

Revised Syllabus

**S Y B Com APPLIED COMPONENT GROUP:
TRAVEL AND TOURISM**

Credit Based Semester and Grading System with effect
From the Academic Year 2013-14

SEMESTER –III and IV

Code	SEMESTER	Lectures/ Tutorials	Credit
	III and IV	03per week	03

SEMESTER –III

MODULE-1

NATURE AND SCOPE OF TOURISM: (10 Lectures)

Historical perspective - Definition and Scope of Tourism, Motivation of Tourism, Importance of Tourism; Tourism development in India.

MODULE-2

FACTORS OF TOURISM DEVELOPMENT: (13 Lectures)

- Physical- Relief, Climate, Vegetation, Wild Life, Water bodies, etc.

- Socio-cultural- Religions, Pilgrimage, Historical monuments, Festivals. Sports.
- Economical
- Political: National and International.

MODULE -3

INFRASTRUCTURE AND SUPPORT SERVICES: (12 Lectures)

Need of Infrastructure and other ancillary services for tourism development-Role of transport and communication in the development of tourism, Accommodation Facilities, other supplementary services.

MODULE-4

IMPACT OF TOURISM (10 Lectures)

Environmental, Socio-cultural, Economic - Positive and Negative Impacts. Need for Sustainable Tourism.

Concept of Eco-tourism- Objectives; Its success and failure.

SEMESTER- IV

MODULE- 5

PLANNING AND MARKETING OF TOURISM: (15 Lectures)

Need for planning-Tourism planning process, assessment of carrying capacity of Tourism in the context of tourism –Role of private and public sector-Open Sky Policy. Marketing of tourism - Concept and Definition-Element of Marketing –Market Segment- Sales techniques of Tourism Product.

MODULE- 6

TRAVEL AGENCY AND DOCUMENTS:

(10 Lectures)

Essentials of Travel Agency; Functions of Travel Agency and Tour Operator,

Importance of Tour Operator.

MODULE -7

(10 Lectures)

ORGANIZATION OF TOURISM:

IATA, PATA, WTO, ITDC and its Regional Offices; Role of state Tourism Development Corporations.

MODULE - 8

(10 Lectures)

PROSPECT AND CHALLENGES OF TOURISM IN INDIA-

Social responsibility and Ethical concerns of Tourism; Growth of Coastal Tourism – With special reference to Konkan— Role of M.T.D.C. in the development of Tourism in Maharashtra.

References

1. Anand M.M.[1976]-Tourism and Hotel Industry in India, Printice Hall of India Pvt.Ltd. New Delhi.
 2. Badan and Bhatt-Eco-Tourism .
 3. Bhatia A.K. [1986] Tourism Development-Principles and Practices ,Sterling Publishers Pvt. Ltd.. New Delhi.
 4. Batra K.L.[1990] –Problems and Prospects of Tourism,Printwell Publisher,Jaipur.
 5. Chopra Sunita[1991]-Tourism Development of India, Ashish Publishing House, New Dehli.
 6. Gupta S.P., Krishna Lal [1999]-Tourism Museums and Monuments in India, Oriental Publishers, Dehli.
 7. Matheson, Alistair and Wall Geoffery [1983] Tourism –Economic, Physical and Social Impact, Orient Longman, London.
 8. Robinson H.[1976]-Geography of Tourism, Mackdonald and Evence Ltd.,London.
 9. Sharma K.K.-[2000]-Planning for Tourism,Samp and Sons, New Dehli.
 10. Usha Bala [1988]-Tourism in India, Policy and Perspective Arushi Publishers, New Dehli.
-

Scheme of Examination:

(I) INTERNAL ASSESSMENT – 40 Marks

(II) EXTERNAL EXAMINATION -- 60 Marks

QUESTION PAPER PATTERN

Semester – III / IV

Time—02 Hours

Marks – 60

- 1- All Questions are compulsory.
- 2- Figures to right Indicates Full marks.

Q.1 WRITE SHORT NOTES (3out of six)

---15 MARKS

Q-2 GIVE REASONS

---15 MARKS

Long Answer Questions

Q-3- MODULE-1

OR

Q.3- MODULE-2

---15 MARKS

Q.4-MODULE-3

OR

Q.4 - MODULE -4

---15 MARKS
