

Tourism - Skill Enhancement Course

Marks Total: 50 Marks

1. Skill Enhancement Course (SEC) Practical: 35 Marks for the End Semester Examination (ESE)
 - a. A project or report submission (15 marks)
 - b. A viva or oral examination based on the semester's curriculum (10 marks)
 - c. A practical demonstration or role play (10 marks)
2. Continuous Evaluation (CE): 10 Marks (CE: Class Test/Seminar/Review/Dissertation/Training/Group Discussion/Workshop etc.)
3. Attendance: 5 (marks)

Course Objectives:

1. To provide students with foundational knowledge and understanding of tourism and its terminologies.
2. To offer practical exposure to tourism operations and processes.
3. To introduce digital tools and technologies that drive modern-day tourism.
4. To impart specialized knowledge in diverse areas of tourism like heritage, entrepreneurship, and crisis management.
5. To cultivate critical thinking, analysis, and management skills for future professionals in the tourism sector.

Learning Outcomes:

Semester 1: Introduction to Tourism and Basic Skills

By the end of this semester, students will:

1. Understand and be able to differentiate between various types of tourism and their associated terminologies.
2. Gain practical exposure to local tourist destinations, enabling them to analyze tourist flows and infrastructure.
3. Develop effective communication and hospitality skills pertinent to the tourism industry.
4. Identify potential local tourist attractions and devise strategies to promote them.
5. Demonstrate basic operational skills in a travel agency or hotel setting through role-playing exercises.

Semester 2: Advanced Tourism Practices and Digital Skills

Upon completion, students will:

1. Acquire knowledge about travel agency operations, including planning itineraries, ticketing, and reservations.
2. Understand the significance of digital marketing in tourism and be familiar with SEO, SEM, SMM, and various online platforms.
3. Design a promotional campaign for a tourism destination using digital tools.
4. Recognize the importance of ecotourism and sustainable practices and propose strategies for their implementation.
5. Develop photography skills, focusing on capturing tourist attractions and experiences.
6. Gain proficiency in managing and responding to feedback, emphasizing online reputation management.

Semester 3: Specializations and Management

By the end of this semester, students will:

1. Understand the psychological factors that influence tourist decisions and behavior.
2. Plan, organize, and execute a mock tourism event, coordinating with various stakeholders.
3. Gain insights into heritage and cultural tourism, emphasizing preservation and promotion.
4. Interact with tourism entrepreneurs and conceptualize potential startup ideas in the industry.
5. Handle hypothetical tourism-related crises, developing strategies to mitigate their impacts.

Semester 1: Introduction to Tourism and Basic Skills

1. Tourism Basics and Terminology

- Different types of tourism: Leisure, business, eco-tourism, etc.
- Basic terminologies: Tourist, visitor, destination, etc.

2. Field Visit to Local Tourist Destinations

- Observing and understanding the tourist flow
- Studying the infrastructural facilities
- Interacting with local tourism officers

3. Practical Hospitality Skills

- Etiquette and communication techniques
- Basic understanding of hotel operations

4. Assignment on Local Tourism Potential

- Identify untapped tourism spots
- Propose strategies for promotion

5. Role Play

- Acting as a travel guide, travel agency executive, or a hotel front desk executive

Semester 2: Advanced Tourism Practices and Digital Skills

1. Travel Agency Operations

- Basics of travel itinerary planning
- Understanding ticketing and reservation systems
- Interacting with actual travel agents for experience

2. Digital Marketing in Tourism

- Introduction to various platforms: Websites, social media, blogs, etc.
- Basics of SEO, SEM, and SMM in tourism context
- Creating a mock promotional campaign for a tourism destination

3. Ecotourism and Sustainable Tourism

- Field visit to an ecotourism site
- Understanding the principles of sustainable tourism
- Project on proposing sustainability measures for a chosen destination

4. Travel Photography Workshop

- Basics of photography
- Capturing landscapes, cultures, and experiences

5. Feedback and Review Management

- Handling feedback from tourists
- Addressing issues and managing online reputation

Semester 3: Specializations and Management

1. Tourist Behavior and Psychology

- Understanding tourists' motivations and behaviors
- Mock surveys and real-time interactions with tourists

2. Event Management in Tourism

- Planning and executing a mock tourism event
- Coordinating with local authorities, vendors, and partners

3. Heritage and Cultural Tourism

- Visit to a heritage site or museum
- Understanding the importance of preservation and promotion of culture

4. Tourism Entrepreneurship Workshop

- Inviting local tourism entrepreneurs for interactions
- Brainstorming on new tourism startup ideas

5. Crisis Management in Tourism

- Role-playing on dealing with tourism crises like natural disasters, political unrest, etc.
- Preparing a mock crisis management plan for a destination

Books:

Semester	Sl. No.	Books Name	Author Name	Publishers
Semester 1: Introduction to Tourism and Basic Skills	1.	Tourism: Principles, Practices, Philosophies	Charles R. Goeldner & J.R. Brent Ritchie	John Wiley & Sons
	2	Introduction to Hospitality	John R. Walker	Pearson
	3.	Tourism Management: An Introduction	Stephen J. Page	SAGE Publications
Semester 2: Advanced Tourism Practices and Digital Skills	1.	Travel Agency and Tour Operation: Concepts and Principles	Jitendra Mishra	Kanishka Publishers
	2.	Digital Marketing for the Hospitality and Tourism Industry	Bonita M. Kolb	Routledge
	3.	Sustainable Tourism on a Finite Planet: Environmental, Business and Policy Solutions	Megan Epler Wood	Routledge
	4.	The Digital Photographer's Handbook	Tom Ang	DK
	5.	Online Reputation Management For Dummies	Lori Randall Stradtman	For Dummies
Semester 3: Specializations and Management	1.	Consumer Behaviour in Tourism	John Swarbrooke and Susan Horner	Butterworth- Heinemann
	2.	Event Management for the Tourism and Hospitality Industry	Razaq Raj and Nigel Morpeth	Goodfellow Publishers
	3.	Heritage, Culture, and Society: Research agenda and best practices in the hospitality and tourism industry	Salleh Mohd Radzi, Mohd Faez Saiful Bakhtiar, Zurinawati Mohi, Mohd Salehuddin Mohd Zahari, Mohd Hafiz Hanafiah	CRC Press
	4.	Tourism Entrepreneurship: Theory and Practice	Thierry Lorey	Routledge
	5.	Crisis Management in the Tourism Industry	Dirk Glaesser	Butterworth- Heineman