

## Semester Lecture Plan

**Name of the College:** Government College of Arts, Science & Commerce, Sanquelim, Goa - 403505

<b>Name of Faculty:</b> Ms. Madhavi Gauns	<b>Academic Year:</b> 2024-25	<b>Semester:</b> IV	<b>Program:</b> SYBA
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<b>Division:</b>	<b>Subject:</b> Geography	<b>Total Lectures:</b> 24
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<b>Paper Code:</b> GOG-221	<b>Paper Name:</b> Spatial Planning for Tourism Operations (Vocational)
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### Course Objectives:

The course aims to provide students with a comprehensive understanding of the travel and tourism industry by exploring its key components, sectors, and the significant role of geography in shaping travel experiences. Through the development of basic customer service skills, including effective communication and cultural sensitivity, students will be prepared for successful interactions within the industry. Additionally, the course seeks to equip students with the ability to identify and analyse popular tourist destinations, considering geographical features and cultural attractions.

### Expected Course Outcome:

At the end of the successful completion of this course, students will be able to:

**CO 1: Explain** how geographical features contribute to the attractiveness of tourist destinations.

**CO 2: Apply** budgeting and cost estimation techniques to create sample travel itineraries.

**CO 3: Analyze** the factors that make certain destinations popular among tourists.

**CO 4: Develop** and propose eco-friendly practices for a travel operation.

### Student Learning Outcome:

**LO 1:** Understand how geographical features influence tourist destinations.

**LO 2:** Design travel itineraries using planning tools and budgeting techniques.

**LO 3:** Demonstrate effective customer interaction and communication skills.

**LO 4:** Promote eco-friendly practices in travel operations.

Month	Lecture From	Lecture To	No. of lectures allotted	Topic, Subtopic to be covered	Exercise / Assignment	ICT Tools	Reference books
December	09/12/2024	14/12/2024	02	<b>Introduction to Travel Planning</b> <ul style="list-style-type: none"> <li>Overview of travel planning and itinerary design.</li> <li>Introduce students to various travel planning software (TripGo, Road Trip Planner, etc.).</li> </ul>	Students explore the interface of one software and list its features.	Power Point presentation, Smart Board	Liu, Harvey Y. H., and Linda D. K. Nozick. GIS for Travel and Tourism. Springer, 2004. Page, Stephen, and Joanne Connell. Tourism Management: An

							Introduction. Routledge, 2018. Kamra, K. K. and Chand, M. Basics of Tourism: Theory, Operation and Practise. Kanishka Publishers, Pune, 2007.
December & January	30/12/2024	04/01/2025	02	<b>Destination Assessments</b> <ul style="list-style-type: none"> <li>Basics of assessing a destination for tourism.</li> </ul>	Assign local destinations. Students gather data on attractions, accommodation, transport, and activities.	Power Point presentation, Smart Board	Bhatia, K.K. Geography of Travel and Tourism in India. Concept Publishing Company, 2007. de Blij, Harm J., Peter O. Muller, and Jan Nijman. Geography: Realms, Regions, and Concepts. Wiley, 2017. Sharpley, Richard, and David J. Telfer. Tourism: Principles and Practice. Channel View Publications, 2015.
January	06/01/2025	11/01/2025	02	<b>Creating Travel Itineraries</b> <ul style="list-style-type: none"> <li>Structuring itineraries based on travel goals.</li> </ul>	Students draft a day-long itinerary for a local destination.	Power Point presentation, Smart Board	Dixit, Manoj. Tourism: Concepts and Practices. Aavishkar Publishers, 2006. Pike, Steven. Destination Marketing: An Integrated Marketing Communication

							Approach. Routledge, 2008. Hall, M. and Stephen, P. Geography of Tourism and Recreation – Environment, Place and Space. Routledge, London, 2006.
January	13/01/2025	18/01/2025	02	<b>Budgeting and Cost Estimation</b> <ul style="list-style-type: none"> <li>Estimating costs for travel packages.</li> </ul>	Provide hypothetical client profiles. Students calculate costs for transport, accommodation, and activities.	Power Point presentation, Smart Board	Tiwari, Alok R. Tourism Management in India. Kanishka Publishers, 2006 Kamra, K. K. and Chand, M. Basics of Tourism: Theory, Operation and Practise. Kanishka Publishers, Pune, 2007. Online resources: Tourism Excel Budgeting Templates
January	20/01/2025	25/01/2025	02	<b>Travel Planning Software Practice</b> <ul style="list-style-type: none"> <li>Hands-on session with travel planning tools.</li> </ul>	Students create a multi-day itinerary using a travel planning app.	Power Point presentation, Smart Board	Tiwari, Alok R. Tourism Management in India. Kanishka Publishers, 2006 Kamra, K. K. and Chand, M. Basics of Tourism: Theory, Operation and Practise. Kanishka Publishers, Pune, 2007. Online resources: Tourism

