

		Lecture Plan					
Name of the College: Government College of Arts, Science and Commerce. Sanquelim - Goa							
Name of Faculty: Ms. Sneha S. Gaonkar				Subject: Tourism and Hospitality Management			
Paper code: COM -137				Program: F.Y.B.SC		Division: Not Applicable	
Academic year: 2024-25				Semester: II		Total Lectures: 45	
Course Objectives: To acquaint the learners with the fundamentals of tourism and challenges for sustainable tourism, to enable learners to understand and describe various types of tourism and their constituents and to enable learners to acquire skills in understanding the dynamics of hospitability.							
Course Outcome: 1: Develop awareness about the concept of Tourism. 2: Explain various forms of Tourism. 3: Identify the challenges for tourism development. 4: Identify the latest developments in Tourism and Hospitality industry.							
Student Learning Outcome: 1: To Develop awareness about the concept of Tourism. 2: To Explain various forms of Tourism. 3: To Identify the challenges for tourism development. 4: To Identify the latest developments in Tourism and Hospitality industry.							
Month	Lecture From	Lecture To	No. of lectures allotted	Topic, Subtopic to be covered	Exercise/ Assignment	ICT Tools	Reference books

December 2024, January 2025	09/12/24	14/12/24	15	Unit 1: Introduction to Tourism Meaning and Definition of tourism tourism-related terms – Tour, Tourist, Tourism Market,	Smart board PPT	Seth, P. N., & Bhat, S. S. (2010). An Introduction to Travel and Tourism, Sterling Publishers Private Limited. Bhatia, K. (2010). An Introduction to Travel and Tourism, Sterling Publishers Private Limited. Bhatia, K. (2010). International Tourism, Sterling Publishers Private Limited. Cooper, C., Fletcher, J., Gilbert, D., & Wanhill, S. (2008). Tourism: Principles and Practice, Pitman Publishing.
	16/12/24	21/12/24		tourism-related terms - Tourism Resources, Tourism Product, Travel agent, Tour operator		
	02/01/25	04/01/25		Nature, Characteristics, and Importance of Tourism.		
	06/01/25	11/01/25		Tourism Products, Features of Tourism Product, Type of Tourism Products,		
	13/01/25	18/01/25		Difference between Tourism Products and other products, the 5 A's of Tourism Product: Attraction, Accessibility, Accommodation, Amenities and Affordability.		
	20/01/25	25/01/25		Social evils of Tourism Industry – Responsible Vs Irresponsible Tourism – Sustainable Tourism.		
January 2025, February 2025	27/01/25	01/02/25	15	Unit 2: Types and Forms of Tourism Types of tourism: Domestic, International; Inbound, Outbound, Interregional, Intra-regional. Forms: - Leisure, Business, Cultural, Religious, Sports,	Smart board PPT	Seth, P. N., & Bhat, S. S. (2010). An Introduction to Travel and Tourism, Sterling Publishers Private Limited. Bhatia, K. (2010). An

	03/02/25	08/02/25		Forms: - Medical, Adventure, Eco-Tourism, Green Tourism, Heritage Tourism, Sustainable Tourism, Cultural Tourism, AgriTourism and Rural Tourism.			Introduction to Travel and Tourism, Sterling Publishers Private Limited.
	10/02/25	15/02/25		Factors affecting the growth of tourism, demand and supply factors for tourism, motivations in Tourism -Push and Pull factors			Bhatia, K. (2010). International Tourism, Sterling Publishers Private Limited.
	17/02/25	22/02/25		Constituents of the tourism industry: Primary Constituents: Accommodation, Food, Transport, Intermediaries, Government Organizations;			Cooper, C., Fletcher, J., Gilbert, D., & Wanhill, S. (2008). Tourism: Principles and Practice, Pitman Publishing.
	24/02/25	01/03/25		Secondary Constituents: Shops and Emporiums, Handicrafts and Souvenirs			
March 2025, April 2025	03/03/25	08/03/25	15	Unit 3: Hospitality and its Related Sectors		Smart board PPT	Seth, P. N., & Bhat, S. S. (2010). An Introduction to Travel and Tourism, Sterling Publishers Private Limited.
	10/03/25	15/03/25		Origin, growth and nature of the Hospitality Industry, Factors affecting Hospitality and Tourism Industry			Bhatia, K. (2010). An Introduction to Travel and Tourism, Sterling Publishers Private Limited.
	17/03/25	22/03/25		Employment Opportunities in the Hospitality Industry, Various sectors comprising the hospitality industry lodging/accommodation, Various sectors comprising the hospitality industry event planning, theme parks, transportation, cruises,			Bhatia, K. (2010). International Tourism,

	24/03/25	29/03/25	Tourism and Hospitality in the 21st century – Global gaming, Casino operations –			Sterling Publishers Private Limited.
	31/03/25	05/04/25	Recent trends, The future of travel and tourism around the world			Cooper, C., Fletcher, J., Gilbert, D., & Wanhill, S. (2008).
	07/04/25	11/04/25	Revision			Tourism: Principles and Practice, Pitman Publishing.
Assessment Rubrics	Compon ent	Max Marks				
	ISA 1	7.5				
	ISA	7.5				
	Practical					
	Project					
	Semeste r End Exam	60				

