VOCATIONALISATION OF UNDER GRAUATE COURSES TRAVEL AND TOURISM MANAGEMENT

FYBA: TRAVEL AND TOURISM MANAGEMENT

(w.e.f. 2019-2020)

(Choice Base Credits System)

(70-Semseter- End Exam & 30- Internal Evaluation)

Course Content:

FYTTM Paper I: TOURISM BUSINESS (Theory Course)

Aims and Objectives

- 1) To get introduce 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.

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.

- 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 – IIFYTTM Paper I: **GEOGRAPHY OF TOURISM** (Theory Course)

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 Zeeland.

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.

- 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-Semseter- 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-Semseter- 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) |

VOCATIONALISATION OF UNDER GRAUATE COURSES TRAVEL AND TOURISM MANAGEMENT

FYBA: TRAVEL AND TOURISM MANAGEMENT

(w.e.f. 2019-2020)

(Choice Base Credits System)

(70-Semseter- End Exam & 30- Internal Evaluation)

Course Content:

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

Aims and Objectives

- 1) To get introduce to travel photography and travel writing in tourism.
- 2) To get introduce 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 field visit report writing.

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.

- 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)

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.

- 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

FYBA: TRAVEL AND TOURISM MANAGEMENT

(Choice Base Credits System) (70-Semseter- End Exam & 30- Internal Evaluation)

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 M | | 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 Repor | t. (10) |
| Que. 4 | i) Long/ short excursion study tour report and viva. | (15) |
| | ii) Project Report and Presentation. | (10) |
| | iii) Journal/ Assignment. | (05) |

FYBA: TRAVEL AND TOURISM MANAGEMENT

(Choice Base Credits System)

(70-Semseter- End Exam & 30- Internal Evaluation)

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 1 wo | | 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) | |

VOCATIONALISATION OF UNDER GRAUATE COURSES TRAVEL AND TOURISM MANAGEMENT

SYBA: TRAVEL AND TOURISM MANAGEMENT

(w.e.f. 2020-2021)

(Choice Base Credits System)

(70-Semseter- End Exam & 30- Internal Evaluation)

Course Content:

SYBATTM Paper III: TOURISM PRODUCTS OF INDIA (Theory Course)

Aims and Objectives

- 1) To get introduce 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.

Semester – I

Unit I- Introduction and Heritage tourism:

- a) Tourism Products: Definition, Concept, Characteristics and Classification.
- b) Difference between tourism resources and products
- c) Heritage: Meaning, Types of Heritage Tourism
- d) Heritage Management Organizations UNESCO, ICOMOS, ASI, INTACH

Unit II- Architecture and Religion:

- a) Architectural Heritage of India; glimpses on the prominent architecture style flourished in different period
- b) Different style of architecture in India: Rock-cut architecture, Buddhist architecture, Hindu temple architecture, Indo- Islamic
- c) Architecture and Colonial architecture
- d) Popular religious centers: Hindu, Buddhist, Jain, Sikh, Muslim and Christian

Unit III- Nature based tourism products:

- a) Islands and beaches
- b) Deserts and Hill stations
- c) Protected areas: Wildlife sanctuaries, national parks and biosphere reserves
- d) Adventure and Eco- Tourism

Unit IV- Special interest tourism products:

- a) Performing art of India: classical dances, folk dances and folk culture
- b) Handicrafts and textiles: important handicraft objects and centers, craft meals, souvenir industry
- c) Fairs and Festivals: Social, religious and commercial fairs of touristic significance
- d) Important Museums, art Galleries and Libraries of India

- 1. Babu, K. Vijaya and Jayaprakashnarayana, G. (2014) Tourism in India, Hyderabad: Zenon Academic Publishing
- Jacob, A. Joseph, S. and Philip A.(2007) Indian Tourism Products, New Delhi: 2. **Abhijeet Publications**

- 3. Gupta, SP, Lal. K, and Bhattacharya, M. (2002): Cultural Tourism in India, ,New Delhi: DK Print
- 4. Basham, A L (2004), The Wonder that was India, Picador(L) Basham, A L (2007), A Cultural History of India, Oxford University Press.
- 5. Bezbaruah, M P (2003), Fairs and Festivals of India (Vol 1-5), New Delhi : Gyan Publishing House
- 6. Brown, Percy, Indian Architecture (Buddhist and Hindu) Brown, Percy, Indian Architecture (Islamic Period)
- 7. Narayan, Shovana (2005), Indian Classical Dances, Gurgaon: Shubhi Publication
- 8. O'Brien, C. (2013), Food Guide to India, Penguin Books,
- 9. Punja, S (1990), Museums of India, Hong Kong: Odyssey Guides
- 10. Punja, S, Great Monuments of India, Hong Kong: Odyssey Guides
- 11. Dixit, Manoj and Yadav, Charu Sheela (2006): Tourism in India, Lucknow: New Royal Publisher

Semester – II

SYBATTM Paper III: **HOTEL MANAGEMENT** (Theory Course)

Unit I – Introduction to Hotel Industry

- a) Concept, origin, growth and development in India
- b) Types of catering establishments/Branches of hotel industry; linkages and integrations in the hotel industry
- c) Hotel product- meaning and components
- d) Present status and future prospects of hotel industry in India.

