

Year of Introduction:2022

Course Description : The program aims at developing knowledge on tourism and an overall understanding of tourism management, tourism marketing, marketing strategies in tourism, tourism planning, impact of tourism, principles of tourism, travel agencies, backwater tourism, rural tourism and government role in tourism.

Learning objectives:

- To study the concept, importance and principle of tourism.
- To describe the characteristics of tourism industry, its products etc.
- To understand and learn tourism marketing aspects.
- To describe and study marketing strategies regarding tourism.
- To study the role of government towards tourism and contribution of tourism on conservation.
- To study the impact of backwater tourism, marine tourism, rural tourism.

Pedagogy:

Theoretical classes will be conducted on tourism management behalf of its concepts /strategies.

Syllabus:**Unit 1**

Concept of tourism: Definitions – importance ,form of tourism, components of tourism, principles of tourism,types of tourism, need of tourism – tourist, visitor, excursionist, conducted tour,foreign tourist, and domestic tourist.

Unit 2

Impact of tourism: Benefits – social, cultural, economic,financial, environment, multiplier effect,tourist multiplier, Negative impacts – social, cultural, economic and environment.

Unit 3

Tourism management: Types of tourism, objectives, method, importance of tourism management, E- tourism, Tourism markets – International and domestic market- segmentation necessity, requirements and benefit of tourism marketing -tourism promotion, tourism planning and conservation - market planning and marketing strategies for service firms.

Unit 4

Tourism Marketing Strategies – Strategies adopted by tour operator, Travel agencies and the accommodation sector. Marketing Mix – tourism fairs and travel markets, marketing strategies for tourism.

Unit 5:

Tourism and Development: Role of government in tourism, Community awareness and participation, contribution of tourism to conservation: Socio-cultural conservation, environmental conservation and economic conservation, impact of backwater tourism, marine tourism, rural tourism, water sports tourism in Kerala.

- | Books | recommended | / | Reference: |
|--------------|-----------------------------|--|-----------------------------------|
| 1. | M.A.Khan, | Introduction to tourism, | Anmol Publishers. |
| 2. | Jagmohan Negi. | Travel Agency Operations: Concepts and Principles. | Kanishka Publishers, New Delhi. |
| 3. | Romila Chawla. | Ecotourism Planning and Management, | India, |
| 4. | Pran Seth. | Successful Tourism Management, Tourism Practices, | Sterling Publishers. |
| 5. | C.B.Mamoria and R.L. Joshi. | Principles and Practice of Marketing in India. | Kitab Mahal Distributors. |
| 6. | Truemans Specific Series. | Tourism Administration/Management, | Danika Publishing Company, India. |

Course Outcome:

Students should be able to know:

- 1.Explain various concept of tourism.
- 2.Explain the impact of tourism.
- 3.Learn the about tourism marketing.
- 4.Discuss Marketing strategies on tourism.
- 5.Describe the tourism development and impact of backwater , marine tourism..

Evaluation**pattern:**

Theoretical examinations will be conducted to evaluate the knowledge on tourism, tourism marketing strategies and on the concepts of tourism.

Employability :

- Resort management
- Restaurant management
- Concerts, Festivals & exhibition
- Airlines
- Amusement park
- Food and beverage management
- Cruises
- Heritage centre
- Front office receptionist
- Hotels
- Adventurous activities
- Catering
- Private tourism agencies
- Tourist guide
- Travelling agencies