



# ANDHRA KESARI UNIVERSITY ::ONGOLE


**Model Syllabus for 4-Year UG Honours in (Tourism and Travel Management) as Major in consonance with Curriculum framework w.e.f. AY 2025-26**

## COURSE STRUCTURE

Year	Semester	Course	Title of the Course	No.of Hrs /Week	No. of Credits
<b>I</b>	<b>I</b>	<b>1</b>	Principles And Practice of Tourism	<b>4</b>	<b>4</b>
		<b>2</b>	Tourism Geography	<b>4</b>	<b>4</b>
	<b>II</b>	<b>3</b>	Tourism Marketing	<b>4</b>	<b>4</b>
		<b>4</b>	Tourism Policy and Planning	<b>4</b>	<b>4</b>
<b>II</b>	<b>III</b>	<b>5</b>	Tourism Products of India	<b>4</b>	<b>4</b>
		<b>6</b>	Destination Planning and Development	<b>4</b>	<b>4</b>
		<b>7</b>	Information Technology for Tourism	<b>4</b>	<b>4</b>
	<b>IV</b>	<b>8</b>	E-Tourism	<b>4</b>	<b>4</b>
		<b>9</b>	Tour Guiding and Escorting	<b>4</b>	<b>4</b>
		<b>10</b>	Itinerary Preparation and Tour Packaging	<b>4</b>	<b>4</b>
<b>III</b>	<b>V</b>	<b>11</b>	Hospitality Management	<b>4</b>	<b>4</b>
		<b>12 A</b>	Travel Agency and Tour Operations Management	<b>4</b>	<b>4</b>
<b>OR</b>					

Year	Semester	Course	Title of the Course	No.of Hrs /Week	No. of Credits	
		12 B	Tourism Entrepreneurship	4	4	
		13 A	Management of Tourist Transport	4	4	
		<b>OR</b>				
		13 B	Tour Leadership	4	4	
	VI	14 A	Event Management	4	4	
		<b>OR</b>				
		14 B	Special Interest Tourism	4	4	
		15 A	Travel Media and Journalism	4	4	
		<b>OR</b>				
		15 B	Digital Media Planning for Tourism Business	4	4	
IV	VII	16	Management Functions and Behavior in Tourism	4	4	
		17	Business Communication	4	4	
		18	Tourism Research Methodology	4	4	
	VIII	19	Tourism Impacts	4	4	
		20	Air Travel Ticketing and Fare Construction	4	4	
		21	Foreign Exchange Management	4	4	

**Note:** In the III Year (during the V and VI Semesters), students are required to select a pair of electives from one of the Two specified domains. **For example: if set 'A' is chosen, courses 12 to 15 to be chosen as 12 A, 13 A, 14 A and 15 A.** To ensure in-depth understanding and skill development in the chosen domain, students must continue with the same domain electives in both the V and VI Semesters.

Accepted and Forwarded  
  
 (Dr. V. Ramkirth Kumar)  
 Chairman, BOS  
 Andhra Kesari University.

## SEMESTER-I

### COURSE 1: PRINCIPLES AND PRACTICE OF TOURISM


Theory

Credits: 4

4 hrs/week

SEMESTER – I	Course No. 1	CREDITS – 4
<b>PRINCIPLES AND PRACTICE OF TOURISM</b>		
<b>Theory</b>		<b>4 hrs/week</b>
	<b>Course Objectives</b>	
<b>CO 1</b>	To comprehend the conceptual dimensions of the tourism industry and its historical evolution.	
<b>CO 2</b>	To understand the dynamics of tourism businesses and their socio-cultural, economic, and environmental impacts.	
<b>CO 3</b>	To elucidate the application of tourism theories to real-world development agendas.	
<b>CO 4</b>	To familiarize students with emerging global trends and practices in tourism.	
<b>CO 5</b>	To develop critical awareness about the role of national and international tourism organizations.	
<b>SYLLABUS</b>		
UNIT	CONTENT	HOURS
<b>I</b>	<b>History and Concepts of Tourism:</b> 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	<b>12</b>
<b>II</b>	<b>Forms of Tourism:</b> 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	<b>12</b>
<b>III</b>	<b>Tourism Theory and System:</b> 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	<b>12</b>

