

Circular file

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DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY



CIRCULAR NO.SU/Commerce&Management/B.A./35/2022

It is hereby inform to all concerned that, on recommendation of Dean, Faculty of Commerce & Management, the Hon'ble Vice-Chancellor in his emergency powers under Section-12(7) of the Maharashtra Public Universities Act, 2016 has accepted the syllabus of **B.A. Travel & Tourism (Optional) I, IInd and IIIrd year** under Choice Based Credit & Grading System on behalf of the Academic Council to be applied from the Academic Year 2022-2023 and onwards.

All concerned are requested to note the contents of this circular and bring notice to the students, teachers and staff for their information and necessary action.

University Campus,
Aurangabad-431 004.

REF.NO. SU/ COMMERCE/2022-23/

14058-67

Date:- 31-10-2022.

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*Deputy Registrar,
Academic Section
Syllabus unit.*

Copy forwarded with compliments to :-

- 1] **The Principals, affiliated concerned Colleges, Dr. Babasaheb Ambedkar Marathwada University.**
- 2] The Director, University Network & Information Centre, UNIC, with a request to upload this Circular on University Website.

Copy to :-

- 1] The Director, Board of Examination & Evaluation,
- 2] **The Section Officer, [B.A. Unit] Examination Branch,**
- 3] The Section officer, [Eligibility Unit],
- 4] **The Programmer [Computer Unit-1] Examinations,**
- 5] **The Programmer [Computer Unit-2] Examinations,**
- 6] The In-charge, [E-Suvidha Kendra], Rajarshi Shahu Maharaj Pariksha Bhavan, Dr. Babasaheb Ambekar Marathwada University.
- 7] The Public Relation Officer,
- 8] The Record Keeper.

**DR. BABASAHEB AMBEDKAR
MARATHWADA UNIVERSITY,
AURANGABAD.**



Curriculum of
B.A. TRAVEL & TOURISUM (OPTIONAL)
1ST, IIND & IIIRD YEAR
AFFILIATED COLLEGES
under Choice Based Credit & Grading System

[Effective from the Academic Year 2022-23 & onwards]

Dr Babasaheb Ambedkar Marathwada University Aurangabad
Choice Based Credit System (CBCS) Course Structure
Faculty of Humanities
Bachelor of Arts

Subject : Travel and Tourism Management

Sem	Course Code	Title of Course	Course Type	Lectures		Marks			Credits		
				Per Week	Total Lectures	Theory	Internal Assessment	Total	Teaching	Internal Assessment	Total
I	CC-1A	Tourism Principles & Practices	Core	04	60	40	10	50	2.5	0.5	3
	CC-1B	Tourism Policy & Planning	Core	04	60	40	10	50	2.5	0.5	3
II	CC-1C	Tourism in India	Core	04	60	40	10	50	2.5	0.5	3
	CC-1D	Tourism Organisations	Core	04	60	40	10	50	2.5	0.5	3
III	CC-1E	Tourism Products of Maharashtra	Core	04	60	40	10	50	2.5	0.5	3
	CC-1A	World Heritage Sites in India	Core	04	60	40	10	50	2.5	0.5	3
IV	SEC-1A	Tourism Marketing	Skill Enhance ment	04	60	40	10	50	2.5	0.5	3
	CC-1A	Tourism Development	Core	04	60	40	10	50	2.5	0.5	3
V	SEC-1B	Hotel Management	Skill Enhance ment	04	60	40	10	50	2.5	0.5	3
	SEC-1C	Management of Travel Agency	Skill Enhance ment	04	60	40	10	50	2.5	0.5	3
VI	SEC-1D	Entrepreneurship in Tourism	Skill Enhance ment	04	60	40	10	50	2.5	0.5	3
	SEC-1E	Project Report	Skill Enhance ment	04	60	40	10	50	2.5	0.5	3
GRAND TOTAL						480	120	600	30	06	36


Dr Madhuri Sawant
 Director Department of Tourism


Dr Rajesh Ragde
 Chairman

B. A FIRST YEAR

SEMESTER - I

PAPER I : TOURISM PRINCIPLES AND PRACTICES

Course Outcome :

This Course is designed to introduce the conceptual & basic framework of the discipline of Tourism, its principles & practices.

Unit - I

Tourism in Historical perspective: Correlation between trade and Travel, both in India & outside, explorations of the world. Travel during the ancient period and the great World Travelers

Unit - II

The conceptual framework of tourism: Definition and Distinction between travelers and Visitors and between Visitors and Tourist, Definition of Tourism, Tourist, Excursionist and Business Travelers.

