

**SRI VENKATESHWARA UNIVERSITY
TIRUPATHI**

**Model Syllabus for Tourism and Travel Management (Minor) in
consonance with Curriculum framework w.e.f. AY 2026-27**

COURSE STRUCTURE

Year	Semester	Course	Title of the Course	No.of Hrs /Week	No. of Credits
II	III	1	Principles and Practice of Tourism	4	4

SEMESTER-III**COURSE 1: PRINCIPLES AND PRACTICE OF TOURISM****Theory****Credits: 4****4 hrs/week**

SEMESTER – III		Course No. 1	CREDITS – 4
PRINCIPLES AND PRACTICE OF TOURISM			
Theory		4 hrs/week	
	Course Objectives		
CO 1	To comprehend the conceptual dimensions of the tourism industry and its historical evolution.		
CO 2	To understand the dynamics of tourism businesses and their socio-cultural, economic, and environmental impacts.		
CO 3	To elucidate the application of tourism theories to real-world development agendas.		
CO 4	To familiarize students with emerging global trends and practices in tourism.		
CO 5	To develop critical awareness about the role of national and international tourism organizations.		
SYLLABUS			
UNIT	CONTENT		HOURS
I	History and Concepts of Tourism: Tourist/ Visitor/ Traveler/ Excursionist, Early and Medieval Period of Travel: Renaissance and Its Effects on Tourism - Birth of Mass Tourism, Old and New Age Tourism, Concept of Tourism: Nature – Scope – Characteristics - Components - Significance of Tourism - Tourism System: Interdisciplinary Approaches – Motivations and Deterrents to Travel – Emerging Areas and Practices		12
II	Forms of Tourism: Inbound, Outbound, National, International- Alternative Tourism – Inclusive Tourism, Current Trends in Domestic and Global Tourism: Tourism Statistics – Need for Measurement of Tourism – Tourism Demand and Supply		12
III	Tourism Theory and System: Leiper’s Geo-Spatial Model - Mill-Morrison’s Tourism Policy Model - Mathieson & Wall’s Travel Buying Behaviour Model - Butler’s Tourism Area Life Cycle (TALC) Model - Doxey’s Irridex Model – Crompton’s Push and Pull Theory- Stanley Plog’s Psychographic Model - Gunn’s Tourism Planning Model		12
IV	Tourism Industry: Structure, Functions and Constituents-Direct, Indirect and Support Services – Basic Components of Tourism: Transport – Accommodation –Facilities & Amenities, Horizontal and		12

	Vertical Integration in Tourism Business, Infrastructure & Superstructure	
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 Tirkey. <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.	
	Assignments: - Write a short essay on the evolution of tourism from ancient to modern times. - Prepare a report on “Push and Pull factors of tourism” with examples. - Case study: Analyze the impact of one global tourism organization (e.g., UNWTO). - Group activity: Prepare a tourism model diagram (Leiper’s or Butler’s). - Survey assignment: Interview 5 people and understand their motivations/deterrents for travel.	

4- Year UG Honours MINOR

Syllabus

(2026-27)

Semester-III

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