

SRI VENKATESHWARA UNIVERSITY

SYLLABUS:2025-2026

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-V	1	Travel Agency & Tour Operations Management	4	4
	2	Event Management	4	4
	3	Itinerary Preparation & Tour Packing	4	4
	4	Tourism Business Environment	4	4
Semester-VI	Internship			

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COURSE 1: TRAVEL AGENCY AND TOUR OPERATIONS

Theory

Credits: 4

4 hrs/week

	Course Objectives	
CO 1	To understand the significance of travel agency and tour operation business.	
CO 2	To know the current trends and practices in the tourism and travel trade sector.	
CO 3	To develop adequate knowledge and skills applicable to travel industry.	
SYLLABUS		
UNIT	CONTENT	
I	Travel Trade: Historical Perspectives: Emergence of Thomas Cook-Cox and Kings- American Express Company, Types of Tour & Types of Tour Operators: Full Service Agency- Commercial Agency-Implant Agency-Group / Incentive Agency, Wholesale and Retail Travel Agency Business: Linkages and Integration with the Principal Service Providers, Changing Scenario of Travel Trade	
II	Travel Agency and Tour Operation Business: Functions of Travel Agency - Setting Up A Full-Fledged Travel Agency - Sources of Income of A Travel Agency - Diversification of Business - Travel Insurance, Forex- Cargo- MICE – Documentation, Recognition: IATA Accreditation - Recognition from Government	
III	Itinerary Planning & Development: Tour Itinerary: Types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Don'ts of Itinerary Preparation, Tour Formulation and Designing Process :FITs & Group Tour Planning and Components - Special Interest Tours (SITs)	
IV	Tour Packaging & Costing: Tour Packaging: Classifications of Tour Packages - Components of Package Tours, Concept of Costing: Types of Costs - Components of Tour Cost - Preparation of Cost Sheet, Tour Pricing: Calculation of Tour Price - Pricing Strategies - Tour Packages of Thomas Cook, SOTC, MakeMyTrip and Cox & Kings	
V	Travel trade Organizations: Objectives, Activities and Functions of UFTAA, PATA, TAAI,IATO, ASTA, ATOI, ADTOI, IAAI, TAFI	
	References:	

	1. Bhatia, A.K. (2013). The Business of Travel Agency and Tour Operations Management. New Delhi: Sterling Publishers (P) Ltd. 2. E-Pathshala. (2018).Retrieved from E-Pathshala an MHRD Project Website: http://epgp.inflibnet.ac.in/ahl.php?csrno=1827 Select- P-02. 3. Goeldner, R., & Ritchie, B. (2010). Tourism, Principles, Practices and Philosophies. London: John Wiley & Sons. 4. Negi, J. (2005). Travel Agency Operations: Concepts and Principles. New Delhi: Kanishka. 5. Negi, K.S. (2011). Travel Agency Management. New Delhi: Wisdom Press. 6. Roday, S., Biwal, A., & Joshi, V. (2009). Tourism Operations and Management. New Delhi: Oxford University Press. 7. Swain, S.K. & Mishra, J.M. (2011). Tourism Principles and Practices. New Delhi: OUP.	
	Course Outcomes	
	• Learners would form comprehensive understanding of the significance of travel agency and tour operations business. • They will gain latest information pertaining to the trends and practices in the tourism and travel trade sector. • Develop essential skills and knowledge applicable in tourism industry.	

