Discipline: Science ☐ Arts, Humanities & Social Science ☑

Commerce ☐ BBA ☐ BCA ☐

Subject Name: Economics

Subject Code: _____ (Will be provided by the University)

Semester: Semester I ☑ Semester II ☐ Semester III ☐ Semester IV ☐

Semester V ☐ Semester VI ☐ Semester VII ☐ Semester VIII ☐

Course Name: TOURISM AND ENTREPRENEURSHIP

Course Code: POOASEC111 (Will be provided by University)

Course Credit: Theoretical **2** Practical/Tutorial 1

Marks Allotted: Theoretical 40 Practical/Tutorial 20

Continuing Evaluation _____ Attendance _____

Course Type (tick the correct alternatives):

Major Core	☐	AEC	☐
Interdisciplinary/ DSE	☐	SEC	☑
Minor / Generic Elective	☐	VAC	☐
Research Project/Dissertation	☐	Vocational	☐

Is the course focused on employability/entrepreneurship? YES ☑ NO ☐

Is the course focused on imparting life skills? YES ☑ NO ☐

Is the course based on Activity? YES ☑ NO ☐

Remarks by Chairman, UG BOS, if any

UG BOS Meeting Reference Number: 120/UG-24 Date: 25/07/2024

Course Code: POOASEC111

Course Name: Tourism and Entrepreneurship

Brief Course Description:

The paper contains the basic concept of tourism, the types of tourism, and the positive and negative impacts. It also provides knowledge of the organizational structure of national and international tourism organizations, tourism entrepreneurship and tourism resources in West Bengal, and management of tourism resources.

Prerequisite(s) and/or Note(s):

(1) Prior reading of the literature on tourism and entrepreneurship is optional.

Course Objectives:

Knowledge acquired:

(1) To understand the structural and functional operations of tourism organisations.

(2) To develop an understanding of entrepreneurship in tourism.

(3) To develop knowledge of tourism resources and management of resources from local and global perspectives.

Skills gained:

(1) Development of Leadership skills.

(2) Growth of Communication skills and cultural sensitivity.

(3) Organisational and Entrepreneurship skills.

Competency Developed:

On completing the course, students will develop a good understanding of various forms and types of tourism. The course will help to develop the knowledge of various organisations that help to promote and coordinate tourism activities. Students will have better information on entrepreneurial skills required in tourism and the travel industry and be encouraged to develop their business ventures.

Course Syllabus Overview:

Tourism and Entrepreneurship

Module 1: Introduction to Tourism [10 hrs.]

Concepts of tourism, tourist, Forms of tourism – domestic tourism, outbound tourism and inbound tourism; Types of tourism: Eco-tourism, Village Tourism, Sustainable Tourism, Medical Tourism, Cultural Tourism, Adventure Tourism, Religious/Pilgrimage Tourism, Cultural/Heritage Tourism, Culinary Tourism, Sports Tourism, Mountain Tourism, Dessert Tourism, and Beach Tourism. Tourism's positive and negative impact: Socio-cultural, economic, and environmental impact.

Module 2: Tourism Organisations [10 hrs.]

Tourist Organisations: National Tourist Organisation (NTO), functions of NTO, Indian Association of Tour Operators (IATO), Travel Agents Association of India (TAAI); State Tourism Organisations (STO): Role of STO in promoting tourism in the States of India, International Tourism Organisations: International Union of Official Travel Organisation (IUOTO), United Nations World Tourism Organisation (UNWTO); Role of Travel Agencies in Tourism, Functions of a Travel Agency, Travel Organisations: Travel Agent Association of India (TAAI)

Module 3: Tourism Entrepreneurship [10 hrs.]

Importance of entrepreneurship in tourism, Factors influencing entrepreneurship, Characteristics of entrepreneurship; Contributions of entrepreneur in development; Entrepreneurship in Tourism and Hospitality Industry: Event Management - Scope of Event Management five Cs of events - Key steps to successful events - Emerging areas of entrepreneurship in the tourism sector; Finance and entrepreneurship: source of capital – commercial banks, financial corporations' other sources of financial assistance - District Industries Centre.

Module 4: Tourism Resources in West Bengal [15 hrs.]

Role of West Bengal Tourism Development Corporation (WBTDC) in developing tourism in West Bengal. Important tourism sites in West Bengal: Kolkata, Sunderban, Gangasagar, Digha, Mukutmanipur, Santiniketan, Mayapur, Bishnupur, Murshidabad, Malda, Hills of Darjeeling & Kalimpong, Dooars of Jalpaiguri & Alipurduar, and Cooch Behar.

II. PRACTICAL (NON-LAB) [15 hrs]

Module 5: Project

Students will have to submit a project report as a part of their course on Tourism and Entrepreneurship. A few topics are suggested below, but students may take other topics relevant to the course in consultation with the course instructor.

(a) Students may submit a field trip report on any destination from the visited place. Students must present their report identifying the objectives, method, and findings.

(b) Students may collect data (secondary/primary) related to tourism and prepare a report on setting up a tourism business venture.

(c) Students may collect data (secondary/primary) related to write a report on tourism and sustainable development.

(d) Students may, using secondary data, compare various issues related to tourism in two or more regions.

(e) Any other issues related to the course

The report should be an original work of the student and submitted both in hard and in MS Word. The size of the paper will be A4, and the font will be Times New Roman. The font size will be 12 with a line spacing of 1.5. There will be a cover page mentioning the title of the report, followed by a declaration of the candidate, content, list of tables, list of figures, abbreviation, chapters, annexure (if required), and references. The write-up should be at least 10,000 (ten thousand) words.

Suggested Readings:

Bhat, S.S. and Seth, P.N. 2003 An Introduction to Travel and Tourism, Penguin Book Ltd.

Bhatia, A.K. 2020. Introduction to Tourism, Sterling Publishers Pvt. Ltd

Dasgupta, Devashish 2011. Tourism Marketing, Pearson.

Dileep, M.R. 2020. Tourism: Concepts, Theory and Practice, Dreamtech Press.

Fletcher, J., Fyall, A. Gilbert, D., and Wanhill, S. 2018. Tourism: Principles and Practice, Pearson.

Kshitiz Sharma 2014. Introduction to Tourism, McGraw Hill Education (India) Private Limited.

Swain, S.K. and Mishra, J.M. 2011. Tourism: Principles and Practices, Oxford University Press

Walmsley, Andreas 2019. Entrepreneurship in Tourism, Routledge.