



Gyanmanjari
Innovative University

Course Syllabus
Gyanmanjari Institute of Arts
Semester-3(M.A)

Subject: Sociology of Tourism - MATSO13515

Type of course: Major (Core)

Prerequisite: NA

Rationale:

The subject of sociology of tourism provides information about travel, tourists. This subject provides information about theories and approaches related to tourism as well as related theoretical issues. In India, the concept of tourism is gradually changing in the present time and the information about the kind of change can be found through this subject. Gradually tourism industry in India is also developing as an industry, information about which is available through this subject.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks					Total Marks
CI	T	P		C	Theory Marks		Practical Marks		
			ESE		MSE	V	P	ALA	
4	0	0	4	60	30	10	0	50	150

Legends: CI-Class Room Instructions; T – Tutorial; P - Practical; C – Credit ;ESE – End Semester Examination; MSE- Mid Semester Examination; V – Viva; CA - Continuous Assessment; ALA-Active Learning Activities.



Course Content

Unit	Course Content	Teaching hours	Weight%
1	Sociology of travel and tourism <ul style="list-style-type: none"> • Concept of travel, tourist, tourism • Emergence and Development of Tourism • Meaning, Origin-Development, Scope of Tourism Sociology • Necessity/usefulness/importance of the study of tourism sociology • Relationship of tourism sociology to other disciplines 	15	25
2	Sociological theories of tourism, approaches, related theoretical issues <ul style="list-style-type: none"> • Key points of the theoretical role of the sociology of tourism • Major Principles of Sociology and Tourism • Different Approaches to Tourism Studies • Sociological Principles and Issues in Tourism 	15	25
3	Tourism and the changing trends of tourism <ul style="list-style-type: none"> • Purposes/Forms and Incentives of Tourism • Types of Tourism • Advantages and disadvantages of tourism • Changing trends in tourism 	15	25
4	Tourism industry <ul style="list-style-type: none"> • Components of the tourism industry • Economic and Business Aspects of Tourism Entrepreneurship • Tourism Policy and Planning in India • Tourism Policy for the State of Gujarat and Gujarat Tourism 	15	25



Continuous Assessment:

Sr. No	Active Learning Activities	Marks
1	Tourism of Bhavnagar: Students have to study the religious places worth visiting in Bhavnagar and study the tourism found in them and make a PPT and upload it on the GMIU web portal.	10
2	Tourism policy: Students have to find the policies adopted to promote tourism in India are to will be studied and upload on the GMIU web portal.	10
3	Personal Experience: Students have to collect the experience they have experienced during the trip and the photo of the place they have visited and the information about that place and upload it on the GMIU web portal.	10
4	Study and tourism: Students have to along with learning, travel is also necessary, students have to prepare a report of their thoughts and upload it on the GMIU web portal.	10
5	Case study and analysis: Students have to choose a popular tourist destination and conduct a sociological analysis of the social dynamics within that destination. They will study the impact of tourism on local communities, cultural objects and relationships between tourists and locals, and upload them to the GMIU web portal.	10
Total		50

Suggested Specification table with Marks (Theory):60

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weight age	20 %	40%	40%	00	00	00

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.



Course Outcome:

After learning the course the students should be able to:	
CO1	Understand the concept of travel, tourist and tourism
CO2	Analyze the principles of tourism
CO3	Get information about the changing trends of tourism in present times
CO4	Identify the tourism industry pattern and tourism policy found in India

Instructional Method:

- The course delivery method will depend upon the requirement of content and need of students.
- The teacher in addition to conventional teaching method by black board, may also use any of tools such as demonstration, role play, Quiz, brains to riming, MOOCs etc.
- From the content 10% topics are suggested for flipped mode instruction.
- Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses, Virtual Laboratory
- The internal evaluation will be done on the basis of Active Learning Assignment
- Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in laboratory.

Reference Books:

- [1.] ડૉ. ચંદ્રિકા રાવલ અને ડૉ. શૈલજા ધ્રુવ, પ્રવાસનનું સમાજશાસ્ત્ર, પાશ્વ પબ્લીકેસન.
- [2] પ્રો. એચ.એલ.ચાવડા, ડૉ. સ્ટેનલી ભણાટ, પ્રવાસન અને સમાજ, રેડ, સાયીન પબ્લીકેસન.

