



# GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Hotel Management and Catering Technology

Level: UG

Branch: Hotel Management & Catering Technology and  
Hospitality and Tourism Administration

Course / Subject Code: BH02000041

Course / Subject Name : Fundamentals of Travel and Tourism

w. e. f. Academic Year:	2024-25
Semester:	2
Category of the Course:	Core Courses

<b>Prerequisite:</b>	Basic knowledge of travel and tourism
<b>Rationale:</b>	The course disseminates students the concept of tourism and outline its role in offering a way of thinking about tourism. This paper introduces the important concepts and terminologies of tourism and their usage.

## Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level
01	Explicate basics of travel and tourism	Understanding
02	Identify major travel and tour related business and organizations	Remembering
03	Elaborate on the basics of itinerary planning	Creating
04	Explain the concept of Tour packages	Analyzing
05	Design strategies to market tourism products	Applying

\*Revised Bloom's Taxonomy (RBT)

## Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR	C	Theory		Tutorial / Practical		
				ESE (E)	PA / CA (M)	PA/CA (I)	ESE (V)	
2	0	4	4	70	30	50	0	150

## Course Content (Theory):

Unit No.	Content	No. of Hours	% of Weightage
1.	Basic concepts & development of tourism:	9	20%



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	Introduction: History and evolution of Tourism, Nature & Meaning and Definition of Tourism, 6 'A' of Tourism, classification of visitors, Travel Motivations & Typology of tourist, Characteristics of tourism, Tourism infrastructure		
2.	<b>Typology and forms of tourism:</b> International Tourism, Inbound, Outbound, inter regional, intra-regional, domestic, internal, National Tourism; Types of Tourism, Leiper's tourism system, contemporary trends in Indian Tourism	9	20%
3.	<b>Travel agency business</b> Definition, functions of travel agency, types of travel agency, travel documentation. Sources of income. Setting up travel agency in India.	9	20%
4.	<b>Tour operation management</b> Definition and functions of TO, Types of tour operator, tour packaging and itinerary preparations process.	9	20%
5.	<b>Tourism Schemes &amp; Tourism Organisation</b> 5 T's of Brand India; Major Tourism schemes of Govt. of India, Visa on Arrival (VoA), Swadesh Darshan, PRASAD Scheme, HRIDAY Scheme, Travel Circuits; Incredible India. International and National organisations IATA, ICAO, UNWTO, WTTC, PATA, TAAI, IATO, MOT/GOI, UFTAA, FHRAI	9	20%
<b>Total</b>		<b>45</b>	<b>100</b>

## Course Content: (PRACTICAL)

Unit No.	Content	No. of Hours
1.	Practical 1: - Global Travel overview (Practical on maps) 1.1 Types of tourism 1.2 Seven Continents Mapping: Australia, Europe, Antarctica, South America, North America, Africa & Asia <ul style="list-style-type: none"> <li>• Major travel destinations</li> <li>• Countries, Capitals and Currencies</li> <li>• International Airports &amp; IATA codes</li> <li>• Rail transport: - Famous &amp; longest</li> <li>• International Airports &amp; IATA codes</li> </ul>	10
2.	Practical 2: Detailed India Overview (Practical on Maps) 2.1 Indian States, Union Territories, and Capitals 2.2 Indian International and Domestic Airports and IATA Codes	08



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	2.3 Major Indian Trains 2.4 Sobriquets of India and State Tourism Taglines 2.5 India Mapping: North India Overview, South India Overview, East India Overview, West India Overview: <ul style="list-style-type: none"><li>• States</li><li>• Mountain Ranges</li><li>• Rivers</li><li>• Religious Places</li></ul>	
3.	Practical 3: Indian Transport Systems 3.1 Local Bus Services 3.2 Airports and Air Services in India 3.3 Railway Travel in India 3.4 Maharaja Express, Orient Express, and Himsagar Express 3.5 Indian Cruise Line Operations	04
4.	Practical 4: Travel Documentation 4.1 Passport Procedures 4.2 VISA Processes 4.3 Types of VISA Applications 4.4 Famous International VISAs 4.5 Countries Offering VISA-Free Entry for Indians	02
5.	Practical 5: Itinerary Planning (Assignment-Based) 5.1 International Itineraries 5.2 National Itineraries	02
6.	Practical 6: Bookings and Reservations 6.1 Role of Travel Agencies 6.2 Role of Tour Operators 6.3 Online Travel Agencies (OTAs) 6.4 Online Hotel Booking Procedures 6.5 Airline and Railway Booking Processes	04
	<b>Total</b>	<b>30</b>

## Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
20%	20%	15%	20%	10%	15%



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Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

## References/Suggested Learning Resources:

### (a) Books:

1. Tourism Principles and Practices, Oxford Higher Education, Swain, S. K., & Mishra, J. M. (2011).
2. Tourism operations and Management. New Delhi: Oxford University Press, Roday, S., Biwal, A. & Joshi, V. (2009).
3. Tourism: Concepts, Theory and Practice, Dreamtech publication, M.R. Dileep (2020).
4. Tourism Concepts and practices. India: Prentice Hall, Walker and Walker (2011).
5. The Business of Tourism Concepts & Strategies - A.K. Bhatia, Sterling Publishers, 2006
6. Introduction to Tourism and Hospitality Industry - Sudhir Andrews, Tata Mc Graw-Hill Publishing Company Limited, New Delhi, 2008
7. Basic of Tourism - Krishan K. Kamra & Mohinder Chand, Kanishka Publication, New Delhi, 2002

### (b) Open source software and website:

1. <https://epgp.inflibnet.ac.in/>
2. <https://www.egyankosh.ac.in/bitstream/123456789/70002/3/Unit-13.pdf>
3. <https://archive.org/details/tourismoperation0000roda>
4. <https://tourism.gov.in/>

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