

**COURSE STRUCTURE  
&  
SCHEME OF EXAMINATION  
ACCORDING TO SEMESTER SYSTEM**

*of*

**B.A. TOURISM AND TRAVEL MANAGEMENT  
(VOCATIONAL) W.E.F. 2011-12**

**COURSE STRUCTURE OF B.A. IN TOURISM & TRAVEL  
MANAGEMENT (VOCATIONAL)**

**SEMESTER – I**

<b>Paper No.</b>	<b>Paper title</b>	<b>Marks</b>	
		<b>Internal</b>	<b>External</b>
I	Tourism Business	20	80
II	International Tourism	20	80
<b>TOTAL MARKS</b>		<b>200</b>	

**SEMESTER – II**

<b>Paper No.</b>	<b>Paper title</b>	<b>Marks</b>	
		<b>Internal</b>	<b>External</b>
III	Tourism Product of India (Natural)	20	80
IV	Tourism Product of India (Cultural)	20	80
<b>TOTAL MARKS</b>		<b>200</b>	

**FIELD TRIP**

**SEMESTER – III**

<b>Paper No.</b>	<b>Paper title</b>	<b>Marks</b>	
		<b>Internal</b>	<b>External</b>
V	Geography of Tourism	20	80
VI	Major Destination of India	20	50
<b>FIELD – TRIP REPORT &amp; VIVA-VOCE</b>		<b>30</b>	
<b>TOTAL MARKS</b>		<b>200</b>	

**SEMESTER – IV**

<b>Paper No.</b>	<b>Paper title</b>	<b>Marks</b>	
		<b>Internal</b>	<b>External</b>
VII	Transport Management	20	80
VIII	Impacts of Tourism	20	80
<b>TOTAL MARKS</b>		<b>200</b>	

**ON – THE- JOB – TRAINING**

**SEMESTER – V**

<b>Paper No.</b>	<b>Paper title</b>	<b>Marks</b>	
		<b>Internal</b>	<b>External</b>
IX	Travel Agency and Tour Operation Business	20	80
X	Communication Skills and Personality Development	20	50
<b>On – the – job training Report &amp; Viva – Voce</b>		<b>30</b>	
<b>TOTAL MARKS</b>		<b>200</b>	

**Semester – VI**

<b>Paper No.</b>	<b>Paper title</b>	<b>Marks</b>	
		<b>Internal</b>	<b>External</b>
XI	Haryana Tourism	20	80
XII	Environment and Tourism	20	80
<b>TOTAL MARKS</b>		<b>200</b>	

## **FIRST SEMESTER**

### **Paper-I (B.A. Vocational) Tourism & Travel TOURISM BUSINESS**

**Internal Marks 20**  
**External Marks 80**  
**Duration: 3 hours**

#### **Objectives:**

The primary purpose of the paper is to acquaint the students about the basic and preliminary knowledge of the terms, concepts, systems and trends in tourism. It will form the first step to move forward to interact with the advanced knowledge pertaining to tourism.

#### **Mode of Paper Setting:**

The examiner shall set ten questions selecting two questions from each unit. The student shall be required to attempt five questions in all selecting one question from each unit.

#### **UNIT – I: Understanding Tourism**

- Meaning and Nature of Tourism
- The historical Perspective of Tourism
- The economic, social and cultural significance of tourism

#### **UNIT – II: Main Concepts and Terminology in Tourism**

- Tourism, tourist, Excursionist, Tourism Market
- Tourism Resources, Tourism Product, Destination
- Recreation, Pleasure, Relaxation

#### **UNIT – III: Trends in Tourism**

- Trends and Patterns in International Tourism

- Factors responsible for growth and development of international tourism
- Motivations in tourism

#### **UNIT – IV: Facilitators of Tourism**

- Transportation: Types and Relevance in Tourism
- Accommodation: Types and Relevance in Tourism

#### **UNIT – V: Studying Tourism**

- Tourism Education and its Significance for Tourism Business Growth
- Professionalism – Key to Tourism Growth

#### **REFERENCES**

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- Bhatia, A. K., **International Tourism**, Sterling Publishers, New Delhi
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- Burkart A. & Medlik S., **Tourism: Past, Present and Future**, Heinemann Professional Publishing.
- Goeldner, Charles & Brent Ritchie, J.R., 2006 **Tourism: Principles, Practices, Philosophies**, Wiley India
- McIntosh, Robert, W. Goldner, Charles, **Tourism: Principles, Practices and Philosophies**, John Wiley and Sons Inc. New York, 1990 (9<sup>th</sup> edition)
- Mill, Robert Christie and Alastair M. Morrison, **The Tourism System**, Englewood Cliffs, N.J., Prentice Hall, 1985
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- Kaul, R.N., **Dynamics of Tourism: A Trilogy**, Sterling Publishers, New Delhi
- Peters, M., **International Tourism**, Hutchinson, London

