

S-30th May, 2015 AC after Circulars from Circular No.1 & onwards - 3 -

DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY
CIRCULAR NO.ACAD/SU/Social Sci./B.A.III Yr. Syll./3/2015

It is hereby notified for information to all the concerned that, on the recommendation of the Faculty of Social Sciences the Academic Council at its meeting held on 30-05-2015 has accepted the **revised syllabi as mentioned against their names under the**

Faculty of Social Sciences as under :-

| Sr. No. | Name of the Subject | Semester |
|---------|--|--|
| [1] | History | V & VI |
| [2] | Economics | V & VI |
| [3] | Psychology | V & VI |
| [4] | Geography | V & VI |
| [5] | Sociology | V & VI |
| [6] | Home Science | V & VI |
| [7] | Political Science | V & VI |
| [8] | Public Administration | V & VI |
| [9] | Social Work | V & VI |
| [10] | Philosophy | V & VI |
| [11] | Military Science | V & VI |
| [12] | Library & Information Science | I to VI Progressively |
| [13] | B.A. Travel and Tourism Management [Optional] | I to VI Progressively |
| [14] | Thoughts of Mahatma Phule & Dr. Ambedkar | V & VI effective from 2016-2017 & onwards |

This is effective from the **Academic Year 2015-16 & onwards** as appended herewith.

All concerned are requested to note the contents of the 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./
2015/3310-709

Date:- 16-06-2015.

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Director,
Board of College and
University Development.

S-30th May, 2015 AC after Circulars from Circular No.1 & onwards

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Copy forwarded with compliments to:-

- 1] The Principals, affiliated concerned colleges,
Dr. Babasaheb Ambedkar Marathwada University

Copy to :-

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

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S*/-160615/-

Dr. Babasaheb Ambedkar Marathwada University, Aurangabad

REVISED SYLLABUS FOR B. A. TRAVEL AND TOURISM MANAGEMENT

B. A. – FIRST YEAR (Revised on 06th March 2014)

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 (Revised on 18th March 2015)

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 (Revised on 18th March 2015)

SEMESTER – V

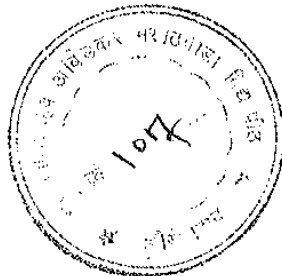
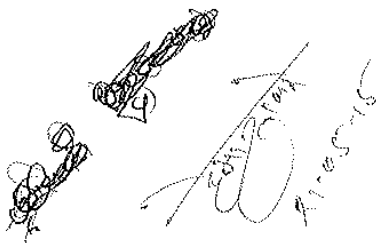
PAPER – IX : HOTEL MANAGEMENT

PAPER – X : MANAGEMENT OF TRAVEL AGENCY

SEMESTER – VI

PAPER – XI : ENTREPRENEURSHIP IN TOURISM

PAPER – XII : PROJECT REPORT



Revised by
Dr. Rajesh Ragde
Dr. Madhuri Sawant

Department of Tourism Administration
Dr. Babasaheb Ambedkar Marathwada University,
Aurangabad

**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 – V

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. Contemporary Tourism Planning: Problems & Prospects- Sawant M. & Ragde R. (Excel Books, New Delhi)
5. Tourism Dimensions : S.P. Tiwari (New Delhi)
6. Tourism : A Community Approach - Murphy, Peter E. (New York, Methuen)
7. 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 Wanhill. 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 – V

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
6. Burkart and Medlik Tourism, Past, Present and Future (1981) Heinemann, ELBS.

**B. A. – SECOND YEAR
SEMESTER – III**

PAPER – V : TOURISM PRODUCTS OF MAHARASHTRA

MARKS – 50

Introduction

This paper is designed to introduce the Tourism Products of Maharashtra, its importance of cultural, Natural products and the Fairs and Festivals and pilgrimage places.

Unit – I

Tourism Products, Definition, Characteristics and Types (Natural, Manmade, Socio-cultural etc.)

Unit – II

Tourism products of Maharashtra – I

Beaches, Hill Stations, and Rock cut caves, National Parks, Wildlife sanctuaries, Bird sanctuaries,

Unit – III

Forts, Temple, Mosques, Mausoleums, Pilgrimage Centers, Shrines etc.

Unit – IV

Tourism fairs and festivals,

Ellora Festival, Elephanta Festival,

Shopping and Entertainment – Traditional Arts and crafts of Maharashtra.

Unit – V

Shopping and Entertainment – Traditional Arts and crafts of Maharashtra

Reference Books:

1. James Burgess : Western Cave Temples of India
2. Dulari Qureshi : Tourism Potential of Aurangabad
3. Dulari Qureshi : Daulatabad Fort
4. Madhuri Sawant: Organization & Management of Eco Tourism & Cultural Monuments in Maharashtra
5. R. Nath : Mughal Colour Decoration
6. Husaini S. A. : The National Culture of India, National Book Trust, New Delhi
7. Gupta M. L. and Sharma D. D. : Indian Society and Culture
8. Maharashtra Gazetteer : 1977

**B. A. – SECOND YEAR
SEMESTER – III**

PAPER – VI : WORLD HERITAGE SITES IN INDIA

MARKS – 50

Introduction

This paper is designed to introduce the World Heritage Sites in India, its importance of cultural, Natural and Industrial heritage and to understand its management and problem areas.

