


# ANDHRA KESARI UNIVERSITY



Programme: B.A. Honours in Tourism & Travel Management (Major)

w.e.f. AY 2023-24 COURSE STRUCTURE

Semester	Course Number	Course Name	No. of Hrs/Week	No. of Credits
Semester-I	1	Fundamentals of Social Sciences	4	4
	2	Perspectives on Indian Society	4	4
Semester-II	3	Principles and Practices of Tourism	4	4
	4	Tourism Geography	4	4
Semester-III	5	Tourism Marketing	4	4
	6	Tourism Policy & Planning	4	4
	7	Tourism Products of India	4	4
	8	Destination Planning & Development	4	4
Semester-IV	9	Management of Tourist Transport	4	4
	10	Hospitality Management	4	4
	11	Tour Guiding & Escorting	4	4

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**SEMESTER-III**  
**COURSE5: TOURISM MARKETING**


Theory

Credits:4

4hrs/week

	<b>Course Objectives</b>	
<b>CO1</b>	To expose the students to concepts and components of marketing.	
<b>CO2</b>	To acquaint them with tourism specific marketing skills.	
<b>CO3</b>	To familiarize them with the contemporary marketing practices.	
<b>SYLLABUS</b>		
<b>UNIT</b>	<b>CONTENT</b>	
<b>I</b>	<b>Origin of Marketing:</b> Evolution of Marketing and understanding the Markets, Tourism Marketing – Tourism Product – Features of Tourism Product & design and mapping the products – Functions, Core Principles of Marketing, Concepts of Services Marketing, Forecasting market demand	
<b>II</b>	<b>The relationship between market and Consumer:</b> Micro & Macro Marketing Environment – Consumer Behaviour – Buyer Decision-making Process – Market Research- Market Segmentation, Targeting and Market Positioning. Environmental Analysis, Internal Marketing, Professional Sales, Marketing communication, P. R for Tourism and Hospitality Industry, Crisis Management	
<b>III</b>	<b>Ps of Tourism Marketing:</b> 8 P's of Tourism Marketing- Product, Place, Price, Promotion, Physical Evidence, People, Process & Packaging, Designing Tourism Product – Branding and Packaging Product Development – Product Life Cycle & Its Various Stages, Pricing Strategies and Approaches, Channels of Distribution, Advertising – Sales Promotion – Publicity – Personal Selling	
<b>IV</b>	<b>Marketing of Tourism Products:</b> Trends in Tourism Marketing – Marketing of Known and Lesser-Known Destinations, Airlines, Hotels, Resorts, Travel Agencies, Event Management Company. Organization And managing Tourism Markets, Marketing Plans	
<b>V</b>	<b>Marketing Skills for Tourism Business:</b> Self-Motivation – Team Building – Personality Development – Creativity & Innovation – Innovative Products in Tourism, Five – Gap Model of Service Quality, Marketing Control	

	<p><b>References:</b></p> <ol style="list-style-type: none"> <li>1. Chaudhary, M. (2010). Tourism Marketing. New Delhi: Oxford University Press.</li> <li>2. Fyall, A., &amp; Garrod, B. (2005). Tourism Marketing: A Collaborative Approach (Vol.18). Bristol: Channel View Publications.</li> <li>3. Kotler, P. (2006). Marketing Management. Delhi: PHI.</li> <li>4. Stanton, W.J. (1999). Fundamentals of Marketing. New York: McGraw Hill.</li> <li>5. Neelamegham, S. (1998). Marketing in India: Cases &amp; Readings. New Delhi: Vikas.</li> <li>6. Ramasamy, V.S., &amp; Nama kumar, S. (1990). Marketing Management: Planning &amp; Control. New Delhi: Macmillan.</li> </ol>	
	<p><b>Course Outcomes</b></p> <ul style="list-style-type: none"> <li>• Learners tend to be proficient with the concepts, components, and functions of marketing.</li> <li>• Students will be familiarized with tourism specific marketing skills as well as the contemporary marketing practices adopted by tourism and allied industries.</li> <li>• They would gather wholesome idea of the impacts of ICT on tourism and related activities.</li> </ul>	

