



**ADIKAVI NANNAYA UNIVERSITY:: RAJAHMAHENDRAVARAM**  
**B.A. Tourism and Travel Management Syllabus (w.e.f:2020-21 A.Y)**

**UG Program (4 Years Honors )**  
**CBCS-2020-21**

<b>BA</b>
<b>TOURISM AND TRAVEL MANAGEMENT</b>



**Syllabus and Model Question Papers**



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**Note:** BOS is to provide final soft copy in PDF and word formats and four copies of hard copies in bounded form to the office of Dean Academic affairs.



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**1. Resolutions of the Board of Studies**

Meeting held on:22/01/2021Time: 10.00 Am

At: NTR Convention Centre, Adikavi Nannaya University Campus, Rajamahendravaram

**Agenda:** As per the directions and guidelines/modalities issued by the APSCHE for revising the curriculam framework and updating the syllabus as out-come based BA (Tourism and Travel Management) programme to be effect from 2020-21 academic year under CBCS for implementing in all affiliated colleges of AKNU

**Members present:**

Dr. N. Udaya Bhaskar, Chairman, Dept. of Commerce and Management Studies, Adikavi Nannaya University, Rajamahendravaram, East Godavari District
Dr.J.Sanath Kumar, Member, RRDS Govt Degree College, Bhimavaram, West Godavari District
Dr. Kopparthi Ammaji, Member, BGBS Women's College, Narsapur, West Godavari District
Dr. K. Ratna Manikyam, Member, Dept. of Commerce, Govt. College (A), Rajahmundry
Dr. M. Ramesh, Member, Dept. of Commerce and Management, Adikavi Nannaya University, Rajamahendravaram, East Godavari District

**Resolutions:** The UG board of Studies for BA Degree Course (Tourism and Travel Management) is resolved the following implementation subject to approval.

1. Adoption of revised-common programme structure and updating course-wise syllabi as per the guidelines issued by APSCHE.
2. Adoption of regulations on scheme of examination and marks/grading system of the University BA Degree programme (Tourism and Travel Management).
3. Preparation of Model question Courses in prescribed format.
4. Eligibility of student for joining the course.
5. List of Course-setters/Course evaluators with phone, email id in the prescribed format.



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**2. DETAILS OF COURSE TITLES & CREDITS**

Sem	Course no.	Course Name	Course type (T/L/P)	Hrs./Week (Arts/ Commerce:5 )	Credits (Arts/ Commerce:4 )	Max. Marks Cont/ Internal/Mid Assessment	Max. Marks Sem-end Exam
I	1	Concepts and Impacts of Tourism	T	5	4	25	75
II	2	Tourism Resources of India	T	5	4	25	75
III	3	Travel and Tourism Management	T	5	4	25	75
IV	4	Tourism Policy, Planning and Development	T	5	4	25	75
	5	Tourism Marketing	T	5	4	25	75

Note: \*Course type code: T: Theory, L: Lab, P: Problem solving

- Proposed combination subjects: General Management/Business Management with Computer Knowledge
- Student eligibility for joining in the course: 10+2 (any discipline), Open Inter School and its equivalent
- Faculty eligibility for teaching the course: Passed Post Graduation Degree (MA/MBA/M. Com) with relevant specialization and also having higher qualification like Diploma/SET/NET/Ph. D
- List of Proposed Skill enhancement courses with syllabus, if any
- Any newly proposed Skill development/Life skill courses with draft syllabus and required resources
- Required instruments/software/ computers for the course (Lab/Practical course-wise required i.e., for a batch of 15 students)

Sem. No.	Lab/Practical Name	Names of Instruments/Software/ computers required with specifications	Brand Name	Qty Required
1	Lab Name:			
2	Lab Name:			



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- g. List of Suitable levels of positions eligible in the Govt./Pvt organizations  
 Suitable levels of positions for these graduates either in industry/govt. organization like technical assistants/ scientists/ school teachers clearly define them, with reliable justification

S.No	Position	Company/ Govt organization	Remarks	Additional skills required, if any
1.	Executive	State Tourism Departments/AP Tourism Authority/IATA/ITDC/AAI		
2.	Sr. Executive	State Tourism Departments/AP Tourism Authority/IATA/ITDC/AAI		
3.	Assistant Manager	State Tourism Departments/AP Tourism Authority/IATA/ITDC/AAI		
4.	Manager	State Tourism Departments/AP Tourism Authority/IATA/ITDC/AAI		
5.	General Manager	State Tourism Departments/AP Tourism Authority/IATA/ITDC/AAI		
6	Public Relations officer	State Tourism Departments/AP Tourism Authority/IATA/ITDC/AAI		
7.	Tour Manager	Travel Agencies/Tour Operations Organization		
8.	Tour Escort	Travel Agencies/Tour Operations Organization		

