

# University of Mumbai



NAAC ACCREDITED

**BACHELOR OF ARTS (B.A.)**

**SEMESTER – III & IV**

**SKILL ENHANCEMENT COURSES (SEC)**

**TRAVEL & TOURISM**

**PAPER I & II**

Choice Based Credit System

To be implemented from AY 2017 - 2018

***Revised Syllabus of courses of S.Y.B.A.  
Programme at Semester III  
with effect from the Academic Year 2017-2018***

***SKILL ENHANCEMENT COURSES (SEC)***

**Travel and Tourism**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of Lectures</b>
1	Introduction to Tourism	15
2	Factors Influencing Tourism	15
3	Infrastructure for Tourism	15
4	Impact of Tourism	15
<b>Total</b>		<b>60</b>

Sr. No.	Modules/ Units
1	<b>Introduction to Tourism</b>
	<ul style="list-style-type: none"> <li>• Concepts, Types and Significance of Tourism</li> <li>• Scope and Motives of Tourism, Risk in Tourism</li> <li>• Tourism development in India- Evolution, Social &amp; Electronic Media and its impact on tourism, Growth of tourism in India</li> </ul>
2	<b>Factors Influencing Tourism</b>
	<ul style="list-style-type: none"> <li>• Environmental and Socio-economic Factors</li> <li>• Historical, Cultural and Ethnical</li> <li>• Educational and Political Factors</li> </ul>
3	<b>Infrastructure for Tourism</b>
	<ul style="list-style-type: none"> <li>• Need, Importance and Role of Infrastructure for tourism</li> <li>• Facilities- Accommodation, Safety, Logistic</li> <li>• Services required for tourism- Ancillary and Supplement services</li> </ul>
4	<b>Impact of Tourism</b>
	<ul style="list-style-type: none"> <li>• Environmental and Socio-Cultural Impacts</li> <li>• Economic and Other Impacts</li> <li>• Sustainable Tourism- Concept, Need &amp; Importance, Current Scenario</li> </ul>

**Revised Syllabus of courses of S.Y.B.A.  
Programme at Semester IV  
with effect from the Academic Year 2017-2018**

**SKILL ENHANCEMENT COURSES (SEC)**

**Travel and Tourism**

Sr. No.	Modules	No. of Lectures
1	Planning and Marketing of Tourism	15
2	Travel Agencies	15
3	Tourism Organisations	15
4	Maharashtra Tourism Policy 2016	15
<b>Total</b>		<b>60</b>

Sr. No.	Modules/ Units
1	<b>Planning &amp; Marketing of Tourism</b>
	<ul style="list-style-type: none"> <li>• Planning- Concept, Need and Importance, Process, Approaches</li> <li>• Organising- Concept, Need and Importance, Allocation of resources</li> <li>• Marketing- Concept, Elements, Segmentation, Integrated Marketing Communications (IMC)</li> </ul>
2	<b>Travel Agencies</b>
	<ul style="list-style-type: none"> <li>• Essentials, Need, Importance and Functions of Travel agencies and Tour Operators</li> <li>• Procedures and Documentations- Need &amp; Importance, Steps, Challenges, Types of documents and Itinerary Making</li> <li>• Customer Relationship Management- Concept, Need and Importance, Process, SQM</li> </ul>
3	<b>Tourism Organisations</b>
	<ul style="list-style-type: none"> <li>• Role of State Tourism development Corporation &amp; its regional offices, MTDC</li> <li>• Role of Tourism Organisations –IATA, PATA, WTO, ITDC.</li> <li>• Social Responsibility and Ethical Concerns of Tourism</li> </ul>
4	<b>Maharashtra Tourism Policy 2016</b>
	<ul style="list-style-type: none"> <li>• Vision, Mission, Objectives and Targets of Maharashtra Tourism Policy 2016</li> <li>• Policy related to Film Tourism, Rural Tourism, Adventure Tourism</li> <li>• Public Private Partnership Model for growth in tourism sector</li> </ul>

**Revised Syllabus of Courses of S.Y.B.A.  
Programme at Semester III & IV  
with effect from the Academic Year 2017-2018**

**Reference Books**

**Reference Books**

**Travel and Tourism Management**

- Anand M.M. (1976) – Tourism and Hotel Industry in India, Prentice Hall of India Pvt. Ltd., New Delhi.
- Badan and Bhatt- Eco Tourism
- Bhatia A. K. (1986) Tourism Development- Principles and Practices, Sterling Publishers Pvt. Ltd., New Delhi.
- Batra K. L. (1990) – Problems and prospects of Tourism. Printwell Publisher, Jaipu.
- Chopra Sunita (1991)- Tourism Development of India, Ashish Publishing House, New Delh.
- Gupta S. P., Krishna Lal (1999) – Tourism Museums and Monuments in India, Oriental Publishers,New Delhi.
- Gunn & Clare A. – Tourism Planning, Taylor and Francis, New York.
- Gee, Chunk Y., James C & Dexter J.L. Cho – Travel Industry, New York
- Matheson, Alistair and Wall Geoffery (1983) –Tourism- Economic, Physical and social Impact, Orient Longman, London.
- Robin H. (1976) – Geogrophy of Tourism, Mackdonald and Evence Ltd., London.
- R.R. Khan (1980) - Transport Management, Transport Himalaya Publishing House, Mumbai
- Sharma K. K. (2000) Planning for Tourism, Samp and Sons, New Delhi.
- Usha Bala (1988) – Tourism in India, Policy and Perspective, Arushi Publishers, New delhi.
- Maharashtra Tourism Policy 2016

**QUESTION PAPER PATTERN**  
**TRAVEL AND TOURISM**  
**SEMESTER - III & IV**  
**W.E.F. 2017-2018**

Maximum Marks: 100

Duration: 03 Hours

Questions to be set: 06

Question No	Particular	Marks
Q.1	Answer Any Two of the following Out of Three questions - Module – I a) b) c)	20
Q.2	Answer Any Two of the following Out of Three questions - Module – II a) b) c)	20
Q.3	Answer Any Two of the following Out of Three questions - Module – III a) b) c)	20
Q.4	Answer Any Two of the following Out of Three questions - Module – IV a) b) c)	20
Q.5	Application Based Questions any Two out of Four (On All Modules) a) b) c) d)	20