



**ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION**  
(A Statutory body of the Government of Andhra Pradesh)

3 rd,4th and 5th floors, Neeladri Towers, Sri Ram Nagar, 6 th Battalion Road,  
Atmakur (V), Mangalagiri(M), Guntur-522 503, Andhra Pradesh  
Web: [www.apsche.org](http://www.apsche.org) Email: [acapsche@gmail.com](mailto:acapsche@gmail.com)

**REVISED SYLLABUS OF TOURISM AND TRAVEL MANAGEMENT**

**UNDER CBCSFRAMEWORK WITH EFFECT FROM 2020-21**

**Bachelor of Arts**

**PROGRAMME: THREE-YEAR -BA**  
**(with optional subject Tourism and Travel Management)**

**(With Learning Outcomes, Unit-wise Syllabus, References, Internships Activities & Model Q.P.) For Fifteen Courses of 1, 2, 3 , 4 semesters (To be Implemented from 2020-21 Academic Year)**

## **Tourism and Travel Management ( TTM) Programme Details**

The Tourism and Travel Management programme aims at creating transformed, future-ready individuals who can take up any business challenge head-on, With a continuous emphasis on practical knowledge.

## **Tourism &Travel Management ( TTM)Programme& Syllabus**

The Tourism &Travel Management Programme entails an Professional approach towards subjects like Concepts of Tourism, Tourism resources, Travel and Tourism Management, Tourism Policy, Planning and Development and Tourism Marketing. Students will be enabled to summarize the relevance of Tourism Industry to the socio-economic development of the country. The students are taught to analyse the impact of Tourism on regional and infrastructural development and maintenance of sustainable environment .

Students are empowered to create the marketing tools for the Tourism industry such as Tourist itinerary, brochures, Tourist map,etc. Practical orientation is given to the students through organizing study tours and undergoing on-the-job training in the Travel related sectors.

From writing skills, negotiation and dispute resolution, human resource management, business laws, marketing management, social media and digital marketing, all of the essential skills are imparted to the students through Theoretical study and Practical application.

## **TTM Elective course Subjects (Skill Enhancement subjects)**

Elective courses aim to make the student to become an expert in their chosen specialization. The elective courses are offered in the Fifth Semester of TTM Skill Development-.

Life skills and Skill development subjects are from Semester 1 to III .  
Life Skills Subject examination will be held by concerned authority of the University.

### **Skill Development subjects**

Skill Development subjects are inserted in the syllabus for the students to learn the job skills and improve knowledge which broadens the scope of employment. Skill development subjects are updated according to industry related curriculum.

Allocation of marks : Skill Development subject marks are to be allocated by the concerned by forming an internal skill assessment Committee under the supervision and approval of Principals.

## **Admission**

The admission policy and procedure shall be decided from time to time by the APSHCE of the University based on the guidelines issued by the UGC/ Ministry of Human Resource Development (MHRD), Government of India.

## **Eligibility for Admission**

The Candidate should have qualified in 10 + 2 examination and should have obtained at least 40%.Marks

## **Student Discipline**

Every student is required to observe utmost discipline and decorum both inside and outside the campus and not to indulge in any activity which may affect adversely the prestige/ reputation of the Institute.

Any act of indiscipline of a student reported to the Principal (Student affairs) and Head of the Departments will be referred to a Discipline Committee constituted for the purpose. The Committee will enquire into the charges and decide on a suitable punishment if the charges are substantiated.

Ragging in any form is a criminal and non-bailable offence in our country. The current State and Central legislations provide stringent punishments including imprisonment. Once the involvement of a student is established in ragging, offending fellow students/staff, harassment of any nature to the fellow students/staff etc. the student(s) will be liable to be dismissed from the Institute, as per the laid down procedures of the UGC / Govt. /Institute. Every senior student of the Institute, along with their parent, shall give an undertaking every year in this regard and the same should be submitted at the time of Registration.

## **Attendance**

The teacher handling a course must finalise, the attendance 3 calendar days before the last instructional day of the course.

A student has to obtain minimum 75% cumulative attendance for all the courses put together in a semester.

The remaining 25% allowance in attendance is given to account for activities under NCC / NSS / Cultural / Sports / Minor Medical conditions etc.

Irrespective of the reason for the shortfall of the attendance, a student with a cumulative attendance of less than 75%, will not be permitted to appear for the end semester examination for all the courses in that semester and will be categorized as “DE”, meaning Detained due to shortage of attendance. The students with “DE” category cannot proceed to the subsequent semester.

Such students shall register for all the courses of the semester in which DE has occurred, in the subsequent year by paying the prescribed fee.

Additional condonation may be considered in rare and genuine cases which includes, approved leave for attending select NCC / Sports Camps, cases requiring prolonged medical treatment and critical illness involving hospitalization.

