

As Per NEP 2020

University of Mumbai



Syllabus for Basket of OE Vertical 3

Faculty of Humanities

Board of Studies in Economics

Second Year Programme

Semester

IV

Title of Paper

Credits

I) INTRODUCTION TO TOURISM
ECONOMICS

2

II) TOURISM ECONOMICS

4

From the Academic Year

2025-26

Name of the Course
INTRODUCTION TO TOURISM ECONOMICS
OE (Open Elective)

SEMESTER-IV

(Credit 2)

Sr. No.	Heading	Particulars
1	Description of the Course:	Tourism is a rapidly growing and expanding service sector that creates numerous opportunities. With the increasing scope of this field, tourism and related studies help students develop an interest in the industry. This course provides fundamental and in-depth knowledge of tourism industry management, planning, and business opportunities. It helps students understand essential aspects such as the skills required to start a tourism business, investment structures, marketing strategies, and the importance of sustainable tourism. The course plays a crucial role in explaining how tourism development contributes to economic growth at both local and national levels, generates employment opportunities, and leads to social and cultural impacts. Therefore, this course serves as a valuable guide for students aspiring to build a career in the tourism sector and for entrepreneurs looking to enter the industry.
2	Vertical:	OE (Open Elective) Course
3	Type:	Theory
4	Credit:	2 Credits
5	Hours Allotted:	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives:	• To understand the conceptual framework of tourism • To analyze various forms of Tourism • To analyze the planning of tourism • To study the role of travel agencies.
8	Course Outcomes	• Students can understand the concept and various aspects of tourism • To enhance students' understanding regarding the need for infrastructure, facilities, services, and the impact of tourism development. • Students can understand the applications of strategies for the development of tourism of various forms. • Students can understand tourism organizations and the assessment of various policies of tourism.
9	Module 1: Introduction	(15 Hours)
	• Introduction- Meaning, Nature, and Scope of tourism, Importance of tourism • Classification of Tourism: international and National tourism, Business tourism, Ecological tourism, Pilgrimage tourism, Historical tourism, Medical tourism,	

	Wildlife tourism, Agro- tourism, and Ayurveda and yoga tourism. - Economic Factors Influencing tourism - Growth of Tourism in India - Sustainable tourism - Concept, Need & Importance, Current Scenario Module 2: Planning and Management of Tourism (15 Hours) - Planning of Tourism - Concept, Need and Importance, Process, Approaches - Organizing- Concept, Need and Importance, Allocation of Resources - Marketing- Concept and Elements - Essentials, Need, Importance, and Functions of Travel Agencies and Tour Operators - Procedures and documentation- Need & Importance, Steps, Challenges, Types of documents and Itinerary Making - Customer Relationship Management- Concept, Need and Importance, Process,			
10	Text Books			
11	Reference Books: - Anand M.M. (1976) – Tourism and Hotel Industry in India, Prentice Hall of India Pvt. Ltd., New Delhi. - Badan and Bhatt- Eco Tourism • Bhatia A. K. (1986) Tourism Development- Principles and Practices, Sterling Publishers Pvt. Ltd., New Delhi. • Batra K. L. (1990) – Problems and prospects of Tourism. Printwell Publisher, Jaipu. - Chopra Sunita (1991)- Tourism Development of India, Ashish Publishing House, New Delh. • Gupta S. P., Krishna Lal (1999) – Tourism Museums and Monuments in India, Oriental Publishers, New Delhi. - Gunn & Clare A. – Tourism Planning, Taylor and Francis, New York. - Gee, Chunk Y., James C & Dexter J.L. Cho – Travel Industry, New York • Matheson, Alistair and Wall Geoffery (1983) –Tourism- Economic, Physical and Social Impact, Orient Longman, London. - Robin H. (1976) – Geography of Tourism, Macdonald and Everage Ltd., London. - Chromeextension://efaidnbmnnnibpcajpcglclefindmkaj/https://tourism.gov.in/sites/default/files/2022 09/Draft%20National%20Tourism%20Policy%202022%20Final%20July%2012.pdf			
12	Internal Continuous Assessment: 20		30 marks Semester end Examination	
13	A. Internal Assessment: 20 marks (Internal Assessment- without Practical Courses)			
	Sr. No.	Particular	Marks	
	01	One periodical class test / online examination is to be conducted in the given semester	10 Marks	
	02	One Project with a presentation based on curriculum to be assessed by the teacher concerned		10 Marks
		Presentation	05 Marks	
	Written Document	05 Marks		

