



**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**

**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**  
**TYBA: TRAVEL AND TOURISM MANAGEMENT**  
**(Choice Base Credits System)**  
**(70-Semester- End Exam & 30- Internal Evaluation)**  
**(w.e.f. 2021-22)**

**Course Content:**

TYBATTM Paper IX: **Adventure Tourism (Theory Course)**

**Objectives**

- 1) To get introduced to adventure tourism.
- 2) To get introduced to Land, Air and Water based adventure tourism.
- 3) To learn the basics of Entrepreneurship and Human Resources Development for Tourism.
- 4) To learn the concept of job analysis.

**Course Outcomes**

- 1) Student will learn about Adventure and Adventure Tourism.
- 2) Familiarize with Land Based Adventure.
- 3) Familiarize with Water Based Adventure.
- 4) Familiarize with Air Based Adventure and its potential.
- 5) Student will learn major Adventure Based Organizations and institutions and Emerging trends of Adventure Tourism in India.

**Semester –V**

**Unit I : Introduction to Adventure and Adventure Tourism:**

- a) Definition and Importance of Adventure Tourism
- b) History of adventure tourism
- c) Classification and elements of adventure tourism.
- d) Difference between adventure and sports.

**Unit II : Introduction to Land Based Adventure**

- a) Hiking; trekking; rock climbing; rappelling, bouldering; skiing and safaris.
- b) Equipment used in land based adventure tourism.
- c) Popular land based adventure places in India.

**Unit III : Introduction to Water Based Adventure**

- a) Snorkeling; scuba diving; rafting; kayaking; canyoning and surfing. E
- b) Equipment used in water based adventure tourism.
- c) Popular water based adventure places in India.

#### **Unit IV : Introduction to Air Based Adventure**

- a) Paragliding, sky diving, bungee jumping, hang gliding, ballooning, micro light flying etc.
- b) Equipment used in air based adventure tourism.
- c) Popular air based adventure places in India.

#### **Unit V: Major Adventure Based Organizations and institutions in India.**

- a) Various courses offered in institutions.
- b) Scope and prospects of Adventure Tourism in India.
- c) Emerging trends of Adventure Tourism.

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

#### **Books Recommended:**

1. Buckley, Ralf (2006). Adventure Tourism. CAB International.
2. Malik, S.S. (1997). Adventure Tourism, New Delhi: Rahul Publishing.
3. Negi, J. (2001). Adventure Tourism and Sports – Part- I & II, New Delhi: Kanishka Publishers.
4. Hoye, R., Smith, A. C., Nicholson, M., & Stewart, B. (2015). Sport management: principles and applications. Routledge
5. New Som, D., Moore, S.A., Dowling, R.K. (2004). Natural Area Tourism, New Delhi, Viva Books.

## Semester –VI

### **TYTTM Paper XI: Entrepreneurship and Human Resources Development for Tourism (Theory Course)**

#### **Objectives**

- 1) To get introduced to entrepreneurship.
- 2) To get introduced to Human Resource Development.
- 3) To learn the basics of Entrepreneurship and Human Resources Development for Tourism.
- 4) To learn the concept of job analysis.

#### **Course Outcomes**

- 1) Student will learn entrepreneurship development and tourism industry and business ideas.
- 2) Student will learn setting up a tourism enterprise, licenses and registration process.
- 3) Student will familiarize with concept and origin of Human resource development.
- 4) Student will come to know Job-analysis and design travel agency and tour operation

#### **Unit I: Introduction**

- a) Introduction to entrepreneurship
- b) Tourism industry and business ideas.
- c) Business strategy- understanding customers and analyzing competition.

#### **Unit II: Setting up a Tourism Enterprise**

- a) Steps and procedures.
- b) Licenses and registration.

#### **Unit III: Human Resource Development**

- a) Concept and origin of HRD
- b) Nature, history and philosophy of Human Resource Development (HRD)
- c) aims of HRD, Importance of HRD, approaches to HRD
- d) Current trends in HRD in tourism industry.

#### **Unit IV: Job-analysis and design**

- a) Concepts and the process of Job-analysis.
- b) Job description and specification of major positions in tourism industry.
- c) Travel agency and Tour operation
- d) Potential problems of Job-analysis
- e) Factors and techniques affecting job design.

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

**Books Recommended:**

1. Alope K. Sen, Human resource: Planning and Development (Asian Books Private Limited 1<sup>st</sup> Ed 2003).
2. Bhawdeep Singh and Prem Kumar –Current trends in HRD: Challengers and Strategies in a changing scenario.
3. Alope K. Sen, Human resource: Planning and Development (Asian Books Private Limited 1<sup>st</sup> Ed 2003).
4. Bhawdeep Singh and Prem Kumar –Current trends in HRD: Challengers and Strategies in a changing scenario.
5. Chowdhary, Nimit and Prakash, Monika. (2010). Managing Small Tourism Business, New Delhi: Matrix Publishers. (L)
6. H.C Sainy, Sharad Kumar –Human Resource Management and Development.
7. Madan Mohan Verma-Human Resource Development (Gitanjali Publishing House)
8. Mohanty, Sangram Keshari (2005). Fundamentals of Entrepreneurship, New Delhi: Prentice Hall of India.
9. P.C. Tripathi-Human Resource Development (Sultan Chand and Sons)
10. Pareek U and Rao T V – Designing and Managing Human Resources Systems (Oxford and IBH, 1999).
11. Prakash, Monika and Chowdhary, Nimit (2010). Starting a Tourism Company, New Delhi: Matrix Publishers. (L)
12. Randy L.Desimone, Jon M. Werner and David M. Harris- Human Resource Development (Thomson South-Western, Third edition)
13. Scarborough, N.M. and Zimmer, T.W. (1996), Effective Small Business Management, 5/e, New York: Prentice Hall, Inc.
14. Tapomoy Deb, Human Resource Development: Theory and Practice, Ane Books New Delhi 2006.
15. Vivek Paranjpe, Hewlett packhard-Strategic HR planning (Allied Publishers Ltd.)