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COURSE 2: EVENT MANAGEMENT

Theory

Credits: 4

4 hrs/week

	Course Objectives	
CO 1	To enrich the level of knowledge about management of different types of events.	
CO 2	To help the students understand different aspects and functions of events.	
CO 3	To provide sufficient opportunities to use knowledge and skill in event business.	
SYLLABUS		
UNIT	CONTENT	
I	Event Business: Types of Events - Size of Events - Five C's of Event Management - Trends of Event Business - Scope of Event Business - Roles and Functions of Event Manager - Attributes of Technical Staff - Preparation of Operation Manual - Developing Record Keeping Systems	
II	Selection of Event Site: Layouts and Designs - Site Map or Plan-Audiovisual - Lighting and Sound - Special Effects and Video - Event Technology, Event Laws & Regulations - Permissions Required for Holding An Event: Police Permissions - Traffic Police, Ambulance, Fire Brigade and Municipal Corporation- Indian Performing Rights Society (IPRS) - Performing License - Entertainment Tax - Permissions for Open Ground Events - License for Serving Liquor - Waste Management & Green Certification	
III	Planning and Scheduling Events: Managing Events - Corporate Events - Trade Shows and Exhibitions - Events in Educational Institutions - Budgeting of MICE - Use of Budget Preparation - Estimating Fixed and Variable Costs - Cash Flow - Sponsorship and Subsidies - Ethical Behavioral Practices in MICE industry	
IV	Bidding for Events: Events Theme- Color, Decor, Focal Points, Fabrics, Furnishing, Lighting, Audio visual - Event Logistics: Security, Transport, Parking, Accommodation, Special Needs and Disabled Requirements	

V	Logistics: Procedures - Performance Standards - Event Networks and Supply Chain - Handling Vendors and Service Contractors - Negotiating With Vendors and Service Contractors	

	References: SEMESTER-V 1. Fenich, G.G. (2014). Production and Logistics in Meeting, Expositions, Events and Conventions. Edinburgh: Pearson. 2. Robincon, P., Wale, D., & Dickson, G. (2010). Events Management 'Ed'. London: CABI. 3. Editorial Data Group USA (2018). Exhibition & Conference Organizers United States: Market Sales in the United States Kindle Edition. 4. Johnson, N. (2014). Event Planning Tips: The Straight Scoop on How to Run a Successful Event (Event Planning, Event Planning Book, Event Planning Business). MCJ Publishing. Kindle Edition. 5. Mittal, S. (2017). Event Management: Ultimate Guide to Successful Meetings, Corporate Events, Conferences, Management & Marketing for Successful Events: Become an event planning pro & create a successful event series. Alex Genadinik Publication. Kindle Edition.	
	Course Outcomes	
	• Students will acquire know-how about management of different types of events. • They would grasp the functional aspects of various events and tap the practical opportunities to use the acquired skills and knowledge in event business. • Gain comprehensive insights on MICE, event planning, procedures, and marketing.	

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COURSE 3: ITINERARY PREPARATION AND TOUR PACKAGING

Theory

Credits: 4

4 hrs/week

	Course Objectives	
CO 1	To help the students prepare tour itinerary.	
CO 2	To design package tour independently.	
CO 3	To familiarize with travel documentation processes.	
SYLLABUS		
UNIT	CONTENT	
I	Itinerary Planning & Development: Meaning, Importance and Types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Don't of Itinerary Preparation	
II	Developing & Innovating Package Tour: Tour Formulation and Designing Process: FITs & Group– Special Interest Tours (SITs), Tour Packaging: Importance of Tour Packaging – Classifications of Tour Packages - Components of Package Tours, Pre-Tour Management, Tour Operation, Post Tour Management	
III	The concept of Costing: Types of Costs, Components of Tour Cost - Preparation of Cost Sheet - Tour Pricing - Calculation of Tour Price – Pricing Strategies - Tour Packages of Thomas Cook, SOTC, Cox & Kings and TCI	
IV	Operation of Package Tour: Confirmation of Tour, Creation of Docket/ File, Issue of Tour Vouchers, Reconfirmation with Airlines, Hotel & Ground Service Providers, Distributing Customized Itinerary to Tour Leader, Guide, Driver & Transporter, Standard Procedures for Pickup and Drop, Check-in and Check-out in the Hotel, Sightseeing, Do's and Don'ts of Sightseeing, Crisis Management in tour, Preparation of Feedback or Guest Comment Sheet, Filling the Guest Comment Sheet, Analysis of Comments of Guest, Service providers, Tour Escorts	
V	Travel Documentation: Familiarisation with TIM (Travel Information Manual), Passport & VISA- Meaning, Types, Procedures, Validity, Necessary Information to fill the Passport and VISA Form for Issuance, Health Certificates, Currency, Travel Insurance, Credit & Debit Card	