Unit II - Accommodation

- a) Meaning, types of Accommodation
- b) Classification of hotels- star and other categories; Typology of hotels.
- c) Organizational structure of hotel- meaning and significance; Ownership structure in hotels- sole proprietorship, partnership, corporate sector and Franchises and management contract;
- d) Major hotel chains in India

Unit III - Front Office

- a) Meaning of significance, Organizational structure-duties and responsibilities
- b) Types of rooms, Types of meal plans;
- c) Reservation-meaning, types, sources and process:
- d) Registration- meaning and process; Check- in and Check- out procedure;
- e) Wake Up Call procedure

Unit IV - Handing Group Reservation

- a) Group domestic tourist and foreign tourists
- b) Handing Guest; complaints and problems-method and process
- c) Guest billing meaning and procedure; Communication at front office; inter and intra departments coordination in hotel
- d) Various room rate and allowances.

Unit V - Legal formalities

- a) Knowledge of VISA formalities for FLTs and GITs
- b) Foreign exchange regulations
- c) Credit cards handling
- Internal Evolution 30 Marks.
- Mid Semester Examination 20 Marks.
- Home Assignments/ Presentation/ Library work/ Class Tests 10 Marks.

- 1. John R. Walker, Introduction to Hospitality Management: 3rd Edition Pearson, Prentice Hall, 2010.
- 2. Mohinder Chand, Managing Hospitality Operation, Anmol Publications, New Delhi, 2009.
- 3. S. Medlik, Hotel Business, Butterworth, New York, 2000.
- 4. Peter, J., Introduction to Hospitality Operations, Cassell, New York, 1996

- 5. Dix C., Accommodation Operations, London, Pitman, 1990.
- 6. Jagmohan N., Professional Hotel Management. S. Chand and co. New Delhi, 2000.
- 7. Abraham Pizam ,(2010), International Encyclopedia of Hospitality Mgt. Elsevier.
- 8. Kevin D and O'Gorman (2010) The Origins of Hospitality and Tourism, Good fellow Publishers, UK

SYBA: TRAVEL AND TOURISM MANAGEMENT

(Choice Base Credits System)

(70-Semseter- End Exam & 30- Internal Evaluation)

Paper III: TOURISM PRODUCTS OF INDIA (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 III: Tourism Products of India (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) |

SYBA: TRAVEL AND TOURISM MANAGEMENT (Choice Base Credits System)

(70-Semseter- End Exam & 30- Internal Evaluation)

Paper III: HOTEL MANAGEMENT (Theory Course)

Internal Evaluation 30 Marks

- Mid Semester Examination 20 Marks
- Home Assignments/ Presentation/Field visits Report/ Library work/ Class Tests 10 Marks

Paper III: HOTEL MANAGEMENT (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) |

VOCATIONALISATION OF UNDER GRAUATE COURSES TRAVEL AND TOURISM MANAGEMENT SYBA: TRAVEL AND TOURISM MANAGEMENT

(w.e.f. 2020-2021)

(Choice Base Credits System)
(70-Semseter- End Exam & 30- Internal Evaluation)

Course Content:

SYBATTM Paper IV: **Itinerary Planning and Costing of India** (Practical Course)

Aims and Objectives

- 1) To get introduce to itinerary in tourism.
- 2) To get introduce to tour packaging and costing in tourism.
- 3) To learn the basics of Yoga and Wellness in tourism.
- 4) To learn the concept field visit report writing.

Unit I - Introduction to itinerary:

- a) Concept, need and duration; typology based on individual responsibilities and demand
- b) Custom made and readymade
- c) Seasonal, product based and all inclusive itineraries

Unit II - Planning and preparation:

- a) Do's and don'ts of itinerary
- b) Factors to be considered while preparing an itinerary
- c) Steps in developing itineraries; common constraints.

Unit III - Tour packaging:

- a) Definition, types, forms and components of package tour
- b) Advantages and disadvantages of package tour;
- c) Liaising and negotiation of package tour; inclusions and exclusions

Unit IV - The panorama of package tour:

- a) Product oriented package tour:
- b) Health tourism, yoga, meditation and nature cure, beach holidays-rail tours in India.
- c) Pilgrim tours; adventure package: soft and hard adventure,
- d) Concepts and guidelines: desert safaris, mountaineering, skiing, white water rafting, and scuba diving, golf tours, theme tours and cruise;
- e) Special interest tours: mice tours, eco and wildlife tours, ethnic tours and architectural tours, farm tours, fairs and festivals, rural tours

Unit V - Costing a tour:

- a) Meaning, components and considerations;
- b) Types of costs, cost sheet; fit costing and group costing;
- c) Differential tariff plan: accommodation cost, transportation cost, meals plan etc.
- e) Pricing strategies and distribution mechanism

Unit VI - Itinerary workshops and New Itinerary Development

- a) Creativity, feasibility and presentation skills will be the main criteria for evaluation of the itinerary presentation.
- b) Each itinerary has to be submitted in Power Point and a written assignment.
- c) Students will develop innovative itineraries for a new attraction, new circuit, and new destination in form of a consumable itinerary.