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**SEMESTER-III**

**COURSE6: TOURISM POLICY AND PLANNING**


Theory

Credits:4

4hrs/week

	<b>Course Objectives</b>	
<b>CO1</b>	To learn about policy making and planning in tourism.	
<b>CO2</b>	To aware them on national and state tourism policies.	
<b>CO3</b>	To familiarize them with the investments in tourism industry.	
<b>SYLLABUS</b>		
<b>UNIT</b>	<b>CONTENT</b>	
<b>I</b>	<b>Tourism policy:</b> Definition – Need for Tourism policy – Initiatives – National Committee on Tourism (NCT-1988) – First Tourism Policy – Objectives (1982) Recommendations–National Action Plan1992– Objectives	
<b>II</b>	<b>National and State Tourism Policies:</b> Tourism Policy1997–Features – National Tourism Policy 2002 – National Tourism Policy 2015 – Andhra Pradesh State Tourism Policy– General Features	
<b>III</b>	<b>Tourism Planning:</b> Definition, Planning Process – importance of planning, differentphasesofplanning– LevelsandTypesofTourismPlanning–International Level, National Level, Regional Level	
<b>IV</b>	<b>Role of Public and Private Sector in tourism planning:</b> Govt. Sector – Reasons of planning – Economic, Social and Cultural, Environmental Political–Private Sector Investment in Tourism Industry (Travel Agency, Airlines, Hotels)	
<b>V</b>	<b>Tourism&amp;FiveYearPlans:</b> 5yearplansfrom10thplanonwards, Introduction of Neethiyog in India	
	<b>References:</b>	
	<ol style="list-style-type: none"> <li>1. Rattan deep Singh (2004); Hand Book of Environmental Guide Lines for Indian Tourism; Kanishka Publishers, New Delhi</li> <li>2. Pran Nath Seth (2006); Successful Tourism Management; Sterling Publishers, New Delhi</li> <li>3. J.K. Sharma (2004); Tourism Planning and Development a new Perspective; Kanishka Publishers, New Delhi</li> </ol>	

	4.Dr.M.R. Dileep; Tourism Concepts & Practices; KITTS Publication.	
	<b>Course Outcomes</b>	
	<ul style="list-style-type: none"> <li>• Students would procure cognizance of the policies and planning of tourism.</li> <li>• They will possess knowledge of the problems of sustainable development in tourism destinations and form capacity to identify appropriate solutions.</li> <li>• Learners will be familiarized with various approaches and practices for tourism development.</li> </ul>	

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**SEMESTER-III**

**COURSE 7: TOURISM PRODUCTS OF INDIA**

Theory

Credits:4

4hrs/week

	<b>Course Objectives</b>	
<b>CO1</b>	To understand the vast tourism resources of India.	
<b>CO2</b>	To know the competitiveness of India as a tourist destination.	
<b>CO3</b>	To identify and manage emerging tourist destinations and circuits.	
<b>SYLLABUS</b>		
<b>UNIT</b>	<b>CONTENT</b>	
<b>I</b>	<b>Cultural Back ground of India:</b> Types and features of tourism products- Ancient Indian Civilizations - Pre and Post Vedic Periods, Medical Science of Ancient India: Ayurveda, Yoga and Meditation, Major Religious Centers of India–Holy Places Connected with Hinduism, Buddhism, Jainism, Sikhism, Islamism, Christianity, Zoroastrianism and other Religious Sects	
<b>II</b>	<b>Historical Monuments of India</b> – Jain and Buddhist Caves, Pillars - Stupas, Monasteries, Ancient, Hindu Temple Art, Architecture, Islamic Art and Architecture, Colonial Art and Architecture, Major Fairs and Festivals, Classical Dances, Indian Music-Different Schools, Indian Museums, Indian Cuisines, Handicrafts of India	
<b>III</b>	<b>National Parks, Wildlife Sanctuaries and Biosphere Reserves of India:</b> Locations, Accessibility, Facilities, Amenities of Dachigam, Corbett, Ranthambore, Similipal, Kanha, Bandhavagarh, Mudumalli, Periyar,Gir, Sunderbans, Manas,ValleyofFlowers-HillStations:Locations,Accessibility,Facilities, Amenities of Gulmarg,Kullu&Manali,Shimla,Nainital,Coorg,Munnar,Ooty,Kodiakanal,Arakku, Darjeeling, Gangtok, etc., Tourist Attractions of Himalayas	
<b>IV</b>	<b>Adventure Tourism:</b> Attractions of Himachal Pradesh, Jammu & Kashmir, Uttarakhand, Leh and Ladakh, Commercial Attractions- Islands, Beaches, Lakes, Rivers, Deserts of India	
<b>V</b>	<b>Major Tourism Circuits of India:</b> Inter-State and Intra-State Circuits, Theme-BasedCircuits-WorldHeritageSitesofIndia– TourismbyRail-EmergingTourismAttractionsin India	

