

**MARIS STELLA COLLEGE (Autonomous), Vijayawada-8.**  
**Department of Tourism and Travel**  
**Management(Affiliated to Krishna University,**  
**Machilipatnam)**

**Subject: Tourism**

**Semester : I**

**Title of Paper: Concepts and Impacts of Tourism**

**Paper Code: 20TTCCCT14**

**No. Of hours: 75**

**LTP: 410**

**Credits: 4**

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**Objectives**

- To understand the nature, concept, types and typologies of tourism.
- To learn about different sectors of tourism and their impacts

**Course Outcomes**

**CO1:** Explain the nature, concept and scope of tourism.

**CO2:** Explain the types and typologies of tourism .

**CO3:** Summarize the growth of tourism over the

ages.**CO4:** Explain the role of various sectors of tourism.

**CO5:** Relate the socio-economic impact of tourism.

**UNIT- I**

**(12 hours)**

1. History of Tourism as a new discipline -Evolution of tourism as an academic subject- Relation between tourism and other social sciences.
2. Definition of Tourism - its meaning, nature and scope
3. Leisure, Recreation & Tourism and their interrelationship
4. Concept of Tourism Resources - Attraction, Product, Market, Industry and Destination in the context of tourism.
5. Components and Elements of tourism: Intermediaries and suppliers

**UNIT-II:**

**(12 hours)**

1. The tourism System
2. Types and typologies of tourism
3. Travel and tourism through the Ages: Early Travels, 'Renaissance' and Age of Grand Tours: Emergence of modern tourism, concept of "Paid Holiday"
4. Tourism motivations
5. Factors affecting growth and development of international and national tourism

**UNIT-III:****(12 hours)**

1. Concept of push and pull factors in tourism
2. Impacts of industrialization and technological advancements on tourism industry.
3. Tourism infrastructure - types, forms and significance.
4. Accommodation: forms and types

**UNIT-IV:****(12 hours)**

1. Transport sectors: Modes of transport and relative significance.
2. Other support infrastructures required for tourism.
3. Concept of demand and supply in tourism
4. Unique features of tourist demand
5. Constraints in creating ideal destination

**UNIT-V:****(12 hours)**

1. Economic impacts of tourism: income and employment, multipliers of tourism, balance of payments, foreign exchange etc.
2. Socio-cultural impacts of tourism: cultural exchange among nations and international understanding
3. Impacts of Tourism on ecology and environment.

**Skill/Hands-on: (15 hours)**

1. Analyze the role of various sectors of Tourism by making case studies.
2. Assess the impact of local tourism and its multiplier effect on local people.

**Co-curricular activities:**

1. Write a report on the local tourist destination visited, with suggestions for improvement.
2. Study the impact of tourism on the local environment.

**Prescribed Text Books:**

1. Bhatia, A.K. (1991): Tourism Development: Principles and practices, Starling publishers Pvt. Ltd., New Delhi.
2. Negi, J. (2003): Travel Agency Operation: Concepts and Principles, Kanishka Publishers Distributors, New Delhi - 110002.
3. Seth, P.N. Bhat, S. (1993): An Introduction to Travel and Tourism, Starling publishers, New Delhi.

## References Books:

1. Chattopadhyay, K. (1995): Economic Impact of Tourism Development; An Indian Experience, Kanishka Publishers, Delhi.
2. Bhatia A.K.(2001), International Tourism Management, Sterling Publishers Pvt. Ltd., New Delhi.
3. Cooper, C. Fletcher, J. Gilbert, D and Wanhill, S. (2002); Tourism : Principles and Practice, Addison Wesley Longman Publishing, New York, USA.
4. Kamra & Chand (2002): Basics of Tourism, Theory Operation and Practice, Kanishka Publishers, New Delhi - 02.
5. Kamra, Krishna, K(2001) : Economics of Tourism; Pricing, Impacts, Forecasting; Kanishka Publishers, New Delhi - 02.
6. Mishra, S.N, Sadual S, K(2008) : Basics of Tourism Management, Excel Books, New Delhi-28.
- 7 Prasad, VV and Sundari VBT (2009): Travel and Tourism Management, Excel Books, New Delhi - 28.
8. Raj K. (2002): Modern Dictionary of Tourism, Ivy Publishing House, Delhi-95.
9. Krishnan, K.K. (2001): Managing Tourist Destination; Development, planning, marketing, policies, Kanishka Publishers Distributors, New Delhi - 110002.

**MARIS STELLA COLLEGE (Autonomous), Vijayawada-8.**

**(Affiliated to Krishna University, Machilipatnam)**

**Syllabus**

**Subject : Tourism & Travel Management**

**Semester: II**

**Course Title: Tourism Resources of India**

**Course Code: 20TTCCTR24**

**No. of Hours: 75**

**LTP: 410**

**Credits: 4**

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**Objectives**

- To understand the importance of tourism resources of India
- To analyze the impact of tourism on environment, economy and society.

**Course Outcomes**

**CO1:** Explain the importance of tourism resources to the development and promotion of tourism.

**CO2:** Summarize the cultural and natural resources of Andhra Pradesh.

**CO3:** Explain the existing infrastructure conducive to the development of Tourism.

**CO4:** Explain the impact of tourism on the environment.

**CO5:** Relate the socio-economic impact of Tourism.

**UNIT-I: Knowledge of history and its importance in tourism (12 hours)**

1. Brief outline of Indian history in ancient, medieval and modern period and growth and development of travel related activity.
2. British rule and genesis of modern tourism in India.

