

SAVITRIBAI PHULE PUNE UNIVERSITY

Geography T.Y.B.Sc.
(Credit System, 2019 Pattern)
Revised Syllabus (From June-2021)
Semester: VI

GG 363: Tourism Activities and Management

No. of Credits: 02

No. of Periods: 30

Objectives:

1. To understand the importance of tourism activity in various terms.
2. To make aware about the tourism mapping and employability of tourism.
3. To acquaint the skill of tour plan and management and the utilization of infrastructure in context of India.

Sr. No.	Topic	Sub-Topic	Learning Points	Periods
1	Tourism Activity	Tourism Activity	1. Tourism as an economic activity 2. Concept of Tourism Product 3. Foreign Exchange Earnings. 4. Promotion of Tourism 5. Potential for local tourism development	08
2	Employability of Tourism	A. Employability of Tourism B. Tourism Mapping	1. Tourism and allied activities: Hotel, Transportation and Online booking 2. Employment Generation 3. Tourism Mapping 4. Travel Agency, Agent and Tourist Guide,	07
3	Tourism Planning and Management	A) Tourism Planning B) Management	1. Meaning and definition of Tourism Planning and Management 2. Tour Plan 3. Educational Tour Planning	07
4	Tourism in India	A. Infrastructure B. Case Studies	1. Tourism Infrastructure in India 2. India Tourism Development Corporation 3. MTDC 4. National Tourism Policy in India 5. Case Studies: Shimla, Jaisalmer , Ajanta and Gao	8

Reference Books

1. L. E. Hudman and R. H. Jackson (1999) – “Geography of Travel and

- Tourism” ,Delmar Publishers,New York.
2. Sharma, J.K. (ed.)(2000): Tourism Planning and Development - A new perspective, Kanishka Publishers, New Delhi
 3. J. K. Sharma (2000): “Tourism Planning Development”, Kanishka Publishers, Distributors, NewDelhi.
 4. Chandra, R.H.(1998): Hill Tourism: Planning and Development, Kanishka Publishers, New Delhi,
 5. Y. K. Sharma and P. Sharma (2006): “Handbook of Tourism” Pointer Publishers,Jaipur.
 6. Robinson, H. (1996): Geography of Tourism, Macdonald and Evans, London.
 7. Sinha P. C. (ed.) (1998): Tourism Impact Assessment, Anmol Publishers, New Delhi

