

Skill Enhancement Course (SEC)

Tour Package Management

Credits: 3 (Marks: 75)

Distribution of Marks

1. End Semester Examination: Total Marks:	30
2. Sessional Examination: Total Marks:	20
3. Practical Total Marks:	25
➤ Theory Credit	02
➤ Practical Credit	01
➤ No of Class required Classes	30
➤ Particular of Course Designer	Department of Tourism and Travel Management, Tezpur College, Tezpur

Learning objectives:

- ❖ It provides a clear understanding of the travel, tourism and hospitality industry, and how it functions and plays an important role in today's world.
- ❖ This course introduces students to various employment opportunities in the tourism industry such as travel agencies, tour operators, travel consultants, airlines, online travel and ticketing companies, visa and travel document services, hotel etc.
- ❖ The course will help the students to gain professional and academic inputs to adapt to the requirements of this dynamic industry.

Learning Outcomes

- ❖ To make students gear up to work in the different fields of tourism both in the private and government sectors.
- ❖ To train them to become entrepreneurs and to create their own identity.

Theory	Hours	Marks
Unit-I: Conceptual Framework Definition, Meaning, types, forms of tourism- inbound, outbound, National and International, components of tourism.	7	7
Unit -II: Tour Package Meaning of Tour package, classification of tour package, importance of Tour Package, component of Tour Package.	10	10

Unit: III: Itinerary Planning Concept of Itinerary, Importance of Itinerary, Steps of Itinerary Planning, Do's and Don'ts in Itinerary preparation.	7	7
Unit-IV- Communication skills and personal attributes of tourism professionals Skills: Social and verbal fluency, thorough knowledge of destinations. Qualities: Decision making ability, Leadership Qualities, Motivational Quality, Handling difficulty/ demanding Tourists etc. Personality: Mannerism, Professionalism, Punctuality and Story Teller.	6	6

Practical	Hours	Marks
Preparation of Itinerary and tour package, Tour Brochure Designing	10	25

Referred Books:

AK Bhatia, International Tourism Management

Karma & Chand, Basic of Tourism, Theory Operation and Practices

Shikha & Pratap tour package Management

J. Negi, Travel Agency & Tour Operation

MDC-3: Humanities & Social Sciences- III: Understanding Globalization

Unit 1: Globalization: The Context

- a. Disintegration of the Soviet Union & collapse of the socialist economy
- b. Washington Consensus
- c. Neoliberal approach to development

Reading List:

- Scheuermann, William. (2014). Globalisation. In Stanford *Encyclopedia of Philosophy*. Retrieved from <http://www.bibme.org/citation-guide/apa/website/>
- Steger, Manfred B. (2003). *Globalisation – A Very Short Introduction*. Oxford: OUP.
- Ritzer, George. (2010). *Globalisation: A Basic Text*. Sussex: Wiley Blackwell
- Lockwood, David (2000). *The Destruction of the Soviet Union: A Study in Globalization*. Palgrave Macmillan
- Lechini, Gladys (2006). *Globalization and the Washington Consensus: Its Influence on Democracy and Development in the South*.
- Nedeverreen Pieterse, Jan. (2017). *Neoliberal Globalization and the Washington Consensus*. 10.4324/9781315092577-5.

Unit 2: The Drivers of Globalization

- a. IMF & the World Bank
- b. Multinational Companies
- c. Structural Adjustment Policies of the National Governments

Reading List:

- Ritzer, George. (2010). *Globalisation: A Basic Text*. Sussex: Wiley Blackwell
- Stiglitz, Joseph (2002). *Globalization and its Discontents*. W. W. Norton & Company.
- Heywood, Andrew. (2011). *Global Politics*. Palgrave Macmillan
- Oatley, T. (2006). *International Political Economy: Interests and Institutions in the Global Economy*. New York: Pearson-Longman.
- Frieden, J. A. and D. A. Lake. 2000. *International Political Economy: Perspectives on Global Wealth and Power*. New York: Bedford/St. Martin's.

Unit 3: Emerging Concerns under globalization

- a. UN and SDGs
- b. Gender Equity
- c. Climate Crisis

Reading List:

- Ritzer, George. (2010). *Globalisation: A Basic Text*. Sussex: Wiley Blackwell
- Held, David & McGrew, Anthony. (2002). *The Global Transformations Reader An Introduction to the Globalization Debate (Second Edition)*. Polity Press.
- Newell, Peter. (2013). *Globalization and Environment: Capitalism Ecology and Power*. Polity Press.
- Lee, Kelly. (2003). *Globalization and Health: An Introduction*. Palgrave and Macmillan.
- Lingard, Bob. (2021). *Globalization and Education*. Routledge Publications.
- Beneria, Lourdes, Berik, Gunseli, & Floro, Maria. (2016). *Gender, development and Globalization: Economics as if all people mattered*. Routledge Publications.

Further readings:

- Sandbrook, R. (2000). Globalization and the Limits of Neoliberal Development Doctrine [Review of *Development as Freedom*, by A. Sen]. *Third World Quarterly*, 21(6), 1071–1080. <http://www.jstor.org/stable/3993558>
- Beck, Ulrich. (1992). *Risk Society: Towards a New Modernity*. London: Sage.
- Giddens, Anthony. (1999). *Runaway World: How Globalisation is Reshaping our Lives*. London: Profile Books Ltd.
- Stiglitz, Joseph (2007). *Making Globalization work*. W.W. Norton & Company
- Fernandez, John S. (1994). Globalization: Processes of Integration and Disintegration. *International Journal of Politics, Culture, and Society*, Vol. 8, No. 2, pp. 203-223 (21 pages)

- World Bank: World Development Indicators (WDI) and poverty data:
<http://databank.worldbank.org/ddp/home.do?Step=12&id=4&CNO=2>
<http://povertydata.worldbank.org/poverty/home>
- IMF data: <http://www.imf.org/external/data.htm>
- OECD statistics: <http://stats.oecd.org/>
- WTO trade and tariffs statistics:
<http://www.wto.org/english/ress/statistics/statistics.htm>
- Data on financial openness (Chinn & Ito Index)
http://web.pdx.edu/~ito/Chinn-Ito_website.htm
http://web.pdx.edu/~ito/trilemma_indexes.htm
- Economic sanctions episodes:
<http://www.piiie.com/research/topics/sanctions/sanctions-timeline.cfm>
- Foreign aid statistics:
 OECD:
http://www.oecd.org/document/49/0,3746,en_2649_34447_46582641_1_1_1_1,00.html
- World Bank's WDI:
<http://databank.worldbank.org/ddp/home.do?Step=12&id=4&CNO=2>
- UN peace operations: <http://www.un.org/en/peacekeeping/>