**UNIT-II: Historical, Cultural and Religious Tourism Resources of India (12 hours)**

1. World Heritage monuments and other prominent monuments of India.
2. Cultural tourism resources: Indian Classical dances and Folk dance forms, music and musical instruments, art and handicrafts, fairs and festivals.
3. Religious tourism resources: study of the famous shrines/centers of the major religions of India.  
Hindu: Badrinath, Kedarnath, Kashi, Puri, Shiridi, Tirupathi, Rameswaram, Dwaraka.  
Christian: Basilica of Bom Jesus- Goa, Santa Cruz Basilica- Kochi, Velankanni Church- Tamilnad, St. Paul Cathedral, Kolkata, Mary Matha Church-Gunadala

Muslim: Hazrat Nizamuddin Aulia Dargah- Delhi, Ajmer Sharif Dargah- Ajmer, Jama masjid- Delhi, Haji Ali Dargah-Mumbai, Mecca Masjid- Hyderabad.

Buddhist: Bodhgaya, Kushinagar, Sanchi, Sarnath, Amaravathi,

Jain: Shravanabelagola

Sikh: Golden temple-Amritsar.

### **UNIT-III: Natural Tourism Resources of India**

**(12 hours)**

1. Brief study of National Parks, Wildlife Sanctuaries and Bird Sanctuaries.
2. National Parks: Kaziranga National Park, Bandipur National Park, Corbett National Park, Sri Venkateswara National Park.
3. Wildlife Sanctuaries: Gir Wildlife Sanctuary, Periyar Wildlife Sanctuary, Indira Gandhi Wildlife Sanctuary, Coringa Wildlife sanctuary.
4. Bird Sanctuaries: Sultanpur Bird Sanctuary, Bharatpur Bird Sanctuary, Kolleru Bird Sanctuary, Uppa Iapadu Bird Sanctuary, Nelapattu Bird Sanctuary
5. Major Hill Stations in India - Shimla, Mussoorie, Manali, Darjeeling, Ooty, Araku Valley, Horsley hills.
6. Popular Beaches in India - Mumbai, Goa, Chennai, Andhra Pradesh and Kerala.

### **UNIT-IV: Catalyst of Tourism Development in India (12 hours)**

1. Tourism promotional festivals of India, Snake Boat Race- Kerala, International Kite Festival- Gujarat, Visakha Festival- Andhra Pradesh.
2. Museum and art galleries of India- Indian Museum- Kolkata, National Museum- New Delhi, Salarjung Museum- Hyderabad, Prince of Wales Museum- Mumbai, Calico Museum; Ahmedabad, National Gallery of Modern Art- New Delhi, Jehangir Art. Gallery- Mumbai, Kashi Art Gallery- Kochi, Victoria Memorial- Kolkata.
3. Tourist Trains in India - Places on Wheels, Heritage on wheels, Royal Orient Express, Deccan Odyssey, Fairy Queen.

### **UNIT-V: Important Tourism Circuits:**

**(12 hours)**

1. Heritage circuit Tours in India:
  - i) Golden triangle - Delhi, Agra and Jaipur,
  - ii) Southern triangle Mahabalipuram, Kanchipuram and Madurai,
  - iii) Buddhist circuit - Lumbini, Bodhgaya, Sarnath and Kusinagara.
  - iv) Green triangle - Guwahati, Shillong and Kaziranga,
  - v) Odisha Golden Triangle- Bhubaneswar, Puri – Konark.
2. Heritage circuit Tours in A.P. - Visakhapatnam circuit, Nagarjunasagar – Amaravati; Tirupati- Chandragiri - Sri Kalahasti.

**Skill/Hands-on: (15 hours)**

1. Students are asked to plan a tour and prepare an itinerary.
2. Students are asked to prepare a brochure for different destinations.

**Co-curricular activities:**

1. Quiz
2. PPT presentation
3. Mapping different destinations

**Prescribed Text Books:**

1. Singh R: Dynamics of Historical Cultural & Heritage Tourism
2. Jitendra k. Sharma, Types of Tourism and Ways of Recreation, Publications, New Delhi.
3. Singh, A: Cultural Tourism in India

**References Books:**

1. Acharya, R. ( 1986): Tourism & Cultural Heritage of India, ROSA Publication, Jaipur.
2. Harle, J.C. (1994): The Art and Architecture of Indian Sub Continent
3. Hussain, A.A. ( 1987): The national culture of India, National BookTrust, New Delhi
4. Jacob Robinet, Joseph Sindhu, Philip Anoop (2007); Indian Tourism Practices, Abhijit Publications.
5. Jacob Robinet, Joseph Sindhu, Philip Anoop (2007); Indian Tourism Products, Abhijit Publications.
6. Percy, B. (1940): Indian Architecture - Hindu and Buddhist Period
7. Mukerjee, R.K. (1984): The Culture and Art of India
8. Raina, A.K. Raina, C.L. (2005): Fundamentals of Tourism and Indian Religion, Principles and Practices, Kanishka Publishers, Distributors, New Delhi-02
9. Sharma, U. (2008): Festivals in Indian Society, Mittal Publication, New Delhi -02
10. Singh, A: Cultural Tourism in India
11. Rai. H.C. (1998): Hill Tourism Planning & Development

**MARIS STELLA COLLEGE (Autonomous), Vijayawada-8.**  
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**SYLLABUS**

**Subject: Tourism & Travel Management**

**Semester: III**

**Course Title: Travel and Tourism Management**

**Course Code: 20TTCCTT34**

**No. Of Hours: 75 Hrs.**

**LTP: 410**

**Credits: 4**

**Objectives**

- To understand the role of the travel agencies and tour operators in the promotion of tourism.
- To learn about the role of various travel organizations.

