

**SRI VENKATESHWARA UNIVERSITY
TIRUPATHI**

**Model Syllabus for 4-Year UG Honors in
Tourism and Travel Management
As Major in consonance with Curriculum framework w.e.f.
AY2025-26**

COURSESTRUCTURE

Year	Semester	Course	TitleoftheCourse	No.of Hrs /Week	No. of Credits
I	I	1	PrinciplesAndPracticeofTourism	4	4
		2	TourismGeography	4	4
	II	3	TourismMarketing	4	4
		4	TourismPolicyandPlanning	4	4
II	III	5	TourismProductsofIndia	4	4
		6	DestinationPlanningand Development	4	4
		7	Information Technologyfor Tourism	4	4
	IV	8	E-Tourism	4	4
		9	TourGuidingandEscorting	4	4
		10	ItineraryPreparationandTour Packaging	4	4
III	V	11	HospitalityManagement	4	4
		12A	TravelAgencyandTour OperationsManagement	4	4
		OR			
Year	Semester	Course	TitleoftheCourse	No.of Hrs /Week	No. of Credits
		12B	TourismEntrepreneurship	4	4
		13A	ManagementofTouristTransport	4	4
		OR			

		13B	TourLeadership	4	4
		14A	EventManagerment	4	4
		OR			
		14B	SpecialInterestTourism	4	4
		15A	TravelMediaandJournalism	4	4
		OR			
		15B	DigitalMediaPlanningforTourism Business	4	4
IV	VII	16	ManagementFunctionsand BehaviorinTourism	4	4
		17	BusinessCommunication	4	4
		18	TourismResearchMethodology	4	4
	VIII	19	TourismImpacts	4	4
		20	AirTravelTicketingandFare Construction	4	4
		21	ForeignExchangeManagement	4	4

Note: Inthe IIIYear(duringtheV andVISemesters),students arerequiredtoselect apair of electives from oneof 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**COURSE1:PRINCIPLESANDPRACTICEOFTOURISM****Theory****Credits:4****4hrs/week**

SEMESTER-I	CourseNo.1	CREDITS-4
PRINCIPLESANDPRACTICEOFTOURISM		
Theory		4 hrs/week
	CourseObjectives	
CO1	Tocomprehendtheconceptualdimensionsofthetourismindustryanditshistorical evolution.	
CO2	Tounderstandthedynamicsoftourismbusinessesandtheirsocio-cultural, economic,andenvironmentalimpacts.	
CO3	Toelucidatetheapplicationoftourismtheoriestoreal-worlddevelopmentagendas.	
CO4	Tofamiliarizestudentswithemergingglobaltrendsandpracticesintourism.	
CO5	Todevelopcriticalawarenessabouttheroleofnationalandinternationaltourism organizations.	
SYLLABUS		
UNIT	CONTENT	HOURS
I	History and Concepts of Tourism: Tourist/ Visitor/ Traveler/ Excursionist, Early and Medieval Period of Travel: Renaissance and Its EffectsonTourism-BirthofMassTourism,OldandNewAgeTourism, Concept of Tourism: Nature – Scope – Characteristics - Components - SignificanceofTourism-TourismSystem:InterdisciplinaryApproaches –MotivationsandDeterrentstoTravel–EmergingAreasandPractices	12
II	Forms of Tourism: Inbound, Outbound, National, International- Alternative Tourism – Inclusive Tourism, Current Trends in Domestic andGlobalTourism:TourismStatistics–NeedforMeasurementof Tourism–TourismDemandandSupply	12
III	Tourism Theory and System: Leiper’s Geo-Spatial Model - Mill-Morrison’s Tourism Policy Model - Mathieson & Wall’s Travel Buying BehaviourModel-Butler’sTourismAreaLifeCycle(TALC)Model- Doxey’sIrridexModel–Crompton’sPushandPullTheory-Stanley	12

	Plog's Psychographic Model-Gunn's Tourism Planning Model	
IV	Tourism Industry: Structure, Functions and Constituents-Direct, Indirect and Support Services – Basic Components of Tourism: Transport – Accommodation –Facilities & Amenities, Horizontal and Vertical Integration in Tourism Business, Infrastructure & Superstructure	12
V	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	12
	Prescribed Text Book: - Goeldner, C. & Ritchie, J. R. B. <i>Tourism: Principles, Practices, Philosophies</i> (12th ed.) (2021), by John Wiley and Sons . References: - 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 Turkey. <i>Travel and Tourism</i> (1st ed.) (2024), by Himalaya Publishing House.	
	Course Outcomes	
	- 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.	

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