



Savitribai Phule Pune University
(Formerly University of Pune)

**Three Year B.A. Vocationalisation of Under Graduate Courses in
Travel And Tourism Management
(Faculty of Science & Technology)**

**Revised Syllabi for
B.A. (Travel And Tourism Management)
(For Colleges Affiliated to Savitribai Phule Pune University)**

**Choice Based Credit System Syllabus
To be implemented from Academic Year 2019-2020**

Three Year B.A. Vocationalisation of Under Graduate Courses in Travel And Tourism Management

Program Specific Outcomes

- 1) Students completing this course will be able to understand basic concepts in tourism and its allied sectors functioning.
- 2) Students completing this course will be able to understand itineraries, tour packaging, yoga and wellness in tourism and field visits regarding the above-mentioned topics which will enhance the practical caliber and concept clarity of the students.
- 3) After completing this course, students will develop entrepreneurship quality and Human Resources Development for Tourism and learn the concept of job analysis.

**Choice Based Credit System Syllabus
To be implemented from Academic Year 2019-2020**

F. Y. B. A. Travel And Tourism Management

Semester	Paper	Subject	Course
I	I	Tourism Business	Theory Course
I	II	Travel Photography And Travel Writing	Practical Course
II	III	Geography of Tourism	Theory Course
II	IV	Tour Guiding and Interpretation	Practical Course

Equivalence of Previous syllabus along with new syllabus:

Paper	Old Course (2013 Annual Pattern)	Paper	New Course (2019 Semester Pattern)
I	Fundamentals of Tourism	I	Tourism Business
II	Tourist Resources	II	Travel Photography And Travel Writing
		III	Geography of Tourism
		IV	Tour Guiding and Interpretation

S. Y. B. A. Travel And Tourism Management 2020-2021

Semester	Paper	Subject	Course
III	V	Tourism Products of India	Theory Course
III	VI	Itinerary Planning and Costing of India	Practical Course
IV	VII	Hotel Management	Theory Course
IV	VIII	Yoga and Wellness	Practical Course

Equivalence of Previous syllabus along with new syllabus:

Paper	Old Course (2014 Annual Pattern)	Paper	New Course (2020 Semester Pattern)
III	Tourism Marketing and Travel Agency Operation	V	Tourism Products of India
IV	Practical Knowledge of Tourism Industry And Key Competency Modules	VI	Itinerary Planning and Costing of India
		VII	Hotel Management
		VIII	Yoga and Wellness

T. Y. B. A. Travel And Tourism Management 2021-2022

Semester	Paper	Subject	Course
V	IX	Adventure Tourism	Theory Course
V	X	Case Studies in Tourism	Practical Course
VI	XI	Entrepreneurship and Human Resources Development for Tourism	Theory Course
VI	XII	On-the-Job Training, Study Tour Report and Viva-voce	Practical Course

Equivalence of Previous syllabus along with new syllabus:

Paper	Old Course (2015 Annual Pattern)	Paper	New Course (2021 Semester Pattern)
V	Emerging Concepts of Tourism and Tourism Development	IX	Adventure Tourism
VI	Entrepreneurship And Practical Knowledge of Tourism Industry	X	Case Studies in Tourism
		XI	Entrepreneurship and Human Resources Development for Tourism
		XII	On-the-Job Training, Study Tour Report and Viva-voce

VOCATIONALISATION OF UNDER GRADUATE COURSES
TRAVEL AND TOURISM MANAGEMENT
FYBA: TRAVEL AND TOURISM MANAGEMENT
(w.e.f. 2019-2020)
(Choice Base Credits System)
(70-Semester- End Exam & 30- Internal Evaluation)

Course Content:

FYTTM Paper I: TOURISM BUSINESS (Theory Course)

Objectives

- 1) To get introduced to the fundamentals of tourism.
- 2) To learn the basics of Major tourism services and the impacts of tourism.
- 3) To learn the role of geographical factors in tourism.
- 4) To learn the tourism potentials in various continents.

Course Outcomes

- 1) Students will be get knowledge of fundamental understanding of tourism and its terminology.
- 2) Students will be able to understand growth of tourism through ages.
- 3) Students to understand travel agency, travel agent and various other concepts.
- 4) Student will understand the impact of tourism regarding social and economic importance.

