

**BANARAS HINDU UNIVERSITY**  
**FACULTY OF ARTS**  
**DEPARTMENT OF HISTORY OF ART**

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**B.A. Vocational (Travel & Tourism Management)**

**Course Details**

**Core Courses**

<b>Semester Details</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Credits</b>
First	TTM:01	Introduction to Tourism	3
	TTM:02	Tourism Industry	3
Second	TTM:03	Tourism Business	3
	TTM:04	Tourism Development-Emerging Trends	3
Third	TTM:05	Tourism Geography	3
	TTM:06	Tourism Resources – India	3
Fourth	TTM:07	Tourism & Transportation	3
	TTM:08	Hospitality Management	3

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**Semester – I**

**TTM: 01**

**INTRODUCTION TO TOURISM**

**Objective: This course intent to give an outlook on Conceptual frame work on Tourism**

**Unit 1**

**Tourism:** History, Travel through ages, Definitions, Significance of Tourism, Components – 5A's of tourism, type of tourism, Forms of tourism as per UNWTO.

**Unit 2**

**Motivation for Travel:** Travel motivators- McIntosh, Purpose of visit, Factors influencing tourism demand and supply- actual demand, potential demand and suppressed demand , barriers of travel, disposable income, health, security and destination features

**Unit 3**

**Tourism Impacts:**

Socio- cultural; Preservation of Art forms, demonstration effect, staged authenticity.

Economic; multiplier effect, economic leakages, employment generation, infrastructure development

Environmental; Preservation of environment- Pollution and related issues.

**Unit 4**

Tourism and host community, Attitude of hosts on visitors, Tourism Area Life Cycle, destination life cycle and attitude of hosts, community involvement in tourism

**Presentations:**

**References:**

Pran Nath Seth, **Successful Tourism Management** (Vol.1 & 2), Sterling Publications, New Delhi

A.K. Bhatia, **International Tourism**, Sterling Publications, New Delhi

Chris Holloway, **The Business of Tourism**, Pearson Education, New Delhi

Stephan Page, **Tourism Management**, Viva Books, New Delhi

Wall & Matheison, **Tourism Change, Impacts and Opportunities**, Pearson Publications, New Delhi

Lew, Hall & Williams, **A Companion to Tourism**, Rawat Publications, Jaipur

Sahay, Dr. Shiv Swaroop, **Paryatakon ka Desh Bharat**, Motilal Banarasidas, Delhi

Sahay, Dr. Shiv Swaroop, **Paryatan-Siddhant aur Prabandhan**, Motilal Banarasidas, Delhi

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Semester – I

TTM: 02

TOURISM INDUSTRY

**Objective:** This course aims to give a comprehensive outlook on tourism industry.

**Unit 1**

**Tourism Product:** Features, Composition of tourism product, Linkages of tourism with other industries  
Discussion on how a tourism product is offered-airline seat, hotel room, tour packages etc

**Unit 2**

**Role of Government in tourism:** Tourism in India Since 1947, Establishment of Ministry of Tourism, organizational structure and functions, I.T.D.C. -Role and Functions, Tourism at state level – Study of U.P. Tourism

**Unit 3**

**Private sector and tourism:** Overview – Major Players in Hospitality Industry in India, Hotel Chains (Taj, Oberoi, Holiday Inn, Sheraton, Radisson, Park, Best Western, Ginger), Role of small scale hotels Major Companies offer Air Transportation (King Fisher, Jet Airways, Spice Jet), Car rental Companies (Aviz, Herts, Eco Rent a Car), Cruise Operators (Aqua Marine Cruises) and ancillary services, Public Private Partnership- Basics

**Unit 4**

**Institutional set-up in tourism:** UNWTO – About the organization, Programmes, Regional Activities IATA – About the organization, services. WTTC–About the organization, activities. TAAI– About the organization, code of ethics. IATO – About the organization, role and functions. FHRAI - About the organization

**Presentations:**

**Reference:**

Ravi Shanker, **Services Marketing**

Pran Nath Seth, **Successful Tourism Management**, Sterling Publications, New Delhi

K.K. Kamra & Mohinder Chand, **Basics of Tourism**, Kanishka Publishers, New Delhi

Negi, J., **Payatan aewam Yatra ke Siddhant**, Tachshila, New Delhi

**Web resources:**

[www.tourism.gov.in](http://www.tourism.gov.in)

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

[www.iata.org](http://www.iata.org)

[www.wttc.org](http://www.wttc.org)

[www.iato.in](http://www.iato.in)

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Semester – II

TTM: 03

TOURISM BUSINESS

**Objective:** This course aims to give basic knowledge on the tourism business environment

**Unit 1**

**Travel Formalities:** Travel documents, Passport-Types, requirements to get an Indian passport, Visa-types, general requirements, Customs, Green channel, Red channel, Currency, Health documents, Travel Insurance etc.

