NEW COURSES

Structure and Syllabus under CBCS of Subject:

**TOURISM AND TRAVEL MANAGEMENT**

Recommended Combinations – B.A.;

History, Economics & Tourism and Travel Management

A.S.D.GOVT.DEGREE COLLEGE FOR WOMEN(A)KAKINADA

Structure and Syllabus under CBCS of Subject:

**TOURISM AND TRAVEL MANAGEMENT**

Course Structure and Syllabus of Subject Tourism & Travel Management

Course Structure

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| --- | --- | --- |
| S.No | Sem | **PAPERS** |
| 1 | I | Paper I - Basics Of Tourism |
| 2 | II | Paper II - Principles And Practices Of Tourism |
| 3 | III | Paper III - Tourism Resources |
| 4 | IV | Paper IV - Cultural Tourism In Andhra Pradesh |
| 5 | V | Paper V - Guiding And Negotiation Skills For Tourism |
| 6 |  | Paper VI - Travel Agency And Tour Operation Business |
| 7 | VI | ***Elective –*** I  Paper VII A- Tour Packaging And Itinerary Planning |
| 8 |  | Paper VII B - Tourism Marketing & Hospitality Management |
| 9 |  | **Elective – II**  **Cluster A**  Paper VIII A1 - Tourism & International Business |
| 10 |  | Paper VIII A2 - MICE TOURISM: Meetings, Incentives, Conferences & Exhibitions |
| 11 |  | Paper VIII A3 - Public Relations And Tourism Journalism |
| 12 |  | **Cluster B**  Paper VIII B1 - Culture of Indian Cuisine |
| 13 |  | Paper VIII B2 - Contemporary Food Service |
| 14 |  | Paper VIII B3 - Leadership For Chefs |

\*Teaching Hours, Marks and Credits are as in History and Economics under CBCS

\*\*Recommended Combination in BA: History, Economics & Tourism and Travel Management.

Syllabus of Subject Tourism & Travel Management

**CODE.TT1105 Semester: I**

**Paper – I: BASICS OF TOURISM**

**Module 1**

Tourism – Definition – Nature and Scope – History of Tourism and its Developments –Types of Tourism – Domestic and International Tourism – causes of rapid growth of tourism

**Module 2**

Travel and Travelers in ancient India - Growth and development of tourism in India –

Travel during Medieval age - European trade links - Tourism in Independent India

– Constitutional provision of Indian Tourism

**Module 3**

Socio-economic significance of Tourism – Tourism as an industry – Ancillary industries in Tourism – Tourism organizations, national and International – Role of State and Centre Governments in promotion & Development of Tourism.

**Module 4**

Demand & Supply in Tourism – Need for measuring tourism – General problems of measurement Importance of Tourist Statistics –– Types of Tourist statistics – Methods of

Measurement Tourism Demand

**Module 5**

Structure of State and Central Tourism DePaperments & Tourism Development Corporations - Tourism Promotion Councils etc – District Tourism Promotion Councils & Bureaus

**References:**

1. Pran Nath Seth (2006) : Successful tourism Management , Sterling, NewDelhi

(Vol. 1 & 2)

2. A.K Bhatia (2010) : International Tourism Management , Sterling, NewDelhi

3. A.K Bhatia (1997): Tourism Management & Marketing. Aph Publishing

Corporations,

4. Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.

5. P.N. Seth (2006) : Successful Tourism Development Vol.1 and 2, Sterling

Publishers, New Delhi

6. Page, Stephen (2011) : Tourism Management, Routledge, London

7. <https://en.wikiversity.org>

8. [www.unwto.org](http://www.unwto.org)

9. [www.lin.ied.edu](http://www.lin.ied.edu)

10. [www.responsibletravel.org](http://www.responsibletravel.org)

**DEPARTMENT OF TOURISM**

**SEMESTER-1**

**Basics of tourism**

**References:**

**1. Pran Nath Seth (2006) : Successful tourism Management , Sterling, NewDelhi**

**(Vol. 1 & 2)**

**2. A.K Bhatia (2010) : International Tourism Management , Sterling, NewDelhi**

**3. A.K Bhatia (1997): Tourism Management & Marketing. Aph Publishing**

**Corporations,**

**4. Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.**

**5. P.N. Seth (2006) : Successful Tourism Development Vol.1 and 2, Sterling**

**Publishers, New Delhi**

**6. Page, Stephen (2011) : Tourism Management, Routledge, London**