**Course Outcomes**

- CO1:** Explain the functions of the travel agencies and tour operators.  
**CO2:** Understand the concept of tour packaging and itinerary preparation.  
**CO3:** Explain the concept and relevance of management to tourism.  
**CO4:** Relate the role of various travel organizations in the promotion of Tourism.  
**CO5:** Explain the concept of accommodation management and types of accommodation.

**UNIT-I:**

**Functions of Travel Agency & Tour Operators: (12 hours)**

1. Definition and Functions of a Travel Agency : travel information, documentation, tour counselling, ticketing, reservation and itinerary, immigration related services, etc.
2. Functions of Tour Operators ; Negotiation and liaising with principles, tour package formulation, pre-tour arrangements, tour operations and post - tour management.

**UNIT- II:**

**Tour packaging & Designing of Tourist Itinerary: (12 hours)**

1. Procedure for setting up of travel agency and tour operating enterprises; their role in development of tourism industry.
2. Tour Packaging: definition, types and designing tour package;
3. Designing of tourist itinerary.

**UNIT- III:**

**Functions of Management: (12 hours)**

1. Definition and functions of Management and their relevance in tourism industry: Planning , Staffing, Organizing, Directing, Controlling and Coordinating.
2. Management of the Destination : Maintaining the infrastructure, environmental quality preservation of attractions through tourism.

#### **UNIT- IV:**

##### **National and International Tourism Organizations: (12 hours)**

1. National Tourism Organizations: Organizations like NTO, ITDC, FHRAI, TAAI and their role.
2. International Tourism Organizations: Role of the international organizations like UNWTO, IATA, PATA, ICAO etc in the promotion and development of tourism Worldwide.

#### **UNIT- V:**

##### **Accommodation Management: (12 hours)**

1. Accommodation Management- Types of accommodation-Management systems
2. Relevance of hotels in tourism development.

##### **Skill/Hands-on: (15 hours)**

1. Preparation of Package tours.
2. Practical study of the various types of hotels.

##### **Co-curricular Activities:**

1. Students can make a case study of travel related sector.
2. Visit to travel related sector and make a report.

##### **Prescribed Text Books:**

1. Bhatia, A.K. (1991); Tourism Development; Principles and Practices, Starling Publishers Pvt. Ltd. New Delhi
2. Bhattachararya, P. (2004); Tourism in Assam, Trends and Potentialities, BaniMandir, MMC Bhawan, Ghy-3
3. Mandal, V.K. (2008); Travel and Transport Agency, Cyber Tech Publication, Ansari Road, Daryaganj, New Delhi
4. Negi, J. (1998) : Travel Agency & Tour Operation, concept and principles, Kanishka Publishers, Distributors, New Delhi-02
5. Negi, J. (1998); Travel Agency & Tour Operation, concept and Principles, Kanishka Publishers, Distributors, New Delhi-02.

##### **References Books:**

1. Negi, K.S. (2011); Travel Agency Management, Wisdom Press, New Delhi-02.
2. Agarwal, R.D. (2008): Organization and Management, Tate McGraw-Hill Publishing Co., New Delhi-08.
3. Foster, D. (1985): Travel and Tourism Management, Macmillan Press Ltd., London.
4. Kotler, P. (2001) : Tourism and Hospitality Management, Pearson Education, India.



**MARIS STELLA COLLEGE (Autonomous), Vijayawada-8.  
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**Syllabus**

<b>Subject: Tourism &amp; Travel Management</b>	<b>Semester :IV</b>
<b>Title of Paper: Tourism Policy, Planning and Development</b>	<b>Paper code: 20TTCCTP44</b>
<b>No. of hours:75</b>	<b>LTP: 410</b>
	<b>Credits: 4</b>

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**Course Outcomes:**

- CO1:** Understand the concept, definition and nature of planning
- CO2:** Comprehend the various approaches for different forms of tourism
- CO3:** Assess the tourism planning and policies of Government of India.
- CO4:** Remember the various tourism resources of Andhra Pradesh
- CO5:** Analyze the Tourism policies of Andhra Pradesh and its initiatives

**Unit –I** **(12 hours)**

**Introduction to Planning :**

1. Concept, definition, nature and process of planning,
2. Types of planning
3. Importance of planning in tourism

**Unit –II** **(12 hours)**

**Approaches of Planning in Tourism:**

1. Planning approaches for different forms of tourism : Ecotourism, Urban tourism, Rural Tourism
2. Planning for the development of a tourist destination
3. Impacts of unplanned tourism development on a tourist destination

**Unit –III** **(12 hours)**

**Planning for Tourism in India :**

1. Tourism Policy of India : study about the plans and policies of the government of India for the development of tourism sector.
2. National Action plan for tourism (NAPT) 1992 : Objectives and strategies.

**Unit –IV** **(12 hours)**

**Tourism Resources of Andhra Pradesh:**

3. Historical, Religious, Cultural and Natural Tourism Resources of Andhra Pradesh
  - Historical Resources: Monuments and Archaeological sites
  - Religious Resources: Shrines, Fairs, Festivals
  - Cultural Resources: Dance, Music, Handicrafts, Handloom, Cuisine,

Dress etc.

- Natural Resources: National Parks, Wild life sanctuaries, Bird sanctuaries,
- Hill stations, Waterfalls, Beaches.

