

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-II

COURSE 3: TOURISM PRODUCTS OF INDIA

Theory

Credits: 4

4 hrs / week

Objectives

- To study the vast Tourist resources of India.
- To conceptualize a tour itinerary based on variety of themes.
- To identify and manage emerging tourist destinations.

Unit - I

Tourism products: Definition, Types and unique features - Tourism resources of India - Natural, Socio cultural, Diversities in Landform & Landscape - Outstanding Geographical features - Climate, Flora & Fauna.

Unit – II

Natural resources: Wildlife sanctuaries - National parks - Biosphere reserves - Mountain Tourist Resources and Hill stations – Vallie's - Islands – Beaches - Caves & Deserts of India.

Unit – III

Major tourism circuits of India: Inter State and Intra-State Circuits - Religious Circuits - Heritage Circuits - Wildlife Circuits. Cases of select destinations - Kerala, Rajasthan, Goa & Andhra Pradesh.

Unit – IV

Manmade resources: Adventure sports - Commercial attractions - Amusement Parks – Gaming - Shopping - Live Entertainments - Supplementary accommodation - House boats - Tree houses - Home stays - Rail Tourism.

Unit - V

Emerging Tourism Destinations of India: Rural Tourism - Golf Tourism - Wine Tourism - Camping Tourism – Film Tourism – Dark Tourism – MICE Tourism.

References:

1. Manoj Dixit (2002), TOURISM PRODUCTS, New Royal Book Co. Lucknow.
2. Norman Douglas, SPECIAL INTEREST TOURISM, John Wiley, Australia.
3. Robinet Jacob (2007), INDIAN TOURISM PRODUCTS, Abhijeet Pub, Delhi.
4. Sarina Singh (2008), LONELY PLANET INDIA.
5. Stephen Ball (2007), ENCYCLOPEDEA OF TOURISM RESOURCES IN INDIA

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

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