

गोंय विद्यापीठ

ताळगांव पठार,

गोंय - ४०३ २०६

फोन : +९१-८६६९६०९०४८



Goa University

Taleigao Plateau, Goa-403 206

Tel : +91-8669609048

Email : registrar@unigoa.ac.in

Website : www.unigoa.ac.in

(Accredited by NAAC)

GU/Acad -PG/BoS -NEP/2024/492

Date: 04.09.2024

CIRCULAR

Ref. No.: GU/Acad -PG/BoS -NEP/2023/102/46 dated 07.07.2023

In supersession to the above referred Circular, the Syllabus of Semester III to VIII of the **Bachelor of Arts (Tourism and Travel)** Programme approved by the Standing Committee of the Academic Council in its meeting held on 02nd July 2024 is enclosed. The Syllabus of Semester I and II approved earlier is also attached.

The Dean/ Vice-Deans of the Goa Business School and Principals of affiliated Colleges offering the **Bachelor of Arts (Tourism and Travel)** Programme are requested to take note of the above and bring the contents of the Circular to the notice of all concerned.

(Ashwin V. Lawande)

Deputy Registrar – Academic

To,

1. The Principals of Affiliated Colleges offering the Bachelor of Arts (Tourism and Travel) Programme.

Copy to,

1. The Director, Directorate of Higher Education, Govt. of Goa.
2. The Dean, Goa Business School, Goa University.
3. The Vice-Deans, Goa Business School, Goa University.
4. The Chairperson, BoS in Hospitality, Travel and Tourism Studies.
5. The Controller of Examinations, Goa University.
6. The Assistant Registrar, UG Examinations, Goa University.
7. Directorate of Internal Quality Assurance, Goa University for uploading the Syllabus on the University website.

Bachelor of Arts in Tourism and Travel

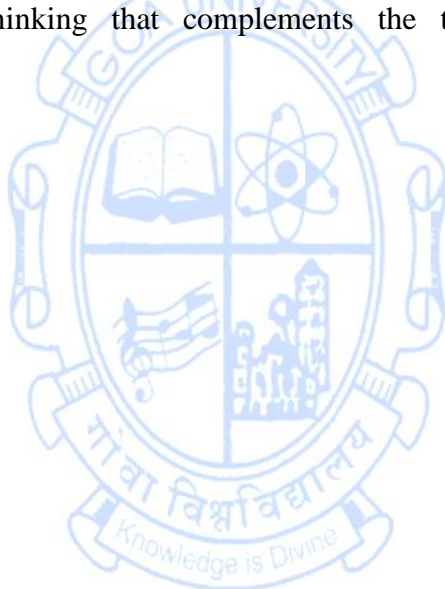
Programme objectives:

1. To equip students with the necessary skills for employment in travel and tourism organizations.
2. Prepare students to take up entry-level managerial positions in the tourism industry.
3. Enhance students' knowledge and skills in the field of tourism and management.
4. Encourage ethical and value-based behavior among students.
5. Provide students with exposure to service-based organizations.

Programme Outcomes:


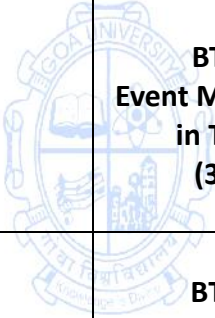
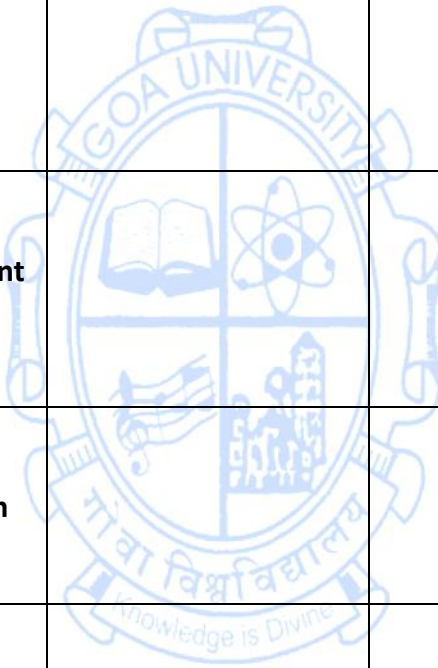
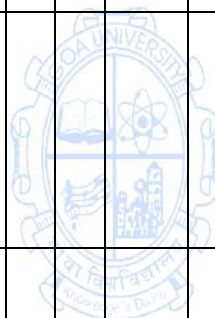

On successful completion of the Bachelor of Arts (Tourism and Travel) Programme, students will be able to:

1. Identify entrepreneurship opportunities in the business of tourism, aviation and subsidiary systems.
2. Examine the impacts of tourism associated with heritage, aviation, hospitality, and health/medical tourism.
3. Address concerns related to airfares and ticketing.
4. Apply quantitative and qualitative concepts and skills to address airport operations issues.
5. Inculcate innovative thinking that complements the tourism and travel industry requirements.