- h. List of Govt. organizations / Pvt companies for employment opportunities or internships or projects

S.No	Company/ Govt organization	Position type	Level of Position			
1.	Andhra Pradesh Tourism Authority (Govt.)	Executive/Non Executive	General Manager/Tour Manager/PRO			
2.	Travel Agencies and Tour Operations Organizations (Private)	Executive/Non Executive	Asst. Manger/Tour Escort			
3	Indian Tourism Development Corporation (Govt.)	Executive/Non Executive	Deputy Manager/Asst. General Manager			
4	Airports Authority of India (Govt.)	Executive/Non Executive	Deputy Manager/Asst. General Manager			
5	Director General of Civil Aviation (Govt.)	Executive	Manager			

- i. Any specific instructions to the teacher /Course setters/Exam-Chief Superintendent



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**3. Program objectives, outcomes, co-curricular and assessment methods**

**BACHELOR OF ARTS**

**TOURISM AND TRAVEL MANAGEMENT**

1. Aim and objectives of Tourism and Travel Management program:

Tourism today is one of the fastest growing industries in the world. It has made rapid advances in recent years. Tourism has emerged as a developmental activity at all levels – global, national, regional and local. International tourism is one of the most important and fastest growing aspects of global trade and assist with infrastructure development. It is the main stay of economy for many nations today. 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. Student 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.

Learning outcomes of Tourism and Travel Management:

- ❖ To get a thorough understanding of the components of tourism industry and to acquire knowledge and information pertaining to tourism industry.
- ❖ To help students acquire practical skills in all the major arenas of the industry.
- ❖ To orient and equip students with Travel Management skills of the age.
- ❖ To develop hospitality culture and behavior and to enhance student competencies.
- ❖ To develop entrepreneurial skills among students.

2. Recommended Skill enhancement courses: (Titles of the courses given below and details of the syllabus for 4 credits (i.e., 2 units for theory and Lab/Practical) for 5 hrs class-cum-lab work

3. Recommended Co-curricular activities:(Co-curricular Activities should not promote copying from text book or from others' work and shall encourage self/independent and group learning)

A. Measurable:

1. Assignments on:
2. Student seminars (Individual presentation of Courses) on topics relating to:
3. Quiz Programmes on:
4. Individual Field Studies/projects:
5. Group discussion on:



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6. Group/Team Projects on:

**B General**

1. Collection of news reports and maintaining a record of Course-cuttings relating to topics covered in syllabus
2. Group Discussions on: Subject related matters
3. Watching TV discussions and preparing summary points recording personal observations etc., under guidance from the Lecturers
4. Any similar activities with imaginative thinking.

4. Recommended Continuous Assessment methods:

Some of the following suggested assessment methodologies could be adopted;

- The oral and written examinations (Scheduled and surprise tests),
- Closed-book and open-book tests,
- Coding exercises,
- Practical assignments and laboratory reports,
- Observation of practical skills,
- Individual and group project reports,
- Efficient delivery using seminar presentations,
- Viva voce interviews.
- Computerized adaptive testing, literature surveys and evaluations,
- Peers and self-assessment, outputs form individual and collaborative work



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<b>BA</b>	<b>Semester: I</b>	<b>Credits: 4</b>
<b>Course: 1</b>	<b>Components And Impacts of Tourism</b>	<b>Hrs/Wk: 5</b>

**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





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**REFERENCES :**

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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.
4. Kamra, Krishna, K(2001) : Economics of Tourism; Pricing, Impacts, Forecasting; Kanishka Publishers, New Delhi - 02
5. Mishra, S.N, Sadual S, K(2008) : Basics of Tourism Management, Excel Books, New Delhi-28
6. Prasad, VVV and Sundari VBT (2009) : Travel and Tourism Management, Excel Books, New Delhi - 28.
7. Raj K. (2002) : Modern Dictionary of Tourism, Ivy Publishing House, Delhi-95.
8. Seth, P.N.Bhat, S. (1993) : An Introduction to Travel and Tourism, Starling publishers, New Delhi.
9. Krishnan, K.K. (2001) : Managing Tourist Destination ; Development, planning, marketing, policies, Kanishka Publishers Distributors, New Delhi - 110002.
10. Bhatia, A.K. (1991) : Tourism Development : Principles and practices, Starling publishers Pvt. Ltd., New Delhi.
11. Negi, J. (2003) : Travel Agency Operation :Concepts and Principles, Kanishka Publishers Distributors, New Delhi - 110002.
12. 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 Course clippings