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	<p><b>References:</b></p> <ol style="list-style-type: none"> <li>1. Gupta, S.P. (2002). Cultural tourism in India: Museums, Monuments &amp; Arts: Theory and Practice. New Delhi: Indraprastha Museum of Art and Archaeology &amp; D.K. Printworld.</li> <li>2. Jacob, R. (2007). Indian Tourism Products. New Delhi: Abhijeet Publications.</li> <li>3. Dixit, M. (2002). Tourism Products. Lucknow: New Royal Book Co.</li> <li>4. Douglas, N. (Ed.). (2001). Special Interest Tourism. Australia: John Wiley &amp; Sons.</li> <li>5. Singh, S. (2008). Lonely Planet India. Gurugram: Lonely Planet Publications.</li> <li>6. Government of India. (2018). India Year Book 2018. New Delhi: Publication Division.</li> </ol>	
	<p><b>Course Outcomes</b></p>	
	<ul style="list-style-type: none"> <li>• Students will form in-depth understanding of the rich and vibrant tourism resources of India.</li> <li>• Possess all-round knowledge about the competitive positioning and potentials of India as a premier tourism destination.</li> <li>• Learners tend to become adept in identifying and managing emerging destinations and would develop capabilities in designing circuits.</li> </ul>	

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**SEMESTER-III**

**COURSE8: DESTINATION PLANNING AND DEVELOPMENT**

Theory

Credits:4

4hrs/week

<b>Course Objectives</b>	
<b>CO1</b>	To facilitate assessment of the tourism potentials of destinations and prepare Tourism development plan as well as marketing techniques.
<b>CO2</b>	To familiarize with the destination branding practices.
<b>CO3</b>	To introduce advanced analyses and researches in the field of destination Development endeavors.
<b>SYLLABUS</b>	
<b>UNIT</b>	<b>CONTENT</b>
<b>I</b>	<b>Destination Development: Destination:</b> Types of Destinations- Characteristics of Destinations; Destinations and Products; Destination Management Systems; Destination Selection Process; Values of Tourism
<b>II</b>	<b>Destination Planning Process and Analysis:</b> Destination Planning Guidelines: National and Regional Tourism Planning and Development - Assessment of Tourism Potential- Planning for Sustainable Tourism Development; Contingency Planning for Economic, Social, Cultural and Environmental considerations; Demand and Supply Match; Design and Innovations
<b>III</b>	<b>Destination Image Development:</b> Attributes of Destinations: Person's Determined Image, Destination Determined Image, Measurement of Destination Image–Destination Branding Perspectives and Challenges- Creating Unique Destination Proposition– Place Branding and Destination Image- Destination Image Formation Process; Unstructured Image-Product Development and Packaging-Destination Branding and The Web -Case Study of Puducherry as a Brand
<b>IV</b>	<b>Destination Promotion and Publicity:</b> Six 'A's Framework for Tourism Destinations- Dynamic Wheel of Tourism Stakeholders- Destination Marketing Mix– Destination Competitiveness– Distribution Channels- Marketing Communication and Strategies
<b>V</b>	<b>Institutional Support: Public Private Partnership (PPP):</b> National Planning Policies for Destination Development-UN WTO Guidelines for Planners- Role of Urban Civic Bodies: Town Planning -