SEMESTER-V

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	References: 1. Swain, S.K. & Mishra, J.M.(2012). Tourism Principles & Practices, Oxford University Press, New Delhi. 2. Chand, M. (2002), Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd., New Delhi. 3. Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi. 4. Holloway, J.C. (2002), The Business of Tourism, Prentice Hall, London, pp.220-279. 5. Roday S., Biwal A.& Joshi. V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296. 6. Goeldner, R & Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London.	
	Course Outcomes	
	• Comprehensive theoretical and practical knowledge and skill development on tour operations. • Students will acquire knowledge on types of tours, standard components of tour packages and preparation of tour packages. • Equip knowledge on tour costing, pricing and marketing strategies.	

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COURSE 4: TOURISM BUSINESS ENVIRONMENT

Theory

Credits: 4

4 hrs/week

	Course Objectives	
CO 1	To expose the learners to the basic concepts of Economics and familiarize them on the integration between tourism and economics.	
CO 2	To enable the students comprehend the current socio-cultural, economic, and environmental, impacts on Tourism businesses.	
CO 3	To equip the students to apply economic tools in managerial decision making.	
SYLLABUS		
UNIT	CONTENT	
I	Micro Economic Environment: Demand & Supply: Elasticity of Demand and Supply- Law of Marginal Utility- Cost Concepts: Short Run vs. Long Run Costs, Production Function: Law of Variable Proportions - Returns to Scale - Break Even Analysis, Market Structure & Price Determination	
II	Macro Economic Environment: Kinds of Economic System, Circular Flow of Economy, National Income Analysis: GDP- GNP- Per Capita Income- Multiplier Effect-Business Cycles-Balance of Payment, Fiscal and Monetary Policies	
III	Economic Policies: Internal, External, Macro and Micro Environment: Competitive Structure of Industries- Environmental Analysis and Strategic Management, Trade Policy: FEMA- GATT- MRTP-GST, Business Ethics and Corporate Governance: Consumer Protection Act and Competition Law- Social Responsibilities of Business- Social Audit	
IV	Tourism Impacts: Positive- Negative Economic-Social-Cultural- Political-Environmental Factors Affecting Future of Tourism Business, Seasonality & Tourism, Role of State in Tourism Development and Promotion: Overview of Five Year Plans for Tourism Development and Promotion- National Action Plan- National Tourism Policy - Role of NITI AYOJ, Economic Survey published by the Government of India Tourism Business During Post Liberalization & Post Globalization Period, General Agreement on Tariffs and Trade (GATT)	

V	Investment Initiatives in Tourism: Tourism Projects of Central Government- Innovation & Start- Ups, Technological Leadership- Make in India- SWACHATA Tourism, Public-Private Participation (PPP)- Industrial Finance-Foreign Direct Investment (FDIs)- Displacement Effect-Rules Regulations and Licenses Under Legal Environment for Starting Tourism Ventures - Tourist Spending - Costs and Benefits of Tourism to Community - Environmental Economics – World Economic Forum Reports	
	References: 1. Dwyer, L., Forsyth, P., & Dwyer, W. (2010). Tourism Economics and Policy (Vol. 3). Bristol: Channel View Publications. 2. Samuelson, W. F., & Marks, S. G. (2008). Managerial Economics. Toledo: John Wiley & Sons. 3. Chawla, R. (2004). Economics of Tourism & Development. New Delhi: Sonali Publications. 4. Paul, J. (2010). Business Environment. New Delhi: The McGraw Hill. 5. Magazines & Journals – The Economist, The Week, Harvard Business Review, Indian Management, Economic and Political Weekly, India Today, Business Today, Business World, Outlook, Computers Today, Daily Business and General News Papers, Etc.	
	Course Outcomes	
	• Students will be familiarized with the basic concepts of Economics as well as the integration between Tourism and Economics. • They will be able to comprehend the current socio-cultural, economic, and environmental impacts of tourism business. • Become equipped with the applications of Economics tools in managerial decision making.	

