



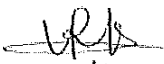
ANDHRA KESARI UNIVERSITY :: ONGOLE

Model Syllabus for Tourism and Travel Management (Minor) 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
II	III	1	Principles and Practice of Tourism	4	4
	IV	2	Tourism Marketing	4	4
III	V	3	Tourism Products of India	4	4
		4	E-Tourism	4	4
	VI	5	Hospitality Management	4	4
		6	Travel Agency and Tour Operations Management	4	4

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Chairman, BOS
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SEMESTER-III

COURSE 1: PRINCIPLES AND PRACTICE OF TOURISM

Theory


Credits: 4

4 hrs/week

SEMESTER – III		Course No. 1	CREDITS – 4
PRINCIPLES AND PRACTICE OF TOURISM			
Theory		4 hrs/week	
	Course Objectives		
CO 1	To comprehend the conceptual dimensions of the tourism industry and its historical evolution.		
CO 2	To understand the dynamics of tourism businesses and their socio-cultural, economic, and environmental impacts.		
CO 3	To elucidate the application of tourism theories to real-world development agendas.		
CO 4	To familiarize students with emerging global trends and practices in tourism.		
CO 5	To develop critical awareness about the role of national and international tourism organizations.		
SYLLABUS			
UNIT	CONTENT		HOURS
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		12
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		12
III	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		12
IV	Tourism Industry: Structure, Functions and Constituents-Direct, Indirect and Support Services – Basic Components of Tourism: Transport – Accommodation –Facilities & Amenities, Horizontal and		12

	Vertical Integration in Tourism Business, Infrastructure & Superstructure	
V	<p>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>	12
	<p>Prescribed Text Book:</p> <ul style="list-style-type: none"> Goeldner, C. & Ritchie, J.R.B. <i>Tourism: Principles, Practices, Philosophies</i> (12th ed.) (2021), by John Wiley and Sons . <p>References:</p> <ol style="list-style-type: none"> Swain, S.K. & Mishra, J.M. <i>Tourism: Principles and Practices</i> (2011), by OUP . Lohmann, G. & Panosso Netto, A. <i>Tourism Theory: Concepts, Models and Systems</i> (3rd ed.) (2022), by CABI. Fletcher, J., et al. <i>Tourism: Principles and Practice</i> (2017), by Pearson Education Limited. Hall, C.M., et al. <i>Degrowth and Tourism: New Perspectives</i> (2022), by Routledge . Sushma Sunita Tirkey. <i>Travel and Tourism</i> (1st ed.) (2024), by Himalaya Publishing House. 	
	Course Outcomes	
	<ul style="list-style-type: none"> Learners will gain comprehensive knowledge of the principles, practices, and processes of tourism management. Students will develop insights into organizational behavior and management practices in the tourism sector. Learners will be able to analyze tourism models and systems for practical application. Students will demonstrate awareness of current tourism trends and sustainable practices. Learners will recognize the role of tourism organizations and apply their frameworks in real-life scenarios. 	
	<p>Assignments:</p> <ol style="list-style-type: none"> Write a short essay on the evolution of tourism from ancient to modern times. Prepare a report on “Push and Pull factors of tourism” with examples. Case study: Analyze the impact of one global tourism organization (e.g., UNWTO). Group activity: Prepare a tourism model diagram (Leiper’s or Butler’s). Survey assignment: Interview 5 people and understand their motivations/deterrents for travel. 	

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SEMESTER-IV

COURSE 2: TOURISM MARKETING

Theory

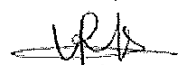
Credits: 4

4 hrs/week

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

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

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