

SRI VENKATESHWARA UNIVERSITY

TIRUPATHI

Model Syllabus for 4-Year UG Honours in B.A.

Tourism Business & Marketing

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
I	I	1	Principles and Practices of Tourism	4	4
		2	Business Communication	4	4
	II	3	Tourism Products of India	4	4
		4	Tourism Geography	4	4
II	III	5	Basics of Hospitality Management	4	4
		6	Travel Agency & Tour Operations	4	4
		7	Indian Culture & Heritage of Tourism	4	4
	IV	8	Tourism Economics	4	4
		9	Tourism Marketing	4	4
		10	Event Management & MICE Tourism	4	4
III	V	11	Human Resource Management in Tourism	4	4
		12 A	Eco-Tourism	4	4
		OR			
		12 B	Destination Planning & Development	4	4
		13 A	Rural & Community-Based Tourism	4	4
		OR			
		13 B	Tourism Entrepreneurship	4	4
	VI	14 A	Tourism & Travel Technology	4	4
Year	Semester	Course	Title of the Course	No. of Hrs /Week	No. of Credits
		OR			
		14 B	Airlines & Airport Management	4	4

IV		15 A	Digital Marketing for Tourism	4	4
		OR			
	VII	15 B	Air Cargo Management	4	4
		16	Strategic Management in Tourism	4	4
		17	Research Methodology in Tourism	4	4
		18	Tourism Laws & Ethics	4	4
		19 A	Cruise & Luxury Tourism	4	4
		OR			
		19 B	Tourism Resources of India	4	4
		20 A	Adventure Tourism	4	4
		OR			
		20 B	Housekeeping & Front Office Management	4	4
	VIII	21	International Tourism & Global Trends	4	4
		22	Branding & Promotion in Tourism	4	4
		23	Tourism Analytics & Data Interpretation	4	4
		24 A	Tourist Guide	4	4
		OR			
		24 B	Tourism Consultancy & Career Skills	4	4
		25 A	Wellness & Medical Tourism	4	4
		OR			
		25 B	Travel Media	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.

SEMESTER-I

COURSE 1: PRINCIPLES & PRACTICES OF TOURISM

Theory

Credits: 4

4 hrs / week

Objectives

- To realize the potential of tourism industry in India;
- To understand the various elements of Tourism Management
- To familiarize with the Tourism policies in the national and international context.
- To know the various tourism organizations; and
- To understand the role of Technology in Tourism.

Unit – I

Basics of Tourism: Tourist/ Visitor/ Traveller/ Excursionist, Elements, Nature and Characteristics - Classification of Tourists — Components of Tourism: Tourism Attractions, Travel, Accommodation, Food & Beverages — Travel Motivator - Major motivations and deterrents to travel - Special Tourism Festivals in India.

Unit - II

Tourism Concepts: - Based on Travel —Domestic, International (Inbound & Outbound Tourism), Based on Themes — Adventure, Agricultural, Beach, Cultural, Culinary Tourism, Eco, Film, Religious, Rural, MICE & Event, Medical — Current Trends in Tourism.

Unit-III

Tourism Planning & Policy: Concept of Tourism Planning — Types of Tourism Plans — Planning Levels —Tourism Planning Process — National Tourism Policy — AP Tourism Policy. Unit - IV Tourism Organizations: Role and Functions of World Tourism Organization (WTO), Pacific Asia Travel Association(PATA) - Ministry of Tourism, Archaeological Survey of India, ITDC, IATA, TAAI, APTA, APTDC.

Unit – V

Luxury Tourist Trains: Palace on wheels, Maharaja Express — UNESCO World Heritage sites — Role of Computers in Tourism — Internet, Mobile Apps, Travel websites, and Social Media. Artificial Intelligence in Tourism

Reference books:

1. Tourism Travel and Hospitality Management: Principles & Practices by Dr. Anil Kumar Singh | 27 September 2023
2. Tourism: Principles and Practice by John Fletcher, Alan Fyall, et al. | 16 November 2017
3. Tourism Development by A K Bhatia | 7 February 2020
4. Tourism: Principles And Practices by Sampad Kumar Swain and Jitendra Mohan Mishra | 24 November 2011

4- Year UG Honours, Major
Syllabus
(2025-26)
Semester-I

Model Question Paper

Time : 3hrs

Marks:75

Part-A

Answer any Five Questions. Each Question carries 3 Marks.

5x3=15

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

Answer the following questions. Each question carries 12 Marks

5x12=60

11. a) Unit-I
(Or)
b) Unit-I

12. a) Unit-II
(Or)
b) Unit-II

13. a) Unit-III
(Or)
b) Unit-III

14. a) Unit-IV
(Or)
b) Unit-IV

15. a) Unit-V
(Or)
b) Unit-V