14	A. External Assessment 30 Marks Marks: 30 Duration: 1 Hrs.		
	Question No	Particular	Marks
	Q-1	Attempt Any 1 out of 2 A. (Based on Unit I) B. (Based on Unit I)	10 Marks
	Q-2	Attempt Any 1 out of 2 A. (Based on Unit II) B. (Based on Unit II)	10 Marks
	Q-3	Attempt Any 2 out of 4 A. (Based on Unit I) B. (Based on Unit I) C. (Based on Unit II) D. (Based on Unit II)	10 Marks

Name of the Course
PLANNING AND POLICY OF TOURISM
OE (Open Elective)

SEMESTER-IV

(Credit 2)

Sr. No.	Heading	Particulars
1	Description of the Course:	Tourism is a rapidly growing and expanding service sector that creates numerous opportunities. With the increasing scope of this field, tourism and related studies help students develop an interest in the industry. This course provides fundamental and in-depth knowledge of tourism industry management, planning, and business opportunities. It helps students understand essential aspects such as the skills required to start a tourism business, investment structures, marketing strategies, and the importance of sustainable tourism. The course plays a crucial role in explaining how tourism development contributes to economic growth at both local and national levels, generates employment opportunities, and leads to social and cultural impacts. Therefore, this course serves as a valuable guide for students aspiring to build a career in the tourism sector and for entrepreneurs looking to enter the industry.
2	Vertical:	OE (Open Elective) Course
3	Type:	Theory
4	Credit:	2 Credits
5	Hours Allotted:	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives:	● To understand the conceptual framework of tourism ● To analyze various forms of Tourism ● To study the role of infrastructure in tourism development. ● To analyze the planning of tourism ● To study the role of travel agencies. ● To analyze tourism organizations and policies
8	Course Outcomes	● Students can understand the concept and various aspects of tourism ● To enhance students' understanding regarding the need for infrastructure, facilities, services, and the impact of tourism development. ● Students can understand the applications of strategies for the development of tourism of various forms. ● Students can understand tourism organizations and the assessment of various policies of tourism.
9	Module 1: Planning and Travel Agencies of Tourism	(15 Hours)
	● Planning of Tourism - Concept, Need and Importance, Process, Approaches ● Organizing- Concept, Need and Importance, Allocation of Resources	

	- Marketing- Concept and Elements - Essentials, Need, Importance, and Functions of Travel Agencies and Tour Operators - Procedures and documentation- Need & Importance, Steps, Challenges, Types of documents and Itinerary Making - Customer Relationship Management- Concept, Need and Importance, Process, SQM Module 2: Tourism Organizations and Policy (15 Hours) - Role of Tourism Organisations - IATA, PATA, WTO, ITDC. - Role of State Tourism Development Corporation & its regional offices, MTDC - Tourism policy in India 2022- Vision, Mission and Goal, Key Guiding Principles, National Green Tourism Mission, and National Digital Tourism Mission.			
10	Text Books			
11	Reference Books: - Anand M.M. (1976) – Tourism and Hotel Industry in India, Prentice Hall of India Pvt. Ltd., New Delhi. - Badan and Bhatt- Eco Tourism • Bhatia A. K. (1986) Tourism Development- Principles and Practices, Sterling Publishers Pvt. Ltd., New Delhi. • Batra K. L. (1990) – Problems and prospects of Tourism. Printwell Publisher, Jaipu. - Chopra Sunita (1991)- Tourism Development of India, Ashish Publishing House, New Delh. • Gupta S. P., Krishna Lal (1999) – Tourism Museums and Monuments in India, Oriental Publishers,New Delhi. - Gunn & Clare A. – Tourism Planning, Taylor and Francis, New York. - Gee, Chunk Y., James C & Dexter J.L. Cho – Travel Industry, New York • Matheson, Alistair and Wall Geoffery (1983) –Tourism- Economic, Physical and Social Impact, Orient Longman, London. - Robin H. (1976) – Geography of Tourism, Macdonald and Everage Ltd., London.			
12	Internal Continuous Assessment: 20	30 marks Semester end Examination		
13	A. Internal Assessment: 20 marks (Internal Assessment- without Practical Courses)			
	Sr. No.	Particular	Marks	
	01	One periodical class test / online examination is to be conducted in the given semester	10 Marks	
	02	One Project with a presentation based on curriculum to be assessed by the teacher concerned		10 Marks
		Presentation	05 Marks	
Written Document		05 Marks		
14	External Assessment 30 Marks			
	Marks: 30		Duration: 1 Hrs.	
	Question No	Particular	Marks	
	Q-1	Attempt Any 1 out of 2 A. (Based on Unit I) B. (Based on Unit I)	10 Marks	

