

## Semester Lecture Plan

**Name of the college:** Government College of Arts, Science & Commerce, Sanquelim, Goa.

**Name of Faculty:** Ms. Manda Parab

**Subject:** Commerce

**Paper code:**

**CBM 322 Tourism and Travel Management( VET)**

**Program/Course:** T.Y B.Com.

**Division:** --

**Academic year:** 2025 - 2026

**Semester:** VI

**Total Lectures:** 56

**Course Objectives:** 1. To introduce students to the fundamentals of Tourism and Travel Management. 2. To develop an understanding of the principals and strategies in marketing and management of Tourism and Travel. 3. To analyze emerging industry trends and technologies that are shaping the present and future of Tourism and Travel Industry.

**Course Learning Outcome:** 1. Be familiarized with the contemporary aspects of Tourism and Travel Management.  
2. Demonstrate an understand of the concepts and components of Tourism and Travel Management  
3. Analyze the trends and developments in Travel and Tourism Industry.  
4. Gain a level of proficiency in understanding and implementing Travel and Tourism Operations & sustainable tourism practices.

Month	Lectures From: To:		No. of lectures allotted	Topic, Subtopic to be covered	Learning outcome	ICT Tools	Reference books
December 2025	01/12/2025	06/12/2025	3	Syllabus Discussion	Familiarize students to understand the concept of Tourism and Travel Management	Smartboard Classrooms	Syllabus copy as per Goa University
	08/12/2025	13/12/2025	4	<b>Unit 1: Introduction to Tourism and Travel Management:</b> Concept of Tourism, nature, Importance & characteristics of Tourism.	Familiarize with the Concepts of	Smartboard Classrooms	Tourism and Travel Management by Singh T. V.

	15/12/2025	22/12/2025	2	Structure and Components of Tourism and Travel Industry, Tourism industry, Types/Forms of Tourism,	Understand the importance of Tourism and Travel Management	Smartboard Classrooms	Tourism and Travel Management by Singh T. V.
January 2026	02/01/2026	03/01/2026	2	Tourism Product: Definition, Elements and components of Tourism product; Travel Motivators and Deterrents for tourism & travel.	Learn about Tourism Product, its definition and elements and components of Tourism product; Travel Motivators and Deterrents for tourism & travel..	Smartboard Classrooms	Tourism and Travel Management by Singh T. V.
	05/01/2026	10/01/2026	4	Sustainable Tourism <b>Unit 2: Tourism Marketing &amp; Destination Management</b> Concept, nature and principles of Tourism Marketing, Marketing Mix for tourism, Responsible and Sustainable Tourism Marketing	Understand about Sustainable Tourism, concept, nature and principles of Tourism marketing, Marketing mix for Tourism, Responsible and Sustainable Tourism Marketing	Smartboard Classrooms	Tourism and Travel Management by Singh T. V.
	12/01/2026	17/01/2026	4	Destination Planning and Development, Destination Branding and Promotion, Developing Destination Competitiveness, <b>I ISA on unit I on 16<sup>th</sup> January 2026 (Written Assignment)</b>	Also understand Destination Planning and Development, Destination Branding and Promotion, Develop Destination Competitiveness,	Smartboard Classrooms	Tourism and Travel Management by Singh T. V.
	19/01/2026	24/01/2026	4	Crisis management in destinations, Sustainable Destination Management	Learn Crisis management in destinations, Sustainable Destination Management	Smartboard Classrooms	Tourism and Travel Management by Singh T. V.

	26/01/2026	31/01/2026	3	<b>Unit 3: Components of Tourism and Travel Management</b> Hospitality – concept, importance of hospitality in Tourism, customer service excellence, Managing Guest experiences	Understand Hospitality, its concept and importance. Also learn customer service excellence,	Smartboard Classrooms	Tourism and Travel Management by Singh T. V.
February 2026	02/02/2026	07/02/2026	4	Transportation modes & infrastructure, Role of transportation in destination accessibility, <b>II ISA on 7<sup>th</sup> February 2026 (Written Test)</b>	Learn transportation modes and infrastructure. Role of transportation in destination accessibility	Smartboard Classrooms	Tourism and Travel Management by Singh T. V.
	09/02/2026	14/02/2026	4	Travel Agency- Concept, Role and Functions of a travel agent, Tour Operator Concept, Role and Functions of Tour Operators, Difference between a travel agent and a tour operator.	Develop proficiency in learning about concept of Travel Agency, Role and Functions of a travel agent and Tour Operator.	Smartboard Classrooms	Tourism and Travel Management by Singh T. V.
	16/02/2026	21/02/2026	4	<b>Unit 4: Trends in Tourism and Travel:</b> Role of Government organizations in promoting & regulating tourism, Role of technology in marketing and distribution of tourism,	Understand Role of Govt. organizations in promoting & regulating tourism, Role of technology in marketing and distribution of tourism,	Smartboard Classrooms	Tourism and Travel Management by Singh T. V.
	23/02/2026	28/02/2026	4	Innovation in tourism technology and its impact on	Understand Innovation in tourism	Smartboard Classrooms	Tourism and Travel Management

				travel & tourism, Globalization and its impact on tourism	technology and its impact on travel & tourism, Globalization and its impact on tourism		by Singh T. V.
March 2026	02/03/2026	07/03/2026	4	Future challenges and opportunities in tourism management	Learn Future challenges and opportunities in tourism management	Smartboard Classrooms	Tourism and Travel Management by Singh T. V.
	09/03/2026	14/03/2026	4	Emerging areas in Tourism – Experiential tourism, Space Tourism, Virtual Tourism <b>III ISA on unit 3 on 14<sup>th</sup> March 2026 (oral exam)</b>	Analyze Emerging areas in Tourism – Experiential tourism, Space Tourism, Virtual Tourism	Smartboard Classrooms	Tourism and Travel Management by Singh T. V.
	16/03/2026	21/03/2026	2	Emerging areas in Tourism –, Digital Nomadism	Also analyze Digital Nomadism	Smartboard Classrooms	Tourism and Travel Management by Singh T. V.
	23/03/2026	28/03/2026	3	Strategies for competitiveness in the evolving tourism landscape and Revision	Learn strategies for competitiveness in the evolving tourism landscape.	Smartboard Classrooms	Tourism and Travel Management by Singh T. V.
	30/03/2026	31/03/2026	1	Revision	Recollect concepts learned.	Smartboard Classrooms	Tourism and Travel Management by Singh T. V.