

S-29 Nov., 2013 AC after Circulars from Circular No.55 & onwards - 29 -

**DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY**

**CIRCULAR NO.ACAD/SU/Social Sci./Syllabus/70/2014**

It is hereby notified for information of all concerned that, on the recommendations of the Faculty of Social Sciences, the **Hon'ble Vice-Chancellor** has accepted the **following revised syllabi** on behalf of the Academic Council Under Section-14(7) of the Maharashtra Universities Act, 1994 **under the Faculty of Social Sciences :-**

Sr. No.	Revised Syllabus
[1]	B.A. [Sociology] Semester-III & IV,
[2]	B.A. [Philosophy] Semester-III & IV,
[3]	B.A. [Public Administration] Semester-III & IV,
[4]	B.A. [Economics] Semester-III & IV,
[5]	B.A. [Political Science] Semester-III & IV,
[6]	B.A. [History] Semester-III & IV,
[7]	B.A. [Thoughts of Mahatama Phule & Dr. Ambedkar], Semester-I to IV
[8]	B.A. [Psychology] Semester-V & VI,
[9]	Post Graduate Diploma in Psychological Counseling run at University Psychology Department,
[10]	B.A. [Travel & Tourism Management]. Semester-I & II

This is effective from the **Academic Year 2014-2015** and onwards as appended herewith.

These **syllabi** are available on the **University Website**.

All concerned are requested to note the contents of this circular and bring the notice to the students, teachers and staff for their information and necessary action.

University Campus,  
Aurangabad-431 004.  
REF.NO.ACAD/SU/SOCIAL SCI./  
SYLLABUS /2014/3646-4045

Date:- 03-05-2014.

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*Alankar*  
**Director,**  
**Board of College and**  
**University Development.**

S-29 Nov., 2013 AC after Circulars from Circular No.55 & onwards

- 30 -

**:: [2] ::**

**Copy forwarded with compliments to :-**

- 1] **The Principals, affiliated concerned Colleges,  
Dr. Babasaheb Ambedkar Marathwada University.**
- 2] **The Director, University Network & Information Centre, UNIC, with  
a request to upload the above all syllabi on University Website.**

**Copy to :-**

- 1] The Controller of Examinations,
- 2] The Superintendent, [B.A. Unit],
- 3] The Superintendent, [Eligibility Unit],
- 4] The Programmer [Computer Unit-1] Examinations,
- 5] The Programmer [Computer Unit-2] Examinations,
- 6] The Director, [E-Suvidha Kendra], in-front of Registrar's Quarter,  
Dr. Babasaheb Ambedkar Marathwada University,
- 7] The Public Relation Officer,
- 8] The Record Keeper,  
**Dr. Babasaheb Ambedkar Marathwada University.**

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**D.R. BABASAHEB AMBEDKAR  
MARATHWADA UNIVERSITY,  
AURANGABAD.**



**REVISED SYLLABUS OF**

**B.A. FIRST YEAR**

**TRAVEL AND TOURISM MANAGEMENT**

**SEMESTER-I & II**

*[ Effective from 2014-15 & onwards ]*

**Dr. Babasaheb Ambedkar Marathwada University, Aurangabad**

**SYLLABUS FOR B. A. TRAVEL AND TOURISM MANAGEMENT REVISED ON 06<sup>th</sup> MARCH 2014**

**B. A. – FIRST YEAR**

**SEMESTER – I**

PAPER – I : TOURISM PRINCIPLES AND PRACTICES

PAPER – II : TOURISM POLICY AND PLANNING

**SEMESTER – II**

PAPER – III : TOURISM IN INDIA

PAPER – IV : TOURISM ORGANISATIONS

**B. A. – SECOND YEAR**

**SEMESTER – III**

PAPER – V : TOURISM PRODUCTS OF MAHARASHTRA

PAPER – VI : WORLD HERITAGE SITES IN INDIA

**SEMESTER – IV**

PAPER – VII : TOURISM MARKETING

PAPER – VIII : TOURISM DEVELOPMENT

**B. A. THIRD YEAR**

**SEMESTER - V**

PAPER – IX : HOTEL MANAGEMENT

PAPER – X : MANAGEMENT OF TRAVEL AGENCY

**SEMESTER – VI**

PAPER – XI : ENTREPRENEURSHIP IN TOURISM

PAPER – XII : PROJECT REPORT

**B. A. – FIRST YEAR  
SEMESTER – I**

**PAPER – I : TOURISM PRINCIPLES AND PRACTICES**

**MARKS – 50**

**Introduction**

This paper is designed to introduce the conceptual & basic framework of the discipline of Tourism, its principles & practices.

**Unit – I**

Tourism in Historical perspective: Correlation between trade and Travel, both in India & outside, explorations of the world.

**Unit – II**

Travel during the ancient period and the great World Travelers.

**Unit – III**

The conceptual framework of tourism: Definition and Distinction between travelers and Visitors and between Visitors and Tourist.

**Unit – IV**

Definition of Tourism, Tourist, Excursionist and Business Travelers.

