



## **NETAJI SUBHAS OPEN UNIVERSITY**

*NSOU Centre for Social Studies under the aegis of the School of Social Sciences*

### **Massive Open Online Course (MOOC)**

**Title of the Course:** Prospects of Tourism

**About the Course:**

Tourism being the world's largest service sector provides the highest employment today. The Massive Open Online Course on Tourism aims at familiarizing the learners with varied aspects of tourism viz. hotels, restaurants, transport, souvenir shop, handicraft etc., and creating awareness about tourism and imparting basic training in organizing tourism services. The course will be supported by e-text, audio-video lectures, quiz. At the end of the course, there will be an assessment.

**Mode of Delivery:**

The Massive Open Online Course is entirely an online course. The course materials, video lectures, quizzes, assessments and completion certificate will be provided online only. Online support will also be provided to complete MOOC through E-mail, discussion forum, SMS etc.

**Eligibility:** 10+2

**Duration:** 6 weeks

**Work load:** 4-5 hours per week

**Medium of Instruction:** Bengali/ English

**Benefits of the Course:**

- Certificate in Prospects of Tourism
- Acquire comprehensive knowledge and skill to start a career in Travel and Tourism sector

**Features:** The course is aligned with the syllabus of DS-CO-12. The students of UG-Commerce (HCO) may join this MOOC.

**Certification:**

Certification is available based on the completion of activities. Certificate of Completion requires 70% on the assignments and participation in at least 5 discussion forums.

The completion certificate will be issued by the NSOU Centre for Social Studies (NSOU-CSS) under the aegis of the School of Social Sciences, Netaji Subhas Open University.

**Fees:** Registration Fees of Rs.500/- is required to pay at the time of registration/ admission and those who will opt for a Certificate of Completion are required to pay Rs.500/- for evaluation, assessment and certificate. (Payment to be made online only).

**Course Structure: (week wise plan)**

Week-1

**Module 1: Fundamentals of Tourism: Introduction**

Unit-1: Meaning, Definition, Forms of Tourism

Unit-2: Typology of Tourists and Travel motivators

Unit-3: Demand and Opportunities of Tourism

Quiz-1

Week -2

**Module 2: Entrepreneurship Development**

Unit-4: Concept & types

Unit 5: Definition of tourism service

Unit 6: Formalities for setting up small enterprises

Quiz-2

Week -3

**Module 3: Tourism Business and Some Legal Aspects of Tourism**

Unit-7: How to Set up a Travel Agency & Tours Operation Business

Unit-8A: Accounting procedures

Unit-8B: Pricing a Tourism Product

Unit-9: Cargo Management with dangerous goods legislation

Quiz-3

Week -4

**Module 4: Traditional and Emerging Trends in Tourism in India**

Unit 10: Great Heritage of India

Unit 11: Natural Bounty of India

Unit 12: Impact of Tourism

Quiz-4

Week -5

**Module 5: Prospect in Tourism in India**

Unit 13: Tourism in Bengal

Unit 14: Tourism in North East India: A Tourist's Paradise

Unit 15: Overcoming Tourism Challenges in Pandemic times

Quiz-5

Week-6: **Assessment- MCQ**

**Course Coordinators and Instructors:**

*Professor. Anirban Ghosh*

Professor of Commerce, NSOU

&

*Dr. Ritu Mathur Mitra*

Associate Professor and Head, Dept. of History

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The publication entitled Prospects of Tourism (Tourism-*MOOCs*) is made available under a Creative Commons Attribution- Non-Commercial-Share Alike 4.0 (international): <https://creativecommons.org/licenses/by/4.0/by> NSOU