Unit – I

Concept of World Heritage. Definition of Heritage, Cultural Heritage, Outstanding Universal Value. Types of Heritage, Kinds of cultural Heritage, Tangible Heritage and intangible Heritage etc. Criteria/ Process for inscription as World Heritage Site.

Unit – II

World Heritage Sites in India – I Cultural Sites

Agra Fort (1983), Ajanta Caves (1983), Buddhist Monuments at Sanchi (1989), Champaner-Pavagadh Archaeological Park (2004), Chhatrapati Shivaji Terminus (formerly Victoria Terminus) (2004), Churches and Convents of Goa (1986), Elephanta Caves (1987), Ellora Caves (1983), Fatehpur Sikri (1986), Great Living Chola Temples (1987), Group of Monuments at Hampi (1986), Group of Monuments at Mahabalipuram (1984), Group of Monuments at Pattadakal (1987), Hill Forts of Rajasthan (2013), Humayun's Tomb, Delhi (1993), Khajuraho Group of Monuments (1986), Mahabodhi Temple Complex at Bodhi Gaya (2002), Mountain Railways of India (1999), Qutb Minar and its Monuments, Delhi (1993), Rani-ki-Vav (the Queen's Stepwell) at Patan, Gujarat (2014), Red Fort Complex (2007), Rock Shelters of Bhimbetka (2003), Sun Temple, Konârak (1984), Taj Mahal (1983), The Jantar Mantar, Jaipur (2010).

Unit – II

World Heritage Sites in India – II Natural Sites

Great Himalayan National Park Conservation Area (2014), Kaziranga National Park (1985), Keoladeo National Park (1985), Manas Wildlife Sanctuary (1985), Nanda Devi and Valley of Flowers National Parks (1988), Sundarbans National Park (1987), Western Ghats (2012).

Unit – IV

Management of World Heritage Sites. Role of Archeological Survey of India (ASI). Case Study of Ajanta Caves, Ellora Caves.

Unit – V

Threats to World Heritage sites – Human threats, Natural threats.

Reference Books:

1. Gangooly O. C. : Indian Architecture
2. Havell E. B. : Ancient and Medieval Architecture
3. ASI publications according to the World Heritage Sites
4. Mishra Lavkush, World Heritage Sites in India, Rajat Publications

**B. A. – SECOND YEAR
SEMESTER – IV**

PAPER – VII : TOURISM MARKETING

MARKS – 50

Introduction –

This course covers the concept of marketing and the tourist markets and their possible developments.

Unit - I

Marketing: core concepts in marketing, Needs, Wants, Demands, product market, economic importance of marketing

Unit - II

Tourism Marketing: Service characteristics of tourism, unique features of tourist demand and tourist product, Tourism marketing mix.

Unit - III

Marketing of Tourism Services: Marketing of Airlines, Hotels, Resort, Travel, Agencies and other tourism related services-challenges and strategies

Unit - IV

Marketing Skill for tourism: Creativity-communication -Self motivation-team building personality development

Unit - V

Case Studies of effective tourism marketing

Reference Books:

1. Kotler P. Marketing Management C. Delhi – Prentice Hall India 1986
2. Kotler Philip – Marketing for non-profit organization – Prentice Hall, New Jersey 1975
3. Jha S.M. – Tourism Marketing (Bombay – Himalaya)
4. Gavens: Marketing Management (Delhi – Himalaya)
5. Holloway I.C. and Plant R.V. (1992) Marketing for Tourism Pitman.
6. Limsden: Les (1992) Marketing for Tourism case study assignments Macmillan

**B. A. – SECOND YEAR
SEMESTER – IV**

PAPER – VIII: TOURISM DEVELOPMENT

MARKS – 50

Introduction –

The paper introduces the concept of Tourism Development in terms of manpower development and a study of the impacts of the Tourism Development.

Unit – I

Relevant concepts and approaches for effective Tourism Development, Tourist Traffic and its improvising,

Unit – II

Destination Development, Sustainable Development.

Unit – III

Planning for Manpower development for Tourism. Training Institutes of Tourism & Hotel Management and courses offered by the Institutes. CBSP scheme, Tourist Guide training Programmes etc.

Unit -IV

Impacts of Tourism Development – Economic, Socio Cultural, Physical/Environmental.