	Characteristics	
	of Tourism Planning for Alternative Tourism- Rural, Eco, Farm, etc. - Environmental Management Systems – Destination Vision- Focus of Tourism Policy: Competitive Sustainable Destination-Destination Mapping (Practical Assignment)	
	<p><b>References:</b></p> <ol style="list-style-type: none"> <li>1. Butler, R. W. (2006). The Tourism Area Life Cycle: Applications and Modifications. Bristol: Channel View Publications.</li> <li>2. Claire, H.T., &amp; Jones, E.E. (2005). Tourism SMEs, Service Quality and Destination Competitiveness. London: CABI.</li> <li>3. Gunn, C. (2002). Tourism Planning: Basic, Concepts and Cases. New York: Routledge.</li> <li>4. Morgan, N., Pritchard, A., &amp; Pride, R. (2001), Destination Branding: Creating the Unique Proposition. London: Butter worth and Heinemann.</li> <li>5. Ritchie, J.B., &amp; Crouch, G.I. (2003). The Competitive Destination: A Sustainable Tourism Perspective. London: CABI.</li> <li>6. Singh, S., Timothy, D.J.&amp; Dowling, R.S. (2003).Tourism in Destination Communities. London: CABI.</li> </ol>	
	<b>Course Outcomes</b>	
	<ul style="list-style-type: none"> <li>• Students would possess the knowledge to assess the tourism potentials of destinations.</li> <li>• They will for skill-sets to prepare tourism development plans as well as marketing strategies.</li> <li>• While getting familiarized with destination branding, learners would be instilled with the abilities for designing destination development projects.</li> </ul>	

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**SEMESTER-IV**

**COURSE9: MANAGEMENT OF TOURIST TRANSPORT**


Theory

Credits:4

4hrs/week

<b>Course Objectives</b>	
<b>CO1</b>	To remember the origin and development of transport system.
<b>CO2</b>	To gain the knowledge about various modes of transportation and its usages.
<b>CO3</b>	To familiarize the India's famous tourist travel services and their role on tourism developments.
<b>SYLLABUS</b>	
<b>UNIT</b>	<b>CONTENT</b>
<b>I</b>	<b>Fundamentals of Transport:</b> Evolution of Transportation, Importance of Tourist Transport Services, Essentials of Transport, Growth & Development of Means of Transport, Types of Transport, Distribution Of Sales of Tourist Transport Services, Road Transport Network in India
<b>II</b>	<b>Road Transport:</b> Road Transport Network in North America, South America, Europe, South Africa, Asia and the Middle-East, Austria and New Zealand, Major Railway Transport Network in the World, Coach & Car Rental Services, Types of Coaches, Types of Car Rental Services
<b>III</b>	<b>Air Transport:</b> Types of Airlines, Aircraft, Types of Airport & Its Facilities and Services, In-flight Services, Prohibition of Dangerous Goods, Safety Measures for Air craft and Airport, ICAO and Its Freedom of Air, Director General of Civil Aviation (DGCA) & its Roles and Functions and Airports Authority of India (AAI) & Its Roles and Functions
<b>IV</b>	<b>Basic Airfares &amp; Ticketing:</b> Types of Journey, MPM, TPM, Extra Mileage Allowance, One-way, Return Trip and Circle Tri Journey, Higher Intermediate Fare Check Point, Add-on and Open Jaw Fare, Excursion Fare, Components in International Air Tickets, Airline Business in the World, Major International Air Carrier and Major Low-cost Airlines, Domestic Air Transport Business, Distribution of Sales of Airlines Tickets, Baggage and Travel Documents, Air Charter Services, Miscellaneous Charges Order (MCO)-Multiple Purpose Document (MPD)-Billing and Settlement Plan

