



VALUE-ADDED COURSE

On

Tourism Management

(GEOVAC 004)

(With effect from 2022)

COURSE OFFERED BY

Department of Geography

PASKURA BANAMALI COLLEGE (AUTONOMOUS)

Panskura RS, Purba Medinipur

PIN 721152

COURSE DETAILS

1. Name of the course: **Tourism Management**
2. Course structure: **Theory and Practical**
3. Intake capacity: **Minimum 20**
4. Course fees: **Rs 300.00** (three hundred/candidate)
5. Course time: **30 hours**
6. Medium of instruction: **English**
7. Mode of teaching: **Blended**
8. Course coordinator: **Dr. Nirmalya Das**
9. Coordinator's contact information: ndgeopbc@gmail.com

Tourism Management

(Number of lectures to be delivered for theory & practical 30 hours)

Theory (Number of lectures to be delivered for this group -20 hours)

1. Definition of tourism. Organizational structure, aims and functions of various national and international tourism institutions. Components, motivations and importance of Tourism. Community participation in tourism development.
2. Historical perspective of tourism industry in India. Factors affecting the growth of tourism in India Domestic and international tourism and its global trends in India. Tourism map designing: Various destinations of Indian tourist points.
3. Major types of tourism: Cultural heritage, Religious sites, Mountain tourism, Beach tourism, Special interest tourism (Indian example). Impacts of tourism: Social, Cultural, Ethnographic, Economic, Political and Environmental Impact.
4. Tourism management – Definition, Meaning, Scope, Role of events in promotion of tourism.
5. Types of events- Cultural, Religious, Business. Need of event management. Key factors of best event management.

Practical (Number of lectures to be delivered for this group -10 hours)

Preparation of Project report based on the following

Tour operators in tourism business, rules for recognition of tour operator, package tour preparation, itinerary preparation, pricing of tour package. Travel accounting – preparation of business income statement, balance sheet, profit and loss statement, cash flow statement and fund flow statement.

References:

1. Archer, B. H. (1982). The Value of Multipliers and Their Policy Implications. *Tourism Management*, 3(4), 236-241.
2. Brunt, P. & Courtney, P. (1999). Host perceptions of sociocultural impacts. *Annals of Tourism Research*, 26(3), 493-515.

3. Budowski, G. (1976). Tourism and Environmental Conservation: Conflict, Coexistence, or Symbiosis. *Environmental Conservation*, 3 (1), 27-31.
4. Butler, R. W. (1980). The concept of a tourist area cycle of evolution: Implications for management of resources. *Canadian Geographer*, 24(1), 1-12.
5. Butler, R.W. (1999). Sustainable tourism: A state-of-the-art review. *Tourism Geographics: An International Journal of Space, Place and Environment*. 1(1) p. 7-25.
6. Catlin, J., Jones, R. and Jones, T. (2011) Revisiting Duffus and Dearden's wildlife tourism framework. *Biological Conservation*. 144(5) p. 1537-1544.
7. Doxey, G, V, (1975). A causation theory of visitor-resident irritants; Methodology and research inferences.
8. Evans, N., Campbell., B & Stonehouse, G. (2003). *Strategic Management for Travel and Tourism*. Oxford: Butterworth-Heinemann.
9. Freeman, R. E. (1983). Strategic management: A stakeholder approach. *Advances in Strategic Management*, 1, 31-60.
10. Hall, C.M. (2007). *Tourism in Australia* (5th ed.). Pearson Education Australia: Frenchs Forest, Australia.
11. Gupta, A. (1995). A stakeholder analysis approach for interorganizational systems. *Industrial Management & Data Systems*, 95(6), 3 - 7.
12. Leiper, N. (1979). The framework for tourism: towards a definition of tourism, tourist and the tourism industry. *Annals of Tourism Research*, 1(4), 390-407.
13. Lui, J. & Var, T. (1983). The economic impact of tourism in metropolitan Victoria. *Journal of Travel Research*, 22(2), 8-15.
14. Plog, S. (2001). Why destination areas rise and fall in popularity. *Cornell Hotel and Restaurant Administration Quarterly*, 42(3), 13-24.
15. Rickly-Boyd, J. M. (2012). Authenticity & aura: a Benjaminian approach to tourism. *Annals of Tourism Research*, 39(1), 269-289.
16. Simmons, D. (1994). Community participation in tourism planning. *Tourism management*, 15(2), 98-108. doi: 10.1016/0261-5177(94)90003-5
17. K Vijaya Babu, Jayaprakashnarayana Gade, (2014), *Tourism in India*, Zenon Academic Publishing,