							Excel Budgeting Templates
January & February	27/01/2025	01/02/2025	02	<b>Review and Correction Day</b>	Students exchange itineraries and provide feedback on planning and feasibility.	Power Point presentation, Smart Board	
February	02/02/2025	08/02/2025	02	<b>Consulting with Tour Operators</b> • Insights from industry professionals.	Invite a local tour operator to discuss best practices in travel planning.	Power Point presentation, Smart Board	
February	10/02/2025	15/02/2025	02	<b>Communication Skills for Travel Professionals</b> • Communication Role-Play	Students simulate conversations between travel agents and customers.	Power Point presentation, Smart Board	Kamra, K. K. and Chand, M. Basics of Tourism: Theory, Operation and Practise. Kanishka Publishers, Pune, 2007. Dhar, P.N. International Tourism: Emerging Challenges and Future Prospects. Kanishka, New Delhi, 2006.
February	17/02/2025	22/02/2025	02	<b>Dealing with Customer Inquiries</b> • Handling FAQs and complaints professionally.	Students respond to common customer inquiries in pairs.	Power Point presentation, Smart Board	Sharpley, Richard, and David J. Telfer. Tourism: Principles and Practice. Channel View Publications, 2015. Pike, Steven. Destination Marketing: An Integrated Marketing Communication

							Approach. Routledge, 2008.
February & March	24/02/2025	01/03/2025	02	<b>Travel Logistics and Emergency Management</b> <ul style="list-style-type: none"> <li>Managing bookings, cancellations, and emergencies.</li> </ul>	Provide scenarios (e.g., missed flight, natural disaster). Students propose solutions.	Power Point presentation, Smart Board	Sharpley, Richard, and David J. Telfer. Tourism: Principles and Practice. Channel View Publications, 2015. Pike, Steven. Destination Marketing: An Integrated Marketing Communication Approach. Routledge, 2008.
March	02/03/2025	08/03/2025	02	<b>Role-Playing Customer Scenarios</b> <ul style="list-style-type: none"> <li>Practicing real-world customer interactions.</li> </ul>	Groups take turns as agents and customers, practicing sales, complaint handling, and problem-solving.	Power Point presentation, Smart Board	Tiwari, Alok R. Tourism Management in India. Kanishka Publishers, 2006 Hall, M. and Stephen, P. Geography of Tourism and Recreation – Environment, Place and Space. Routledge, London, 2006.
March	10/03/2025	15/03/2025	02	<b>Booking and Managing Travel Tickets</b> <ul style="list-style-type: none"> <li>Basics of ticketing systems and tools.</li> </ul>	Students practice using an online booking platform to manage bookings.	Power Point presentation, Smart Board Power Point presentation, Smart Board	Page, S. J. Tourism Management: An Introduction. Butterworth-Heinemann-USA, 2011. Chapter 2. Dhar, P.N. International Tourism: Emerging

							Challenges and Future Prospects. Kanishka, New Delhi, 2006.
March	17/03/2025	22/03/2025	02	<b>Review and Correction Day</b>	Review assignments on customer interactions and ticketing.	Power Point presentation, Smart Board	
March	24/03/2025	29/03/2025	02	<b>Reflecting on the Role of Communication in Tourism</b> <ul style="list-style-type: none"> <li>Linking communication skills to customer satisfaction.</li> </ul>	Students share learnings and challenges in customer interaction scenarios.	Power Point presentation, Smart Board	Page, S. J. Tourism Management: An Introduction. Butterworth-Heinemann-USA, 2011. Chapter 2. Singh Jagbir. Eco-Tourism. Published by I.K. International Pvt. Ltd., S-25, Green Park Extension, Uphaar Cinema Market, New Delhi, India, 2014.
March & April	31/03/2025	05/04/2025	02	<b>Final Presentations</b>	Students present their final travel itineraries or customer interaction case studies.	Power Point presentation, Smart Board	
April	07/04/2025	12/04/2025	02	<b>Feedback and Assessment Revision of Unit 1 and Unit 2</b>	Provide feedback on student projects and overall course performance. Students clarify doubts and revisit key concepts.	Power Point presentation, Smart Board	

**\* Assessment Rubrics**

<b>Component</b>	<b>Max Marks</b>
ISA 1	7.5
ISA 2	7.5
Practical	25
Project	NIL
Semester End Exam	60