Unit VII - 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/ Field visits Report/Library work/ Class Tests 10 Marks.

- 1. Bhatia A.K. (2012). The Business of Travel Agency and Tour Operation Management, New Delhi: Sterling Publishers
- 2. Roday. S, Biwal. A and Joshi. V. (2009). Tourism Operations and Management. New Delhi: Oxford University Press.
- 3. Chand, Mohinder (2007). Travel Agency Management: An Introductory Text. New Delhi: Anmol publication Pvt. Ltd.
- 4. Chaudhary, Manjula (2010). Tourism Marketing. New Delhi: Oxford Publication.
- 5. Foster, D.L. (2010). The Business of Travel Agency Operations and Administration, Singapore: McGraw Hill.
- 6. Gee, Chuck and Makens, Y.(2000). Professional Travel Agency Management, New York: Prentice Hall.
- 7. Goeldner, R. and Ritchie. B. (2010). Tourism, Principles, Practices and Philosophies, London: John Wiley & Sons.

Semester – II SYBATTM Paper IV: Yoga and Wellness (Practical Course)

Unit I:

- a) Origin and development of wellness tourism over ages
- b) Health as a motivator to travel, Ancient centers of healing and bath.
- c) Concept, Definitions and dimensions of Health,
- d) wellness and wellbeing spirituality Quality of Life
- e) Typologies of Health tourism
- f) Factors affecting growth of health tourism.

Unit II:

- a) Leisure, lifestyle and tourism: Tools for wellness: medicine, therapy: therapeutic recreation, psychology, nutrition, rehabilitation, cosmetics.
- b) Factors influencing health and wellness tourism.
- c) Forms of health tourism- medical tourism, spa tourism, Ayurveda tourism, Yoga and Meditation tourism, holistic tourism, spiritual tourism, Ashram tourism.

Unit III:

- a) Concept and Dimensions of holistic health care: the body, Mind and Spirit relationship.
- b) AYUSH- Ayurveda,
- c) Yoga and Naturopathy, Siddha, Unani, Homoeopathy, Aromatherapy.

Unit IV:

- a) Yoga and Meditation: Origin and development of yoga and meditation in India.
- b) Different forms of yoga and meditation.
- c) The impact of yoga and meditation in the body and mind.
- d) International Yoga Day. Some of the important yoga centers in India.

Unit V:

- a) Medical tourism: concept, typology evolution of Medical Tourism.
- b) Benefits of medical tourism. Economics of medical tourism.
- c) Global medical tourism scenario. Countries promoting medical tourism.
- d) Indian medical tourism, potential and problems, market size and growth.

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/Field visit Report/Library work/ Class Tests 10 Marks.

- 1. Vishnudevananda Swami, The Complete Illustrated Book of yoga
- 2. Kulkarni, Sonali (2008) Spa and Health Tourism, Book Enclave, Jaipur
- 3. Pruthi, Raj (2006) Medical Tourism in India, Arise Pub, Newdelhi
- 4. Rajagopalan , S., (2006) Health Tourism An Introduction, The ICFAI
- 5. University Press, Hyderabad,.
- 6. Balakrishnan (2006) Kalarippayattu, Penguin Books,

SYBA: TRAVEL AND TOURISM MANAGEMENT

(Choice Base Credits System)

(70-Semseter- End Exam & 30- Internal Evaluation)

Paper IV: Itinerary Planning and Costing of India (Practical Course)

(This is entirely a Practical Paper)

Internal Evaluation 30 Marks

Composton One

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

Paper IV: Itinerary Planning and Costing of India (Practical Course)

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| Semester O | | wiaiks. /U |
|------------|--|------------|
| 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) |

SYBA: TRAVEL AND TOURISM MANAGEMENT

(Choice Base Credits System)

(70-Semseter- End Exam & 30- Internal Evaluation)

Paper IV: Yoga and Wellness (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 IV: Yoga and Wellness (Practical Course)

| Semester T | Semester Two N | |
|------------|--|---------|
| 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 | t. (10) |
| Que. 4 | i) Long/ short excursion study tour report and viva. | (15) |
| | ii) Project Report and Presentation. | (10) |
| | iii) Journal/ Assignment. | (05) |

VOCATIONALISATION OF UNDER GRAUATE COURSES TRAVEL AND TOURISM MANAGEMENT

TYBA: TRAVEL AND TOURISM MANAGEMENT

(Choice Base Credits System) (70-Semseter- End Exam & 30- Internal Evaluation) (w.e.f. 2021-22)

Semester -I

TYTTM Paper V: Adventure Tourism (Theory Course)

TYTTM Paper VI: Case Studies in Tourism (Practical Course)

Semester -II

TYTTM Paper V: Entrepreneurship and Human Resources Development for Tourism (Theory Course)

TYTTM Paper VI: On-the-Job Training, Study Tour Report and Viva-voce (Practical Course)