

ANDHRA KESARI UNIVERSITY



MINOR

Subject: Tourism and Travel Management

w.e.f. AY 2023-24

COURSE STRUCTURE

Semester	Course Number	Course Name	No. of Hrs/Week	No. of Credits
Semester-II	1	Principles and Practices of Tourism	4	4

SEMESTER-II

COURSE 1: PRINCIPLES AND PRACTICES OF TOURISM

Theory

Credits: 4

4 hrs/week

	Course Objectives	
CO 1	To comprehend the conceptual dimensions of tourism industry.	
CO 2	To understand the dynamics of tourism businesses and its impacts.	
CO 3	To elucidate the application of tourism theories to the pragmatic developmental agenda.	
SYLLABUS		
UNIT	CONTENT	
I	History and Concepts of Tourism: Tourist/ Visitor/ Traveler/ Excursionist, Early and Medieval Period of Travel: Renaissance and Its Effects on Tourism - Birth of Mass Tourism, Old and New Age Tourism, Concept of Tourism: Nature - Scope - Characteristics - Components - Significance of Tourism - Tourism System: Interdisciplinary Approaches -- Motivations and Deterrents to Travel – Emerging Areas and Practices	
II	Forms of Tourism: Inbound, Outbound, National, International- Alternative Tourism –Inclusive Tourism, Current Trends in Domestic and Global Tourism: Tourism Statistics- Need for Measurement of Tourism - Tourism Demand and Supply	
III	Tourism Industry: Structure, Functions and Constituents - Direct, Indirect and Support Services - Basic Components of Tourism: Transport - Accommodation- Facilities & Amenities, Horizontal and Vertical Integration in Tourism Business, Infrastructure & Superstructure	
IV	Tourism Theory and System: Leiper’s Geo-Spatial Model - Mill-Morrison’s Tourism Policy Model - Mathieson & Wall’s Travel Buying Behaviour Model - Butler’s Tourism Area Life Cycle (TALC) Model - Doxey’s Irridex Model – Crompton’s Push and Pull Theory- Stanley Plog’s Psychographic Model- Gunn’s Tourism Planning Model	
V	Tourism Organizations: UNWTO, IATA, ICAO, WTTC, IHA, TAAI, FHRAI, ITDC, ICPB, IATO, IRCTC, State Tourism Development Corporations, Airport Authority of India, Archaeological Survey of	

	India, Ministries of Tourism and Culture, Director General of Civil Aviation, Government of India	
	<p>References:</p> <ol style="list-style-type: none"> 1. Goeldner, C., & Ritchie, J.R. (2011). Tourism, Principles, Practices, Philosophies. New Jersey: John Wiley. 2. Swain, S.K. & Mishra, J.M. (2011). Tourism Principles and Practices. New Delhi: OUP. 3. Tribe, J. (Ed.). (2009). Philosophical Issues in Tourism. United Kingdom: Channel View Publications. 4. Jamal, T., & Robinson, M. (Eds.). (2009). The SAGE Handbook of Tourism Studies. United Kingdom: Sage Publications. 5. Thomas, R. (2013). Small Firms in Tourism. United Kingdom: Routledge. 6. Cooper, C. (2008). Tourism Principles and Practice. New Delhi: Prentice Hall. 	
	Course Outcomes	
	<ul style="list-style-type: none"> • Learners shall acquire comprehensive know-how on Management principles, practices, and processes in an organizational context. • They will gain insights with respect to the essence of organizational behaviour at the workplace. • Students would be oriented towards developing managerial competencies and skills. 	

ANDHRA KESARI UNIVERSITY - ONGOLE
BA DEGREE(UG-REGULAR) EXAMINATIONS 2023-24
I-YEAR, II-SEMESTER - MODEL QUESTION PAPER PATTERN
B. A. Tourism and Travel Management (Minor)
PAPER-I: Principles and Practices of Tourism

Time: 03 Hours

Marks: 75

SECTION-A (10 MARKS QUESTIONS) :: 5Qx10M=50M
Answer any five of the following Questions

1. ?
2. ?
3. ?
4. ?
5. ?
6. ?
7. ?
8. ?
9. ?
10. ?

SECTION-B (05 MARKS QUESTIONS) :: 2Qx5M=10M

ANSWER ANY TWO (02) OF THE FOLLOWING QUESTIONS

11. ?
12. ?
13. ?
14. ?
15. ?

KEYS

SECTION-C

SECTION-D

SECTION-E

16	
17	
18	
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20	

21	
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26A	
26B	
26C	
26D	
27E	