V	<b>Water Transport Services</b> Water Transport Network, Cruise Line Business, Distribution of Sales in Cruise Line Business, Inland Water Transport System in India Case Study of AMTRAK, KPN Transport Services, Indigo Airlines, Star Cruise Line	
	<b>References:</b> <ol style="list-style-type: none"> <li>1. Jagmohan Negi (2005) Air travel Ticketing and Fare construction, Kanishka, New Delhi.</li> <li>2. Duval, D Timothy (2007). Tourism and Transport: Modes, Networks and Flows, Channel View Publications, New York.</li> <li>3. Ratandeep Singh (2008), Handbook of Global Aviation Industry and Hospitality services, Kanishka Publishers, New Delhi.</li> <li>4. Page Stephen (2005), Transport and Tourism: Global Perspectives, Pearson Prentice Hall, New Delhi.</li> <li>5. IATA Training Manual.</li> <li>6. Air Cargo Tariff Manual.</li> <li>7. IATA Live Animals Regulation Manual.</li> </ol>	
	<b>Course Outcomes</b>	
	<ul style="list-style-type: none"> <li>• Provided the students age neural view of the role of transportation in tourism industry</li> <li>• Offered an over view about best practice in transportation in tourism industry</li> <li>• Introduced the last updates and changes in the transportation and tourism sector on the global scope</li> </ul>	

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**SEMESTER-IV**  
**COURSE10: HOSPITALITY MANAGEMENT**

Theory


Credits:4

4hrs/week

<b>Course Objectives</b>	
<b>CO1</b>	To study the flow of activities and functions in today's Hotel operation.
<b>CO2</b>	To familiarize with Hotel and resort management.
<b>CO3</b>	To establish the importance of various departments and its role in the Hospitality Industry.
<b>SYLLABUS</b>	
<b>UNIT</b>	<b>CONTENT</b>
<b>I</b>	<b>Introduction to Hospitality Industry:</b> Distinctive Characteristics: Inflexibility-Intangibility-, Perishability-Fixed Location-Relatively Large Financial Investment etc.; Concepts of "Atithi Devo Bhavah"; Hotel and Lodging facilities; Types of Hotels; Classification of Hotels, Chain Operations, Alternative Accommodation; E- Hospitality; Ethical and Regulatory Aspects in a Hotel, International Hotel Regulations, Fiscal and non-Fiscal Incentives Offered to Hotel Industry in India
<b>II</b>	<b>Front Office: Duties and Responsibilities:</b> Reservation & Registration- Meal Plans- Room Assignments- Check-in- Departure- Handling Guest Mail- Message Handling- Guest Paging Methods of Payment; Guest Services: Type of Hotel Guests-Types of Meal Plans- Wake-upcall
<b>III</b>	<b>Housekeeping:</b> Hierarchy, Duties & Responsibilities of House keeping Staff; Important Functions of Housekeeping Management; Types of Accommodation; Activities in Accommodation Management: Room Service-Room Supplies-Types of Room-Types of Bedding and Other Related Types of Service; Liaison with Other Departments
<b>IV</b>	<b>Food &amp; Beverage:</b> Hierarchy, Duties & Responsibilities of Staff; Food Production Organization: Kitchen – Buffets -Beverages Operation & Functions; Outlets of F & B; Types of Restaurant Menu; Catering Services: Food Service for the Airlines- Banquette- Corporate- MICE- Retail Food Market-Business/Industrial Food Service-Healthcare Food Service – Club Food Services; Trends in Lodging and Food Services

