

T.Y.B. A. Travel And Tourism Management (Syllabus for Affiliated Colleges) Third Year (as per NEP 2020)



Savitribai Phule Pune University
(Formerly University of Pune)

**T.Y.B.A. Vocationalisation of Under Graduate Courses in
Travel And Tourism Management
(Faculty of Arts & Humanities)**

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

**Syllabus as per the guidelines of National Education Policy 2020
To be implemented from Academic Year 2026-2027**

SAVITRIBAI PHULE PUNE UNIVERSITY, PUNE
Syllabi as per NEP 2020 for
T.Y. B. A. Travel And Tourism Management Third Year
(For Affiliated Colleges to Savitribai Phule Pune University)
UG Degree on completion of 18 credits
Title of the Programme: B. A. Travel And Tourism Management

Preamble:

Introduction:

National Education Policy 2020 lays particular emphasis on the development of creative potential of each individual. It is based on the principle that education must develop not only cognitive capacities - both the 'foundational capacities' of literacy and numeracy and 'higher-order' cognitive capacities, such as critical thinking and problem solving – but also social, ethical, and emotional capacities and dispositions. On behalf of new education policy Savitribai Phule Pune University has decided to change the syllabi of various faculties from June 2025. Taking into consideration the rapid changes in faculty of Arts & Humanities and new approaches in different areas of Travel And Tourism Management and related subjects, Board of Studies in Geography after a thorough discussion with the teachers of Travel And Tourism Management from different colleges affiliated to the Savitribai Phule Pune University and all stakeholders has prepared the syllabus of T.Y. B. A. Semester - V (w.e.f. 2026-2027) Travel And Tourism Management programme under the Choice Based Credit System (CBCS). The model curriculum as developed by NEP 2020 is used as a guideline for the present syllabi. The syllabi focus on credits related to major core, major elective, internship/On job training and research projects.

Aims and Objectives of the new curriculum:

- i. To update the curriculum as per the NEP 2020.
- ii. To incorporate recent development in the field of Travel and Tourism Management.
- iii. To enhance the quality and standards of knowledge of Travel and Tourism Management.
- iv. To create an aptitude for Travel And Tourism Management in those students who show a promise for higher studies and creative work in Travel And Tourism Management.
- v. Even if a student takes exit after 1st year, he will be provided with job opportunities with required skill set.
- vi. Create confidence in other, for equipping themselves with that part of Travel And Tourism Management which is needed for various branches of Sciences or Humanities in which they have aptitude for higher studies and original work.
- vii. Provide job oriented skills to the students with multiple entry and exit option.
- viii. To create research culture and on job training for made a competent students for Indian future.
- ix. To inculcate the interdisciplinary and multidisciplinary approach in the curriculum.

- x. To enhance employability and entrepreneurship skill among the students.
- xi. To develop research and innovative skill among the students.

Programme Specific Outcome (PSO):

On completion of the Under Graduation in Travel And Tourism Management, students will:

1. Possess an enriched and comprehensive knowledge of Travel And Tourism Management and its practical applications across various disciplines.
2. Develop a strong sense of environmental values, being well-informed about sustainable development goals, as well as various cross-cutting issues affecting our planet.
3. Augment their skills in spatial analysis through the application of statistical techniques and by keeping abreast of emerging trends, theories, and models in the field.
4. Be able to analyze, compare, and critically evaluate concepts and content relevant to competitive examinations and global contexts, nurturing a deeper understanding of global issues.
5. Demonstrate knowledge and expertise in field excursions, advanced surveying techniques and digital map-making, aiding them to interpret and represent geographical data effectively.
6. Be proficient in research writing, preparing manuscripts, and designing research projects.
7. Develop essential employability and entrepreneurship skills, making them well-prepared for market jobs or for establishing their own endeavors in relevant fields.
8. Apply Travel And Tourism Management knowledge, tools, and techniques to address various geo-environmental and human challenges, contributing to effective problem-solving.
9. Recognize the significance of resource management, regional planning, and sustainable development, ensuring responsible and informed decision-making.
10. Prioritize diverse emerging issues, trends and techniques effectively in real-time geographical problems, leading to positive contributions to both society and the environment.