For medical cases, submission of complete medical history and records with prior information from the parent / guardian to Dean (Student Affairs) is mandatory. The assessment of such cases will be done by the attendance sub – committee on the merit of the case and put up recommendations to the Principal . Such condonation is permitted only twice for a student in the entire duration of the programme. The Principal, based on the recommendation of the attendance sub - committee may then give condonation of attendance, only if the Principal deems it fit and deserving, but in any case the condonation cannot exceed 10%

### **Examination Assessment Procedure**

Every course shall have two components of assessment namely,

Continuous Internal Assessment “CIA”: This assessment will be carried out throughout the semester as per the Academic Schedule with an internal examination of 25 marks.

<b>Attendance</b>	<b>Activities&amp; events</b>	<b>Behaviour</b>	<b>Internal Exam</b>
4 marks	4 marks	4 marks	13marks

Total: 25 marks

End Semester Examination “ESE”: This assessment will be carried out at the end of the Semester as per the Academic Schedule.

<b>Semester end Theory exam</b>	<b>75 Marks</b>
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### **Tourism &Travel Management Study Tour Guidelines**

All first-year students are required to go on a Study tour to Tourism related and historical sites during the summer vacation at the end of the Second semester of the Program.

The objective of this Study Tour is to help students appreciate the Tourism Product, scope and relevance of Tourism to the country and estimate business of Tourism.

The Study tour is an integral part of the TTM program. A Project report will be submitted which will be evaluated both internally and externally through viva voce.

<b>Sno</b>	<b>Course</b>	<b>Total Marks</b>	<b>Credits</b>
<b>1</b>	<b>Project report of the Study Tour</b>	100	04

## Marks Break up

<b>*Attendance</b>	20 Marks
<b>• Project report</b>	40 Marks
<b>*Viva Voce</b>	40 Marks
<b>Total</b>	100 Marks

\*Attendance to be authenticated by Faculty Committee nominated by Principal of the Colleges.

\*Viva Voce and Report evaluation, Report presentation to be evaluated by the nominated industry related expert selected by the Principal of the Colleges .

## Report Writing Format

Here are the main sections of the standard report writing format:

**Title Section** – This includes the name of the author(s) and the date of report preparation.

**Summary** – There needs to be a summary of the major points, conclusions, and recommendations. It needs to be short as it is a general overview of the report. Some people will read the summary and only skim the report, so make sure you include all the relevant information. It would be best to write this last so you will include everything, even the points that might be added at the last minute.

**Introduction** – The first page of the report needs to have an introduction. You will explain the problem and show the reader why the report is being made. You need to give a definition of terms if you did not include these in the title section, and explain how the details of the report are arranged.

**Body** – This is the main section of the report. There needs to be several sections, with each having a subtitle. Information is usually arranged in order of importance with the most important information coming first.

**Conclusion** – This is where everything comes together. Keep this section free of jargon as most people will read the Summary and Conclusion.

## Corporate Internship (End of Fourth semester)

At the end of the Fourth Semester every student shall undertake an internship in an organization / company for a period of four weeks during the summer vacation. The summer internship is compulsory and an integral part of the TTM Program.

The Placement Office will assist the students in finding suitable summer assignments / projects.

The summer placement aims at achieving the following objectives: (a) Application of knowledge and techniques learnt in the first year to real life business problems and make them better prepared to enrich their learning in the second year. (b) Appreciating the inter-linkage among different functions and developing a realistic managerial perspective about organizations in their totality. The students should take the internship seriously. They are expected to diligently in the job so that the internship converts naturally into a pre-placement offer.

A faculty member will work closely with the company to define the scope of the internship and ensure proper understanding of the terms of engagement by all concerned. The student should be ready to not only learn from the business practices in the company but also present a professional front i.e. being punctual at the workplace, well behaved and appropriately dressed.

At the end of the internship, the student should submit a brief report explaining briefly the key learning points and the insights gained. They would also be expected to present and discuss their learning points with their fellow students. A 'certificate of completion' from the host organization is essential. The Industry internship shall be credited as approved in the curricula .

S.no	Course	Total Marks	Credits
1	Four Weeks' Corporate Internship	100	04

### Marks Break up

*Attendance	20 Marks
*Training certificate	20 Marks
*Report evaluation	10 Marks
*Report Presentation	10 Marks
*Viva Voce	40 Marks
<b>Total</b>	<b>100 Marks</b>

\*Attendance and Training Certificate to be authenticated by Faculty Committee nominated by Principal of the Colleges.

\*Viva Voce and Report evaluation, Report presentation to be evaluated by the nominated Corporate related expert selected by the Principal of the Colleges .