#### **Unit –V**

**(12 hours)**

1. Tourism Policy of Andhra Pradesh: Study of the plans and policies of the Government of Andhra Pradesh for the development of tourism in the state.
2. Development of Natural and Ecotourism destinations in Andhra Pradesh- Government initiatives.
3. Development of historical, religious and cultural tourism destinations in Andhra Pradesh Government initiatives.

#### **Skill Development :**

**(12 hours)**

- Preparation of tourist maps showing national parks and wildlife sanctuaries; cultural, historical and religious tourist spots with their transport connectivity.
- Preparation of brochure of a tourist destinations in Andhra Pradesh
- Preparation of a poster of a theme /event or a festival calendar of the local area.
- Assessment of tourism facilities and services at local level and preparation of a report thereof.

#### **Student Activity:**

**(3 hours)**

- Quiz
- PPT presentation

#### **References :**

1. Inskeep, E. (1991); Tourism Planning ; An Integrated and Sustainable Development Approach, van Nostrand Reinhold, New York.
2. Mukhopadhyay, S (2007); Tourism Economics, ANE Books New Delhi-02
3. Sharma, K.K. (2000); Planning For Tourism
4. Sharma, J.K. (2000); Tourism, Planning & Development
5. Sinha, R.K. (1996); Tourism ; Strategies, Planning & Development.
6. UNWTO (2001); National and Regional Tourism Planning ; Methodology and Case Studies; Thomson Learning, UK

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**Syllabus**

**Subject: Tourism & Travel Management**

**Semester: IV**

**Title of Paper: Tourism Marketing**

**Course code: 20TTCCTM44**

**No. of hours: 75**

**LTP: 410**

**Credits : 4**

**Objectives**

- To understand the concepts of marketing and marketing research.
- To learn about promotion mix and destination marketing.

**Course Outcomes**

**CO1:** Explain the concept and terminology of marketing

**CO2:** Explain the concepts of marketing research, primary and secondary data.

**CO3:** Relate the concept of marketing mix in the tourism industry

**CO4:** Outline the major tools of promotion mix and the factors influencing the distribution policy.

**CO5:** Summarize the necessary attributes for an ideal tourist destination and its creation.

**UNIT-I:**

**(12 hours)**

**Understanding the concept of Marketing**

1. Marketing: Concept and definition ; its significance in tourism industry
2. Basic concepts of need and want; demand, product, service, market and sales
3. Significance of service and characteristics of service marketing, differentiation of product marketing and service marketing
4. Defining marketing mix, the 8 P's of marketing mix

**UNIT-II:**

**(12 hours)**

**Market Research**

1. Understanding of marketing research, concept of primary data, secondary data, qualitative and quantitative data and marketing information system (MIS) and its function
2. Consumer and consumer behaviour, Factors influencing the buying behaviour of consumers
3. Market segmentation and bases for segmenting consumers markets, targeting and positioning and market strategies.

**UNIT-III:**

**(12 hours)**

**Marketing Mix in Tourism Industry**

1. Product : Definition and levels, nature of tourism product, stages of launching a new product, product life cycle (PLC)
2. Branding concept and need of branding of a product for a tourism company
3. Pricing : Definition and influencing factors : Major pricing strategies for products of tourism industry
4. Communication: Concept and purpose of communication for an organization, process of communication, barriers of effective communication.

**UNIT- IV:****(12 hours)****Promotion and Distribution**

1. Promotion : Major tools of Promotion Mix - Word-of-Mouth Information, Advertising, sales promotion, public relation, personal and social selling; Importance of Advertising in Tourism, Selection of message and media, Media timing
2. Distribution definition, factor influencing in distribution policy, distribution system, the role of Travel Agency and Tour Operator as intermediaries of Tourism Industry

**UNIT- V:****(12 hours)****Destination Marketing:**

1. Necessary attributes for a ideal tourist destination, Destination life cycle, Marketing strategy for promotion and development of a tourism destination.
2. Student Activity :  
Study of market trends by conducting survey  
Study of consumer behavior with regard to different tourism product

**Skill/Hands-on: (15 hours)**

1. Study of local market by making survey.
2. Study of consumer behaviour by making survey

**Co-curricular activities:**

1. Quiz
2. PPT presentations
3. Seminars

**Prescribed Text Books:**

1. Bisht, S.S. (2010) : Tourism Marketing, Market Practices in Tourism Industry, Sarup Book Publishers Pvt. Ltd. New Delhi-02
2. Holloway, J.C., Plant, P.V. (1988) : Marketing for Tourism, Pitman Publishing, London
3. Jha, S.M. (2011) : Tourism Marketing
4. Kotler, P. Brown, J & Makens, J (1996); Marketing for Hospitality and Tourism, Prentice Hall, Upper Saddle River, USA, NJ-07458
5. Maclean, H. (1984) : Marketing Management (Tourism in your Business), Canadian Hotel and Restaurant Ltd.

**References Books:**

1. McCarthy, E.J. (1960) : Basic Marketing - A management approach
2. Stephan, F. et al (1995) : Tourism Marketing and Management Handbook, Prentice Hall
3. Wahab, S.G. (1976) : Tourism Marketing, Tourism International Press, London
4. Woodruffe, H. (1997) : Service Marketing, Macmillan India Ltd., Ansari Road, Darayaganj, New Delhi-02.