**Unit 2**

**Travel Agency:** Role functions, structure, sources of income, types and challenges.

**Unit 3**

**Tour Operators:** Role, functions, structure, sources of income and types.

**Unit 4**

**Approval & Recognitions:** Approval of a travel agency/tour operator by Ministry of Tourism, IATA, IATO

**Unit 5**

Case study of Kuoni, SOTC, Thomas Cook, Cox N Kings, Carson Wagonlit, TUI, Baman Lawrie

**Presentations:**

**Reference**

K.K. Kamra., & Mohinder Chand, Basics of Tourism, Kanishka Publishers, New Delhi

R.G. Menon, **Travel Agency Management**, Arise Publishers and Distributors, New Delhi

Foster, **Sales & Marketing of Travel Agency**

Pat Yale, **The Business of Tour Operation**, CAB Publishing

Tarun Chetwani, **Ticketing & Travel Agencies**, Cyber Tech Communications, New Delhi

Jagmohan Negi, **Travel Agency Operations**, Kanishka Publications, New Delhi

Negi, J., **Payatan aewam Yatra ke Siddhant**, Tachshila, New Delhi

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Semester – II

TTM: 04

TOURISM DEVELOPEMT- EMERGING TRENDS

**Objective:** This course aims to teach the basic concepts of Tourism Statistics, and Emerging trends

**Unit 1**

**Tourism Statistics:** Need of collecting tourist statistics, methods, types of tourist statistics, usage of tourist statistics, Introduction to T.S.A.

**Unit 2**

**Study of Tourism Statistics:** Top 10 tourist receiving/generating countries, Region wise, India-state level for the last 5 years, Evaluation of growth rate of tourism in India for last five years.

**Unit 3**

**Tourism Policy of India:** National Action Plan 2002, Tourism policy 2002, Approaches on Rural tourism and Ecotourism and selected rural tourism sites in India.

**Unit 4**

**Emerging trends:** Potentials of rural tourism in India, Eco tourism and adventure tourism. Study of implementation of Ecotourism programme in Sikkim.

**Presentations:**

**References:**

Romila Chawla , **Tourism Research Planning & Development**, Sonali Publications, New Delhi  
Sanchey Malaviya, **Tourism Leisure & Recreation(Vol.3)**, Isha Books, Delhi  
Chawla, R. **Encyclopaedia of Tourism**, Mahaveer & So., New Delhi  
Varma, A. **Emerging Trends in Tourism**, The ICFAI, University Press, Hyderabad.  
Negi, J. **Adventure Tourism and Sports**, Kanishka, New Delhi  
Mitra, A. **Environment and Nature Based Tourism**, Kanishka, New Delhi

**Web resources:**

[www.exploreruralindia.org](http://www.exploreruralindia.org)  
[www.incredibleindia.org](http://www.incredibleindia.org)

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Semester – III

TTM: 05

TOURISM GEOGRAPHY

**Objective:** This course aims to give an outline of Tourism Geography

**Unit 1**

**Fundamentals:** Definition, The Globe, latitude and longitude, International Date Line, maps, types of maps, map reading.

**Unit 2**

**Climatic regions:** World's 5 temperature zone – Arctic, Cold, Cool Temperate, Warm Temperate, Hot, Hot: - Equatorial and Tropical Climate, Western Margin Tropical Climate, Oceanic tropical, Hot Desert: Arid zone, Warm temperate- Mediterranean, Eastern Margin Warm Temperate; Cool Climate – Tundra and Mountain Climate.

**Unit 3**

**Physical Features of Indian sub Continent:** Mountains, Rivers, Plains, Plateaus, Coastal regions, Islands, Hill Stations, Lakes and Deserts.

**Unit 4**

**Political Features of India:** States, Union Territories, Capitals, Populations, Language, Religion and Ethnic groups.

**Unit 5**

**Selected Natural Tourist Attractions:** World Heritage - Natural Sites of India, Other Selected sites:-Chilka Lake, Leh, Jaisalmer, Kutch, Satara, Marble Rocks-M.P., Araku Valley, Tawang, Pelling - Sikkim

**Presentations**

**References:**

Rose Mary Burton , **Tourism Geography**, Long Man Publications, London

Boniface & Cooper, **Worldwide Destinations**, British Library

Majid Hussain , **World Geography**, Rawat Publications, Jaipur

R V Prajapati, **Encyclopedia of World Geography**, Cyber Tech Publications, New Delhi

Babu P George & Alexandru Nedelea, **International Tourism World Geography & Development Perspective**, Abhijeet Publications, New Delhi

Shaw & Williams, **Critical Issues in Tourism**, A Geographical Perspective, Black Well Publications, London

R L Singh, **India a Regional Geography**, National Geographic society of India, Varanasi

**Objective:** This course aims to give the basic knowledge on Tourism Resources of India

**Unit 1**

**Natural Resources:** Biosphere Reserves- Selected National Parks & Wildlife sanctuaries – A general study of Tiger Reserves and Elephant Projects, Community Involvement in tourism in Wildlife reserves in India – Case study of Periyar Wild Life Sanctuary and Corbett National Park.

**Unit 2**

**Religious Attractions:** Hindu: Chardhams, Jyotirlinga Temples, Vindhyaachal, Kamakhya, Vaishno Devi, Shirdi and Tirupati; Jains: Girnar, Sravana Belagola ; Sikh: Amritsar; Muslim: Ajmer and Nizam-Ud-Din Aulia.