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

Semester	Course Code	Course Name	Credits		Total Credits
			T	P	
Fifth Semester	501	Cultural and Heritage Tourism	2	-	2
Total Credits			02	0	02

Semester Fifth	Credit for Theory	Credit for Practical	Total Credits
501	02	--	02
Total Credits	02	0	02

T.Y. B. A. Travel And Tourism Management (Semester - V)**TTM 501: Cultural and Heritage Tourism**

Year	Semester	Course type	Course and Course Code	Course Title	Total credit	No of periods	Total lectures per week
III	Fifth	Theory	TTM 501	Cultural and Heritage Tourism	02	30	02

Objectives of the course:

1. To introduce the concept and significance of cultural and heritage tourism
2. To understand India's rich cultural and heritage resources
3. To analyze the role of tourism in preservation and promotion of heritage
4. To develop awareness about sustainable heritage management.

Topic No.	Topic Name	Sub Topic	No. of Periods
1	Introduction to Cultural and Heritage Tourism	Meaning and Concept of Culture and Heritage, Types of Culture: Material and Non-material, Meaning and Scope of Cultural Tourism, Meaning and Scope of Heritage Tourism, Relationship between Culture, Heritage, and Tourism, Importance of Cultural and Heritage Tourism in India.	07
2	Cultural and Heritage Resources of India	Tangible Heritage: Monuments, Forts, Temples, Museums, Intangible Heritage: Traditions, Festivals, Art, Music, Dance, UNESCO World Heritage Sites in India (Overview), Major Cultural Tourism Circuits in India, Role of local communities in cultural tourism.	08
3	Heritage Conservation and Management	Concept of Heritage Conservation, Need for Preservation of Cultural Heritage, Role of Government and Organizations (ASI, UNESCO), Heritage Laws and Policies in India (Basic overview), Heritage Management Practices, Challenges in Heritage Conservation.	07
4	Tourism Development and	Role of Tourism in Cultural Promotion, Positive and Negative Impacts of Tourism on Heritage, Sustainable	08

	Impacts on Heritage	Cultural Tourism Development, Case Studies of Heritage Tourism in India (e.g., Ajanta–Ellora, Jaipur, Varanasi), Responsible Tourism Practices.	
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Course Outcome:

By the completion of the course, students will be able to;

COs 1: Explain concepts of cultural and heritage tourism and identify major cultural and heritage resources in India

COs 2: Explain concepts of cultural and heritage tourism and identify major cultural and heritage resources in India

COs 3: Understand conservation issues and management strategies and analyze the impact of tourism on heritage sites.

Reference Books:

1. A.K. Bhatia: “The Business of Tourism: Concepts and Strategies,” published by Sterling Publishers Pvt. Ltd., New Delhi, in 2007.
2. A.K. Bhatia: “Tourism: Principles and Practices,” published by Sterling Publishers Pvt. Ltd., New Delhi, in 2012.
3. C. Cooper, J. Fletcher, A. Fyall, D. Gilbert and S. Wanhill: “Tourism: Principles and Practice,” published by Pearson Education, London, in 2008.
4. Hilary du Cros and Bob McKercher: “Cultural Tourism: The Partnership Between Tourism and Cultural Heritage Management,” published by Routledge, London, in 2015.
5. J. Negi: “Travel Agency Operations: Concepts and Principles,” published by Kanishka Publishers, New Delhi, in 2005.
6. K.S. Negi: “Travel Agency Management,” published by Wisdom Press, New Delhi, in 2011.
7. Peter Howard: “Heritage: Management, Interpretation, Identity,” published by Continuum, London, in 2003.
8. R. Goeldner and J.R.B. Ritchie: “Tourism: Principles, Practices and Philosophies,” published by John Wiley & Sons, London, in 2010.
9. S. Roday, A. Biwal and V. Joshi: “Tourism Operations and Management,” published by Oxford University Press, New Delhi, in 2009.
10. S.K. Swain and J.M. Mishra: “Tourism: Principles and Practices,” published by Oxford University Press, New Delhi, in 2011.

TYBA: TRAVEL AND TOURISM MANAGEMENT
(35-Semester- End Exam & 15- Internal Evaluation)

TTM 501: Cultural and Heritage Tourism (Theory Course)

Internal Evaluation 15 Marks

- Mid Semester Examination – 10 Marks
- Home Assignments / Presentation / Library Work/ Class Tests/Participation in activities of practical conversation - 05 Marks

TTM 501: Cultural and Heritage Tourism (Theory Course)

Semester Three

Marks: 35

Que. 1	Explain any two in brief (Around 20 words):	(05)
Que. 2	Write short notes on any four (Around 50 words)	(10)
Que. 3	Answer any Two (Around 100 words)	(10)
Que. 4	Answer in detail any one (Around 200 words)	(10)