

Travel and Tourism

Couse Content

Part- I

Unit- I: Opportunities in tourism and hospitality industry

Areas-

1. Travel Agency and Ticketing
2. Guiding and Scouting
 - (A) Escort Guiding
 - (B) Tour Management
3. Tour/office Assistants
4. Wellness and Medical Tourism eg. Spiritual Tourism, Yoga, Meditation and other forms of traditional and indigenous Methods of treatment

Unit- II: Types of Tourism

1. Eco Tourism
2. Religions Tourism
3. Heritage Tourism
4. Business Tourism

Part II

Unit I: Travel Agency

1. Organizations, functions and commission structure
2. Agency recognition
3. Management, financing and marketing
4. Travel Agent Association of India (TAAI)

Unit II: Tour operation

1. Organization, planning, promotion and handing of tour operation
2. To recognition
3. Indian Association of Tour operation

Part – II: Government’s policies to promote Tourism

1. Tourism policy and programmes of Government of India
2. Recent trends in international and National tourism scenario
3. Local support to boost the tourism industry.

Part – IV Field visits – 4 lectures

Project work/ practical Assignment – 4 lectures