



**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 2020-2021**

**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 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 V: TOURISM PRODUCTS OF INDIA (Theory Course)**

**Objectives**

- 1) To get introduce to the Heritage tourism.
- 2) To learn the basics of architecture and religion of tourism.
- 3) To learn the role of geographical factors in tourism.
- 4) To learn the special interest tourism product.

**Course Outcomes**

- 1) Students will learn about heritage tourism and regulating institution like UNESCO, ICOMOS, ASI, INTACH.
- 2) Student will learn various popular religious centre: Hindu, Buddhist, Jain, Sikh, Muslim and Christian
- 3) Nature based tourism islands and beaches, deserts and hill stations and protected areas: wildlife sanctuaries, national parks and biosphere reserves and student will also get aware about geography of India.
- 4) Student will know various dance forms of India like classical dances, folk dances and folk culture and Indian food industry.

**Semester – III**

**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

#### **Books Recommended:**

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

### SYBATTM Paper VII: HOTEL MANAGEMENT (Theory Course)

#### Objectives

- 1) To get introduced to the hotel industry.
- 2) To learn the basics of accommodation and its various types hotel chain in India.
- 3) To learn the role of front office in hotel industry.
- 4) To learn the legal formalities while travelling and related documents.

#### Course Outcomes

- 1) Student will introduce to hotel industry and its basic function.
- 2) Student will get information about accommodation and its various types' hotel chain in India.
- 3) Student will learn importance of front office in hotel industry.
- 4) Student will get familiar about how to handle reservation of Group domestic tourist and foreign tourists.
- 5) Student will be familiar legal formalities while travelling and related documents.

#### 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 - Handling Group Reservation

- a) Group domestic tourist and foreign tourists
- b) Handling 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.**

## **Books Recommended:**

1. Abraham Pizam, (2010), International Encyclopedia of Hospitality Mgt. Elsevier. Dix C., Accommodation Operations, London, Pitman, 1990.
2. Jagmohan N., Professional Hotel Management. S. Chand and co. New Delhi, 2000.
3. John R. Walker, Introduction to Hospitality Management: 3rd Edition Pearson, Prentice Hall, 2010.
4. Kevin D and O’Gorman (2010) The Origins of Hospitality and Tourism, Good fellow Publishers, UK.
5. Mohinder Chand, Managing Hospitality Operation, Anmol Publications, New Delhi, 2009.
6. Peter, J., Introduction to Hospitality Operations, Cassell, New York, 1996.
7. S. Medlik, Hotel Business, Butterworth, New York, 2000.

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

**Paper V: 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 V: Tourism Products of India (Theory Course)**

<b>Semester One</b>	<b>Marks: 70</b>
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-Semester- End Exam & 30- Internal Evaluation)**

**Paper VII: 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 VII: 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 GRADUATE COURSES**  
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**Course Content:**

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

**Objectives**

- 1) To get introduced to itinerary in tourism.
- 2) To get introduced to tour packaging and costing in tourism.

**Course Outcomes**

- 1) Student will be introduced to itinerary in the tourism industry.
- 2) Student will learn the skill of how to do planning and preparation of itinerary, tour.
- 3) Tour packaging and its various types regarding advantages and disadvantages.
- 4) Student will learn Health tourism, yoga, meditation and nature cure, beach holidays-rail tours in India.
- 5) Student will learn costing of tour on various parameters like accommodation cost, transportation cost, meals plan etc.

**Semester –III**

**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.**

**Books Recommended:**

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

## Semester – IV

### SYBATTM Paper VIII: Yoga and Wellness (Practical Course)

#### Objectives

- 1) To learn the basics of Yoga and Wellness in tourism.
- 2) To learn the concept field visit report writing.

#### Course Outcomes

- 1) Student will learn new emerging concept in tourism industry travel for health.
- 2) Leisure, lifestyle and tourism: – Tools for wellness: medicine, therapy: therapeutic recreation, psychology, nutrition, rehabilitation, cosmetics.
- 3) Student will learn ancient technique of AYUSH-Ayurveda and potential of India in this sector.
- 4) International Yoga Day. Some of the important Yoga centre in India.
- 5) Benefits of medical tourism, Economics of medical tourism and global medical tourism scenario. Countries promoting medical tourism
- 6) Student will visit the field and write a report regarding field visit.

#### 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.**

**Books Recommended:**

1. Kulkarni, Sonali (2008). Spa and Health Tourism, Book Enclave, Jaipur.
2. Pruthi, Raj (2006). Medical Tourism in India, Arise Pub, New Delhi.
3. Rajagopalan , S., (2006). Health Tourism – An Introduction, The ICFAI University Press, Hyderabad.
4. Vishnudevananda Swami, The Complete Illustrated Book of Yoga.

**SYBA: TRAVEL AND TOURISM MANAGEMENT**  
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**(70-Semester- End Exam & 30- Internal Evaluation)**

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

<b>Semester One</b>	<b>Marks: 70</b>
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 VIII: 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 VIII: Yoga and Wellness (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)