



Hindi Vidya Prachar Samiti's
Ramniranjan Jhunjhunwala College
of Arts, Science & Commerce
(Autonomous College)

Affiliated to
UNIVERSITY OF MUMBAI

Syllabus for S.Y.B.A.

Program: B.A.

Program Code: RJAUTT

(CBCS 2018-19)

Applied Component- Travel and Tourism

SEMESTER III

Code	Course Title	No. of Credits	Topics
RJAUTT301	Travel and Tourism	2	Module I - Introduction to Tourism Module II - Resources of Tourism Module III - Impact of Tourism Module IV - Tourism Organization in India

SEMESTER IV

Code	Course Title	No. of Credits	Topics
RJAUTT401	Travel and Tourism	2	Module I - Accommodation Module II - Transport and Communication Module III - Travel Agency Module IV - Travel Documents and Ticketing

Travel and Tourism – RJAUTT301

Semester III

Total lectures = 45

No. of. Credits = 2

Course Outcomes:

1. To familiarize students with the vast field of travel and tourism.
2. To make them understand the wide spectrum of factors influencing tourism.
3. To sensitize them about the impact of tourism on environment and society.
4. To help them explore tourism potential of India.

Learning Outcomes

Students will understand the scope and elements of tourism industry. They will be able to analyze the effects and new trends in tourism. They will have an overview of policy making process in tourism with special reference to Maharashtra.

Module I - Introduction to Tourism (12 lectures)

- a) Definition of Tourism, History of tourism, Types of Tourism
- b) Significance of tourism
- c) Social & Electronic Media and its impact on tourism, Growth of tourism in India

Module II - Resources of Tourism (11 lectures)

- a) Factors affecting Tourism
- b) History and Culture: India
- c) History and Culture: World

Module III - Impact of Tourism (11 lectures)

- a) Impact of Tourism on Environment
- b) Socio – Cultural Impact of Tourism
- c) Sustainable Development and Eco tourism

Module IV - Tourism Organization in India (11 lectures)

- a) Regulatory Authorities
- b) Inbound Tourism
- c) Incredible India Campaign

Travel and Tourism –RJAUTT401

Semester IV

Total lectures = 45

No. of. Credits = 2

Course Outcomes:

1. To acquaint students with the concepts and trends in the hotel industry.
2. To make them understand the various modes of transport and functioning of IATA as a controlling institution.
3. To familiarize students with the working of a travel agency.
4. To help them understand the importance of travel documents and the process of ticketing.

Learning Outcomes

Students will be able to understand the working of the various components of tourism industry with special reference to India. They will have an overview of the various careers in the industry.

Module I - Accommodation (11 lectures)

- a) Definition and History of Hotels
- b) Types of Accommodation, New Concepts – Homestays, Time Sharing
- c) MTDC, ITDC

Module II - Transport and Communication (11 lectures)

- a) Road and Railways
- b) Airways and waterways
- c) Promotion and Marketing of Tourism Products

Module III - Travel Agency (12 lectures)

- a) Meaning and Functions, Organisation of Travel Agency
- b) Itinerary Making
- c) IATA, online travel portals, careers

Module IV - Travel Documents and Ticketing (11 lectures)

- a) Types of travel documents, Passport – Meaning And Process
- b) Visa – Meaning, Types, Process
- c) Ticketing, Careers

References

- Anand M.M., *Tourism and Hotel Industry in India*, Prentice Hall of India Pvt. Ltd., New Delhi, 1976
- Babu V. K., Gade Jayaprakashnarayana (ed.), *Tourism in India*, Zenon Academic Publishing, Telangana, 2014.
- Bhatia A. K., *Tourism Development- Principles and Practices*, Sterling Publishers Pvt. Ltd., New Delhi, 1986.
- Batra K. L., *Problems and prospects of Tourism*, Printwell Publisher, Jaipur, 1990
- Chopra Sunita, *Tourism Development of India*, Ashish Publishing House, New Delhi, 1991
- Gupta S. P., Krishna Lal, *Tourism Museums and Monuments in India*, Oriental Publishers, New Delhi, 1999.
- King Christine et al, *Travel and Tourism*, Heinman Educational Publishers, UK, 2005.
- Matheson Alistair, Wall Geoffrey, *Tourism- Economic, Physical and Social Impact*, Orient Longman, London, 1983.
- Robin H, *Geography of Tourism*, MacDonal and Evence Ltd., London. 1976.
- Khan R.R., *Transport Management*, Transport Himalaya Publishing House, Mumbai, 1980.
- Bala Usha, *Tourism in India, Policy and Perspective*, Arushi Publishers, New Delhi. 1988.

Faculty of Arts
SYBA – Travel & Tourism
(Choice Based Credit System)
Semester III- Semester IV
Scheme of Examination

Internal – 40 marks

2 Internals of 20 marks each based on Multiple choice questions test/
Presentation/Project/ Field Visit Report.

External – 60 marks

Theory examination

Question Paper Pattern

(Time: 2 Hours)

(Total = 60 marks)

Note:

1. Attempt all questions
2. All questions carry equal marks
3. Each question has an internal choice.

Q.1 (Based on Module I) (15 marks)

a.

or

b.

Q.2 (Based on Module II) (15 marks)

a.

or

b.

Q.3 (Based on Module III) (15 marks)

a.

or

b.

Q.4 (Based on Module IV) (15 marks)

a.

or

b.