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

**Paper IX: ADVENTURE TOURISM (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 IX: Adventure Tourism (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)



**TYBA: TRAVEL AND TOURISM MANAGEMENT**  
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**Paper XI: ENTREPRENEURSHIP AND HUMAN RESOURCES DEVELOPMENT FOR  
TOURISM (Theory Course)**

**Internal Evaluation 30 Marks**

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

**Paper XI: Entrepreneurship and Human Resources Development for 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 GRADUATE COURSES**  
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**Course Content:**

TYBATTM Paper X: **Case Studies in Tourism** (Practical Course)

**Objectives**

- 1) To get introduced to Case Studies in Tourism.
- 2) To get introduced to Tourist destination.
- 3) To learn the basics of on the Job training and Industrial visit in tourism.
- 4) To learn the concept field visit report writing.

**Course Outcomes**

- 1) Student will be introduced to Case Studies in Tourism.
- 2) Student will learn Tourism Organization Case study like IATA, WTO and STDC.
- 3) Student will understand Tourism Destinations Case study like Cultural tourism - Jaipur and Khajuraho.
- 4) Students will get information Ecotourism - Jim Corbett and Kanha and Adventure tourism – Srinagar and Darjeeling.
- 5) Students will get information of Field visit & Report Writing.

**Semester –V**

**Unit I : Introduction**

- a) Case study – concept and need for case study preparation.
- b) The role of case studies in learning,
- c) Issues in Tourism case study

**Unit II :Tourism Organization Case study**

- a) International Air Transport – Association (IATA)
- b) World Tourism Organization (WTO)
- c) India Tourism Development Corporation (ITDC)
- d) State Tourism Development Corporation (STDC)

**Unit III : Tourism Destinations Case study**

- a) Cultural tourism - Jaipur and Khajuraho

- b) Ecotourism - Jim Corbett and Kanha
- c) Adventure tourism –Srinagar and Darjeeling

#### **Unit IV : 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. Stephen Rickerby, Travel and tourism Case Studies, Travel and Tourism Publishing Limited, UK. 2008.
2. R. Buckerby, Case Studies in Ecotourism, CABI, 2003.
3. H. Berberoglu, Tourism and Hospitality industry Case Studies, Pitman 1998.
4. Kamra KK, and Mohinder Chand, Basics of Tourism. Knishka Publications New Delhi, 2002
5. Mohinder Chand, Travel Agency Mgt., (2nd, ed) Anmol Publications, New Delhi 2007.
6. Kamra KK, and Mohinder Chand, Basics of Tourism. Knishka Publications New Delhi, 2002

## Semester –VI

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

#### **Objectives**

- 1) To get introduce Internship/on the Job training.
- 2) To learn the basics of on the Job training and Industrial visit in tourism.
- 3) To learn the concept field visit report writing.

#### **Course Outcomes**

- 1) Students will learn a feel of real life working in business enterprises so that they may appreciate class room business discourses.
- 2) Students will learn how businesses organize themselves, relate to their business contexts, and structure themselves.
- 3) Students will work on projects assigned to them as part of their internships.
- 4) Students will present report and viva on OJT.

#### **Unit I Internship/On the Job training**

- a) Students must earn a feel of real life working in business enterprises so that they may appreciate class room business discourses. Therefore, students must undertake at least 16 week on-the-job training project with some reputed business organisation and learn the business nuances.
- b) Students must try to learn how businesses organize themselves, relate to their business contexts, and structure themselves. Students must participate and experience work cultures/ environments.
- c) Students must work on projects assigned to them as part of their internships. Students must prepare at least three copies of summer internship report and submit one to the concerned organisation, one to the institute and keep one for self.

#### **Unit II Study Tour Report and Presentation**

- a) One of the important learning interventions at Travel & Tourism Management is learning by doing.
- b) Studies are advised to go on a study tour. Beside this, students are also advised to travel and explore as much as they can. However, such travel must be preceded by learning objectives.

- c) Every student must consciously analyze the tourism eco-system at the destination/s that he/she travels to, and reflect on the same. This should be presented as tour report. This would help learner apply the theoretical knowledge to practice. His analysis and understanding should be presented as a report. This will also help them with learn how to write a report.

### **Unit III : Industrial Visit Report**

### **Unit IV : Comprehensive Viva-voce**

- a) This is the last part of the vocational course where students would be evaluated for knowledge acquired and his/ her analytical abilities to synthesize learning and apply to real world situations.
- b) Power point presentation on Study Tour/Industrial visit/On the Job training
- **Internal Evolution 30 Marks.**
  - **Mid Semester Examination 20 Marks.**
  - **Home Assignments/ Presentation/ Library work/ Class Tests 10 Marks.**

### **Books Recommended:**

Open Sources

**TYBA: TRAVEL AND TOURISM MANAGEMENT**  
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**Paper X: CASE STUDIES IN TOURISM (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 X: Case Studies in Tourism (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 XII: ON-THE-JOB TRAINING, STUDY TOUR REPORT AND VIVA-VOCE**  
**(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: On-the-Job Training, Study Tour Report and Viva-voce (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) OJT Report and Presentation.	(10)
	iii) Journal/ Assignment.	(05)