	Q-2	Attempt Any 1 out of 2 A. (Based on Unit II) B. (Based on Unit II)	10 Marks
	Q-3	Attempt Any 2 out of 4 A. (Based on Unit I) B. (Based on Unit I) C. (Based on Unit II) D. (Based on Unit II)	10 Marks

Name of the Course
TOURISM ECONOMICS
OE (Open Elective)

SEMESTER-IV

(Credit 4)

Sr. No.	Heading	Particulars
1	Description of the Course:	Tourism is a rapidly growing and expanding service sector that creates numerous opportunities. With the increasing scope of this field, tourism and related studies help students develop an interest in the industry. This course provides fundamental and in-depth knowledge of tourism industry management, planning, and business opportunities. It helps students understand essential aspects such as the skills required to start a tourism business, investment structures, marketing strategies, and the importance of sustainable tourism. The course plays a crucial role in explaining how tourism development contributes to economic growth at both local and national levels, generates employment opportunities, and leads to social and cultural impacts. Therefore, this course serves as a valuable guide for students aspiring to build a career in the tourism sector and for entrepreneurs looking to enter the industry.
2	Vertical:	OE (Open Elective) Course
3	Type:	Theory
4	Credit:	4 Credits
5	Hours Allotted:	60 Hours
6	Marks Allotted:	100 Marks
7	Course Objectives:	● To understand the conceptual framework of tourism ● To analyze various forms of Tourism ● To study the role of infrastructure in tourism development. ● To analyze the planning of tourism ● To study the role of travel agencies. ● To analyze tourism organizations and policies
8	Course Outcomes	● Students can understand the concept and various aspects of tourism ● To enhance students' understanding regarding the need for infrastructure, facilities, services, and the impact of tourism development. ● Students can understand the applications of strategies for the development of tourism of various forms. ● Students can understand tourism organizations and the assessment of various policies of tourism.
9	Module 1: Introduction	(15 Hours)
	● Introduction- Meaning, Nature, and Scope of tourism, Importance of tourism ● Classification of Tourism: international and National tourism, Business tourism,	

	Ecological tourism, Pilgrimage tourism, Historical tourism, medical tourism, Wildlife tourism, agro-tourism, and Ayurveda and yoga tourism. • Economic Factors Influencing tourism • Growth of Tourism in India • Sustainable tourism - Concept, Need & Importance, Current Scenario Module 2: Infrastructure for Tourism Development (15 Hours) • Need and importance of infrastructure for Tourism development • Role of Infrastructure for tourism development • Facilities- Accommodation, Safety, Logistics • Services required for tourism- Ancillary and Supplement services • Impact of tourism- environmental, Socio-Cultural, Economic and Other Impacts Module 3: Planning and Travel Agencies of Tourism (15 Hours) • Planning of Tourism - Concept, Need and Importance, Process, Approaches • Organizing- Concept, Need and Importance, Allocation of Resources • Marketing- Concept and Elements • Essentials, Need, Importance, and Functions of Travel Agencies and Tour Operators • Procedures and documentation- Need & Importance, Steps, Challenges, Types of documents and Itinerary Making • Customer Relationship Management- Concept, Need and Importance, Process, SQM Module 4: Tourism Organizations and Policy (15 Hours) • Role of Tourism Organisations - IATA, PATA, WTO, ITDC. • Role of State Tourism Development Corporation & its regional offices, MTDC • Tourism policy in India 2022- Vision, Mission and Goal, Key Guiding Principles, National Green Tourism Mission, and National Digital Tourism Mission.		
10	Text Books		
11	Reference Books: • Anand M.M. (1976) – Tourism and Hotel Industry in India, Prentice Hall of India Pvt. Ltd., New Delhi. • Badan and Bhatt- Eco Tourism • Bhatia A. K. (1986) Tourism Development- Principles and Practices, Sterling Publishers Pvt. Ltd., New Delhi. • Batra K. L. (1990) – Problems and prospects of Tourism. Printwell Publisher, Jaipu. • Chopra Sunita (1991)- Tourism Development of India, Ashish Publishing House, New Delh. • Gupta S. P., Krishna Lal (1999) – Tourism Museums and Monuments in India, Oriental Publishers,New Delhi. • Gunn & Clare A. – Tourism Planning, Taylor and Francis, New York. • Gee, Chunk Y., James C & Dexter J.L. Cho – Travel Industry, New York • Matheson, Alistair and Wall Geoffery (1983) –Tourism- Economic, Physical and Social Impact, Orient Longman, London. • Robin H. (1976) – Geography of Tourism, Macdonald and Evence Ltd., London.		
12	Internal Continuous Assessment: 20	30 marks Semester end Examination	
13	Internal Assessment: 40 marks (Internal Assessment- without Practical Courses)		
	Sr. No.	Particular	Marks

