



## ST ALOYSIUS COLLEGE (AUTONOMOUS), MANGALURU

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College with "STAR STATUS" Conferred by DBT, Government of India  
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### DEPARTMENT OF BUSINESS ADMINISTRATION

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# TRAVEL AND TOURISM MANAGEMENT

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PRINCIPAL

MS CLARET PEREIRA  
DEAN & HOD,  
DEPARTMENT OF BUSINESS ADMINISTRATION

### MODULE 1- INTRODUCTION TO TRAVEL AND TOURISM

Definition-concepts, Difference between Travel and Tourism, importance of tourism, classification and historical development of travel and tourism, types of tourist-visitor-

excursionists, types and forms of tourism; tourism system, components of tourism and its characteristics. Tourism planning process. Sustainable tourism-meaning, Principles, Advantages of Sustainable tourism.

## **MODULE 2- ITINERARY PREPARATION**

Definition, Concept, Importance of Itinerary, steps for planning tour itinerary, Do's and don'ts of itinerary preparation -Limitations and Constraints, types of itineraries- FIT, GIT, Special interest itinerary, tourist's itinerary, tour manager's itinerary, escort or guide's itinerary, vendor's itinerary and coach driver's itinerary. Factors to be considered while preparing an itinerary –

## **MODULE 3- TOUR PACKAGING AND PRODUCTS**

Definition-Types-Forms and Components of Package Tour. Advantages and Disadvantages of Package Tour. Negotiation of Package Tour. Product Oriented Package tour: Health tourism, Yoga, Meditation and Nature Cure –Beach holidays- Pilgrim Tours. Adventure Package: Soft and Hard adventure -Concepts and guidelines: Desert safaris, Mountaineering, Skiing, White Water Rafting, and Scuba Diving, Golf tours, Theme tours and Cruise. Special Interest Tours: MICE Tours- Eco and Wildlife tours- Ethnic tours and Architectural tours – Farm tours -Fairs and Festivals- Rural/Village tour.