	Plog's Psychographic Model - Gunn's Tourism Planning Model	
IV	<b>Tourism Industry:</b> 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	12
V	<b>Tourism Organizations:</b> 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	12
	<p><b>Prescribed Text Book:</b></p> <ul style="list-style-type: none"> <li>Goeldner, C. &amp; Ritchie, J.R.B. <i>Tourism: Principles, Practices, Philosophies</i> (12th ed.) (2021), by John Wiley and Sons .</li> </ul> <p><b>References:</b></p> <ol style="list-style-type: none"> <li>Swain, S.K. &amp; Mishra, J.M. <i>Tourism: Principles and Practices</i> (2011), by OUP .</li> <li>Lohmann, G. &amp; PanossoNetto, A. <i>Tourism Theory: Concepts, Models and Systems</i> (3rd ed.) (2022), by CABI.</li> <li>Fletcher, J., et al. <i>Tourism: Principles and Practice</i> (2017), by Pearson Education Limited.</li> <li>Hall, C.M., et al. <i>Degrowth and Tourism: New Perspectives</i> (2022), by Routledge .</li> <li>SushmaSunitaTirkey. <i>Travel and Tourism</i> (1st ed.) (2024), by Himalaya Publishing House.</li> </ol>	
	<b>Course Outcomes</b>	
	<ul style="list-style-type: none"> <li>Learners will gain comprehensive knowledge of the principles, practices, and processes of tourism management.</li> <li>Students will develop insights into organizational behavior and management practices in the tourism sector.</li> <li>Learners will be able to analyze tourism models and systems for practical application.</li> <li>Students will demonstrate awareness of current tourism trends and sustainable practices.</li> <li>Learners will recognize the role of tourism organizations and apply their frameworks in real-life scenarios.</li> </ul>	

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## SEMESTER-I

### COURSE 2: TOURISM GEOGRAPHY

Theory

Credits: 4


4 hrs/week

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SEMESTER – I	Course No. 2	CREDITS – 4
<b>TOURISM GEOGRAPHY</b>		
<b>Theory</b>		<b>4 hrs/week</b>
	<b>Course Objectives</b>	
<b>CO 1</b>	To acquaint students with the relationship between geography and tourism.	
<b>CO 2</b>	To familiarize students with world climatic zones and their influence on tourism.	
<b>CO 3</b>	To provide knowledge on IATA codes, time zones, and international travel geography.	
<b>CO 4</b>	To enable planning of itineraries across continents and time zones.	
<b>CO 5</b>	To develop map-reading and geographic analysis skills for tourism planning.	
<b>SYLLABUS</b>		
<b>UNIT</b>	<b>CONTENT</b>	<b>HOURS</b>
<b>I</b>	<b>Introduction to Geography:</b> Elements of Geography - Branches of Geography - Importance of Geography in Tourism - World's Climatic Zones - Latitude & Longitude - IATA Areas, Code and GMT Time: Areas, Sub Areas and Sub-Regions as per International Air Transport Organization (IATA) - IATA Three Letter City Code, Two Letter Airlines and Airport Code, International Date Line, Time Zones, Greenwich Mean Time, Calculation of Local Time, Flying Time, Grounding Time, Elapsed Time, Daylight Saving Time.	<b>12</b>
<b>II</b>	<b>India:</b> Physical Geography - Topography - Climatic Regions - Transport Network - Major tourism destinations and circuits, including cultural, historical, and natural attractions.	<b>12</b>
<b>III</b>	<b>North &amp; South America:</b> Physical Geography - Topography - Climatic Regions - Transport Network - Countries in the Continent - Case Study of USA and Brazil.	<b>12</b>
<b>IV</b>	<b>Europe &amp; Africa:</b> Physical Geography - Topography - Climatic Regions - Transport Network - Countries in the Continent - Case Study	<b>12</b>