## Report Writing Format

Here are the main sections of the standard report writing format:

- **Title Section** – This includes the name of the author(s) and the date of report preparation.
- **Summary** – There needs to be a summary of the major points, conclusions, and recommendations. It needs to be short as it is a general overview of the report. Some people will read the summary and only skim the report, so make sure you include all the relevant information. It would be best to write this last so you will include everything, even the points that might be added at the last minute.
- **Introduction** – The first page of the report needs to have an introduction. You will explain the problem and show the reader why the report is being made. You need to give a definition of terms if you did not include these in the title section, and explain how the details of the report are arranged.
- **Body** – This is the main section of the report. There needs to be several sections, with each having a subtitle. Information is usually arranged in order of importance with the most important information coming first.
- **Conclusion** – **This is where everything comes together. Keep this section free of jargon as most people will read the Summary and Conclusion.**

## Specialization internship (sixth Semester)

### Sixth Semester :

Every student shall undertake specialization internship in an organization / company for a period of Twenty to Twenty four weeks in the Sixth Semester. The Summer internship is compulsory and an integral part of the TTM Program. The Placement Office will assist the students in finding suitable Summer assignments / projects. The Summer placement aims at achieving the following objectives: (a) Application of knowledge and techniques learnt in the first year to real life business problems and make them better prepared to enrich their learning in the second year. (b) Appreciating the inter-linkage among different functions and developing a realistic managerial perspective about organizations in their totality. The students should take the internship seriously.

They are expected to be diligent in 'On- the job Training' so that the internship converts naturally into a pre- placement offer. A faculty member will work closely with the company to define the scope of the internship and ensure proper understanding of the terms of engagement by all concerned. The student should be ready to not only learn from the business practices in the Tourism related sector but also present a professional front i.e., being punctual at the workplace, well behaved and appropriately dressed. At the end of the internship, the student should submit a brief report explaining briefly the key learning points and the insights gained. They would also be expected to present and discuss their learning points with their fellow students. A 'certificate of completion' from the host organization is essential. The Industry internship shall be credited as approved in the curriculum.

## Six Months 'On Job Specialization Internship

Sno	Course	Total Marks	Credits
1	Six Months ' On Job specialization Training	400	30

### Marks Break up

Attendance	50 Marks
Training certificate	100 Marks
Training Log Book Evaluation	25 Marks
Training Presentation	25 Marks
Project Report	100 Marks
Viva voce	100 Marks
Total	400 Marks

### Project Contents and Guidelines

Topic	Page No
Certificate	
Acknowledgement	
Executive summary	
Chapter 1: Introduction	
Chapter2: Review of Literature	
Chapter3: Research Methodology	
Chapter 4: Data Reduction, Presentation & Analysis Chapter 5: Data Interpretation	
Chapter 6: Summary & Conclusions	
References/ Bibliography	
Appendices	
- List of Tables	
List of Figures	

Viva Voce and Report evaluation, Report presentation and project report will be evaluated by the externals nominated by intercollegiate committee .

Committee is instructed to nominate externals from professionals from organisational /Industry professionals/academia.

If the students are employed during the Job training and unable to attend the Viva voce ,Externals are recommended to conduct online evaluation of students to allocate the marks.



## Model Format for Question Paper Recommendations to the paper setters

1. The paper setter may him/herself prepare a blue print assigning appropriate weightage to all learning outcomes as per Blooms Taxonomy and specified in the syllabus (if no design is prescribed)
2. All units may be fairly covered and even the learning outcomes may be fairly distributed.
3. Action verbs specific to the learning outcome to be tested may be used.
4. There may be no ambiguity in the question. The wording may be carefully framed.
5. Weightage to the difficulty level may also be determined in such a way that neither the paper is too difficult nor too easy. Even an average learner shall be able to pass the examination with minimum marks.

### SECTION - A

Write Short Answer for any FIVE of the following Each question carries 5 marks (5 x 5 = 25 Marks)

1	
2	
3	
4	
5	
6	
7	
8	

(Total 8 Questions in Section A)

### SECTION - B

Answer the following questions Each question carries 10 marks (5 x 10 = 50 Marks)

9	A or B
10	A or B
11	A or B
12	A or B
13	A or B

(Total 10 Questions in Section-B. Internal choice for all questions from 9 to 13 (Two questions given under choice shall be from the same unit))

**Revised Common Framework of CBCS for Colleges in Andhra Pradesh (A.P.  
State Council of Higher Education)  
TTM - Semester – I**