## **Paper-II(B.A. Vocational)Tourism & Travel**

### **INTERNATIONAL TOURISM**

**Internal Marks 20**

**External Marks 80**

**duration: 3 hours**

#### **Objectives:**

The paper provides a comprehensive view of the tourism trends and patterns at the international level. The trends are to be studied through volume of tourists' arrivals in different regions and their contribution in tourism earnings. The knowledge of the forces and factors responsible for tourism growth is other area of discussion in the paper. Since tourism growth is not uniform in all the regions, the issues like tourism gap or disparities form another key area of knowledge for the students. The paper is primarily based on the statistics available at various websites.

#### **Mode of paper setting:**

The examiner shall set ten questions selecting two questions from each unit. The candidates shall attempt five questions in all selecting one question from each unit.

**Teaching Practices:** Class room lectures, Assignments, Cases, Discussions and Seminars

#### **Course contents**

##### **Unit – I**

Types of International tourism – inbound and outbound tourism

Factors responsible for the growth of inbound and outbound tourism

##### **Unit – II**

Trends (in terms of tourist arrivals and tourism receipts) in inbound tourism at the global level

Trends in outbound tourism at global level

##### **Unit – III**

Inbound and outbound tourism trends in Europe, Americas, and Africa regions.

##### **Unit – IV**

Inbound and outbound tourism trends in East-Asia Pacific; Middle – East; South Asia regions.

### **Unit – V**

Concept of tourism Gap

Factors responsible for tourism gap

Problems and challenges before international tourism like climate change, terrorism and ethical issues.

### **References**

Goeldner, C.R. & Brent Ritchie, 2006 (Wiley Student Edition) J.R. *Tourism: Principle, Practices and Philosophy.*

Poon, Auliana.2002. **Tourism, Technology and Competitive Strategies.** Cabi International

[www.unwto.org.in](http://www.unwto.org.in)

[www.wtte.nic.in](http://www.wtte.nic.in)

Lonely Planet Guides

Travel Information Manuals, Cross Section Publications.

## **SECOND SEMETER**

### **Paper-III (B.A. Vocational) Tourism & Travel**

#### **TOURISM PRODUCTS OF INDIA (NATURAL)**

**Internal Marks 20**

**External Marks 80**

**duration: 3 hours**

#### **Objectives:**

Tourism begins with the motivation to visit attractions at destinations. The attractions may be natural or man made (cultural). The natural attraction such as mountains, hills, forests with wild animals, coastal areas and islands are attracting all. India is seventh largest country with rich diversity of natural tourist resources. It is very necessary for the students of tourism to know about these tourist products. This course will help the students to give an insight about the rich natural tourist products of India.

Unit-I India: General introduction, states & capitals, physiographic units, seasons and climatic regions & their impacts on tourism. Natural vegetation & wild animals of India & wild life tourism, India: a destination for all reasons & seasons.

Unit-II The Northern Mountains: General introduction of the Himalayas & other ranges, their importance for religious, hill station & adventure tourism. A case study of Sri Nagar, Shimla, Nainital, Darjeeling & Gangtok.

Unit-III The Central Plains: General introduction of deserts & central plains. Their importance for cultural, religious & adventure tourism. A case study of Amritsar, Jaipur, Delhi, Lucknow, Kolkata.

Unit-IV The Peninsula: General features of Indian peninsula with their tourism significance. A case study of Bhopal, Khajuraho, Hyderabad, Bangalore, Ooty

Unit-V The coastal plains and islands: General features of coastal regions, their importance for religious, cultural & beach tourism. A case study of Mumbai, Goa, Cochin, Chennai, Andaman & Nicobar.