Unit - III

Types and forms of tourism: Domestic, Regional, International, Inbound, Outbound, Inter regional & Intra regional Tourism, leisure, cultural, adventure, Sports, Social convention and Conferences etc.

Reference Books/ Research Reports / Articles / Study Material / Web Links:

1. Swain and Mishra, Tourism Principles and practices. Oxford Publication.
2. Seth: Tourism Management (New Delhi, Sterling)
3. M.R. Dileep Tourism: Concepts, Theory and Practice
4. Mill and Morrison - The Tourism system an Introductory Text (1992) Prentice Hall
5. Cooper, Fletcher, Tourism, Principles and practices (1993) Pitman
6. Burkart and Medlik Tourism, Past, Present and Future (1981) Heinemann, ELBS.
7. R Ragde, What Tourism is all about

B. A. - FIRST YEAR SEMESTER - I

PAPER-II : TOURISM POLICY AND PLANNING

Course Outcome:

This paper is designed to introduce the various aspects of tourism planning.

Unit -I

Evolution of Tourism planning, importance & Planning process, Planning of Tourism for the development of Economy.

Unit - II

National Tourism Policy (1982), National Committee on Tourism Report (1988), National Action Plan (1992), National Policy (2002), National Tourism Policy (2022)

Unit - III

Important features of Five Year Tourism Plans in India, Maharashtra. Tourism Policy of Maharashtra (2016), Maharashtra Agri Tourism Policy (2020)

Reference Books/ Research Reports / Articles / Study Material / Web Links:

1. Burkart and Medlik Tourism, Past, Present and Future (1981) Heinemann, ELBS.
2. Rowe, Smith, Borein, Career Award in Travel and Tourism: Standard Level (2002), Cambridge.
3. Swain and Mishra, Tourism Principles and practices. Oxford Publication.
4. Prannath Seth, Successful Tourism Management
5. M. Sawant, Socio economic impacts of Tourism Development in Aurangabad District.
6. India Tourism Handbooks and Brochures
7. UNWTO, Handbooks relevant to the syllabus (e.g. handbook on Food tourism, City tourism)
8. M Sawant and R Ragde, Contemporary Tourism Planning: Introspecting Problems and Prospects
9. All relevant Policy Documents.

B. A. FIRST YEAR SEMESTER - II

PAPER - III : TOURISM IN INDIA

Course Outcome:

This paper is designed to introduce the status of Tourism in India.

Unit - I

The Tourism industry, nature and characteristics, component of tourism industry, attractions, transport, Accommodation, Travel Agency, Airlines etc.

Unit - II

Growth of world tourism, comparative growth of Indian tourism (Foreign Tourist Arrivals), world tourism Industry, and world tourism earnings compared to Indian tourism earnings. Future prospects of growth in tourism. Domestic Tourism in India (with special focus on Maharashtra)

Unit - III

Tourism education in India, Institutes & courses offered.

Major tourism issues in India - problems and prospects.

Reference Books/ Research Reports / Articles / Study Material / Web Links:

1. P.S. Gill, Dynamics of Tourism (4 Vols) Anmol Publication.
2. P.C. Sinha, Tourism Management. Anmol Publication.
3. P.C. Sinha, Tourism Evolution Scope Nature & Organization. Anmol Publication.
4. Tourism Development - R. Gartner
5. Tourism Planning and Development - J.K. Sharma
6. Studies in Tourism - Sagar Singh
7. Tourism: Principles and Practices - Cooper C., Fletcher J., Gilbert D and Wanhil. S
8. Tourism: Principles and Practices - McIntosh , R.W.
9. Tourism: Past, Present and Future - Burkart & Medlik

B. A. - FIRST YEAR SEMESTER II

PAPER - IV : TOURISM ORGANISATIONS

Course Outcome:

This paper is designed to introduce the organizations involved in development & promotion of tourism at International, national & state level.