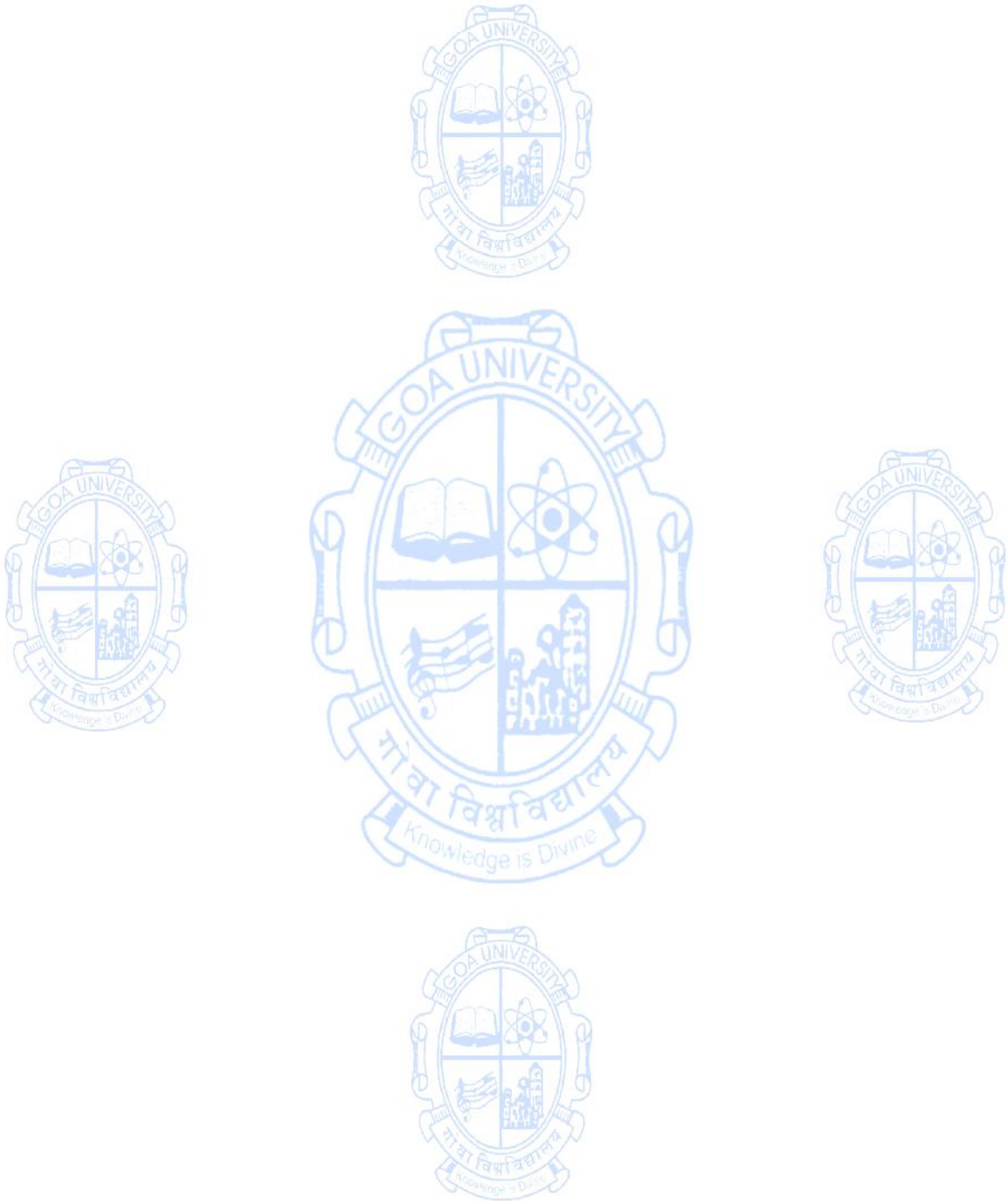
Programme Structure for Semester I to VIII Under Graduate Programme – B.A. (Major in Economics with Minor in Tourism and Travel)										
Semester	Major-Core	Minor	MC	AEC	SEC	I	D	VAC	Total Credits	Exit
I	BTT-100 Economics of Tourism (4)	BTT -111 Business of Tourism (4)	BTT- 131 Airlines Ticketing and Information in Tourism (3)							
II	BTT-101 Business Environment in Tourism (4) (DELETED)	BTT-112 Tourism Products of India (4)	BTT -132 Digital Marketing in Tourism (3)							BTT-161 Soft Skills and Personality Development (4(1T+3P))
III		BTT-211 Tour Hosting (4)	BTT- 231 e-Ticketing and Computerised Reservation Systems (CRS) (3)							

