

**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	EventManagement	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-II**COURSE4: TOURISM POLICY AND PLANNING****Theory****Credits:4****4hrs/week**

SEMESTER-II	CourseNo.4	CREDITS-4
TOURISM POLICY AND PLANNING		
Theory		4hrs/week
	Course Objectives	
CO1	To introduce the fundamentals of tourism policy-making and planning.	
CO2	To make students aware of national and state tourism policies.	
CO3	To analyze the importance of public and private investment in tourism.	
CO4	To understand the integration of tourism with sustainable development.	
CO5	To evaluate India's Tourism Annual Reports and their implications on tourism.	
SYLLABUS		
UNIT	CONTENT	HOURS
I	Tourism policy: Definition – Need for Tourism policy – Initiatives – National Committee on Tourism (NCT-1988) – First Tourism Policy – Objectives (1982) Recommendations – National Action Plan 1992 – Objectives	12
II	National and State Tourism Policies: Tourism Policy 1997 – Features – National Tourism Policy 2002 – National Tourism Policy 2015 – Andhra Pradesh State Tourism Policy – General Features	12
III	Tourism Planning: Definition, Planning Process – Importance of planning, different phases of planning – Levels and Types of Tourism Planning – International Level, National Level, Regional Level	12
IV	Role of Public and Private Sector in tourism planning: Govt. Sector – Reasons of planning – Economic, Social and Cultural, Environmental Political – Private Sector Investment in Tourism Industry (Travel Agency, Airlines, Hotels)	12
V	Tourism Annual Reports of India: Annual Reports – Purpose – Key Features – Monthly & Quarterly Tourism Snapshots – Key Components – India Tourism Data Compendium – Contents – Importance	12
	Prescribed Text Book:	

	• Edgell, D.L. & Swanson, J.R. <i>Tourism Policy and Planning: Yesterday, Today, and Tomorrow</i> (4th ed.) (2024), by Routledge References: 1. Dredge, D. & Jenkins, J.M. <i>Stories of Practice: Tourism Policy and Planning</i> (2016), by Taylor & Francis 2. Bramwell, B. <i>Tourism Governance: Critical Perspectives on Governance and Sustainability</i> (2014), by Channel View Publications 3. Hall, C.M., et al. <i>Degrowth and Tourism: New Perspectives on Tourism Entrepreneurship, Destinations and Policy</i> (2022), by Routledge 4. Gajdošík, T. <i>Smart Tourism Destination Governance: Technology and Design-Based Approach</i> (2022), by Routledge 5. Torabian, P. & Albrecht, J.N. <i>Justice in Tourism Destinations: Avenues for Destination Governance and Management</i> (forthcoming 2025), by Routledge 6. Ministry of Tourism Official Website for Annual Reports	
	Course Outcomes	
	• Students will understand the processes and significance of tourism policies. • Learners will gain awareness of India's national and state-level tourism policies. • Students will identify challenges in sustainable tourism development. • Learners will analyze the role of government and private investment in tourism planning. • Students will evaluate annual reports and nation's plan on tourism growth.	
	Assignments: 1. Write a short note on India's first National Tourism Policy (1982). 2. Prepare a comparative study of AP Tourism Policy and National Tourism Policy 2015. 3. Draft a small tourism development plan for your local area. 4. Group project: Analyze tourism investment in India's private sector. 5. Prepare a PPT on "Key Features of Tourism Annual Reports."	

**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