

**S.V.U COLLEGE OF ARTS**  
**SRI VENKATESWARA UNIVERSITY: TIRUPATI**



**Course**

**M.A. TOURISM**

**Choice Based Credit System (CBCS)**

**2020-2021**

## M.A. TOURISM

### T-102: PLANNING AND DEVELOPMENT OF TOURISM

(Revised Syllabus)

(wef. from the academic year 2020-2021)

- Unit I Concept of Planning: Need for Tourism Planning – Consequences of unplanned Development – Process of Planning
- Unit II Formulating Tourism policy: Role of government, Public and Private Sectors – Role of international, national and local Tourism organizations in carrying out Tourism policy-**Development of different tourist destinations-improvement of transport facilities – increase in employability – suitable for expansion with sustainability.**
- Unit III Tourism Development: Linkage between planning and Tourism Development - Public and Private sectors - their role in Tourism Development – **Investments from public and private companies -- Opportunities to Private sectors – Hospitality and Tourism Sector -- Improvement in employment opportunity – Workforce : Youth, Women and Migrant workers**
- Unit IV Tourism in India at different levels: Different Approaches - Planning for special interest – Adventure and alternative forms of Tourism – Case studies – Garhwal, Himalayas, Bhutan – Environmental Tourism
- Unit V Tourism Policy of India: National Action Plan on Tourism (1992) – Draft National Tourism Policy (1997) – Concept of National Tourism Board – Tourism in the states of India – Case study of Tourism policies of State Governments – Andhra Pradesh, Rajasthan, Himachal Pradesh and Goa

#### Suggested Readings

1. Gunn, Clare A., *Tourism Planning: Basics, Concepts, Cases*, Taylor and Francis, London, 1994
2. Hollaway J.C., *The Business of Tourism*, Financial Times Prentice Hall, New Jersey, 2006
3. Inskip, Edward, *Tourism Planning: An Integrated and Sustainable Development Approach*, VNR, New York, 1991
4. Mill and Morrison, *The Tourism System: An Introductory Text*, Prentice-Hall, New Jersey, 1992

5. Poynter James M., *Tour Design – Marketing and Management*, Prentice Hall, New Jersey, 1993
6. Seth, P. N., *Successful Tourism Management*, Sterling Publishers, Pvt. Ltd, New Delhi, 1987

## **T. 201: HISTORICAL APPLICATION OF TOURISM IN INDIA**

(Revised Syllabus)

(wef. from the academic year 2019-2020)

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| Unit I   | History of Tourism in India: Origin and growth of Religious Tourism in ancient, medieval and modern times – Increase of Culture and creative industries   |
| Unit II  | Types of Tourist activities – Motivation, Discover, Experience and consumption of Tangible and intangible cultural attraction – Tourist destinations in India: Monuments- Museums- Hill resorts Sarais- Beaches- Wild life Sanctuaries --   |
| Unit III | Important Heritage Centres of India<br><br>A. Delhi- Agra-Jaipur<br>B. Sanchi-Khajuraho<br>C. Belur-Halebidu- Hampi<br>D. Mahabalipuram – Kanchipuram- Tanjore  |
| Unit IV  | Tourist Centres of Andhra Pradesh and Telangana<br>A. Vishakapatnam Circuit<br>B. Amravati- NagrajunaKonda Circuit<br>C. Kurnool Circuit<br>D. Tirupati Circuit<br>E. Warangal Circuit  |
| Unit V   | Socio- Cultural Heritage of Andhra Pradesh: Performing Arts - Fairs and Festivals, Folk Cultures- Handicrafts – providing different types of services – increase in employment opportunities in transport systems – tour operators – vendors etc- providing tourist guides along the circuits |

### **Suggested Readings**

1. Arya, R.P., *Incredible India : Tourist and Travel guide*, India Map Service, New Delhi, 2007
2. Babu, P.George, *Tourist and Tourism*, Abjith Publications, Delhi, 2006
3. Batia, G.S., *Tourism in the 21th Century*, Anmol Publications, Delhi, 1996
4. Bhardwaj, S.M., *Hindu Places of Pilgrimage in India, , A study of Cultural Geography*, Thomas press limited, Fairabad, 1983
5. Bhatia,A.K., *Tourism Development: Principles and Practices*, Sterling Publishers,New Delhi, 2007

6. Bhatia A.K., *Tourism in India: History and Development*, Sterling Publishers, New Delhi, 1978
7. Biswanath Gosh, *Tourism and Travel Management*, Vikas Publishers, New Delhi, 1998
8. Brajesh Kumar, *Pilgrimage Centres of India*, Diamond Pocket books Pvt. Ltd, New Delhi, 2000

### **SEMESTER III**

#### **T 301: TRAVEL AGENCY AND TOUR OPERATIONS MANAGEMENT**

(Revised Syllabus)

(wef. from the academic year 2019-2020)