Semester – I

Unit I- Introduction to Tourism:

- a) Tourism: Meaning, nature and Characteristics
- b) Tourist: Meaning, Types of Tourism and Tourists
- c) Introduction to tourism as an industry
- d) Economic, Social, Cultural and Environmental benefits of tourism

Unit II- Growth of Tourism:

- a) Growth through ages
- b) Factors contributing for growth of tourism
- c) Tourism Trends and patterns at global level
- d) Tourism trends and patterns in India

Unit III- Major Tourism Services:

- a) Travel Agency and Tour Operator Services
- b) Tourist Transportation Services
- c) Hospitality Services
- d) Tourism Chain: Vertical and horizontal integration of services

Unit IV - Impacts of Tourism:

Social importance

- a) Tourism as an international understanding
- b) Cultural benefits of tourism
- c) Tourism and national integration

Economic Importance

- a) Tourism as employment generator
- b) Foreign currency and balance of payment
- c) Cost benefits of International Tourism
- d) Capital out-put ratio.

Books Recommended:

1. Anand, M.M. Tourism and Hotel Industry in India, prentice Hall New Delhi, 1976.
2. Bhatia, A.K., International Tourism, Sterling Publisher, New Delhi.
3. Bhatia, A.K., Tourism development: Principles, practices and Philosophies, Sterling Publisher, New Delhi.
4. Kaul, R.N., Dynamics of Tourism: A Trilogy, Sterling Publisher, New Delhi.
5. McIntosh, Robert, W. Goldner, Charles, Tourism principles, practices and Philosophies, John Wiley and sons Inc. New York, 1990 (9thedition).
6. Mill, Robert Christie and Alastair M. Morrison, The Tourism System, Englewood Cliffs, N.J., Prentice Hall, 1985.
7. Negi, J.M.S., Tourism and Travel-Concepts and principles, Gitanjali Publishing House, New Delhi, 1990.
8. Peters, M. International Tourism, Hutchinson London.
9. Robinson, H.A., Geography of Tourism, Mc Donald and Evans, London, 1976.
10. Seth, P.N. Successful Tourism Planning and Management, Cross Section Publications
11. Sevlam, M., Tourism Industry in India, Himalaya Publishing House, Bombay, 1989.

Semester – II
FYTTM Paper I: **GEOGRAPHY OF TOURISM** (Theory Course)

Objectives

- 1) To learn the role of geographical factors in tourism.
- 2) To learn the tourism potentials in various continents.

Course Outcomes

- 1) Student will learn importance of the role of geographical factors in tourism.
- 2) Student will learn the tourism potentials in various continents.
- 3) Student will learn tourism and its expansion in India are neighboring countries and south Asia.
- 4) Student will come to know tourism and its expansion in develop countries and detail comparison with India.

Unit I

- a) Continents and Oceans, Geomorphology
- b) Climate and Climatic Zones and tourism,
- c) Natural vegetation and wildlife
- d) Overview of tourism potential in different continents
- e) Local time and G.M.T. Great Circle Routes
- f) International Date Line; Daylight saving time

Unit II

- a) India: Physiographic regions
- b) Tourism potential in Northern Mountains, Peninsula, Plains, Coastal regions and islands
- c) Season and climatic zones and their impact on the seasonality of tourism
- d) Vegetation, Wildlife and Tourism

Unit III

- a) Tourism potentials in Asia, Africa, Europe, Pacific region:
- b) Nepal, Sri Lanka, Thailand, South Africa, Australia, New Zealand.

Unit IV

- a) Tourism Attractions in Euro-American Region:
- b) United Kingdom, France, Italy, United States of America, Argentina.

- **Internal Evolution 30 Marks.**
- **Mid Semester Examination 20 Marks.**
- **Home Assignments/ Presentation/ Library work/ Class Tests 10 Marks.**

Books Recommended:

1. Anand, M.M. Tourism and Hotel Industry in India, prentice Hall New Delhi,1976
2. Bhatia, A.K., International Tourism, Sterling Publisher, New Delhi.
3. Boniface, B.G. & Christopher Cooper: The Geography of Travel and Tourism, Heinemann, London, 1987.
4. Douglas Pearce: Tourism Today: ‘A Geographical Analysis, Longman. London, 1987.
5. Douglas Pearce: Topics in Applied Geography Tourism development, Longman, London.
6. Foster, D.L. ‘An Introduction to travel and Tourism’ Glencoe Macgraw Hill, New York.