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**SYLLABUS**

**Subject: Tourism & Travel Management      Semester: V**  
**Course Title: Package Tours                      Course Code: 20TTSEC11PT4**  
**No. Of Hours: 75 Hrs.                      LTP: 401                      Credits: 4**

**Objectives**

- To understand the importance of Package Tours.
- To know about the Itinerary preparation and tour operation.

**Course Outcomes**

- CO1:** Understand the importance of Package Tours  
**CO2:** Relate the components of tour package.  
**CO3:** Learn various steps in tour package .  
**CO4:** Learn about Itinerary preparation  
**CO5:** Learn about tour operation documentation

**UNIT- I: Important Concepts of Tour Package                      ( 10 hours)**

1. Definition of tour package, forms of package tours - product oriented package tours and special interest tours.

**UNIT- II: Components of Tour Package                      ( 08 hours)**

1. Planning for a tour package- components of a tour package- factors influencing tour packaging / design.

**UNIT- III: Steps in Tour Packaging                      ( 08 hours)**

1. Steps in tour package - designing, destination survey, seasonal consideration, confidential tariff, arrangements, payment procedures, etc, limitation of a package tour.

**UNIT- IV: Itinerary preparation                      ( 08 hours)**

- Itinerary preparation - necessary requirements do's and don'ts of itinerary preparations costing, quotation, tariff, commissions & other remunerations of tour operation.

**UNIT- V: Tour Operation                      ( 08 hours)**

1. Tour operation documentation ; hotel & airline vouchers, pax docket, daily sales record, AGT statements, communication for Reservation & Cancellation, importance and significance of credit cards.

**Skill/Hands- on: (18 hours)**

1. Preparation of Itinerary
2. Creating Package tours
3. Preparation of brochure

**Co- curricular activities:**

1. Assignments on different types of tour packages
2. Visit to a tour operating company
3. Assignments, seminars, group discussions and Quiz

**Prescribed Text Books:**

1. Foster D.L., The Business of Travel Agency operation and Tour Management
2. Negi, J.M.S. - Travel Agency & Tour Operations
3. Susan Webstar - Group travel operating procedure
4. A.K. Bhatia, the Business of Travel Agency and Tour Operations Management, 2012.

**Reference Books:**

1. Chattopadhyay, K. (1995): Economic Impact of Tourism Development; An Indian Experience, Kanishka Publishers, Delhi.
2. Bhatia A.K.(2001), International Tourism Management, Sterling Publishers Pvt. Ltd., New Delhi.
3. Cooper, C. Fletcher, J. Gilbert, D and Wanhill, S. (2002); Tourism : Principles and Practice, Addison Wesley Longman Publishing, New York, USA.
4. Kamra& Chand (2002): Basics of Tourism, Theory Operation and Practice, Kanishka Publishers, New Delhi - 02.
5. Kamra, Krishna, K(2001) : Economics of Tourism; Pricing, Impacts, Forecasting; Kanishka Publishers, New Delhi - 02.
6. Mishra, S.N, Sadual S, K(2008) : Basics of Tourism Management, Excel Books, New Delhi-2

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**SYLLABUS**

**Subject: Tourism & Travel Management**                      **Semester: V**  
**Course Title: Cargo Handling**                                      **Course Code: 20TTSEC12CH4**  
**No. Of Hours: 75 Hrs.**                                      **LTP: 401**                                      **Credits: 4**

**Objectives**

- To understand the Civil aviation in India
- To learn about air transport operators and various procedures of cargo-handling

**Course Outcomes**

- CO1:** Understand the importance of civil aviation in India.  
**CO2:** Learn about air transport operators like AITA & ICAO.  
**CO3:** Learn about International carriage of cargo regulations.  
**CO4:** Understand the terminology related to cargo handling.  
**CO5:** Learn about Cargo operations, rates and charges

**UNIT-I: Civil Aviation in India**                                      **(10 hours)**

1. Civil aviation in India-a brief history
2. Air transport operators- scheduled carriers ,charters; Indian Airlines and Air India, Private airlines; use of computer-SABRA, CRS

**UNIT-II: International Air Transport and Cargo regulations**    **(08 hours)**

1. IATA- aims, objectives and functions; ICAO- organizations, objectives
2. Non-international carriage of cargo regulation
3. International carriage of cargo regulations.

**UNIT-III: Terminology used in Cargo handling**                      **(08 hours)**

1. Definitions – commonly used terms
2. Acceptance of cargo
3. Checking of cargo at destination
4. Entitlement of delivery
5. Identity check
6. Delivery of cargo

**UNIT-IV: Challenges in logistic management**                                      **(08 hours)**

1. Delivery of goods without submission of consignee
2. Shipper's right of disposition
3. Part-shipment
4. Re-routing of cargo
5. Missing baggage-loss.

**UNIT-V: Cargo Tariffs**                                      **(08 hours)**

1. Cargo rates and charges
2. Carriage of human remains / dead bodies / animals
3. Ready reckoner for cargo carriage-domestic
4. Load priority

**Skill/Hands-on: (18 hours)**

1. Learn Cargo handling procedures
2. Learn pricing
3. Learn the procedure of package

**Co-curricular activities:**

1. Visit to Airport
2. Visit to DTDC
3. Visit to Travel Agency

**Prescribed Text Books:**

1. Foster D.L., The Business of Travel Agency operation and Tour Management
2. Negi, J.M.S. - Travel Agency & Tour Operations
3. Susan Webstar - Group travel operating procedure
4. A.K. Bhatia, The Business of Travel Agency and Tour Operations Management, 2012.

