

# DINABANDHU MAHAVIDYALAYA

E-mail ID: [info@dinabandhumahavidyalaya.org](mailto:info@dinabandhumahavidyalaya.org)  
Website: [www.dinabandhumahavidyalaya.org](http://www.dinabandhumahavidyalaya.org)



Bongaon, North 24 Parganas  
West Bengal, Pin- 743235  
Ph. +91- 9635753261, 03215-255044

NAAC ACCREDITED-2016(2<sup>nd</sup> cycle)  
Affiliated to West Bengal State University & Formerly under University of Calcutta  
Registered under 2(f) & 12(B) of U.G.C. Act 1956  
ESTD: 1947

**ADD ON Course**  
**Organised by**  
**Department of Geography**  
**Session 2021-2022**  
**Course Title: Tourism Industry**

## Objectives of the course:

- ❖ To realize the potential of tourism industry in India.
- ❖ To understand the various elements of Tourism Management.
- ❖ To familiarize with the Tourism policies in the national and international context.
- ❖ To study the vast Tourist resources of India.
- ❖ To conceptualize a tour itinerary based on variety of themes.
- ❖ To identify and manage emerging tourist destinations.
- ❖ Understand the significance of travel agency and tour operation business.
- ❖ Know the current trends and practices in the tourism and travel trade sector.
- ❖ Develop adequate knowledge and skills applicable to travel industry.

## Course Coordinator

- **Dr. Raja Mjumder**

State Aided College Teacher, Department of Geography, Dinabandhu Mahavidyalaya, Bongaon.

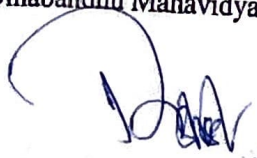
## General Information

Duration : 40 hours

Entry Qualification : Honours and General Students of Geography and Pure Science

Language : Bengali / English

Venue : Dinabandhu Mahavidyalaya, Bongaon

  
Biswajit Ghosh  
Principal  
Dinabandhu Mahavidyalaya  
Bongaon, 24 Pgs (N)

# SYLLABUS OF TOURISM INDUSTRY

## ❖ TOURISM PRINCIPLES, POLICIES AND PRACTICES

### UNIT- I

Tourism; an overview: Elements, Nature and Characteristics - Typology of Tourism - Classification of Tourists - Tourism network - Historical Development of Tourism.

### UNIT-II

Tourism Organizations: Role and Functions of World Tourism Organization (WTO), Pacific Asia Travel Association(PATA) , World Tourism &Travel Council (WTTC) - Ministry of Tourism, Govt. of India.

### UNIT-III

Overview of Five Year Plans with special reference to Eleventh Five Year Plan for Tourism Development and Promotion, National Tourism Policy - Code of conduct for safe and Sustainable Tourism for India.

## ❖ TOURISM PRODUCTS OF INDIA

### UNIT - I

Tourism products: Definition, Types and unique features - Tourism resources of India - Natural, Socio cultural, Diversities in Landform & Landscape - Outstanding Geographical features - Climate, Flora & Fauna.

### UNIT - II

Natural resources: Wildlife sanctuaries - National parks - Biosphere reserves - Mountain Tourist Resources and Hill stations - Islands - Beaches - Caves & Deserts of India.

### UNIT - III

Major tourism circuits of India: Inter State and Intra-State Circuits - Religious Circuits - Heritage Circuits - Wildlife Circuits. Cases of select destinations - Kerala, Rajasthan & Goa

### UNIT - IV

Manmade resources: Adventure sports - Commercial attractions - Amusement Parks - Gaming - Shopping - Live Entertainments - Supplementary accommodation - House boats - Tree houses - Home stays - Tourism by rail - Palace on wheels - Deccan Odyssey & Golden chariot.

## ❖ TRAVEL AGENCY AND TOUR OPERATIONS MANAGEMENT

### UNIT-I

Types of Tour Operators - Wholesale and Retail Travel Agency business - Linkages and Integration with the Principal Service Providers - the Changing Scenario of Travel Trade

### UNIT-II

Travel Agency and Tour Operation Business - Functions of Travel Agency - Setting up a full-fledged Travel Agency - Sources of Income of a travel agency

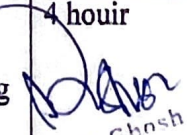
### UNIT-III

Tour Packaging & Costing - Importance of Tour Packaging - Classifications of Tour Packages - Components of Package Tours - Concept of costing - Types of costs - Components of tour cost - Preparation of cost sheet - Tour pricing - Calculation of tour price - Pricing strategies.



## Course Schedule

Name of the Faculty	Topic	Time
Dr. Raja Mjumder	Tourism; an overview: Elements, Nature and Characteristics - Typology of Tourism - Classification of Tourists - Tourism network - Historical Development of Tourism.	4 hour
Dr. Raja Mjumder	Tourism Organizations: Role and Functions of World Tourism Organization (WTO), Pacific Asia Travel Association (PATA), World Tourism & Travel Council (WTTC) - Ministry of Tourism, Govt. of India.	4 hour
Bidisha Barua	Overview of Five Year Plans with special reference to Eleventh Five Year Plan for Tourism Development and Promotion, National Tourism Policy - Code of conduct for safe and Sustainable Tourism for India.	4 hour
Bidisha Barua	Tourism products: Definition, Types and unique features - Tourism resources of India - Natural, Socio cultural, Diversities in Landform & Landscape - Outstanding Geographical features - Climate, Flora & Fauna.	4 hour
Dr. Raja Mjumder	Natural resources: Wildlife sanctuaries - National parks - Biosphere reserves - Mountain Tourist Resources and Hill stations - Islands - Beaches - Caves & Deserts of India.	4 hour
Dr. Raja Mjumder	Major tourism circuits of India: Inter State and Intra-State Circuits - Religious Circuits - Heritage Circuits - Wildlife Circuits. Cases of select destinations - Kerala, Rajasthan & Goa.	4 hour
Bidisha Barua	Manmade resources: Adventure sports - Commercial attractions - Amusement Parks - Gaming - Shopping - Live Entertainments - Supplementary accommodation - House boats - Tree houses - Home stays - Tourism by rail - Palace on wheels - Deccan Odyssey & Golden chariot.	4 hour
Bidisha Barua	Types of Tour Operators - Wholesale and Retail Travel Agency business - Linkages and Integration with the Principal Service Providers - the Changing Scenario of Travel Trade.	4 hour
Dr. Raja Mjumder	Travel Agency and Tour Operation Business - Functions of Travel Agency - Setting up a full-fledged Travel Agency - Sources of Income of a travel agency.	4 hour
Dr. Raja Mjumder	Tour Packaging & Costing - Importance of Tour Packaging - Classifications of Tour Packages - Components of Package Tours - Concept of costing - Types of costs - Components of tour cost - Preparation of cost sheet - Tour pricing - Calculation of tour price - Pricing strategies.	4 hour

  
 Biswajit Ghosh  
 Principal  
 Dinabandhu Mahavidyalaya  
 Bongaon, 47 Pgs (N)