IV		BTT-221 Adventure Tourism (3T+1P)								BTT-261 Airport Operations (1T+3P)
V		BTT-321 Rural Tourism (3T+1P)								
VI		BTT-322 Event Management in Tourism (3T+1P)								
VII		BTT-411 Heritage Tourism (4)								
VIII		BTT-412 Health and Wellness Tourism (4)								

Name of the Programme : B.A. Tourism and Travel
Course Code : BTT-100
Title of the Course : Economics of Tourism
Number of Credits : 04
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objectives:	To develop students understanding of the tourism economics to enhance their skills in taking decisions on tourism business and in analysing tourism business environment.	
Contents:		No of hours
	Unit I: Introduction Scarcity, Choice and Alternatives Microeconomics – Meaning, Scope and its uses in Tourism Business Macroeconomics – Meaning, Scope and its Significance in Tourism Business	15 hours
	Unit II: Resources in Tourism and Tourism Demand The Tourism Industry and Its Products, Travel and Tourism Resources, Factors Influencing and Constraining Tourism Demand, Levels of Choice in Travel and Tourism Demand, Tourism Demand forecasting – Meaning, Significance, Survey Method of forecasting.	15 hours
	Unit III: Theory of Firm and Pricing of Tourism Products Objectives of Tourism Enterprises, Production function – Meaning and Types, Business profit v/s Economic profit, Market Structures. Price and Output determination under Perfect Competition, and Monopoly, Price Discrimination, Role of Private and Public Organizations in the Development of Travel and Tourism.	15 hours
	Unit IV: Impact of Tourism Sector in National Economy Tourism Satellites Account (TSA), Current Status of Tourism Sector in Nepal: It's Growth and Trends, Impact and Contribution of Tourism Sector in National Economy, Tourism Multipliers.	15 hours
Pedagogy:	Classroom Lectures/ tutorials/ field work/ group discussion/ project work/ seminars/assignments/ presentations/ self-study/ Case Studies. Sessions shall be interactive in nature to enable peer group learning.	
References/Readings:	<ol style="list-style-type: none"> 1. Bull, A. The Economics of Travel and Tourism. Harlow: Longman, 1995. 2. Dwivedi, D.N. Macroeconomics Theory and Policy. Noida: McGraw Hill Education, 2018. 3. Mankiw, N. Gregory, Microeconomics. New York: Worth Publishers, 1997. 4. Puri, V.K. and Misra, S.K. Economic Environment of Business (With Case Studies). New Delhi: Himalaya Publishing House, 2017. 5. Vanhove, Nobert. The Economics of Tourism Destinations, (1st ed.). USA:Elsevier Limited, 2005. 	
Course Outcomes:	At the end of the course the student will be able to: <ol style="list-style-type: none"> 1. Identify the characteristics of the tourism Market 2. Effect the effects of tourism on national economics 3. Identify tourism and Supply 	

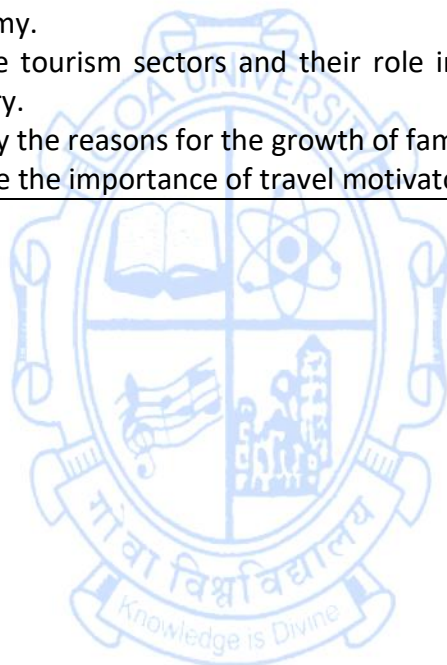
4. Demonstrate various tourism policy drafted by the administrative.



