



**Victoria University
of Bangladesh**

Introduction to tourism

**Course Profile
Fall 2016**

Level	Undergraduate
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Unit of Credit	Three(3)
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Duration:	36 Hours
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Course structure: Two lecture of 1.5 hours each per week

Kamrul Hasan Bhuiyan

Lecturer

Department of Tourism & Hospitality Management

Cell:01925380089

E-mail:kamruldu2539@gmail.com

Text book:

Tourism Principles, practices, philosophies

By Goeldner, C. R., & Ritchie, J. R. B.

Teaching Philosophy

My teaching philosophy is to effectively facilitate creation of a positive multi-way learning environment, and application of classroom theory into real-world practice.

Course Objective:

Throughout this semester, students will be able to describe:

1. The facets of the tourism product
2. The components of the tourism system
3. Patterns and trends of tourism supply and demand
4. A general history of tourism
5. Common concepts associated with traveler behavior
6. Fundamental concepts of tourism marketing and research
7. Economic, environmental and socio-cultural impact of tourism
8. Political issues and social factors which influence growth and development of tourism

Lecture	Chapter	Topic cover
Lecture 01	Chapter 01	Introduction to Tourism
Lecture 02	Chapter 01	Introduction to Tourism
Lecture 03	Chapter 01	Introduction to Tourism
Lecture 04	Chapter 02	History of tourism and its related sectors
Lecture 05	Chapter 02	History of tourism and its related sectors
Lecture 06	Chapter 02	History of tourism and its related sectors
Lecture 07	Chapter 03	Career opportunities
Lecture 08	Chapter 04	Passenger transportation
Lecture 09	Chapter 04	Organization and the distribution
Lecture 10	Chapter 04	Organization and the distribution
Lecture 11	Chapter 04	Organization and the distribution
Lecture 12		Case Study Based on Previous lecture
Mid Term Exam		
Lecture 13	Chapter 08	Attraction and entertainments
Lecture 14	Chapter 09	Motivation for Travel
Lecture 15	Chapter 010	Cultural and international Tourism
Lecture 16	Chapter 10	Cultural and international Tourism
Lecture 17	Chapter 11	Sociology of tourism
Lecture 18	Chapter 11	Sociology of tourism
Lecture 19	Chapter 112	Tourism economy
Lecture 20	Chapter 11	Tourism economy
Lecture 21	Chapter 18	Presentation
Lecture 22	Chapter 19	Self Development Program
Lecture 23		Case study

Lecture 24	A review class for the final Exam
Final Examination	

Assessment for student

Assessment for the course will be based on-

Worksheet(Class Test, Class Percentage, Class participation and assignment)	25%
Presentation and report	15%
Mid Term Exam	20%
Final Exam	40%

The following Grading and point system will be followed:

Numerical Grade	Letter Grade		Grade Point
80% and above	A+	(A plus)	4.0
75% to less than 80%	A	(A regular)	3.75
70% to less than 75%	A-	(A minus)	3.5
65% to less than 70%	B+	(B plus)	3.25
60% to less than 65%	B	(B regular)	3.0
55% to less than 60%	B-	(B minus)	2.75
50% to less than 55%	C+	(C plus)	2.5
45% to less than 50%	C	(C regular)	2.25
40% to less than 45%	D	(D regular)	2.0
Less than 40%	F	(Fail)	0.0

Note 1: If letter grade I (Incomplete) is awarded to any student in any course ,it will indicate that he/she has attended the course but did not appear in the semester final examination .Letter W indicate withdrawn from the course .

Note 2: Assignment should be 1500-2000 words should at first be sent in the email attachment later by binding process .Presentation should be completed before one week of the semester final examination.

Classroom Policies:

Attendance and participation in class discussion and activities are expected of all students enrolled in this class. Attendance will be taken regularly and at any moment during each class meeting. Students must be present and participating in class discussion and activities in order to obtain credits. If an emergency arises forcing you to be absent from a class period or an activity, it is your responsibility to contact the instructor (in advance if possible) so that an alternative plan can be developed.