	of UK and South Africa.	
V	<b>Asia &amp; Australia:</b> Physical Geography - Topography - Climatic Regions - Transport Network - Countries in the Continent - Case Study of China and Australia.	12
	<p><b>Prescribed Text Book:</b></p> <ul style="list-style-type: none"> <li>Nelson, V. <i>An Introduction to the Geography of Tourism</i> (3rd ed.) (2021), by Rowman and Littlefield Publisher</li> </ul> <p><b>References:</b></p> <ol style="list-style-type: none"> <li>Wilson, J. &amp; Müller, D.K. <i>The Routledge Handbook of Tourism Geographies</i> (2nd ed.) (forthcoming 2025), by Routledge.</li> <li>Boniface, B., Cooper, R. &amp; Cooper, C. <i>World Wide Destinations: The Geography of Travel and Tourism</i> (2016), by Routledge</li> <li>Croes, R. <i>Small Island and Small Destination Tourism</i> (2022), by Apple Academic Press</li> <li>IATA. <i>Travel Information Manual (TIM)</i> (latest monthly edition), by IATA Publications</li> <li>Boniface, B. &amp; Cooper, C. <i>Worldwide Destinations: The Geography of Travel and Tourism</i> (3rd ed.) (2001), by Elsevier Science</li> </ol>	
	<b>Course Outcomes</b>	
	<ul style="list-style-type: none"> <li>Students will understand the interdependence between geography and tourism.</li> <li>Learners will identify major attractions, destinations, and accessibility features worldwide.</li> <li>Students will apply geographical knowledge in planning international itineraries.</li> <li>Learners will be able to interpret IATA codes, GMT, and international date/time concepts.</li> <li>Students will gain knowledge of cultural, physical, and transport features of different continents.</li> </ul>	
	<p><b>Assignments:</b></p> <ol style="list-style-type: none"> <li>Prepare a world map showing IATA areas and codes.</li> <li>Write a case study of one continent's tourism geography (e.g., Europe).</li> <li>Calculate time differences and flying times for given itineraries.</li> <li>Prepare a fact sheet on 5 important destinations in Asia and their accessibility.</li> <li>Create a sample tour plan from India to South America covering at least 3 destinations.</li> </ol>	


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**SEMESTER-II****COURSE 3: TOURISM MARKETING****Theory****Credits: 4****4 hrs/week**

<b>SEMESTER – II</b>		<b>Course No. 3</b>	<b>CREDITS – 4</b>
<b>TOURISM MARKETING</b>			
<b>Theory</b>		<b>4 hrs/week</b>	
	<b>Course Objectives</b>		
<b>CO 1</b>	To expose students to the fundamental concepts and principles of marketing.		
<b>CO 2</b>	To acquaint them with tourism-specific marketing techniques and applications.		
<b>CO 3</b>	To develop insights into consumer behaviour and tourism demand.		
<b>CO 4</b>	To familiarize students with role of travel agencies in tourism marketing.		
<b>CO 5</b>	To enable students to design marketing plans and evaluate marketing effectiveness.		
<b>SYLLABUS</b>			
<b>UNIT</b>	<b>CONTENT</b>		<b>HOURS</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>12</b>
<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>12</b>
<b>III</b>	<b>P’s 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>12</b>
<b>IV</b>	<b>Marketing of Tourism Products:</b> Trends in Tourism Marketing –		<b>12</b>

	Marketing of Known and Lesser Known Destinations, Airlines, Hotels, Resorts, Travel Agencies, Event Management Company. Organisation and managing Tourism Markets, Marketing Plans	
V	<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	12
	<p><b>Prescribed Text Book:</b></p> <ul style="list-style-type: none"> <li>Kotler, P., Bowen, J. &amp; Baloglu, S. <i>Marketing for Hospitality and Tourism</i> (8th ed.) (2021 update), by Pearson</li> </ul> <p><b>References:</b></p> <ol style="list-style-type: none"> <li>Morrison, A.M. <i>Tourism Marketing: In the Age of the Consumer</i> (2022), by Routledge</li> <li>Morrison, A.M. <i>Marketing and Managing Tourism Destinations</i> (3rd ed.) (2024), by Routledge, Taylor &amp; Francis Group</li> <li>Hinson, R.E., et al. <i>Hospitality and Tourism Marketing: Building Customer Driven Hospitality and Tourism Organizations</i> (2024), by Productivity Press</li> <li>Lalitha Krishnamurthy, et al. <i>Tourism Marketing</i> (1st ed.) (2021), by D.P.S Publishing House</li> <li>Middleton, V.T.C., et al. <i>Marketing in Travel and Tourism</i> (4th ed.) (2009), by Routledge</li> </ol>	
	<b>Course Outcomes</b>	
	<ul style="list-style-type: none"> <li>Students will gain proficiency in tourism marketing concepts and practices.</li> <li>Learners will apply consumer behavior theories in tourism business strategies.</li> <li>Students will understand and use the 8 P's of tourism marketing.</li> <li>Learners will design tourism product branding and promotion strategies.</li> <li>Students will prepare marketing plans for destinations and tourism businesses.</li> </ul>	
	<p><b>Assignments:</b></p> <ol style="list-style-type: none"> <li>Prepare a branding plan for an emerging tourism destination.</li> <li>Write an essay on the role of travel agencies in tourism marketing.</li> <li>Conduct a survey on consumer behavior for travel choices.</li> <li>Design a marketing mix (8 P's) for a travel agency.</li> <li>Prepare a marketing plan for a lesser-known tourist spot.</li> </ol>	