Unit - V

Case studies of Tourism development projects in India

Reference Books:

1. C.Gunn, 'Tourism Planning: Basic, Concepts and Cases', Cognizant Publications,2002
2. Nigel Morgan, Annette Pritchard, Roger Pride, 'Destination branding: Creating the Unique Proposition', Butterworth and Heinemann.,2001
3. Richard W.Butler, 'The Tourism Area Life Cycle v. 1: Applications and Modifications', Channel View Publications,2006
4. Madhuri Sawant, Socio- Economic Impact of Tourism Development in Aurangabad District, ePress, Aurangabad,2015.
5. Madhuri Sawant, & Rajesh Ragde, Tourism & Community Development: Role of Industry & Academia, ePress, Aurangabad,2015.
6. Satish C. Nigam, 2006, Eco Tourism & Sustainable Development.
7. P Khandari & Ashish Chandra, 2004, Tourism, Biodiversity & Sustainable Development Assessing Tourism, Impacts in Asia & Pacific Volume 3
8. R K Malhotra 2005, Socio environmental and legal issues in tourism
9. Martin Mowforth and Ian Munt, Tourism and Sustainability

**B. A. – THIRD YEAR
SEMESTER – V**

PAPER – IX : HOTEL MANAGEMENT

MARKS – 50

Introduction –

The paper introduces the concept of Hotel & Accommodation Management.

Unit – I

History of Accommodation sector in India, Introduction to accommodation and hospitality industry

Unit – II

Types of accommodation and their grouping, classification, categorization and forms of Ownership

Unit III

Activities in Accommodation Management – Front office – Housekeeping – Food & Beverage - Bar and Restaurant - Supporting services.

Unit -IV

Introduction to Restaurant & catering services. Trends in lodging and food services.

Unit V

Fiscal and non-fiscal incentives offered to hotel industry in India.

Reference Books:

1. L. Chakrawarti, Hotel Management Theory Vol. I and II,
2. Jha S.M., Hotel Management.
3. Negi, Tourism and Hoteliering,
4. Anand M.M. – Tourism and Hotel Industry in India,
5. Jitendra – Catering Management
6. U.K. Singh, J.M. Dewan – Hotel Management Global Management Series
7. G & J Paige – The Hotel Receptionist
8. Jones – Introduction to Hospitality operations,

**B. A. – THIRD YEAR
SEMESTER – V**

PAPER – X : MANAGEMENT OF TRAVEL AGENCY

MARKS – 50

Introduction –

The paper introduces the concept of Travel Agency Management & Tour Operations management

Unit – I

Definition of Travel Agency and Tour Operations, differentiation, interrelationship. Origin and growth of travel agencies.

Unit – II

How to set up travel agency:

- (a) Market research, sources of funding
- (b) Comparative study of various types of organization proprietorship, partnership private limited etc.
- (c) Govt. rules for getting approval
- (d) IATA rules, regulation for accreditation
- (e) Documentation
- (f) Office automation

Unit -III

Travel agency – organization & functions,

Unit- IV

Tour operators – organization & function,

Unit – V

Associations and Organizations promoting travel agencies and tour operators: IATO, TAAI, ASTA, WATA, PATA, FHRAI, UFTA

Reference Books:

1. Travel Agency and Tour Operation, Concepts and Principles - J.M.S. Negi
2. Professional Travel Agency Management - Chunk, James, Dexter & Boberg
3. The Business of Travel Agency Operations and Management - D.L. Foster
4. Travel Agency Management-An Introductory Text, Anmol Publication New Delhi-Mohinder Chand.
5. Tourist Guide and Tour Operations, Kanishka Publication, New Delhi.

**B. A. -- THIRD YEAR
SEMESTER – VI**

PAPER – XI : ENTREPRENEURSHIP IN TOURISM

MARKS – 50

Introduction –

The paper introduces the concept of ENTREPRENEURSHIP IN TOURISM with a view to encourage the learners to starting their own business enterprises.

Unit – I

Emergence of Entrepreneurship, Definition role and expectation.

Unit – II

Entrepreneurial motivations, types. Entrepreneurship opportunities in tourism.

Unit – III

Entrepreneurial skills for travel, tourism and hospitality trade.

Unit -IV

Institutional Interface and Set up; Government Policy; tourism enterprises/units eligible for assistance under Ministry of Tourism scheme and Maharashtra Tourism Policy Schemes.

Unit – V

Entrepreneurial Process: Identification of an Opportunity, Market Assessment, Analyzing Competitive Situation, Understanding Trade Practices, Resource Mobilization

Reference Books:

1. Vasant Desai, Entrepreneurship & Small Business Management
2. Peter Drucker, Innovation & Entrepreneurship
3. S S Khanna, Entrepreneurial Development
4. C B Gupta, N P Srinivasan, Entrepreneurial Development
5. D N Mishra, Entrepreneur and Entrepreneur Development & Planning in India

**B. A. – THIRD YEAR
SEMESTER – VI**

PAPER – XII : PROJECT REPORT

MARKS – 50

Introduction –

The students will undertake the project work on the topic based on the various issues, problems, themes, case studies, tourism organization study, field survey and relevant aspects pertaining to the tourism industry. The Project Report will be of 50 marks, (30 marks for report & 20 marks for viva-voce)