Management	Hrs
Unit-1: Sociology, Tourism, Tourists	8
Chapter 1: Definitions of Sociology, Culture, Tourism, Tourists, Tourist Gaze; Relation between Tourism, Leisure and Recreation.	8
Unit-2: Emerging Trends in Tourism	6
Chapter 2: Types of Tourism: Cultural, Heritage, Religious, Medical, Food, Sports, Yoga and Eco-tourism	6
Chapter 3: Tourism and Locals; Hosts and Guests: Mutual Impact	
Unit-3: Tourism System	8
Chapter 4: Development and Structure of the Tourist System- Motivation and Role of Tourist	2
Chapter 5: Impact of Tourism on Host Place: Social, Economic, Climate and Environmental.	3
Chapter 6: Sustainable Tourism: Definitions of Sustainable Tourism; Sustainability of Tourism and its Benefits.	
	3

Unit-4: Tourism Management	6
Chapter 7: Demand for Tourism at Individual and Market Level; Tourism Consumer Behavior: Roles and Decision Making Process; Role of Intermediaries.	6
Unit-5 Tourism Marketing and IT	11
Chapter 8: Marketing for Tourism: Definition; Tourism as a Service Industry: Product, Price, Promotion and Place	6
Chapter 9: Information Technology and Tourism: ICT as a Business Tool; e-Tourism.	5

Suggested Internet Resources

1. [https:// medcraveonline.com/SIJ/emerging-trends-in-sociology-of-tourism.html](https://medcraveonline.com/SIJ/emerging-trends-in-sociology-of-tourism.html)
2. <https://www.uvm.edu/rsenr/rm230/urry.pdf> Tourist gaze
3. <http://www.ijcrar.com/vol-1/T.Arunmozhi%20and%20A.%20Panneerselvam.pdf> Types of Tourism in India
4. <https://www.owlgen.in/what-do-you-understand-by-tourism-system/>
5. <https://tourismnotes.com/sustainable-tourism/>
6. <https://repository.up.ac.za/bitstream/handle/2263/24684/02chapters3-4.pdf?sequence=3>
7. https://www.laguardia.edu/uploadedfiles/ce/content/english_language_learning/center_f_or_immigrant_education_and_training/gp-hotel_t.e.a.c.h/unit5.pdf

Reference Books

1. Burns, Peter M 1999, An Introduction to Tourism and Anthropology, Routledge, London
2. Fletcher, John & others, 2018, Tourism: Principles and Practice, 6th Edition, Pearson, UK
3. Nash, Dennis 2007, The Study of Tourism: Anthropological and Sociological Beginnings, Elsevier, Amsterdam
4. Urry, John 1998, The Tourist Gaze: Leisure and Travel in Contemporary Societies, Sage, New Delhi.

Suggested Activities: Please refer to the following books

1. Johnston, Josee and others 2017, Introducing Sociology, Using the Stuff of Everyday Life, Routledge, London.
2. McKinney, Kathleen and Barbara S Heys (Eds) 2009, Sociology Through Active Learning, 2nd Edition. Pine Fotge Press, New Delhi.
3. White, Shelley K and others (Eds) 2015, Sociologists in Action on Inequalities, Sage, New Delhi.

Pedagogy: Field work, micro projects, group discussion, role play, written/oral presentation by students

Formative Assessment	
Assessment Occasion/Type	Weightage in Marks
Activities	30
Written Test	10
Total	40

Teachers can adopt best of three or best of five principles for both activities and written test