- Unit I: Travel Agency: History and Growth – Emergence of Thomas Cook and American Express –Types of Travel Agency and Tour Operation Wholesale and Retail Travel Agency - Setting up of a Travel Agency – Linkages with different Transport Systems
- Unit II: Functions of a Travel Agency: Tour Operations Planning – Domestic and international – Types of Tour – Tour Formulation and Design Process – Group Tour Planning
- Unit III: Tour Package: Meaning - Types and forms of Tour Package – Tariffs – Vouchers – Hotel and Airline and Exchange Order –Merits and Demerits of Package Tour – Special Tour Packages – promotion of special tour packages – opportunities for more and more business entrepreneurs – creation of more jobs – interactions with tourism departments
- Unit IV: Essential Skills : Role of information Technology in Tourism -- Operating systems: Basic functions and types of an operating systems -- Comparative illustrations from popular operating systems - Understanding database - Types of databases. E-commerce- Overview- Online Market Features, Capabilities and Limitations to Tourism -- ion - Entrepreneurial skills for Travel, Tourism and Hospitality –Problems of Entrepreneurship in Travel Trade
- Unit V : Communicative Skills -- Business presentations - Introduction to a presentation - Conversations; Essentials of a business conversation. Business writings - Business letters, Components of Business Letters. Business reports and Proposals-proposal layout and design - Secretarial Practice in Business Organizations. Communication: Verbal and Non Verbal - Body Language, Postures, Eye Contact, Etiquettes, Voice Culture, Scientific Temper - Team Building – Interpersonal Effectiveness.

#### **Suggested Readings**

1. Bhatia A.K., *The Business of Travel Agency and Tour Operations Management*, Sterling Publishers, New Delhi, 2012,
2. Chand, M., *Management of Travel Agency and Tour Operation*, Anmol Publications, New Delhi, 2002
3. Holloway, J. C., *The Business of Tourism*, Macdonald & Evans, London, 1982

4. Negi, J. M. S., *Travel Agency Operation, Concepts and Principles*, Kanishka, New Delhi, 2005
5. Negi, J., *Tourist Guide and Tour Operation: Planning and Organization*, Kanishka, New Delhi, 2005
6. Singh, L.K., *Management of Travel Agency*, Anmol Publications, New Delhi, 2009
7. Victor, T. C., *Marketing and Selling of Airline Products*, London, 2004

### **T 303: AIRLINE TICKETING AND INFORMATION MANAGEMENT**

(Revised Syllabus)

(wef. from the academic year 2019-2020)

- Unit I: Introduction: IATA – Aims and objectives – International Aviation  
Organization - IATA Rules: Govt. Rules for Approval and Regulations for Accreditation -- IATA Traffic Conference – Areas – Their Codes –International Time Calculation International Dateline – Standard Time – Local Time
- Unit II: Air Travel Policies: Passenger Care Flight Distances – Passenger Capacity and Seating – Food Beverages Service – Air policies – Reservation Policies Towards Children – Disabled Passengers – Standard of Travel Cancellation and Delays – Baggage Allowance – Weight Concept – Pet Transport Policy – Special Meals – Class of Service
- Unit III: Airfare Calculation: Guidelines for International Tariff Rules – Basic Elements of Airfare – Fare Basis – Minimum stay – Validity Dates – Combinability – Roaming Penalties – Horizontal and Vertical Fare Structures – Special Air Fares – Mileage System – Circle Trip Calculation – Back Haul One Day Tours – Mixed Class Travel Fare – Class Differential– Fill of Flight Coupons – Air Cargo Rules – Alterations –Re-issuance – Refunds – Agency Commission – Machine and Manual Ticketing –Stop over Indicators – Minimum Connecting Times
- Unit IV: Modern Information Techniques in Tourism: Email Networking – Roaming – Cellular Phone – GPS – Mobile Mapping – establishing high speed internet-providing tickets more accurately and quickly – creation of self employment through internet centers -- Tour Itinerary preparation and costing – Sample Tour Itinerary of Thomas Cook, Cox & Kings and SITA Travels
- Unit V: Sample Survey: Travel information offices – Computer Application in Travel Agency– Tourist Data banks and Office Management – Tour operation and Ticket Reservation – using information technology more accurately – establishment of travel agencies – improvement in international travel.

#### **Suggested Readings**

1. Bhatia, A. K., *Tourism Development: Principles and Practices*, Sterling Publishers Pvt. Ltd., New Delhi, 1982

2. Bhatia, A.K., *International Tourism Management*, Sterling Publishers Private Ltd, New Delhi, 2001
3. Diederiks, H. *An Introduction to Air Law*, Kluwer Law International, Netherlands, 2006
4. Epstein, A Gerald, *Capital Flight and Capital Controls in Developing Countries: An Introduction*, Edward Elgar Publishing Ltd, UK, 2005