

# **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