Unit - I

International Tourism Institutions and organizations, and their role in promoting international movement: UNWTO, IATA, ICAO, PATA, UFTAA, UNESCO, ICOMOS, EATSA

Unit - II

National Tourism Institutions and organizations, and their role in promoting tourism: ASI, TAAI, IATO, ITC, MoT-GOI, ITDC, DGCA, AAI, Indian Railways, IRCTC

Unit - III

Maharashtra State Tourism Institutions and organizations, and their role in promoting tourism: Directorate of Tourism Govt of Maharashtra, Maharashtra Tourism Development Corporation MTDC, State Archaeology, Department of Environment & Forest, Maharashtra State Road Transport Corporation (MSRTC), Local governing bodies

Reference Books/ Research Reports / Articles / Study Material / Web Links:

1. <http://www2.unwto.org/en>
2. www.wttc.org
3. www.travelagentsofindia.com
4. www.iato.in
5. www.iata.org
6. <http://indiantourismcongress.org/>
7. <https://www.maharashtratourism.gov.in/>
8. www.tourism.gov.in
9. <http://asi.nic.in/>
10. <http://whc.unesco.org/en/list/>
11. <http://www.icomos.org/en/>
12. Official websites of State DMOs

B. A. - SECOND YEAR SEMESTER - III

PAPER V : TOURISM PRODUCTS OF MAHARASHTRA

Course Outcome:

This paper is designed to introduce the Tourism Products of Maharashtra, its importance of cultural, Natural products and the Fairs and Festivals and pilgrimage places.

Unit - I

Tourism Products, Definition, Characteristics and Types (Natural, Manmade, Socio-cultural etc.)

Unit - II

Tourism products of Maharashtra -

Forts, Beaches, Hill Stations, and Rock cut caves, National Parks, Wildlife sanctuaries, Bird sanctuaries, Temple, Mosques, Mausoleums, Pilgrimage Centers, Shrines etc.

Unit - III

Tourism Fairs and Festivals, Ellora Festival, Elephanta Festival, Shopping and Entertainment, Traditional Arts and crafts of Maharashtra.

Reference Books/ Research Reports / Articles / Study Material / Web Links:

1. Ghulam Yazdani : The Art and Architecture of Deccan
2. M Gunaji, Offbeat Tracks in Maharashtra
3. Dulari Qureshi : Daulatabad Fort
4. Maharashtra Gazetteers of all Districts: 1977
5. R Ragde, Dr Babasaheb Ambedkar: Culture, Heritage and Tourism
6. R Ragde, Potential of Fort tourism in Maharashtra: A comparison with Rajasthan
7. Sawant M., Organization and Management of Ecotourism and Cultural Monuments in Maharashtra
8. Tourism Policy of Maharashtra, 2016
10. Maharashtra Tourism Development Corporation, All Tourism Brochures, Magazines and publications
7. R. Ragde, M Sawant & S Narwade : Rural Tourism in Marathwada

B. ASECOND YEAR SEMESTER - III

PAPER -VI : WORLD HERITAGE SITES IN INDIA

Course Outcome :

This paper is designed to introduce the World Heritage Sites in India, its importance of cultural, Natural and Industrial heritage and to understand its management and problem areas.

Unit - I

Concept of World Heritage. Definition of Heritage, Cultural Heritage, Outstanding Universal Value. Types of Heritage, Kinds of cultural Heritage, Tangible Heritage and intangible Heritage etc. Criteria/ Process for inscription as World Heritage Site.

Unit - II

An introduction to World Heritage Sites in India.

Cultural Sites - Agra Fort (1983), Ajanta Caves (1983), Archaeological Site of Nalanda Mahavihara at Nalanda, Bihar (2016), Buddhist Monuments at Sanchi (1989), Champaner-Pavagadh Archaeological Park (2004), Chhatrapati Shivaji Terminus (formerly Victoria Terminus) (2004), Churches and Convents of Goa (1986), Dholavira: a Harappan City (2021), Elephanta Caves (1987), Ellora Caves (1983), Fatehpur Sikri (1986), Great Living Chola Temples (1987), Group of Monuments at Hampi (1986), Group of Monuments at Mahabalipuram (1984), Group of Monuments at Pattadakal (1987), Hill Forts of Rajasthan (2017), Historic City of Ahmadabad (2017), Humayun's Tomb, Delhi (1993), Jaipur City, Rajasthan (2019), Kakatiya Rudreshwara (Ramappa) Temple, Telangana (2021), Khajuraho Group of Monuments (1986), Mahabodhi Temple Complex at Bodhi Gaya (2002), Mountain Railways of India (1999,2005,2008), Qutb Minar and its Monuments, Delhi (1993), Rani ki Vav (The Queens Step Well) at Patan, Gujrat (2014), Red Fort Complex (2007), Rock Shelters of Bhimbetka (2003), Sun Temple, Konark (1984), Taj Mahal (1983), The Architectural Work of Le Corbusier, an Outstanding Contribution to the Modern Movement (2016), The Jantar Mantar, Jaipur (2010), Victorian Gothic and Art Deco Ensembles of Mumbai (2018)