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam*	Sem. End Exam	Teaching Hours	Credits
1.	First Language	General English	100	25	75	4	3
2.	Second Language	(Tel/Hindi/Urdu/Sans /French/Arabic)	100	25	75	4	3
3.	Life skills	1/2/3( any one)	50		50	2	2
4	Skill Development Courses	1/2/3 ( any one)	50		50	2	2
5.	1A	Concepts and Impacts of Tourism	100	25	75	5	4
6.		<b>History</b>	<b>100</b>	<b>25</b>	<b>75</b>	<b>5</b>	<b>4</b>
7.		<b>Literature</b>	<b>100</b>	<b>25</b>	<b>75</b>	<b>5</b>	<b>4</b>
8.		<b>Total</b>	<b>600</b>	<b>125</b>	<b>475</b>	<b>27</b>	<b>22</b>

## TTM -Semester – II

Sl. No	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours	Credits
1.	First Language	General English	100	25	75	4	3
2.	Second Language	(Tel/Hindi/Urdu/Sans/French)	100	25	75	4	3
3.	Life skills	1./2/3 ( any one to be chosen )	50	---	50	2	2
4.	*Skill Development Courses	1./2/3/4 ( any two)	50		50	2	2
			50	-----	50	2	2
5.		Tourism resources of India	100	25	75	5	4
6.		<b>History</b>	100	25	75	5	4
7.		<b>Literature</b>	100	25	75	5	4
<b>Total</b>			<b>750</b>	<b>125</b>	<b>525</b>	<b>34</b>	<b>24</b>

### TTM Semester – III

Sl. No	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours	Credits
1.	First Language	General English	100	25	75	4	3
2.	Second Language	(Tel/Hindi/Urdu/Sans/French)/ Arabic )	100	25	75	4	3
3.	Life skills	1/2/3/4 ( any two)	50	-	50	2	2
			50	-	50	2	2
4.	Skill Development courses	1 / 2 ( any one)	50		50	2	2
5.	1C	Travel and Tourism Management	100	25	75	5	4
6.	2C	History	100	25	75	5	4
7.	3C	Literature	100	25	75	5	4
		Total	650	125	525	29	24

### TTM -Semester – IV

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours	Credits
1.	1C	Tourism Policy, Planning and Development	100	25	75	5	4
2.	2C	Tourism Marketing	100	25	75	5	4
3.	3C	<b>History</b>	100	25	75	5	4
4.	4C	<b>History</b>	100	25	75	5	4
5.	5C	<b>Literature</b>	100	25	75	5	4
6.	6C	<b>Literature</b>	100	25	75	5	4
7.	7C	<b>Project Report on Study tour</b>	100	-	-	5	4
		<b>Total</b>	<b>700</b>	<b>125</b>	<b>375</b>	<b>30</b>	<b>28</b>

## TTM-Semester – V

Sl. No.	Course Skill Enhancement	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours**	Credits
1.	1.Skill Enhancement Course	1.	100	25	75	4	3
		2.	100	25	75	4	3
2	2. Skill Enhancement Course.	1.	100	25	75	4	3
		2.	100	25	75	4	3
3	3. Skill Enhancement Course	1.	100	25	75	4	5
		2.	100	25	75	4	3
4.	Corporate internship (completed during Summer vacation - end the of IV Sem)		100	-	-	4	4
		<b>Total</b>	<b>700</b>	<b>150</b>	<b>450</b>	<b>28</b>	<b>22</b>

## TTM-Semester – VI

<b>1</b>	<b>Six Months Job Specialization Internship</b>	<b>Total</b>	<b>400</b>	-	-	-	<b>30</b>
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## **Tourism and Travel Management revised syllabus (2020-21)**

**Subject: Tourism Semester: I**

**Title of Paper: Concepts and impacts of Tourism**

### **Learning Outcomes:**

Students are enabled to:

- Understand concepts of Tourism within broader cultural, environmental, political and economic dimensions of the society
- Recognize the various types of Tourism
- Estimate the importance of elements and components of Tourism
- Analyze the growth of Tourism over the ages
- Assess the various sectors of Tourism
- Identify different modes of Transport and types of accommodation and appraise their significance to Tourism
- Categorize and classify different accommodation units
- Evaluate the impacts of Tourism on the society
- Promote Sustainable and responsible Tourism

### **Unit -I**

1. History of Tourism as a new discipline-evolution of Tourism as an academic subject
2. Definition of Tourism & its meaning, nature , scope, and importance
3. Components and elements of tourism :ancillaries of Tourism

### **Unit-II**

4. Types and typologies of tourism
5. Travel and tourism through the Ages : Early Travels, 'Renaissance' and Age of Grand Tours :  
Emergence of modern tourism, concept of "Paid Holiday"
6. Linkages in Tourism industry

### **Unit-III**

7. Tourism motivations
8. push and pull factors in Tourism
9. Growth and development of national and international Tourism-concerns and problems
10. Impact of Industrialization on Tourism
11. Impact of Technological Advancements on tourism industry.