**Reference Books:**

1. Chattopadhyay, K. (1995): Economic Impact of Tourism Development; An Indian Experience, Kanishka Publishers, Delhi.
2. Bhatia A.K.(2001), International Tourism Management, Sterling Publishers Pvt. Ltd., New Delhi.
3. Cooper, C. Fletcher, J. Gilbert, D and Wanhill, S. (2002); Tourism : Principles and Practice, Addison Wesley Longman Publishing, New York, USA.
4. Kamra& Chand (2002): Basics of Tourism, Theory Operation and Practice, Kanishka Publishers, New Delhi - 02.
5. Kamra, Krishna, K(2001) : Economics of Tourism; Pricing, Impacts, Forecasting; Kanishka Publishers, New Delhi - 02.



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**SYLLABUS**

**Subject: Tourism & Travel Management**                      **Semester: V**  
**Course Title: Geography for Tourism**                      **Course Code: 20TTSEC21GT4**  
**No. Of Hours: 75Hrs.**                      **LTP: 401**                      **Credits: 4**

**Objectives**

- To understand the importance of geography to Tourism
- To know about the important tourist attractions around the World

**Course Outcomes**

- CO1:** Understand the importance of geography to Tourism.  
**CO2:** Describe important tourist attractions around the World.  
**CO3:** Relate the elements of weather and climate to Tourism.  
**CO4:** Understand the geographical features and tourist destinations in India.  
**CO5:** Study the map of India with major Tourist destinations & circuits.

**UNIT-I: Important Concepts of Geography**                      **(10 hours)**

1. Importance of Geography in Tourism-Latitude, Longitude, International Date Line:
2. How to read maps, Time zones, Time differences G.M.T. variations.
3. Aviation geography, IATA areas, sub areas and sub regions IATA 3-letter city and airport codes, air mapping for major tourist destinations.

**UNIT-II: Specified World Tourist Attractions**                      **(08 hours)**

1. Major Tourist Attractions around the world- the statue of Liberty, Niagara falls, Hollywood-Museum, London, Pyramids of Giza, the African Safari, Kenya, Jerusalem, Great Wall of China, Singapore, Thailand, Malaysia, the Great Barrier Reef of Australia.

**UNIT-III: Weather and Climate in Itinerary Planning**                      **(08 hours)**

1. Elements of weather and climate in Itinerary Planning
2. Basics of planning the itinerary by air (air travel)
3. Factors affecting global and regional tourist movements.

**UNIT-IV: Physical & Geographical features of India**                      **(08 hours)**

1. Physical & Geographical features of India - Mountains, Rivers, Plains, Coastal Areas, Deccan Plateau, Lakes, Desert.
2. Location of some of the major tourist destinations in India Ajantha, Sanchi Stupa, Tajmahal, Brihadeeswara Temple, Konark, and Khajuraho temples.

**UNIT-V: Maps and Major Tourist circuits**                      **(08 hours)**

1. Map-pointing of major tourist destinations in India
2. Maps of India showing major tourist circuits'

3. Project report on select Indian states - Andhra Pradesh, Telengana, Kerala, Goa, Maharashtra, Tamilnadu, Karnataka, Orissa, Rajasthan, Gujarat, Madhya Pradesh.

**Skill/Hands-on: (18 hours)**

1. Map reading
2. Planning travel Itinerary
3. Map showing major tourist circuits

**Co-curricular activities:**

1. Virtual visit of world tourist attractions.
2. Virtual study of major tourist attractions in India.
3. Identifying new tourist circuits in India.

**Prescribed Text Books:**

1. Burton Rosemary - The Geography of Travel & Tourism 1998
2. Boniface B & Cooper, C-The Geography of Travel and Tourism, 2005
3. Robinson H.A.-A Geography of Tourism, 1976.

**Reference Books:**

1. Chattopadhyay, K. (1995): Economic Impact of Tourism Development; An Indian Experience, Kanishka Publishers, Delhi.
2. Bhatia A.K.(2001), International Tourism Management, Sterling Publishers Pvt. Ltd., New Delhi.
3. Cooper, C. Fletcher, J. Gilbert, D and Wanhill, S. (2002); Tourism : Principles and Practice, Addison Wesley Longman Publishing, New York, USA.
4. Kamra & Chand (2002): Basics of Tourism, Theory Operation and Practice, Kanishka Publishers, New Delhi - 02.
5. Kamra, Krishna, K(2001) : Economics of Tourism; Pricing, Impacts, Forecasting; Kanishka Publishers, New Delhi - 02.
6. Mishra, S.N, Sadual S, K(2008) : Basics of Tourism Management, Excel Books, New Delhi-28. 7 Prasad, VVV and Sundari VBT (2009): Travel and Tourism Management, Excel Books, New Delhi - 28

**MARIS STELLA COLLEGE (Autonomous), Vijayawada-8.**  
**(Affiliated to Krishna University, Machilipatnam)**  
**SYLLABUS**

**Subject: Tourism & Travel Management**      **Semester: V**  
**Course Title: Hotel Management**      **Course Code: 20TTSEC22HM4**  
**No. Of Hours: 75 Hrs.**      **LTP: 401**      **Credits: 4**

**Objectives**

- To understand the importance of Hospitality industry
- To know about the hotel organization and functions of different departments of a hotel

**Course Outcomes**

- CO1:** Understand the importance of the Hospitality industry.  
**CO2:** Learn about Hotel organization and Front Office  
**CO3:** Learn about Food and Beverage service  
**CO4:** Learn about the importance of House keeping  
**CO5:** Learn about Behaviour Management

**UNIT-I: Evolution of Hospitality Industry and its types (10 hours)**

1. Hospitality industry in India – an introduction; Commercialization of the hospitality, types of accommodation, primary and supplementary accommodation and free accommodation; Hotel industry in India – definition of a hotel, classification of hotels – location, size and star classification; supplementary accommodation, role of hotels in tourism promotion.

