

**Model Syllabus for 4-Year UG Honors in
Tourism and Travel Management
As Major in consonance with Curriculum framework
w.e.f. AY 2026-27**

COURSESTRUCTURE

Year	Semester	Course	TitleoftheCourse	No.of Hrs /Week	No. of Credits
II	III	5	TourismProductsofIndia	4	4
		6	DestinationPlanningand Development	4	4
		7	Information Technologyfor Tourism	4	4

SEMESTER-III**COURSE7:INFORMATIONTECHNOLOGYFORTOURISM****Theory****Credits:4****4hrs/week**

SEMESTER–III		CourseNo.7	CREDITS–4
INFORMATIONTECHNOLOGYFORTOURISM			
Theory		4 hrs/week	
	CourseObjectives		
CO1	Toanalyzethecorecomponentsofinformationtechnologyandtheirspecific applicationswithinthetourismandhospitalityecosystem.		
CO2	ToachieveproficiencyinusingMSOfficeapplicationsforprofessionaltourism productdevelopment,dataanalysis,andpresentation.		
CO3	ToevaluatethetransformativepotentialofArtificialIntelligence(AI)in automatingservices,personalizingexperiences,anddrivinginnovationintourism.		
CO4	To investigate emerging technologies (IoT, VR/AR, Blockchain) and their practicalusecasesinenhancingtouristexperiencesandoperationalefficiency.		
CO5	TomasterthefunctionalityofGlobalDistributionSystems(GDS)andProperty ManagementSystems(PMS)ascriticaltoolsfordistribution,reservation,and management.		
SYLLABUS			
UNIT	CONTENT		HOURS
I	WorkingwithMS-Office: ProfessionalDocumentationwithMS- Word - Crafting professional tour documents, itineraries, and promotional brochures - Mail merge for targeted marketing campaigns - Data Analysis and Dashboards with MS-Excel - Creating dynamic pricing models,occupancyratedashboards,andrevenue reports-Creating Dynamic Presentations with MS-PowerPoint - Designing destination presentations - Storytelling through slides.		12
II	Fundamentals of IT: Computer Hardware and Software - Internet and Networking Technologies - Cloud Computing Models (IaaS, PaaS, SaaS) - Significance for tourism businesses (e.g., cloud-basedbookings,softwareaccess)-APIsandSystemConnectivity-CybersecurityandDataPrivacy.		12
III	Fundamentals of AI: Introduction to Artificial Intelligence and Machine Learning - Natural Language Processing for Chatbots (for24/7 customer inquiry handling) - AI-Powered Recommendation Engines (for personalized travel packages and experiences.)- Predictive AnalyticsforDemandForecasting-SentimentAnalysisofOnline Reviews.		12
IV	Latest Tourism Technologies: Internet of Things (IoT) for Smart Hotels and Destinations - Virtual Reality (VR) for Destination Marketing -Augmented Reality(AR) for Navigation and Experiences - BlockchainforSecureTransactionsandDigitalIdentity-The Metaverse:Explorationofvirtualtourismanditsfutureimplicationsfor the industry.		12
V	GDS&PMS: GlobalDistributionSystems(GDS)-Architectureand MajorProviders(Amadeus,Sabre, Travelport)-Property Management		12

	Systems(PMS)-CoreFunctionsandVendorSelection-Integration withChannelManagersandPOSSystems.	
	PrescribedTextBook: - Gilson,P.<i>TechnologyApplicationintheTourismand Hospitality Industry</i> (2023), by WillfordPress . References: - Xiang,Z.,etal.<i>Handbookofe-Tourism</i>(2022),bySpringer - Navarro-Meneses,F.<i>ManagingtheSmartRevolutionin Tourism Firms</i> (2023), by CABI - FasterCapital.<i>Hospitalityandtourismdataanalyticsand intelligence</i> (2025), by FasterCapital - Reinhold,S.,etal.<i>E-BusinessModelsintourism</i>(2022),by Springer International Publishing - IATA.<i>GlobalDistributionSystems(GDS)Fares&Ticketing course</i> (continuous), by IATA Training - Buhalis,D.<i>eTourism:InformationTechnologyforStrategic Tourism Management</i> (2003), by Pearson	
	CourseOutcomes	
	- StudentswilldemonstrateproficiencyinMSWord,Excel,and PowerPoint. - Learnerswillprepareprofessionaldocuments,reports,and presentations. - StudentswillunderstandhowtooperateGDSforreservations, ticketing, and scheduling. - LearnerswillidentifyandevaluatePMSvendorsforhospitality operations. - StudentswillintegrateITandAI solutionsto enhance efficiency in travel and tourism businesses.	
	Assignments: - PrepareaprofessionaltourismitineraryusingMSWord. - UseMSExcelto calculateandpresenttravel expenseswith charts. - DesignaPPTpresentationforpromotingatourpackage. - Casestudy: Compareany3majorGDSproviders. - PrepareareportontherolesofPMSinhoteloperations.	

4- Year UG Honours, Major
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