Natural Sites - Great Himalayan National Park Conservation Area (2014), Kaziranga National Park (1985), Keoladeo National Park (1985), Manas Wildlife Sanctuary (1985), Nanda Devi and Valley of Flowers National Parks (1988), Sundarbans National Park (1987), Western Ghats (2012)

Mixed Site :

Khangchendzonga National Park (2016)

Unit - III

Management of World Heritage Sites. Role of Archeological Survey of India (ASI). Case Study of Management of Ajanta and Ellora Caves. Threats to World Heritage sites - Human threats, Natural threats.

Reference Books/ Research Reports / Articles / Study Material / Web links:

1. Gangooly O. C: Indian Architecture
2. Lavkush Mishra Heritage and Tourism: Public, Potential & Problems
3. ASI publications according to the World Heritage Sites
4. Lavkush Mishra, World Heritage Sites in India, Rajat Publications
5. UNWTO <https://whc.unesco.org/en/statesparties/in>
6. R Ragde World Heritage Sites in Danger https://youtu.be/J_XDkX6cVJo
7. R Ragde India's World Heritage Culture and Tourism <https://youtu.be/KFcMJfGoNg4>
8. R Ragde The Wonder that is Ellora: <https://youtu.be/zq0pQK3Ujew>
9. M Sawant Ajanta Caves Heritage and Tourism Management: <https://youtu.be/IWTQPmaWUcw>

B. A. - SECOND YEAR SEMESTER - IV

PAPER - VII : TOURISM MARKETING

Course Outcome :

This course covers the concept of marketing and the tourist markets and their possible developments.

Unit - I

Marketing: core concepts in marketing, Needs, Wants, Demands, product market, economic importance of marketing

Unit - II

Tourism Marketing: Service characteristics of tourism, unique features of tourist demand and tourist product, Tourism marketing mix,

Unit - III

Marketing of Tourism Services: Marketing of Airlines, Hotels, Resort, Travel, Agencies and other tourism related services-challenges and strategies Marketing Skill for tourism: Creativity-communication -Self motivation-team building personality development

Reference Books/ Research Reports / Articles / Study Material / Web Links:

1. Manjula Chaudhary - Tourism Marketing (Oxford Higher Education) 2010
2. Kotler Philip - Marketing for Hospitality and Tourism (Seventh Edition) Pearson
3. Jha S.M. - Tourism Marketing (Bombay - Himalaya)
4. Gavens: Marketing Management (Delhi- Himalaya)
5. Holloway I.C. and Plant R.V. (1992) Marketing for Tourism Pitman.
6. Limsden: Les (1992) Marketing for Tourism case study assignments Macmillan

B. A. - SECOND YEAR SEMESTER - IV

PAPER-VIII: TOURISM DEVELOPMENT

Course Outcome:

The paper introduces the concept of Tourism Development in terms of manpower development and a study of the impacts of the Tourism Development.

Unit - I

Relevant concepts and approaches for effective Tourism Development, Tourist Traffic and its improving, Destination Development, Sustainable Development.

Unit - II

Planning for Manpower development for Tourism. Training Institutes of Tourism & Hotel Management and courses offered by the Institutes. CBSP scheme, Tourist Guide training Programmes etc.

Unit -III

Impacts of Tourism Development - Economic, Socio Cultural, Physical/Environmental.

Reference Books/ Research Reports / Articles / Study Material / Web Links:

1. L. Sutheshna S Babu, Sitikanta Mishra, Tourism Development Revisited: Concepts, Issues and Paradigms
2. Bhatia. Tourism Development (New Delhi, Sterling).
3. P.C. Sinha, Tourism Management. Anmol Publication
4. Satish C. Nigam, 2006, Eco Tourism & Sustainable Development.
5. P Khandari & Ashish Chandra, 2004, Tourism, Biodiversity & Sustainable Development
6. R K Malhotra 2005, Socio environmental and legal issues in tourism
7. Martin Mowforth and Ian Munt, Tourism and Sustainability
8. R.Ragde Tourism and Rural Development: <https://youtu.be/KxTrtj8n52I>

B. A. -THIRD YEAR SEMESTER - V

PAPER - IX : HOTEL MANAGEMENT

Course Outcome:

The paper introduces the concept of Hotel & Accommodation Management.