**UNIT-II: Hotel Organization – Front Office (08 hours)**

1. Hotel organization – Front Office = types of rooms, room plan, basis of charging room rent, hotel terminology; Bell desk and its functions; key control, night functions, rules of the house for the front office staff; essential qualities of a good receptionist – use of telephone by the reception staff; telephones; front office and other departments.

**UNIT-III: Food and Beverage service (08 hours)**

1. Food and Beverage service: Evolution of catering industry – opportunities in catering industry – partners in catering industry – basic etiquettes of food and beverage staff grooming; Restaurant – types of restaurants; service equipment- rules of laying a table; Pantry; Preparation for service; restaurant activity circle; Types of services, restaurant staff and their duties; the menu; breakfast; beverages; cooking – aims of cooking, various methods of cooking; soups – definition – types.

**UNIT-IV: Room service and House-keeping (08 hours)**

1. Room service – room service activity cycle – order, pick-up service, report back, clearance, tray make-up area etc.
2. House-keeping: Introduction, purpose, objectives: Organization of the house-keeping department; cleaning agents, materials and equipments ; cleaning methodology; Spring cleaning and special cleaning; work card and plan of work; Housekeeping and repeat business; Job description; Asst. Executive housekeeper, Executive housekeeper, floor supervisor, evening duty room boys, terminology used in house keeping

**UNIT-V: Behaviour Management (08 hours)**

1. Self-Care; personal wellbeing, family role and external influences.
2. Self-management; Interpersonal relationships, personal attitude,

anger management, stress-management, dignity of labour.

**Skill/Hands-on: (18 hours)**

1. Learn interpersonal skills
2. Demonstrate hotel etiquettes
3. Learn self-management skills.

**Co-curricular activities:**

1. Visiting a star hotel
2. Preparation of Menu
3. Assignments, Group discussion and Quiz.

**Prescribed Text Books:**

1. Dr.Jagmohan Negi,Gaurav M.J., Ritushka and Suniti, Food Presentation Techniques (Garnishing and Decoration}, S.Chand & Company Pvt. Ltd. New Delhi. 2013.
2. Rajat Gupta, Nishanth Singh, Ishitha Kirar, Mahesh Kumar Bairwa., Hospitality and Tourism Management, Vikas Publishing House Pvt. Ltd., U.P., 2015.
3. Robinson H.A.-A Geography of Tourism, 1976

**Reference Books:**

1. Krishna Arora-Theory of Cookery, 2008
2. T.E. Philip-Modern Cookery, Vol. I & II, 1965
3. Denisilicrap, Food & Beverage Service-2006

**MARIS STELLA COLLEGE (Autonomous), Vijayawada-8.  
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**SYLLABUS**

<b>Subject: Tourism &amp; Travel Management</b>	<b>Semester: V</b>
<b>Course Title: History of Tourism</b>	<b>Course Code: 20TTSEC31HT4</b>
<b>No. Of Hours: 75 Hrs.</b>	<b>LTP: 401</b>
	<b>Credits: 4</b>

**Objectives**

- To understand history of tourism as a new discipline.
- To know about the tourism activity in ancient & medieval period.

**Course Outcomes**

**CO1:** Understand the History of Tourism as a new discipline

**CO2:** Relate the basic concepts of tourism.

**CO3:** Learn about tourism in ancient & medieval period.

**CO4:** Understand tourism and urbanization.

**CO5:** Learn about tourism development.

**UNIT-I: Introduction to the History of Tourism** **(10 hours)**

1. History of Tourism as a new discipline.
2. Evolution of Tourism as an academic subject
3. Tourism and other social sciences.
4. Methodology for History of Tourism.
5. Primary and Secondary sources for studying History of tourism.
6. Chronological Division of History of Tourism
7. Travelers and Travelogues' of Ancient and Medieval world. Tourism

**UNIT-II: Basic concepts of Tourism** **(08 hours)**

1. Tourism- Definition, types and determinants
2. Difference between travel and tourism
3. Concepts of excursion, holiday, sightseeing, tourists and mass tourism
4. Tourism Products – definition and Characteristics.

**UNIT-III: Tourism in Ancient and Medieval period** **(08 hours)**

1. Ancient Civilization
2. Social conditions and Tourism
3. Egypt, Mesopotamia, India, China, Rome, Greece
4. Middle Ages; Rise and fall of early empires, Byzantine, Christian and Islamic Civilizations.
5. Tourism activity in the ancient and medieval world;
6. Seven wonders of the World
7. Pilgrimage (Hindus, Buddhist, Jain, Christian and Islamic)
8. Tourism and Spectator sports (Olympics, chariot races and gladiator fights,) Resorts and Spas

9. Tramping Royal Tourism and Educational tours.

**UNIT-IV: Tourism & Urbanization**

**(08 hours)**

1. Concept of Discovery, Urbanisation – Rome and Varanasi
2. Trade Routes- Silk Route and Spice Route, Sea Voyages – Columbus and Vasco da Gama
4. Rise of Nationalism – Japan and China
5. Grand Tour: Classical, Romantic Tour to the East.