**Unit – V**

Types and forms of tourism : Domestic, Regional, International, Inbound, Outbound, Inter regional & Intra regional Tourism, leisure, cultural, adventure, Sports, Social convention and Conferences etc.

**Reference Books:**

1. Bhatia. Tourism Development (New Delhi, Sterling)
2. Seth: Tourism Management (New Delhi, Sterling)
3. Kaul: Dynamics of Tourism (New Delhi, Sterling)
4. Mill and Morrison – The Tourism system an Introductory Text (1992) Prentice Hall
5. Cooper, Fletcher, Tourism, Principles and practices (1993) Pitman
6. Burkart and Medlik Tourism, Past, Present and Future (1981) Heinemann, ELBS.
7. P.S. Gill, Dynamics of Tourism (4 Vols) Anmol Publication.
8. P.C. Sinha, Tourism Management. Anmol Publication
9. Negi Jag Mohan: Foundation for Tourism Development

**B. A. – FIRST YEAR  
SEMESTER – I**

**PAPER – II : TOURISM POLICY AND PLANNING**

**MARKS – 50**

**Introduction**

This paper is designed to introduce the various aspects of tourism planning.

**Unit – I**

Evolution of Tourism planning.

**Unit – II**

Importance & Planning process. Planning of Tourism for the development of Economy.

**Unit – III**

Major Committees and their perspective on Tourism Planning. L.K. Jha Committee, (1982), National Committee on Tourism Report (1988), National Action Plan (1992), National Tourism Policy (2000), National Policy (2002)

**Unit – IV**

Important features of Five Year Tourism Plans in India.

**Unit – IV**

Tourism Policies in India, Maharashtra Tourism Policy.

**Reference Books:**

1. Indian Tourism Beyond the Millennium - Bezbaruah M.P. (New Delhi)
2. Tourism: Past Present & Future : Burkart A.J. and Medlik (London, Heinemann)
3. Tourism Planning : Gunn. Clare A. (New York, Taylor & Francis)
4. Tourism Dimensions : S.P. Tiwari (New Delhi)
5. Tourism : A Community Approach - Murphy, Peter E. (New York, Methuen)
6. Negi Jag Mohan: Foundation for Tourism Development

**B. A. – FIRST YEAR  
SEMESTER – II**

**PAPER – III : TOURISM IN INDIA**

**MARKS – 50**

**Introduction**

This paper is designed to introduce the status of Tourism in India.

**Unit – I**

The Tourism industry, nature and characteristics.

**Unit – II**

Component of tourism industry, attractions, transport, accommodation, travel agency, airlines etc.

**Unit – III**

Growth of world tourism, comparative growth of Indian tourism (Foreign Tourist Arrivals), world tourism industry, and world tourism earnings compared to Indian tourism earnings. Future prospects of growth in tourism.

**Unit – IV**

Domestic Tourism in India (with special focus on Maharashtra)

**Unit – V**

Tourism education in India, Institutes & courses offered. Major tourism issues in India – problems and prospects.

**Reference Books:**

1. P.S. Gill, Dynamics of Tourism (4 Vols) Anmol Publication.
2. P.C. Sinha, Tourism Management. Anmol Publication.
3. P.C. Sinha, Tourism Evolution Scope Nature & Organization. Anmol Publication.
4. Tourism Development - R. Gartner
5. Tourism Planning and Development - J.K. Sharma
6. Studies in Tourism - Sagar Singh
7. Tourism: Principles and Practices - Cooper C., Fletcher J., Gilbert D and Wanhil. S
8. Tourism: Principles and Practices - McIntosh, R.W.
9. Tourism : Past, Present and Future - Burkart & Medli

**B. A. – FIRST YEAR  
SEMESTER – II**

**PAPER – IV : TOURISM ORGANISATIONS**

**MARKS – 50**

**Introduction**

This paper is designed to introduce the organizations involved in development & promotion of tourism at International, national & state level.

**Unit – I**

International Tourism Institutions and organizations, and their role in promoting international movement : UNWTO, IATA, ICAO, PATA, UFTAA, UNESCO, ICOMOS,

**Unit – II**

National Tourism Institutions and organizations, and their role in promoting tourism : TAAI, IATO, ITC, MoT–GOI, ITDC.

**Unit – III**

Other National Institutions and organizations related to tourism: ASI, DGCA, AAI, Indian Railways, IRCTC.

**Unit – IV**

Maharashtra Tourism Development Corporation: History, Role, Structure

**Unit – IV**

Other State Institutions and organizations related to tourism : State Archaeology, Department of Environment & Forest, Maharashtra State Road Transport Corporation (MSRTC), Local governing bodies

**Reference Books:**

1. Bhatia. Tourism Development (New Delhi, Sterling)
2. Seth: Tourism Management (New Delhi, Sterling)
3. Kaul: Dynamics of Tourism (New Delhi, Sterling)
4. Mill and Morrison – The Tourism system an Introductory Text (1992) Prentice Hall
5. Cooper, Fletcher, Tourism, Principles and practices (1993) Pitman
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