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**MODEL QUESTION COURSE – THEORY**

**B.A DEGREE EXAMINATIONS**

**Semester: I**

**Course: Components And Impacts of Tourism**

**Time: 3 Hours.**

**Max Marks: 75**

**Section -A**

**Write Short Answer for any FIVE of the following:**

**Each question carries 5 marks**

**5 x 5 = 25M**

1. Define Tourism and Travel with Examples
2. Elaborate the Linkages of Tourism Industry
3. Describe the Push and Pull factors of tourism
4. Explain the concept of tourism Demand
5. Tourism is a good foreign exchange earner – Discuss
6. Explain about the Sustainable Tourism Concept
7. Explain about Supplementary Accommodation with examples
8. What is Pilgrimage Tourism? List out the pilgrimage centres in East Godavari District

**Section – B**

**Answer the following questions:**

**Each question carries 10 marks**

**5 x 10 = 50 M**

9. (a) Define tourism? Explain about various elements of tourism in details.  
**(OR)**  
(b) Describe the Scope and importance tourism in Andhra Pradesh.
10. (a) Explain the different types of tourism in details.  
**(OR)**  
(b) Elaborate the history of tourism the Ages.
11. (a) Elucidate the different types of Tourism motivations.  
**(OR)**  
(b) Explain the technological Impacts of tourism in Present days.
12. (a) What is Accommodation? Explain the different kinds of Accommodation in Tourism Industry.  
**(OR)**  
(b) Explain the Special Characteristics of Tourism Product.
13. (a) What is a tourism Impact? Explain the Positive Economic Impacts of Tourism.  
**(OR)**  
(b) Describe the Socio-Cultural Impacts of Tourism in detail.



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<b>BA</b>	<b>Semester: II</b>	<b>Credits: 4</b>
<b>Course: 2</b>	<b>Tourism Resources of India</b>	<b>Hrs/Wk: 5</b>

**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**

1. Art and architecture of tourism significance
2. World Heritage monuments and other prominent monuments of India
3. 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.
4. 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 , Cuddapah Dargah, Pancharamas in Andhra

**UNIT III: Natural Tourism Resources of India**

1. Brief study of National Parks and Wildlife Sanctuaries, Bird Sanctuaries, tiger and crocodile project sites of India; Coringa wildlife sanctuary, Nagarjuna –Srisailam sanctuary, Koundinya Wildlife sanctuary and Rayala Elephant Reserve
2. 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
3. Important Sea Beaches of India - Mumbai, Puri, Goa, Chennai, Trivandrum and Kerala; Ramakrishna Beach, Manginapudi, Suryalanka, Mypadu beach
4. Adventure Sports: Existing trends and places of importance for Land based, water based and aero based adventure sports of India.
5. Ecotourism: Jungle bells, Maredumilli; Lonavala, Munnar, Kodaikanal&Ooty , Shimla, Arunachal Pradesh, Uttarakhand, Sikkim, J&K



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**UNIT IV: Catalyst of Tourism Development in India:**

1. Tourism promotional festivals of India-KumbhMela, Snake Boat Race, International Kite Festival Pushkarmela;VisakhaMahotsavam, Kanaka DurgaNavarathris, Tirupati Brahmotsavam
2. Art galleries and Museums of India; specific museums in AP- State Archaeology Museum, Kurnool, Nagarjunakonda, Amaravathi –, Babu Museum-, Tribal Museum-Visakhapatnam: DamerlaRamarao Art Gallery, Rajahmaundry.
3. 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:**

1. 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
2. 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
8. Sharma, U. (2008) : Festivals in Indian Society, Mittal Publication, New Delhi -02
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 – Bharatiya Sanskruthi Paryataka Rangam, 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



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**MODEL QUESTION COURSE – THEORY**

**B.A DEGREE EXAMINATIONS**

**Semester: II**

**Course: TOURISM RESOURCES OF INDIA**

**Time: 3 Hours.**

**Max Marks: 75**

**Section -A**

**Write Short Answer for any FIVE of the following:**

**Each question carries 5 marks.**

**5 x 5 = 25 M**

1. Functions of ITDC
2. Elaborate Heritage importance of Golconda Fort
3. Describe the River Tourism in Godavari
4. Explain importance of Bapu Museum -Vijayawada?
5. Elaborate the Pilgrimage Potential of Sun Temple-Konark
6. What are the Do's and Don'ts of Eco Tourism?
7. Explain about tourism importance of NTR Beach Kakinada
8. Explain the Adventure Tourism Guidelines issued by Government of India?