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## SEMESTER-II

### COURSE 4: TOURISM POLICY AND PLANNING

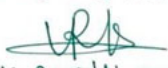
Theory

Credits: 4

4 hrs/week

SEMESTER – II	Course No. 4	CREDITS – 4
<b>TOURISM POLICY AND PLANNING</b>		
<b>Theory</b>		<b>4 hrs/week</b>
	<b>Course Objectives</b>	
<b>CO 1</b>	To introduce the fundamentals of tourism policy-making and planning.	
<b>CO 2</b>	To make students aware of national and state tourism policies.	
<b>CO 3</b>	To analyze the importance of public and private investment in tourism.	
<b>CO 4</b>	To understand the integration of tourism with sustainable development.	
<b>CO 5</b>	To evaluate India's Tourism Annual Reports and their implications on tourism.	
<b>SYLLABUS</b>		
<b>UNIT</b>	<b>CONTENT</b>	<b>HOURS</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 Plan 1992 – Objectives	<b>12</b>
<b>II</b>	<b>National and State Tourism Policies:</b> Tourism Policy 1997 – Features – National Tourism Policy 2002 – National Tourism Policy 2015 – Andhra Pradesh State Tourism Policy – General Features	<b>12</b>
<b>III</b>	<b>Tourism Planning:</b> Definition, Planning Process – Importance of planning, different phases of planning – Levels and Types of Tourism Planning – International Level, National Level, Regional Level	<b>12</b>
<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>12</b>
<b>V</b>	<b>Tourism Annual Reports of India:</b> Annual Reports – Purpose – Key Features – Monthly & Quarterly Tourism Snapshots – Key Components – India Tourism Data Compendium – Contents – Importance	<b>12</b>
	<b>Prescribed Text Book:</b>	

	<ul style="list-style-type: none"> <li>• Edgell, D.L. &amp; Swanson, J.R. <i>Tourism Policy and Planning: Yesterday, Today, and Tomorrow</i>(4th ed.) (2024), by Routledge</li> </ul> <p><b>References:</b></p> <ol style="list-style-type: none"> <li>1. Dredge, D. &amp; Jenkins, J.M. <i>Stories of Practice: Tourism Policy and Planning</i> (2016), by Taylor &amp; Francis</li> <li>2. Bramwell, B. <i>Tourism Governance: Critical Perspectives on Governance and Sustainability</i> (2014), by Channel View Publications</li> <li>3. Hall, C.M., et al. <i>Degrowth and Tourism: New Perspectives on Tourism Entrepreneurship, Destinations and Policy</i> (2022), by Routledge</li> <li>4. Gajdošík, T. <i>Smart Tourism Destination Governance: Technology and Design-Based Approach</i> (2022), by Routledge</li> <li>5. Torabian, P. &amp; Albrecht, J.N. <i>Justice in Tourism Destinations: Avenues for Destination Governance and Management</i> (forthcoming 2025), by Routledge</li> <li>6. Ministry of Tourism Official Website for Annual Reports</li> </ol>	
	<p><b>Course Outcomes</b></p>	
	<ul style="list-style-type: none"> <li>• Students will understand the processes and significance of tourism policies.</li> <li>• Learners will gain awareness of India’s national and state-level tourism policies.</li> <li>• Students will identify challenges in sustainable tourism development.</li> <li>• Learners will analyze the role of government and private investment in tourism planning.</li> <li>• Students will evaluate annual reports and nation’s plan on tourism growth.</li> </ul>	
	<p><b>Assignments:</b></p> <ol style="list-style-type: none"> <li>1. Write a short note on India’s first National Tourism Policy (1982).</li> <li>2. Prepare a comparative study of AP Tourism Policy and National Tourism Policy 2015.</li> <li>3. Draft a small tourism development plan for your local area.</li> <li>4. Group project: Analyze tourism investment in India’s private sector.</li> <li>5. Prepare a PPT on “Key Features of Tourism Annual Reports.”</li> </ol>	

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