Unit - I

Introduction to accommodation and hospitality industry - Types of accommodation and their grouping, Classification, categorization and forms of Ownership

Unit - II

Activities in Accommodation Management - Front office - Housekeeping - Food & Beverage - Bar and Restaurant - Supporting services

Unit -III

Introduction to Restaurant Management, Types of Restaurants, Types of catering services. Trends in lodging and food services. Fiscal and non-fiscal incentives offered to hotel industry in India

Reference Books/ Research Reports / Articles / Study Material/ Web Links:

1. S.K. Gupta and Neeraj Agarwal Tourism & Hospitality Industry
2. Chakrawarti, Hotel Management Theory Vol, I and II,
2. Jha S.M., Hotel Management.
3. Anand M.M. -Tourism and Hotel Industry in India
4. U.K. Singh, J.M. Dewan - Hotel Management Global Management Series
5. G &J Paige-The Hotel Receptionist
6. Jones - Introduction to Hospitality operations,

B. A. -THIRD YEAR SEMESTER - V

PAPER-X: MANAGEMENT OF TRAVEL AGENCY

Course Outcome :

The paper introduces the concept of Travel Agency Management & Tour Operations management

Unit - I

Definition of Travel Agency and Tour Operations, differentiation, interrelationship. Origin and growth of Travel agencies.

Unit - II

How to set up travel agency:

- (a) Market research, sources of funding
- (b) Types of organization: proprietorship, partnership private limited etc.
- (c) Govt. rules for getting approval
- (d) IATA rules, regulation for accreditation
- (e) Documentation
- (f) Office automation

Unit -III

Travel agency - organization & functions, Tour operators - organization & function, Associations and Organizations promoting travel agencies and tour operators: IATO, TAAI, ASTA, WATA, PATA, FHRAI, UFTAA

Reference Books/ Research Reports / Articles / Study Material / Web Links:

1. J.M.S. Negi Travel Agency and Tour Operation, Concepts and Principles
2. Chunk, James, Dexter & Boberg Professional Travel Agency Management -
3. - D.L. Foster The Business of Travel Agency Operations and Management
4. Mohinder Chand. Travel Agency Management-An Introductory Text, Anmol Publication
5. Tourist Guide and Tour Operations, Kanishka Publication, New Delhi.
6. Lavkush Mishra Travel Trade and Transport

B. A. THIRD YEAR SEMESTER - VI

PAPER - XI : ENTREPRENEURSHIP IN TOURISM

Course Outcome :

The paper introduces the concept of entrepreneurship in tourism with a view to encourage the learners to starting their own business enterprises.

Unit - I

Entrepreneurship, Definition role and expectation. Entrepreneurial motivations, types. Entrepreneurship opportunities in tourism. Entrepreneurial skill for travel, tourism and hospitality trade.

Unit - II

Institutional Interface and Set up; Government Policy; tourism enterprises/units eligible for assistance under Ministry of Tourism scheme and Maharashtra Tourism Policy Schemes.

Unit -III

Entrepreneurial Process: identification of an Opportunity, Market Assessment, Analyzing Competitive Situation, Understanding Trade Practices, Resource Mobilization

Reference Books/ Research Reports / Articles / Study Material / Web Links:

1. Monika Prakash and Nimit Chowdhary Starting a Tourism Company 1 January 2011
2. Sampad Kumar Swain Human Resource Development in Indian Tourism
3. Peter Drucker, Innovation & Entrepreneurship
4. S S Khanna, Entrepreneurial Development
5. C B Gupta, N P Srinivasan, Entrepreneurial Development
6. D N Mishra, Entrepreneur and Entrepreneur Development & Planning in India
7. R.Ragde Job Opportunities in Tourism: <https://youtu.be/CInjKacIMys>

B. A. -THIRD YEAR SEMESTER VI

PAPER-XII : PROJECT REPORT

Course Outcome :

The students will undertake the project work on the topic based on the various issues, problems, themes, case studies, tourism organization study, field survey and relevant aspects pertaining to the tourism industry. The Project Report will be of 50 marks, (40 marks for report & 10 marks for viva-voce)

Reference Books/ Research Reports / Articles / Study Material / Web Links:

1. Stephen Smith Practical Tourism Research (CABI Tourism Texts)