V	<p><b>Evaluating Hotel Performance:</b> Methods of Measuring Hotel Performance: Occupancy Ratio- Average Daily Rate: Average Room Rate Per Guest- Rev PAR- Market Share Index- Evaluation of Hotel by Guest; Yield Management: Elements of Yield Management, Measuring Yield in the Hotel Industry, Benefits of Yield Management, Challenges Or Problems in Yield Management</p>	
	<p><b>References:</b></p> <ol style="list-style-type: none"> <li>1. Negi, J. (2014). Professional Hotel Management. New Delhi: S. Chand.</li> <li>2. Raghubalan, G., &amp; Smritee, R. (2015). Hotel House keeping operations and Management. New Delhi: Oxford University Press.</li> <li>3. Negi, J. (1984). Hotels for Tourism Development: Economic Planning &amp; Financial Management. New Delhi: S. Chand.</li> <li>4. Tewari, J.R. (2016). Hotel front office operations and Management. New Delhi: Oxford publication.</li> <li>5. Wood, R.C. (2013). Key Concepts of Hospitality Management. London: SAGE Publications, London.</li> </ol>	
	<p><b>Course Outcomes</b></p>	
	<ul style="list-style-type: none"> <li>• Students tend to acquire concrete know-how on the current operational dynamics of hotels.</li> <li>• They would learn the perspectives of hotel and resort management.</li> <li>• Students will gain exposure to the various departments of all categories of hotels and also would know the role of hospitality industry in tourism promotion.</li> </ul>	

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**SEMESTER-IV**

**COURSE11: TOUR GUIDING AND ESCORTING**

Theory

Credits:4


4hrs/week

<b>Course Objectives</b>	
<b>CO1</b>	To acquire an in-depth knowledge about the profession of tour guiding and escorting.
<b>CO2</b>	To help them aware of various guiding techniques.
<b>CO3</b>	To equip them with the knowledge of guestrelations.
<b>SYLLABUS</b>	
<b>UNIT</b>	<b>CONTENT</b>
<b>I</b>	<b>Introduction to Guiding and escorting:</b> Meaning; concept and types of Tour guide, duties and responsibilities of Guides and Escorts
<b>II</b>	<b>Roles of Guides:</b> Various roles of tour guide, the business of guiding And escorting, organizing aguiding business
<b>III</b>	<b>The guiding techniques:</b> leadership and social skills, presentation and speaking skills, The guide’s personality, moments of truth, the seven sins of guide, the service cycle, working with different age groups, working Under difficult circumstances
<b>IV</b>	<b>Guest relationship management:</b> Handling emergency situations-medical, personal, official, VISA/passport, Death, handling guest with special needs / different abilities; Skills required for adventure tours; Knowledge of local security, route chart; Personal hygiene and grooming, tour responsibilities, check list, leading a group, code of conduct
<b>V</b>	<b>Conducting tours:</b> Pre tour planning, modes of transportation, conducting various types of tours, understanding clients need, establishing good service security measures, relationship with fellow guides, Coordination with hospitality institutions; points to remember While guiding and escorting
	<b>References:</b> 1.DennisLFoster–Introduction to Travel Agency Management



	<p>2. Pat Yale (1995); Business of Tour Operations, Longman Scientific &amp; Technical, New Delhi</p> <p>3. Pond KL (1993); The professional guide: Dynamics of tour guiding.</p>	
	<b>Course Outcomes</b>	
	<ul style="list-style-type: none"> <li>• Students can able to understand tourist guiding and escorting procedures.</li> <li>• Comprehend the requirements, role and responsibilities of profession of a Tourist Guide.</li> <li>• Apply the knowledge acquired in managing different groups and guiding in a tour.</li> </ul>	

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**SECTION-D(1MARKFILLINTHEBLANKS)::5x1=5**

ANSWERALLOFTHEFOLLOWINGQUESTIONS

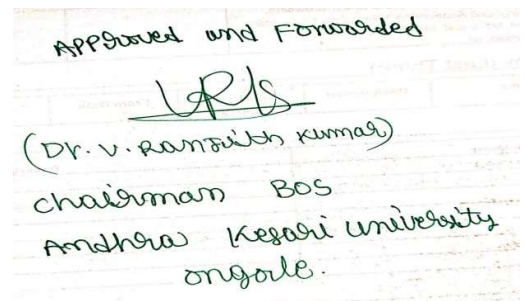
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**SECTION-E(1MARKMATCHTHEFOLLOWING)::5x1=5**

PARTSOFTHECONSTITUTION-ITEMS

26.Matchthefollowing

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| A. | ( ) | 1. |
| B. | ( ) | 2. |
| C. | ( ) | 3. |
| D. | ( ) | 4. |
| E. | ( ) | 5. |



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