



KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

ERODE-638107

DEPARTMENT OF CATERING SCIENCE & HOTEL MANAGEMENT

VALUE ADDED COURSE - SYLLABUS

17VHMTM - TRAVEL AND TOURISM MANAGEMENT

Course Objective: To educate the effectiveness of tourism operations knowledge and experiencing various fast food around the world through practical approach.

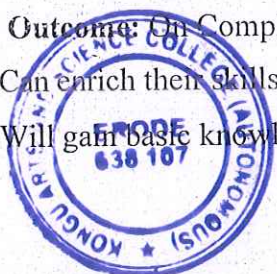
UNIT I	Introduction to tourism industry, types of of travel agencies and tour operators, history and definition. Functions of travel agency,	8 Hours
UNIT II	Types of tourism -pilgrimage, cultural, Business, adventure, sports, religious, wildlife, eco, and medical tourism, Mode of transport.	11 Hours
UNIT III	Passport and visa- types functions and issuing authority. Procedure for obtaining passport and visa	10 Hours
UNIT IV	Tourism organizations- Types. Tourism marketing- marketing process, marketing research, tourism product and itinerary planning	8 Hours
UNIT V	Field study tour	3 Hours
Total Hours		40 Hours

Reference Books

1. Roday, Biwal and Joshi –Tourism operations and management- Oxford University press, India.

Course Outcome: On Completion of this course the students will be able to

- ❖ Can enrich their skills and knowledge in Tourism operations.
- ❖ Will gain basic knowledge of travel management techniques.



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