7. Gillard : Quentin 'Travel Geography Handbook' Vo Nostrand Reinhold, Now York, 1991.
8. Goh Cheong Long: An Economic Atlas of India, Oxford University.
9. Pichamahu, C.S., 'physical Geography of India, NBT ,New Delhi.
10. Quereshi, Imtiaz (ed) Physical Geography of India, NCERT, New Delhi.
11. Quereshi, Imtiaz (ed) India: Economy & Society, NCERT, New Delhi.
12. Quereshi, Imtiaz (ed) World Geography, NCERT, New Delhi.
13. Singh, Gopal: A Geography, of India: Atma Ram & Sons, New Delhi.
14. Students' Reference Atlas, Govt. of India.
15. Atlas, Oxford or TTK publication.
16. Lonely Planet Series on all countries mentioned in syllabus.
17. The Travel Planner, published by Cross Section Publications, New Delhi.
18. Websites of related countries.

FYBA: TRAVEL AND TOURISM MANAGEMENT
(Choice Base Credits System)
(70-Semester- End Exam & 30- Internal Evaluation)

Paper I: TOURISM BUSINESS (Theory Course)

Internal Evaluation 30 Marks

- Mid Semester Examination – 20 Marks
- Home Assignments / Presentation / Library Work/ Class Tests/Participation in activities of practical conversation - 10 Marks

Paper I: Tourism Business (Theory Course)

Semester One	Marks: 70
Que. 1 Explain any two in brief (Around 50 words):	(10)
Que. 2 Write short notes on any four (Around 100 words)	(20)
Que. 3 Answer any Two (300-350 words)	(20)
Que. 4 Answer in detail any one (Around 500 words)	(20)

FYBA: TRAVEL AND TOURISM MANAGEMENT
(Choice Base Credits System)
(70-Semester- End Exam & 30- Internal Evaluation)

Paper I: GEOGRAPHY OF TOURISM (Theory Course)

Internal Evaluation 30 Marks

- Mid Semester Examination – 20 Marks
- Home Assignments/ Presentation/ Library work/ Class Tests - 10 Marks

Paper I: Geography of Tourism (Theory Course)

Semester Two

Marks: 70

Que. 1	Explain any two in brief (Around 50 words):	(10)
Que. 2	Write short notes on any four (Around 100 words)	(20)
Que. 3	Answer any Two (300-350 words)	(20)
Que. 4	Answer in detail any one (Around 500 words)	(20)

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Course Content:

FYBATTM Paper II: Travel Photography And Travel Writing (Practical Course)

Objectives

- 1) To get introduced to travel photography and travel writing in tourism.
- 2) To get introduced to tour guiding and interpretation in tourism.
- 3) To learn the basics of travel writing and tour handling required for travel industry.
- 4) To learn the concept of field visit report writing.

Course Outcomes

- 1) Learn Fundamentals of digital photography and its basic Components which will develop high interest of the student regarding subject.
- 2) Student learns various types of lens used in the camera and various modes to capture.
- 3) Student learns how to record travel blogs and precaution while recording video.
- 4) Student will learn various software and hardware required for travel writing and video making.

Unit – I Digital Photography:

- a) Introduction; scope; basic Components;
- b) Digital Cameras know your Camera; Travel preparations at the destinations.

Unit – II The Art of Photography:

- a) Moments in time; exposure triangle;
- b) Composition parameters; light; moving subjects; creative shooting.
- c) An Introduction to Selfies.

Unit – III The Subjects:

- a) People; landscapes, the urban environment; festivals, entertainment; food and drink, wildlife.
- b) Post-Production – Basic Photo Editing Software; basics of Adobe Photoshop,
- c) Sharing photos; blogs; selling travel Images.
- d) Being a Travel Photographer.

Unit - IV Travel Writing:

- a) Introduction to Travel Writing – scope; purpose;
- b) Research; collect information; information discrimination and filtering.
- c) Travel Plan and arrangements; equipment to carry; taking the notes; using technology;
- d) Pen down minute to minute; post-visit homework; drawing an outline of travelogue.
- e) Topic selection; which area to focus on; important components in writing a full travelogue; do's and don'ts in writing a travelogue.

