

**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**

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

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

**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****COURSE2: TOURISM GEOGRAPHY****Theory****Credits:4****4hrs/week**

| SEMESTER-I        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | CourseNo.2 | CREDITS-4 |
|-------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|-----------|
| TOURISM GEOGRAPHY |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |            |           |
| Theory            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 4 hrs/week |           |
|                   | Course Objectives                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |            |           |
| CO1               | To acquaint students with the relationship between geography and tourism.                                                                                                                                                                                                                                                                                                                                                                                                                                                |            |           |
| CO2               | To familiarize students with world climatic zones and their influence on tourism.                                                                                                                                                                                                                                                                                                                                                                                                                                        |            |           |
| CO3               | To provide knowledge on IATA codes, time zones, and international travel geography.                                                                                                                                                                                                                                                                                                                                                                                                                                      |            |           |
| CO4               | To enable planning of itineraries across continents and time zones.                                                                                                                                                                                                                                                                                                                                                                                                                                                      |            |           |
| CO5               | To develop map-reading and geographical analysis skills for tourism planning.                                                                                                                                                                                                                                                                                                                                                                                                                                            |            |           |
| SYLLABUS          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |            |           |
| UNIT              | CONTENT                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |            | HOURS     |
| I                 | <b>Introduction to Geography:</b> Elements of Geography - Branches of Geography - Importance of Geography in Tourism - World's Climatic Zones - Latitude & Longitude - IATA Areas, Code and GMT Time: Areas, Sub Areas and Sub-Regions as per International Air Transport Organization (IATA) - IATA Three Letter City Code, Two Letter Airlines and Airport Code, International Date Line, Time Zones, Greenwich Mean Time, Calculation of Local Time, Flying Time, Grounding Time, Elapsed Time, Daylight Saving Time. |            | 12        |
| II                | <b>India:</b> Physical Geography- Topography- Climatic Regions- Transport Network- Major tourism destinations and circuits, including cultural, historical, and natural attractions.                                                                                                                                                                                                                                                                                                                                     |            | 12        |
| III               | <b>North &amp; South America:</b> Physical Geography- Topography- Climatic Regions- Transport Network- Countries in the Continent- Case Study of USA and Brazil.                                                                                                                                                                                                                                                                                                                                                         |            | 12        |
| IV                | <b>Europe &amp; Africa:</b> Physical Geography- Topography- Climatic Regions- Transport Network- Countries in the Continent- Case Study                                                                                                                                                                                                                                                                                                                                                                                  |            | 12        |

|   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |    |
|---|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
|   | of UK and South Africa.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |    |
| V | <b>Asia &amp; Australia:</b> Physical Geography-Topography-Climatic Regions-Transport Network-Countries in the Continent-Case Study of China and Australia.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 12 |
|   | <p><b>Prescribed Text Book:</b></p> <ul style="list-style-type: none"> <li>Nelson, V. <i>An Introduction to the Geography of Tourism</i> (3rd ed.) (2021), by Rowman and Littlefield Publisher</li> </ul> <p><b>References:</b></p> <ol style="list-style-type: none"> <li>Wilson, J. &amp; Müller, D. K. <i>The Routledge Handbook of Tourism Geographies</i> (2nd ed.) (forthcoming 2025), by Routledge.</li> <li>Boniface, B., Cooper, R. &amp; Cooper, C. <i>World Wide Destinations: The Geography of Travel and Tourism</i> (2016), by Routledge</li> <li>Croes, R. <i>Small Island and Small Destination Tourism</i> (2022), by Apple Academic Press</li> <li>IATA. <i>Travel Information Manual (TIM)</i> (latest monthly edition), by IATA Publications</li> <li>Boniface, B. &amp; Cooper, C. <i>Worldwide Destinations: The Geography of Travel and Tourism</i> (3rd ed.) (2001), by Elsevier Science</li> </ol> |    |
|   | <b>Course Outcomes</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |    |
|   | <ul style="list-style-type: none"> <li>Students will understand the interdependence between geography and tourism.</li> <li>Learners will identify major attractions, destinations, and accessibility features worldwide.</li> <li>Students will apply geographical knowledge in planning international itineraries.</li> <li>Learners will be able to interpret IATA codes, GMT, and international date/time concepts.</li> <li>Students will gain knowledge of cultural, physical, and transport features of different continents.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                             |    |
|   | <p><b>Assignments:</b></p> <ol style="list-style-type: none"> <li>Prepare a world map showing IATA areas and codes.</li> <li>Write a case study of one continent's tourism geography (e.g., Europe).</li> <li>Calculate time differences and flying times for given itineraries.</li> <li>Prepare a factsheet on 5 important destinations in Asia and their accessibility.</li> <li>Create a sample tour plan from India to South America covering at least 3 destinations.</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                      |    |

**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