**REFERENCES:**

- Ahmad, Aizaz: General Geography of India, NCERT, New Delhi
- Goh Cheong Long: An Economics Atlas of India, Oxford University.
- National Atlas of India, Govt. of India Publication, Calcutta 1997.
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- Singh, R.L.(ed) India: A Regional Geography National Geographical Society of India, Varanasi, 1989.
- Manorama Year Book 2009
- India Year Book 2009, Publication Division. Govt. of India, New Delhi
- Tourism Planner
- Tour Brochures etc.
- Lonely Planet – India
- Kumar, Ravi Bhushan: Coastal Tourism & Environment, AOH Publishing Corporation, New Delhi
- Pilgrimage in India, R.N.Pillai
- Kohli, M.S.: Mountaineering in India, Vikas Publishing House, and New Delhi.

## **Paper-IV (B.A. Vocational) Tourism & Travel**

### **TOURISM PRODUCT OF INDIA (CULTURAL)**

**Internal Marks 20**

**External Marks 80**

**duration: 3 hours**

#### **Objective:**

Since there exist a strong relationship between tourism and culture and more so in case of India, it becomes essential for the student of tourism to have first hand information of Indian culture and to understand its significance for tourism. The paper gives a basic understanding of the concept of culture and that too in the Indian context.

**Mode of Paper Setting:** The examiner shall set ten questions selecting two questions from each unit. The student shall be required to attempt five questions in all selecting one question from each unit.

#### **Unit – I: Introduction to Culture**

- Culture: Concept and its essential Features
- Indian Culture: Fundamentals of Indian Culture; Indian culture through the ages
- Culture and tourism relationship with special reference to India

#### **Unit – II: Indian Architecture – I**

- Buddhist Architecture: Ajanta, Ellora and Sanchi
- Hindu Architecture: Khajuraho temples, Sun temple of Konark, Shore temple of Mamallapuram and Brihadisvara temple at Thanjavur

#### **Unit – III: Indian Architecture – II**

- Medieval Architecture: Taj Mahal, Red Fort of Delhi, Fatehpur Sikri and Qutub Minar
- Modern Architecture: Gate Way of India, Bom Jesus Church in Old Goa, Bahai's Lotus temple in Delhi

#### **Unit – IV: Dances and Music of India**

- Classical Dances of India
- Classical Music of India

**Unit – V Major Fairs and festivals of India and their significance for tourism**

Holi, Dussehra, Diwali, Baisakhi, Pongal, Bihu, Desert festival – Jaisalmer, Surajkund Craft fair, International Trade Fair - New Delhi,

**- REFERENCES:**

- Gupta, S.P.et.al 2002, Cultural Toursim in India, D.K. Printworld, New Delhi
- Upadhyaya, B.S. 1989, (reprint), Feeders of Indian Culture People,s Publishing House.
- Sharma, Chandradhar, 1991 (reprint), A Critical Survey of Indian Philosophy Moti Lal Banarasi Das Publishers, Delhi
- Basham, A.L. 1985 (reprint) The Wonder That was India Rupa & Co., Delhi
- Sivaramamurti, C.2002 (reprint) Indian Painting, National Book Trust, Delhi
- Krishana Deva, 2002 (reprint) Temples of North India. National Book Trust, Delhi
- Pande, G.C. 1990 (2<sup>nd</sup> ed.) Foundations of Indian Culture, 2 vols. Moti Lal Banarasi Das Publishers, Delhi
- Radhakrishnan, S. 1999 (Oxford India Paperbacks), Indian Philosophy, 2 vols. Oxford university press, New Delhi
- Hay,Stephen (Ed.) 1992, Sources of Indian Tradition, 2 vols, Penguin Books, Delhi
- Deshpande, Satish 2003, Contemporary India : A Sociological View, Penguin Books, Delhi
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- Malik, S.C. Understanding Indian Civilization. Indian Institute of Advanced Study, Shimla
- Yogendra Singh, 1997. Social Stratification and Change in India. Manohar New Delhi. The observation made in the Human Development Report provides lose linkage regarding establishment of relationship between economic development and cultural growth.
- Banerji, S.C. 1993. Society in Ancient India, D.K. Printword (P) Ltd., New Delhi
- Abid Hussain, S. 2003 (reprint) The National Cultural of India. National Book Trust, Delhi.
- Dube, Dina Nath, 1993, Bharat Ke Durg, Publication Division, Ministry of Information & Broad Casting, Govt. of India, New Delhi
- Samson, Leela, 2002. The joy of Classical Dances of India, National Book Trust, India, New Delhi
- Thomas, P. 1990, Chruches in India, Publication Division, May IPB, GOI, New Delhi
- Desai, Ziyud- din, 1986, Indo-Islamic Architecture, Publication Division, GOI
- Aspects of Indian Music, 2006, Publication Division GOI, New Delhi.