Unit - V Field Visit & Report Writing:

- a) Field Visits: Tourist Destination, Monuments
- b) Short/Long Tour

c) Project Report and Report Writing

- **Internal Evolution 30 Marks.**
- **Mid Semester Examination 20 Marks.**
- **Home Assignments/ Presentation/ Field visits Report/Library work/ Class Tests 10 Marks.**

Books Recommended:

1. Srivastava, Mukesh (2012). Digital Photography, Unicorn Books, New Delhi.
2. Richard L'Anson (2014). Guide to Travel Photography, Lonely Planet Publications.

Semester – II
FYTTM Paper II: Tour Guiding and Interpretation (Practical Course)

Objectives

- 1) To get introduced to tour guiding and interpretation in tourism.
- 2) To learn the basics of travel guiding required for the travel industry.
- 3) To learn the concept of field visit report writing.

Course Outcomes

- 1) Students will learn tour guiding and tour escorting and basic steps to become a tour guide.
- 2) Students will learn practical tips and mechanics of tour guiding.
- 3) Practical guiding on the basis of guiding at a monument, religious site, museum, coach etc.
- 4) Student will learn various situation handling like difficult tourists, questions and emergencies.
- 5) Student will learn how to plan an itinerary, setting up a guiding business and Code of Conduct for tour guides in India (MoT).
- 6) Student will visit the field and write a report regarding field visit.

Unit I Tour guiding:

- a) Introduction to tour guiding and tour escorting;
- b) Difference between tour guiding and tour escorting;
- c) Role of a tour guide; Tour guiding in India;
- d) Characteristics of a tour guide steps to becoming a tour guide,
- e) Steps to becoming a tour guide

Unit II Guiding Techniques:

- a) Understanding the dynamics of tour guiding
- b) Practical tips,
- c) Mechanics of tour guiding; tools of the trade

Unit III Practical guiding:

- a) Guiding at a monument
- b) Guiding at a religious site
- c) Guiding at a museum
- d) Guiding on a coach

Unit IV Situation Handling:

- a) Handling difficult tourists
- b) Handling questions
- c) Handling emergencies

Unit V Managing guiding business:

- a) How to plan an itinerary
- b) Setting up a tour guiding business
- c) Code of Conduct for tour guides in India (MoT).

Unit - VI Field Visit & Report Writing:

- a) Field Visits: Tourist Destination
- b) Short/Long Tour
- c) Project Report and Report Writing

- **Internal Evolution 30 Marks.**
- **Mid Semester Examination 20 Marks.**
- **Home Assignments/ Presentation/ Library work/ Class Tests 10 Marks.**

Books Recommended:

1. Chowdhary, Nimit (2013). Handbook for Tour Guides. New Delhi: Matrix Publishers. (L)
2. Mitchell, G.E. (2005). How to Start a Tour Guiding Business. Charleston: The GEM Group Ltd.
3. Pond, K.L. (1993). The Professional Guide. New York: Van Nostrand

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Paper II: Travel Photography And Travel Writing (Practical Course)
(This is entirely a Practical Paper)

Internal Evaluation 30 Marks

- Mid Semester Examination – 20 Marks
- Home Assignments / Presentation / Field visit Report / Library Work/ Class Tests/ Participation in activities of practical conversation - 10 Marks

Paper II : Travel Photography And Travel Writing (Practical Course)

Semester One	Marks: 70
Que. 1	Plot and explain features in Maps of India. (10)
Que. 2	Answer the following. (Any 4) (20)
Que. 3	Write note on Short or Long study tour / Guest Lecture/Survey Report. (10)
Que. 4	i) Long/ short excursion study tour report and viva. (15)
	ii) Project Report and Presentation. (10)
	iii) Journal/ Assignment. (05)

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Paper II: Tour Guiding and Interpretation (Practical Course)
(This is entirely a Practical Paper)

Internal Evaluation 30 Marks

- Mid Semester Examination – 20 Marks
- Home Assignments / Presentation / Field visit Report / Library Work/ Class Tests/ Participation in activities of practical conversation - 10 Marks

Paper II: Tour Guiding and Interpretation (Practical Course)

Semester Two	Marks: 70
Que. 1 Plot and explain features in Maps of India.	(10)
Que. 2 Answer the following. (Any 4)	(20)
Que. 3 Write note on Short or Long study tour / Guest Lecture/Survey Report.	(10)
Que. 4 i) Long/ short excursion study tour report and viva.	(15)
ii) Project Report and Presentation.	(10)
iii) Journal/ Assignment.	(05)