**Section – B**

**Answer the following questions:**

**Each question carries 10 marks.**

**5 x 10 = 50 M**

9. (a) Explain the Evaluation of Tourism industry in Modern India.  
(OR)  
(b) Describe the Brief outline of Ancient History of India.
10. (a) Elaborate the Tourism Fairs and Festivals in Andhra Pradesh?  
(OR)  
(b) Explain the important Buddhist Circuits in India.
11. (a) What is Eco Tourism? Explain the important Eco Tourism Places in East Godavari District in AP.  
(OR)  
(b) Explain the Scope and Importance of Coastal Tourism in Andhra Pradesh.
12. (a) What is a Pushkaram?- Explain the Kumbhamela Pushkaram.  
(OR)  
(b) Define Museum? Explain different types of Museums in and Around Vijayawada.
13. (a) What is a Hotel? Explain about Different types of Hotel chains in India.  
(OR)  
(b) Describe Green Triangle tourist circuit in India.



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<b>BA</b>	<b>Semester: III</b>	<b>Credits: 4</b>
<b>Course: 3</b>	<b>Travel And Tourism Management</b>	<b>Hrs/Wk: 5</b>

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

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

**UNIT III: Entrepreneurship, Procedure, Formal Approvals**

1. 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.
2. Procedure for setting up of travel agency and tour operating enterprises; their role in development of tourism industry.
3. Approval from Dept. of Tourism (DOT), International Air Transport Association (IATA)



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**UNIT IV: Travel Documentation & Role of Internet and modern information techniques for promoting Tourism**

1. 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)
2. Role of Internet, Accessing Tourism Web Sites, Mobile apps and modern information techniques for promoting Tourism
3. 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.
4. Tour Guide; duties and responsibilities, his role in promoting tourism

**UNIT V: Travel Organizations & Associations**

1. Organization and Functions of UNWTO, TAAI, IATO, IATA and PATA ,
2. Organization and Functions of ITDC, APTDC, FHRAI, IH & RA
3. 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
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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, Collection of Course clippings



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**MODEL QUESTION COURSE – THEORY**

**B.A DEGREE EXAMINATIONS**

**Semester: III**

**Course: TRAVEL AND TOURSIM MANAGEMENT**

Time: 3 Hours.

Max Marks: 75

**Section -A**

**Write Short Answer for any FIVE of the following:**

**Each question carries 5 marks .**

**5 x 5 = 25 M**

1. Explain the Management Systems of Accommodation
2. Describe about Thomas Cook and its Domestic Packages
3. Explain the Entrepreneurship Opportunities of Tourism
4. What is a VISA? Explain different Kinds of VISAs?
5. Elucidate the Objectives and Functions of FHRAI
6. Tour guide a is a Ambassador of the Destination- Justify it
7. Prepare for two days Travel Itinerary from Visakhapatnam to raku Valley
8. Tourism is great Employment Generator - Comment

**Section – B**

**Answer the following questions.**

**Each question carries 10 marks .**

**5 x 10 = 50 M**

9. (a) Explain the Meaning and Characteristics of Tourism Management  
(OR)  
(b) Describe Functions of Management in relevance to Tourism Industry
10. (a) Elaborate the Differences between Travel Agency and Tour Operations Business?  
(OR)  
(b) Define Travel Agency. Explain different types of Travel Agencies.
11. (a) How to establish Travel Agency business According to MOT-GOI?  
(OR)  
(b) Explain the Entrepreneurship Characteristics of Tourism Field.
12. (a) Describe the Role Technology for the Promotion of Tourism.  
(OR)  
(b) Elaborate the important Tourist Destinations in and around Visakhapatnam.
13. (a) What is a Role of International Tourism Organizations for Development of Tourism Globally?  
(OR)  
(b) Briefly Describe the Objectives and Functions of APTDC.





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**B.A. Tourism and Travel Management Syllabus (w.e.f:2020-21 A.Y)**

<b>BA</b>	<b>Semester: IV</b>	<b>Credits: 4</b>
<b>Course: 4</b>	<b>Tourism Policy, Planning and Development</b>	<b>Hrs/Wk: 5</b>

**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:**

1. Study of climatic, drainage, travel availability maps (road, air, water, and railway) of Andhra Pradesh.
2. Tourist map design: maps showing national parks and wildlife sanctuaries; cultural, historical and religious tourist spots with their transport/road map connectivity.
3. 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:**

1. 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 theirsustenance.
2. Tourism Legislation
3. Assessment of tourism facilities and services at local level and preparation of a report thereof.