	01	One periodical class test / online examination is to be conducted in the given semester		20 Marks															
	02	One Project with a presentation based on curriculum to be assessed by the teacher concerned		10 Marks															
		Presentation	05 Marks																
		Written Document	05 Marks																
	03	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation, and exhibit of leadership qualities in organizing related academic activities		10 Marks															
14	Question Paper Pattern For 4 Credit Courses A) External Assessment 60 Marks Marks: 60Duration: 2 Hrs. <table><tr><th>Question No</th><th>Particular</th><th>Marks</th></tr><tr><td>Q-1</td><td>Attempt Any 2 out of 3 A. (Based on Unit I) B. (Based on Unit I) C. (Based on Unit I)</td><td>15 Marks</td></tr><tr><td>Q-2</td><td>Attempt Any 2 out of 3 A. (Based on Unit II) B. (Based on Unit II) C. (Based on Unit II)</td><td>15 Marks</td></tr><tr><td>Q-3</td><td>Attempt Any 2 out of 3 A. (Based on Unit III) B. (Based on Unit III) C. (Based on Unit III)</td><td>15 Marks</td></tr><tr><td>Q-4</td><td>Attempt Any 2 out of 3 A. (Based on Unit IV) B. (Based on Unit IV) C. (Based on Unit IV)</td><td>15 Marks</td></tr></table>				Question No	Particular	Marks	Q-1	Attempt Any 2 out of 3 A. (Based on Unit I) B. (Based on Unit I) C. (Based on Unit I)	15 Marks	Q-2	Attempt Any 2 out of 3 A. (Based on Unit II) B. (Based on Unit II) C. (Based on Unit II)	15 Marks	Q-3	Attempt Any 2 out of 3 A. (Based on Unit III) B. (Based on Unit III) C. (Based on Unit III)	15 Marks	Q-4	Attempt Any 2 out of 3 A. (Based on Unit IV) B. (Based on Unit IV) C. (Based on Unit IV)	15 Marks
Question No	Particular	Marks																	
Q-1	Attempt Any 2 out of 3 A. (Based on Unit I) B. (Based on Unit I) C. (Based on Unit I)	15 Marks																	
Q-2	Attempt Any 2 out of 3 A. (Based on Unit II) B. (Based on Unit II) C. (Based on Unit II)	15 Marks																	
Q-3	Attempt Any 2 out of 3 A. (Based on Unit III) B. (Based on Unit III) C. (Based on Unit III)	15 Marks																	
Q-4	Attempt Any 2 out of 3 A. (Based on Unit IV) B. (Based on Unit IV) C. (Based on Unit IV)	15 Marks																	

Letter Grades and Grade Points:

Semester GPA/ Programme CGPA Semester/ Programme	% of Marks	Alpha-Sign/ Letter Grade Result	Grading Point
9.00 - 10.00	90.0 - 100	O (Outstanding)	10
8.00 - < 9.00	80.0 - < 90.0	A+ (Excellent)	9
7.00 - < 8.00	70.0 - < 80.0	A (Very Good)	8
6.00 - < 7.00	60.0 - < 70.0	B+ (Good)	7
5.50 - < 6.00	55.0 - < 60.0	B (Above Average)	6
5.00 - < 5.50	50.0 - < 55.0	C (Average)	5
4.00 - < 5.00	40.0 - < 50.0	P (Pass)	4
Below 4.00	Below 40.0	F (Fail)	0
Ab (Absent)	-	Ab (Absent)	0

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