#### **Unit-IV**

12. Accommodation:Types, procedure of categorization and classification of hotels
13. Modes of Transport , relative significance, challenges and measures to be taken by the travel operators
14. Concept of demand and supply in Tourism and unique features of tourist demand

#### **Unit-V**

15. Economic impacts of Tourism: income and employment, multiplier of tourism, balance of payment (BOP), foreign exchange, etc.
16. Socio-cultural impacts of tourism : cultural exchange among nations and international understanding
17. Impacts of Tourism on ecology and environment, need for 'Sustainable' and 'Responsible'Tourism and its development

#### **References :**

1. Chottopadhyay, K. (1995) : Economic Impact of Tourism Development; An Indian Experience, Kanishka Publishers, Delhi.
2. Cooper, C. Fletcher, J. Gilbert, D and Wanhill, S. (2002); Tourism : Principles and Practice, Addison Wesley Longman Publishing, New York, USA
3. Kamra& Chand (2002) : Basics of Tourism, Theory Operation and Practice, Kanishka Publishers, New Delhi - 02.
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Mishra, S.N, Sadual S, K(2008) : Basics of Tourism Management, Excel Books, New Delhi-28
5. Prasad, VVV and Sundari VBT (2009) : Travel and Tourism Management, Excel Books, New Delhi - 28.
6. Raj K. (2002) : Modern Dictionary of Tourism, Ivy Publishing House, Delhi-95.
7. Seth, P.N.Bhat, S. (1993) : An Introduction to Travel and Tourism, Starling publishers, New Delhi.
8. Krishnan, K.K. (2001) : Managing Tourist Destination ; Development, planning, marketing, policies, Kanishka Publishers Distributors, New Delhi - 110002.
9. Bhatia, A.K. (1991) : Tourism Development : Principles and practices, Starling publishers Pvt. Ltd., New Delhi.
10. Negi, J. (2003) : Travel Agency Operation :Concepts and Principles, Kanishka Publishers Distributors, New Delhi - 110002.
11. Dr. V.B.T. Sundari (2012) Travel and Tourism Management (book in Telugu)

**Suggested co-curricular activities:**

1. Student seminars
2. Assignments
3. Group discussion
4. Peer teaching
5. Field trip
6. Map pointing
7. Quiz
8. Photo exhibition
9. Collection of paper clippings

## **TTM Syllabus, revised 2020-21**

**Subject: Tourism & Travel Management Semester: II**

**Title of Paper: Tourism Resources of India**

### **Learning outcomes:**

The students are enabled to:

- Estimate the relevance of Tourism Resources to the development of Tourism
- Identify the factors that help to promote and hinder the development of Tourism
- Analyze the multidimensional activities of Tourism industry
- Compare and assess the natural, cultural and man-made attractions of Tourism
- Identify the various touristic sites and significance to the development of Tourism
- Respect and guard various resources of Tourism
- Promote Heritage Tourism

### **Unit -I**

#### **Knowledge of history and its importance in tourism**

1. Brief outline of Indian history in ancient, medieval and modern period and growth and development of travel related activity.
2. British rule and genesis of modern tourism in India.

### **Unit-II**

#### **Historical, Cultural and Religious Tourism Resources of India**

3. Art and architecture of tourism significance
4. World Heritage monuments and other prominent monuments of India
5. Cultural tourism resource: Indian Classical dances and Folk dance forms, music and musical instruments, art and handicraft, fairs and festivals - religious and socio-cultural.; Kuchipudi and Tribal dances of Andhra; Kondapalli, etikoppaka, Udayagiri, BobbiliVeena, kalamkari ; Sirimanotsav, GangammaJatara, TirupathammaJatara( penuganchiprolu), Gunadala festival.
6. Religious Tourism resources : Major religions of India-Hinduism, Islam, Christian, Buddhism, Sikhism and Jainism and study of the famous shrines/centers of the major religions of India: Tirupati, Srisailam, Vijayawada-Kanaka Durga temple, Gunadalamatha temple, PeddaKakani-Prayers, CuddapahDargah, Pancharamas in Andhra

### **Unit - III**

#### **Natural Tourism Resources of India**

7. Brief study of National Parks and Wildlife Sanctuaries, Bird Sanctuaries, tiger and crocodile project sites of India; Coringa wildlife sanctuary, Nagarjuna –Srisailem sanctuary, Koundinya Wildlife sanctuary and Rayala Elephant Reserve
8. Major hill stations, Islands, River and River Islands of India.; Horsely hills, Araku valley; Konaseema, ,Bhavani Island, Diviseema, Hope Island; Krishna and Godavari rivers, River Banks
9. Important Sea Beaches of India - Mumbai, Puri, Goa, Chennai, Trivandrum and Kerala; Ramakrishna Beach, Manginapudi, Suryalanka, Mypadu beach
10. Adventure Sports: Existing trends and places of importance for Land based, water based and aero based adventure sports of India.
11. Ecotourism: Jungle bells, Maredumilli;Lonavala, Munnar, Kodaikanal&Ooty , Shimla, Arunachal Pradesh, Uttarakhand, Sikkim, J&K