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**REFERENCES :**

1. Inskip, 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.



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**B.A. Tourism and Travel Management Syllabus (w.e.f:2020-21 A.Y)**

**MODEL QUESTION COURSE – THEORY**

**B.A DEGREE EXAMINATIONS**

**Semester: IV**

**Course: TOURISM POLICY, PLANNING AND DEVELOPMENT**

**Time: 3 Hours.**

**Max Marks: 75**

**Section -A**

**Write Short Answer for any FIVE of the following:**

**Each question carries 5 marks .**

**5 x 5 = 25 M**

1. Explain the Need for Tourism policy and Planning.
2. What are Precautions should take for planning an Eco Tourism Destination?
3. Explain about the Highlights of AP Tourism Policy -2015-2020.
4. How do you Prepare Tourism Boucher to attract for Tourists?
5. Elaborate the Tribal lore of Andhra Pradesh.
6. Explain the tourism potential of Andhra Pradesh.
7. Explain the River Tourism Scope of Andhra Pradesh.
8. Comment about Virtual Tours.

**Section – B**

**Answer the following questions:**

**Each question carries 10 marks .**

**5 x 10 = 50 M**

9. (a) Explain the Nature and Meaning of Tourism Planning.  
(OR)  
(b) Elaborate the Steps involved in Tourism Planning.
10. (a) How do you prepare for an Urban Tourism Planning with examples?  
(OR)  
(b) Explain the Consequences of Unplanned Tourist Destinations.
11. (a) Discuss about National Action Plan for Tourism – 1992.  
(OR)  
(b) Explain about AP Tourism's New Tourism Policy 2021-2025.
12. (a) How do you read Tourist Map and importance of Tourist Map of a State?  
(OR)  
(b) Explain the steps involved to Prepare for a Tourist Boucher or Leaflet?
13. (a) Explain about some Tribal Tourist Destinations in Andhra Pradesh.  
(OR)  
(b) Write an essay on Need for Tourism Legislation and its importance.



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**B.A. Tourism and Travel Management Syllabus (w.e.f:2020-21 A.Y)**

<b>B.A.</b>	<b>Semester: IV</b>	<b>Credits: 4</b>
<b>Course: 5</b>	<b>Tourism Marketing</b>	<b>Hrs/Wk: 5</b>

**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 II: 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 III: 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 IV: 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



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**UNIT V: 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 Course clippings
7. Designing an advertising copy
8. Designing a poster



**ADIKAVI NANNAYA UNIVERSITY:: RAJAHMAHENDRAVARAM**  
**B.A. Tourism and Travel Management Syllabus (w.e.f:2020-21 A.Y)**

**MODEL QUESTION COURSE – THEORY**

**B.A DEGREE EXAMINATIONS**

**Semester: III**

**Course: TOURISM MARKETING**

Time: 3 Hours.

Max Marks: 75

**Section -A**

**Write Short Answer for any FIVE of the following:**

**Each question carries 5 marks**

**5 x 5 = 25 M**

1. Service Marketing
2. Marketing Strategies in Tourism
3. Pricing Methods in Tourism Industry
4. Travel Agent
5. Tourist Destination
6. Advertising in Tourism
7. Promotion mix in Tourism
8. 8 P's of Marketing Mix

**SECTION-B**

Answer **FIVE** questions.

**5X10=50M**

9. (a) What do you understand by Marketing? Outline the characteristic features of various marketing activity concepts in Tourism Industry.

(OR)

- (b) Distinguish between product marketing and service marketing in Tourism Industry.

- 10 (a) Explain various approaches and applications of market segmentation in the tourism trade.

(OR)

- (b) What factors influencing the buying behavior of consumers and consumersatisfaction in Tourism Industry.

- 11 (a) Briefly explain the concept and need of branding of a product for a tourism company.

(OR)

- (b) Explain the process of communication and barriers of effective communication in Tourism.

- 12 (a) What do you understand by Distribution channel of tourism products and services? Give

an account of the levels of Distribution channels and the factors to be considered while selecting them.

(OR)

- (b) Briefly explain the role and responsibilities of Travel agent and Tour Operator.

- 13 (a) Write an essay on necessary attributed for an ideal tourist destination.

(OR)

- (b) Explain the marketing strategies for promotion and development of tourism destination.