

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 4: TOURISM GEOGRAPHY

Theory

Credits: 4

4 hrs / week

Objectives

1. To understand the spatial geography of the world in order to better acquainted with global perspectives of the tourism.
2. To give an insight into various holiday destinations, and develop their role as travel professional.

UNIT I

Introduction to Geography – Meaning and definitions, relationship between tourism and geography, elements of Geography — Major Oceans, Seas, Mountains in the World.

UNIT II

Physical geography of Asia - Pacific Regions, tourist destinations, attractions and accessibilities of major countries such as India, China, Singapore, Sri Lanka, Indonesia, Thailand, Maldives, Malaysia, Japan, Nepal, Hong Kong. (in brief).

UNIT III

Geography of Tourism in Europe - An Introduction to the tourism Geography of Europe – physical characteristics – Tourism characteristics in Western Europe – Ireland – the United Kingdom – France – Belgium – the Netherlands – Germany – Austria – Switzerland.

UNIT IV

Latitudes & Longitudes - Latitude – Longitude – International Date Line, Time Zones and calculation of time, Time Differences, GMT, Flying time, Standard time and Daylight saving time. – World's continents -destinations on world map.

UNIT-V

Climate and Seasons of India, Local state as an attractive tourist destination, Main Tourist Attractions of India-focus USPs .Location of important physiographic features on the map of India. Location of important tourist cities, national parks, wildlife sanctuaries; cultural, historical and religious tourist spots in India

References:

1. Dawne M. Flammger (1993), Destination: North America.
2. Simon Calder and et al (2014), 48 Hours In... North American Cities.
3. Philip.G. Davidoff (2002), Geography for Tourism.
4. T Manoj Dixit, Amith Kumar Singh and Pravin Singh Rana, Tourism Geography:
5. Lonely Planet – Asia, North America, South America, Europe.
6. Carleton Cole (2009), Destination: Asia: Coming to Thailand & Asian adventures.
7. Husain Masjid (2004), World Geography, Rawat Publications, Delhi and Jaipur.
8. Husain Masjid,(2003),Indian and World Geography, Rawat Publications, Delhi and Jaipur
9. J. K Chopra, World Geography.
10. M A Boniface, Chris Cooper and Robyn Cooper, Worldwide Destinations: The Geography of Travel and Tourism: Volume – 1, London.
11. Tim Liffel (2008), the World's Cheapest Destinations- Asia Edition

**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