### **Unit-IV**

#### **Catalyst of Tourism Development in India:**

12. Tourism promotional festivals of India-KumbhMela, Snake Boat Race, International Kite Festival, Pushkarmela;VisakhaMahotsavam, Kanaka DurgaNavarathris, TirupatiBrahmotsavam
13. Art galleries and Museums of India; specific museums in AP- State Archaeology Museum, Kurnool, Nagarjunakonda, Amaravathi –, Bapu Museum-, Tribal Museum-Visakhapatnam: DamerlaRamarao Art Gallery, Rajahmaundry.
14. Tourist Trains in India - Places on Wheels, Heritage on wheels, Royal Orient Express, Deccan Odyssey, Fairy Queen, Metro trains and Hill trains of India.

### **Unit-V**

#### **Important Tourism Circuits:**

15. Golden triangle - Delhi, Agra and Jaipur, Southern triangle Mahabalipuram, Kanchipuram and Madurai, Buddhist circuit - Lumbini, Bodhgaya, Sarnath and Kushinagpur and Green triangle - Guwahati, Shillong and Kaziranga, Bhubaneswara, Puri - Konark.;Heritage and Buddhist circuits in Andhra
16. Important hotel chains in India

**References :**

1. Acharya, R. (1986) : Tourism & Cultural Heritage of India, ROSA Publication, Jaipur.
2. Harle, J.C. (1994) : The Art and Architecture of Indian Sub Continent
3. Hussain, A.A. (1987) : The national culture of India, National Book Trust, New Delhi
4. Jacob, R., Joseph, S., Philip, A. (2007); Indian Tourism Practices, Abhijit Publications
5. Percy, B. (1940) : Indian Architecture - Hindu and Buddhist Period
6. Mukerjee, R.K. (1984) : The Culture and Art of India
7. Raina, A.K. Raina, C.L. (2005) : Fundamentals of Tourism and Indian Religion, Principles and Practices, Kanishka Publishers, Distributors, New Delhi-02
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9. Singh, A : Cultural Tourism in India
10. Singh R : Dynamics of Historical Cultural & Heritage Tourism
11. Rai. H.C. (1998) : Hill Tourism Planning & Development
12. Dr. VBT Sundari - BharatiyaSanskruithiParyatakaRangam, 2012

**Suggested Co-curricular activities:**

1. Field study
2. Preparation of Tour Brochure
3. Group discussion
4. Student seminar
5. PPT
6. Peer teaching
7. Map pointing
8. Quiz
9. Photo exhibition
10. Creation of a tourist itinerary and Tourist Package

**B.A. Programme under CBCS  
Syllabus 2020-21**

**Subject: Tourism & Travel Management Semester: III**  
**Title of Paper: Travel & Tourism Management**

**Learning Outcomes:**

The students are enabled to:

- Relate the work of various Travel organizations to the development and promotion of Tourism
- Summarize the role of Travel Agency and Tour Operators in promotion of Tourism Industry
- Create Packaged tours and price them accordingly
- Manage the accommodation units & Travel Agencies
- Create tour brochures/information leaflet and tourist itinerary

**Unit -I**

**Basics of Management**

1. Meaning, concept and characteristics of Management
2. Nature of Management : Management as a Science, Arts, and as a profession
3. Functions of Management and their relevance in Tourism industry: planning, organizing, staffing, directing, controlling.
4. Types of Management : Operative and Administrative Management; Management systems of Accommodation; Management of a Travel Agency

**Unit -2**

**Understanding of Travel Agency and Tour Operator Business**

5. Travel Agency and Tour Operation Business : Definition and differentiation; Inbound Tourism
6. Genesis and growth of Travel Agency and Tour Operator business; Types of Travel Agency
7. Functions of a Travel agency: travel information, documentation, tour counseling, ticketing, reservation and itinerary, immigration related services, etc.
8. Functions of Tour Operators ; Negotiation and liaising with principles, Tour Package formulation, pre-tour arrangements, tour operations and post - tour management
9. Source of Travel Agency and tour operator income : commission, service charges and mark up on tours; Distribution Chain in tourism

**Unit-3**

**Entrepreneurship, Procedure, Formal Approvals**

10. Entrepreneurship and Tourism: meaning, elements, determinants and importance of entrepreneurship. ; Dimensions of entrepreneurship; managerial roles of an entrepreneur and his functions in a small business; the need for and the extent of professionalism of management in Tourism Industry in India.
11. Procedure for setting up of travel agency and tour operating enterprises; their role in development of tourism industry.