**UNIT-V: Development of Tourism**

**(08 hours)**

1. Four major dimensions of tourism.
2. Factors necessary for the development of travel and tourism.
3. Development of spas.
4. Growth of seaside resorts. Tourism today

**Skill/Hands-on: (18 hours)**

1. Visiting historical monuments in local area.
2. Preparing Charts on Tourist destinations'
3. Mapping of popular tourist destinations in a map.

**Co-curricular activities:**

1. Assignments on different tourist destinations
2. Visit to a tour operating company
3. Assignments, seminars, group discussions and Quiz

**Prescribed Text Books:**

1. A. Farouqui "Early Social Formations" – Manak, Delhi-2001.
2. .A.L.Rouse "The Use Of History" – 1971.
3. BurkhardtAndMadlik "Tourist Past, Present And Future" – Butterworth Heinemann, Several Editions.
4. Collingwood "The Idea Of History" – Oxford, 1073
5. Franck And Brwonstone "The Silk Road", A History.
6. Gilbert Sigeauxz "History Of Tourism".
7. Herbert "Heritage Tourism And Society".
8. J.Christopher Holloway "The Business Of Tourism".
9. Maisels "Early Civilisations of the Old World" – Business Books Communica 1978.
10. McIntosh, Goldner, Ritchie "Tourism: Principles, Practices, Philosophy" – John Wiley, New York, 1995

**Reference Books:**

1. Nisbet "Social Change And History " – Oxford University Press, 1972.
2. Nora Starr. "View Point" – Prentice Hall, 1997.
3. Ratnagar "Trading Ecounters"- Oxford University, New Press, 2004.
4. .RogerHousden "Sacred Journeys In A Modern World" –Simon And Schuster, New York, 1979.
5. T.WalterWallbank "Civilisations Past And Present " – Scott Foresman, London, 1978.

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**SYLLABUS**

<b>Subject: Tourism &amp; Travel Management</b>	<b>Semester: V</b>
<b>Course Title: Evolution of Tourism</b>	<b>Course Code: 20TTSEC32ET4</b>
<b>No. Of Hours: 75 Hrs.</b>	<b>LTP: 401</b>
	<b>Credits: 4</b>

**Objectives**

- To understand the evolution of Tourism.
- To know about the major social movements and Tourism.

**Course Outcomes**

- CO1:** Relate the major social movements to tourism.  
**CO2:** Understand the evolution of tourism  
**CO3:** Learn about the phenomenon of tourism  
**CO4:** Learn about tourism as a globalized system.  
**CO5:** Learn about types of accommodations.

**UNIT-I: Major Social Movements (10 hours)**

1. Renaissance, Reformation, French Revolution, Industrial Revolution
2. Imperialism, National Movements, Socialism in Europe and Russia
3. Social Tourism and Middle class Tourism.

**UNIT-II: Evolution of Tourism (1841-1950 A.D.) (08 hours)**

**1841-1914 A.D.**

1. Rise of International Tourism, World Cruises, Automobile and Coach Tours,
2. Resort Tourism, Role of Infrastructure, Tourism as an Industry.

**1914 – 1950:**

3. Tourist boom between the World wars, Tourism and Economy and Crises
4. Social changes, Transport and Technological Advances. Women and Tourism
5. Politics and Tourism League of Nations, IUOTO, Bermuda Agreement, IATA,
6. Emergence of Tourism services Organisations and Civil Aviation

**UNIT-III: The phenomenon of Tourism (08 hours)**

1. Long Hauls, Thomas Cook and Package Tours Charters
2. Role of escorts and guides
3. Social reforms and Tourism
4. Tourism in Newly Independent Countries
5. Tourism and globalization, Emergence of Tourism Organisations and Standardization of services.

**UNIT-IV: Tourism as a Globalized system (08 hours)**

1. Early forms of Travel and types of Journey. Precursors of Modern Tourism.
2. The foundations of Modern Tourism.
3. The Boom in Mass Tourism in the 19<sup>th</sup> Century. Holidaying Practices in the Interwar Period.
4. The expansion of Tourism and Globalization.

5. Approaches to Travel and Tourism.
6. Five Year Plans in India.
7. SWOT analysis of National Tourism Policy 2002.

**UNIT-V: Accommodations & Dimensions of Tourism: (08 hours)**

1. Early inns, the Grand Hotels and Motels
2. Hotels today.
3. The dimensions of tourism; Attraction, Facilities, Transportation, Hospitality.
4. The role of transportation in shaping tourism.

**Skill/Hands-on: (18 hours)**

1. Preparation of charts/PPTs on Major social Movements
2. Visiting Travel Agencies and learning about its working.
3. Visiting Hotels and learning about its functioning.

**Co-curricular activities:**

1. Study of different international tourism organizations
2. Study of Five year Plans & Tourism in India
3. Assignments, seminars, group discussions and Quiz.

**Prescribed Text Books:**

1. A.Farouqui "Early Social Formations" – Manak, Delhi 2001.
2. A.L.Rouse "The Use Of History" – 1971.
3. Burkhardt And Madlik "Tourist Past, Present And Future" – Butterworth Heineman, Several Editions  
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4. Franck And Brwonstone" The Silk Road"- A History.
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  2. .Nisbet "Social Change And History" – Oxford University Press, 1972.
  3. Nora Starr – "View Point" – Prentice Hall, 1997.
  4. Ratnagar "Trading Ecounters" – Oxford Univeristy, New Press 2004.
  5. .RogerHousden "Sacred Journeys In A Modern World" – Simon And Schuster, New York, 1979.
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