**Unit 3**

**Buddhist Circuit:** Lumbini, Bodh Gaya, Sarnath, Kushinagar, Kausambi, Sravasti, Rajgir, Nalanda and Vaishali.

**Unit 4**

**Study of Tourist Attractions of U.P. & Uttarakhand.:** Agra, Jhansi, Varanasi, Lucknow, Ayodya, Allahabad, Chunar, Haridwar, Rishikesh, Mussorrie, Nainital, Almora, Gangotri, Yamunotri, Badrinath, and Kedarnath.

**Presentation**

**Reference**

R.K.Prithi, **Ecotourism**, Saad Publications, Delhi

Romilla Chawla, **Tourism in India**, Sonali Publications, New Delhi

Priya Sone Singh, **Important Buddhist Pilgrimage Centres in India (Hindi)**, Eastern Book Linkers, Delhi

Nayyar, **Wildlife Sanctuaries and National Parks**, Arise Publications, New Delhi

Chandramauli, K., **Kashi -The City of Luminous**, Rupa & Company

Dr. Motichandra, **Kashi Ka Itihas**, Vishwavidyalaya Prakashan

Eck, L. Diana., **Banaras City of Light.**, Penguin books

Jain, Y., **Hamare Pramukh Tirth**, Sasta Sahitya Mandal

Tripathi, Vanshidhar. **Charo Dhaam aewam anya yatra – Vritantra**, Pilgrims Publication, Varanasi

Dixit, M., Rai, N. **Bharat ke Pramukh Paryatan Utpaad**, New Royal, Lucknow

Mishta, S., **Bharat k Prasad Hindu Terth**, Rajkumari Pub., Varanasi

Lal., Dr. A. **Uttar Pradesh Ke Bodha Kendra**, Motilal Banarasidas, Delhi

Lonely Planet, India

Rough Guide to India

Indian Wild Life, Apa Publications, Delhi

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**Semester IV**

**TTM: 07**

**TOURISM & TRANSPORTATION**

**Objective:** This course aims to give detailed inputs on tourism transportation

**Unit 1**

**Overview: Transport system in India**

**Air:** History of Civil Aviation in India, Air India, Indian, Domestic Airlines in India, LCCs, Major Airports under AAI.

**Rail:** Indian Railways, History and Growth, types of trains, tourist trains in India and Mountain Trains.

**Unit 2**

**Waterways:** Inland waterways and Canal System in India, Adventure sports opportunities in Indian Rivers and Cruise facilities in Indian rivers.

**Unit 3**

**Surface Transport:** Highway system in India, Major roads, East Coast Road, Mumbai-Pune Expressway, Golden Quadrilateral Highway, Basics of Car rental- Major companies, types of cars and rates.

**Unit 4**

**Airline Ticketing:** Domestic, Checking schedules, Flight time, booking tickets, Check in procedure, Checked Baggage & Hand baggage, Railway's e-ticketing by IRCTC and Private Players.

References:

Stephan Page, **Transport and Tourism**, Global Perspectives, Pearson Publications  
Jagmohan Negi, **Tourist Guide and Tour Operations**, Kanishka Publications, New Delhi  
Jagmohan Negi, **Travel Agency Operations**, Kanishka Publications, New Delhi  
Tarun Chetwani, **Ticketing & Travel Agencies**, Cyber Tech Publications, New Delhi  
Case Study Series **Aerospace & Airlines**, The ICFAI, University Press, Hyderabad  
Bharath, R., **Low Cost Carriers, Concept and Cases**, The ICFAI, University Press, Hyderabad  
Kumar, V V Ravi., **Indian Aviation Industry**, The ICFAI, University Press, Hyderabad  
Nayak, G., **Development of Transport and Communication**, Anmol Publication

Web resources:

[www.irctc.co.in](http://www.irctc.co.in)

[www.indianrail.gov.in](http://www.indianrail.gov.in)



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**Semester –IV**

**TTM.08**

**HOSPITALITY MANAGEMENT**

**Objective: The aim of this course is to give an insight on Hospitality industry**

**Unit 1**

**Origin:** History and development of hotel industry worldwide, concept of Spas, Inns, Chalets, Chaityas,

**Unit 2**

**Types of Accommodation:** Classification of hotels, size, location, length of guest stay, categorization, one star to five star and types of rooms.

**Unit 3**

**Departments of a hotel:** An Over View of Front office, Housekeeping, Food and Beverage- service, production, Sales and marketing, Accounting, Security, Engineering.

**Unit 4**

**Emerging concepts of Accommodation:** Holiday Homes, Eco-Hotel, Tree house, House boats, Caravans, Camping sites, Time- Sharing Condominiums and Jungle resorts.

**References:**

B.K. Chakravorthy, **Hotel Management**, APH Publication Corporation, New Delhi

Yogendra Kumar Sharma, **Hotel Management**, Kanishka Publications, New Delhi

Pragathi Mohan, **Hotel Industry & Tourism in India**, Ashish Publications, New Delhi

Mohammed Zulfikar, **Introduction to Tourism and Hotel Industry**, Vikas Publishing, New Delhi