12. Approval from Dept. of Tourism (DOT), International Air Transport Association (IATA)

#### **Unit-4**

#### **Travel Documentation & Role of Internet and modern information techniques for promoting Tourism**

13. Passport, Visa, Tickets, Travel Insurance, Medical Documents, Travel Documents required for visiting NE region of India : Restricted Area Permit (RAP) and Inner Line Permit (ILP)
14. Role of Internet, Accessing Tourism Web Sites, Mobile apps and modern information techniques for promoting Tourism
15. Designing of tourist itinerary: Project work on preparation of a tourist itinerary, tourist brochure/information leaflet with the help of incorporating the important/popular destinations in Andhra Pradesh.
16. Tour Guide; duties and responsibilities, his role in promoting tourism

#### **Unit-5**

#### **Travel Organizations & Associations**

17. Organization and Functions of UNWTO, TAAI, IATO, IATA and PATA ,
18. Organization and Functions of ITDC, APTDC, FHRAI, IH & RA
19. Case studies of Travel agency and Tour operators: Thomas Cook, SITA, TCI, Cox & Kings

#### **References:**

1. Bhatia, A.K. (1991); Tourism Development; Principles and Practices, Starling Publishers Pvt. Ltd. New Delhi
2. Bhattachararya, P. (2004); Tourism in Assam, Trends and Potentialities, BaniMandir, MMC Bhawan, Ghy-3
3. Mandal, V.K. (2008); Travel and Transport Agency, Cyber Tech Publication, Ansari Road, Daryaganj, New Delhi
4. Negi. J. (1998) : Travel Agency & Tour Operation, concept and principles, Kanishka Publishers, Distributors, New Delhi-02
5. Negi, J. (1998); Travel Agency & Tour Operation, concept and Principles, Kanishka Publishers, Distributors, New Delhi-02.
6. Negi, K.S. (2011); Travel Agency Management, Wisdom Press, New Delhi-02.
7. Agarwal, R.D. (2008): Organization and Management, Tate McGraw-Hill Publishing Co., New Delhi-08.
8. Foster, D. (1985): Travel and Tourism Management, Macmillan Press Ltd., London.
9. Kotaler, P, (2001) : Tourism and Hospitality Management, Pearson Education, India.
10. Kotahri, Anurage (2011) : A Textbook of Tourism Management, Wisdom Press, New Delhi -02.

11. Kumar, Akshay (1997) : Tourism Management, Commonwealth Publishers, Ansari Road, Daryaganj, New Delhi-02.

**Suggested Co-Curricular Activities:**

1. Student seminars
2. Creation of Package tours
3. Creation of Tour Brochures
4. Assignments
5. collection of unique tourism related photos
6. Field studies-visit to a Hotel
7. Group discussion
8. Peer teaching
9. Map pointing
10. Quiz
11. Photo exhibition
12. Collection of paper clippings



## **TTM Syllabus, revised -2020-21**

**Subject: Tourism & Travel Management Semester: IV**

**Title of Paper: Tourism Policy, Planning and Development**

### **Learning Outcomes:**

The students are enabled to:

- Recognize the need for Planning and Policy by the Govt.
- Plan for development of Tourism in any given area with the inputs learnt through the study of the course
- Summarize AP Tourism Policy, assess the existing facilities and plan for further development
- Implement the schemes meant to preserve the tribal cultures
- Apply available legal provisions/ measures to solve related problems and challenges in the Tourism Industry.

### **Unit -I**

#### **Introduction to Planning:**

1. Concept, definition, nature and process of planning, Types of planning
2. Importance of planning approach in Tourism
3. Steps in Tourism planning
4. Factors influencing in Tourism planning

### **Unit-II**

#### **Approaches of Planning in Tourism:**

5. Planning approaches for different forms of Tourism : Eco tourism, Urban tourism, Rural Tourism
6. Planning for the development of a tourist destination
7. Impacts of unplanned tourism development on a tourist destination

### **Unit - III**

#### **Planning for Tourism in India:**

8. New Tourism Policy of India: study about the plans and policies of the govt. of India for the development of tourism sector.
9. National Action plan for tourism (NAPT) 1992: Objectives and strategies.
10. Andhra Pradesh Govt.'s New Policy on the development of Tourism in the state.

### **Unit-IV**

11. Study of climatic, drainage, travel availability maps (road, air, water, and railway) of Andhra Pradesh.
12. Tourist map design: maps showing national parks and wildlife sanctuaries; cultural, historical and religious tourist spots with their transport/road map connectivity.
13. Preparation of brochure of a native tourist destination or a poster on an event or theme and a festival calendar of the locality/area.

#### **Unit-V**

14. Cultural Tourism Resources with special reference to the Tribes of A.P. in hilly regions and coastal regions- Chenchus, Koyas, Savaras, Lambadas- Tribal culture- measures taken by the Govt. for their sustenance.
15. Tourism Legislation
16. Assessment of tourism facilities and services at local level and preparation of a report thereof.

#### **References :**

1. Inskeep, E. (1991); Tourism Planning ; An Integrated and Sustainable Development Approach, van Nostrand Reinhold, New York.
2. Mukhopadhyay, S (2007); Tourism Economics, ANE Books New Delhi-02
3. Sharma, K.K. (2000); Planning For Tourism
4. Sharma, J.K. (2000); Tourism, Planning & Dev
5. Sinha, R.K. (1996); Tourism ; Strategies, Planning & Development.
6. UNWTO (2001); National and Regional Tourism Planning ; Methodology and Case Studies; Thomson Learning, UK

#### **Suggested Co-curricular activities:**

1. Group discussion
2. Student seminar
3. PPT
4. Peer teaching
5. Photo exhibition
6. Preparation of Tour Brochure, festival calendar of the local region, poster on any given theme
7. Photo exhibition & Report writing on any given topic,

## **TTM Syllabus, 2020-21**

**Subject: Tourism & Travel Management Semester: IV**

**Title of Paper: Tourism Marketing**

### **Learning Outcomes:**

The students are enabled to:

- Comprehend the concept of Marketing and use of it effectively to promote the Tourism Product
- Elucidate the concept of Marketing research, learn the collection of Primary and Secondary data sources
- Apply the Marketing Mix in Tourism industry
- Investigate and use of major tools for the Promotion
- Evaluate the attributes for an ideal destination and its relevance to regional development.
- Plan for / Design an advertisement and a Poster according to a given theme

### **Unit -I**

#### **Understanding of Marketing**

1. Marketing : Concept and definition and its significance in tourism industry
2. Basic concepts of need and want; demand, product, service, market and sales
3. Significance of service and characteristics of Service - Tourism marketing: differentiation of product marketing and Service marketing
4. Defining marketing mix, the 8 P's of marketing mix

### **Unit -2**

#### **Market Research**

5. Understanding of marketing research, Research problem, research design, sampling, primary and secondary data, qualitative and quantitative data and Marketing Information System (MIS) and its function, tools of data collection, data interpretation and report writing in tourism, application of computers in research,
6. Consumer and consumer behavior, Factors influencing the buying behavior of consumers, & Consumer Satisfaction.
7. Market segmentation and basis for segmenting consumers markets, targeting and positioning and related market strategies.

### **Unit -3**

#### **Marketing Mix in Tourism Industry**

8. Product: Definition and levels, nature of tourism product, stages of launching a new product/ product life cycle (PLC)
9. Branding: concept and need of branding of a product for a tourism company
10. Pricing: Definition and influencing factors: Major pricing strategies in the tourism industry for its products.
11. Communication: Concept and purpose of marketing communication for an organization, process of communication, barriers of effective communication in Tourism.

## **Unit -4**

### **Promotion and Distribution**

12. Promotion: Major tools of Promotion Mix - Word-of-Mouth Information, Advertising, Sales promotion, public relation, personal and social selling; Importance of Advertising in Tourism, Selection of message and media, Media timing
13. Distribution: definition, factors influencing on distribution policy, distribution system,
14. Travel Agent and Tour Operator as intermediaries of Tourism Industry

## **Unit -5**

### **Destination Marketing**

15. Necessary attributes for an ideal tourist destination, Destination life cycle.
16. Marketing strategies for promotion and development of a tourist destination.

### **References:**

1. Bisht, S.S. (2010) : Tourism Marketing, Market Practices in Tourism Industry, Sarup Book Publishers Pvt. Ltd. New Delhi-02
2. Holloway, J.C., Plant, P.V. (1988) : Marketing for Tourism, Pitman Publishing, London
3. Jha, S.M. (2011) : Tourism Marketing
4. Kotler, P. Brown, J & Makens, J (1996); Marketing for Hospitality and Tourism, Prentice Hall, Upper Saddle River, USA, NJ-07458
5. Maclean, H. (1984) : Marketing Management (Tourism in your Business), Canadian Hotel and Restaurant Ltd.
6. McCarthy, E.J. (1960) : Basic Marketing - A management approach
7. Stephan, F. et al (1995) : Tourism Marketing and Management Handbook, Prentice Hall
8. Wahab, S.G. (1976) : Tourism Marketing, Tourism International Press, London
9. Woodruffe, H. (1997) : Service Marketing, Macmillan India Ltd., Ansari Road, Darayaganj, New Delhi-02.

### **Suggested Co-Curricular Activities:**

1. Student seminars
2. Assignments
3. Group discussion
4. Peer teaching
5. Quiz
6. Collection of paper clippings
7. Designing an advertising copy
8. Designing a poster