Name of the Programme : B.A. Tourism and Travel
Course Code : BTT-111
Title of the Course : Business of Tourism
Number of Credits : 04
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objectives:	To introduce and sensitize the students to the tourism subject and the elements and components of tourism.	
Contents:		No of hours
	UNIT I: Introduction to Tourism Introduction to Tourism, Historical development of Tourism, Nature, and Significance of Tourism Industry, Concept of Tourists, Visitors, Travellers and Excursionist, Forms, and Types of Tourism: Interregional and intra-regional tourism, inbound and outbound tourism, domestic and international tourism. Forms of Tourism- Religious Tourism, Medical Tourism, Historical Tourism, Social Tourism, MICE Tourism.	15 hours
	UNIT II: Components of Tourism Major Components of Tourism, Accessibility, and Types of Transportation: Air Transportation, Water Transportation, Rail Transportation, and Road Transportation. Accommodation: Primary Accommodation, Secondary Accommodation. Attraction: Nature-based, Manmade, Symbiotic. Minor Components of Tourism Activities: Air-based activities, Water-based activities, and Land-based activities.	15 hours
	UNIT III: Impact of Tourism Economic Impact of Tourism, Social Impact of Tourism, Environmental Impact of Tourism, Political Impact of Tourism, Cultural Impact of Tourism, Impact of Technology on Tourism, Impact of Tourism on Job Opportunities, Strategies to overcome the negative impact of Tourism, Tourism and International understanding.	15 hours
	UNIT IV: Travel Motivation and Travel Behaviour Meaning of Travel Motivation, Types of Motivation, Motivation Process, and Application of Motivation Theories to Tourism, Maslow's Need Hierarchy Theory of Motivation, Dann's Theory of Push and Pull Factor, Cohen's Types of Tourist Theory, Plog's Psychographic Model Theory, Gray's Travel Motivation Theory. Tourist Decision-making Process, Tourism Mindedness of People, Tourism and Cultural Relationship, Cultural Exchange, Relationship between Human Life and Travel, Travel Growth of Social Tourism.	15 hours
Pedagogy:	Classroom Lectures/ tutorials/ field work/ group discussion/ project work/ vocational training/viva/ seminars/assignments/ presentations/ self-	

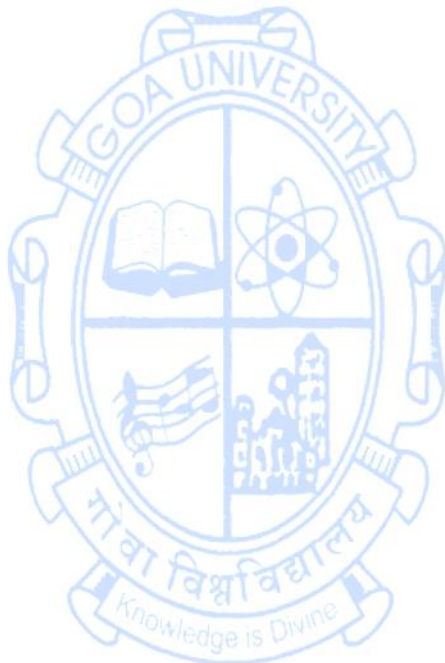
	study/ Case Studies. Sessions shall be interactive in nature to enable peer group learning.
References/Readings:	<ol style="list-style-type: none"> 1. Goeldner, C. R. and Ritchie, J. B. Tourism Principles: Practices, and Philosophies, John Wiley and Sons, 2017. 2. Kastarlak, B. I. and Barber, B. Fundamentals of Planning and Developing Tourism, Pearson New International Edition, 2013. 3. Cooper, C. Essentials of Tourism. SAGE Publication, 2020. 4. Swain, S. K. and Mishra, J. M. Tourism: Principles and Practice. Oxford University Press, 2011. 5. Acha-Anyi, P.N, Fundamentals of Tourism, Van Schaik Publishers, 2020. 6. Bhatia A.K.,' Tourism Development Principles and Practice, Sterling Publishers Pvt Ltd New Delhi;2010. 7. Chawla, Romina. Global Tourism. New Delhi: Sonali Publication, 2003.
Course Outcomes:	<p>At the end of the course, the student will be able to:</p> <ol style="list-style-type: none"> 1. Identify the evolution and importance of travel and tourism for the economy. 2. List the tourism sectors and their role in the growth of the tourism industry. 3. Identify the reasons for the growth of famous tourist attractions. 4. Analyse the importance of travel motivators and Travel Behaviour.



Name of the Programme : B.A. Tourism and Travel
Course Code : BTT-131
Title of the Course : Airlines Ticketing and Information in Tourism
Number of Credits : 03
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objectives:	To understand the basics of Air Travel services, Ticketing, and Policies	
Contents:		No of hours
	UNIT I: Introduction The increasing role of Air transport-information technology to enhance the air Travel experience, New Airlines business models gaining strength, electronic distribution, and fast expansion of Air transport infrastructure.	15 hours
	UNIT II: Airport Operations and Policies Tourism and importance of Airlines, Functions, and Operations in an Airport – Ground handling, passenger handling, Departure area, Arrival procedures, Safety, and Security. Passenger care, Food and beverages services, Reservation Policy towards children, Disabled passengers, Standard of Travel, Cancellation and Delays, Baggage Allowance, Special Meals, Class of Service, and Pet Transport Policy.	15 hours
	Unit III: Tour Operations and Ticket Reservation Basic elements of Airfare, Fare Basis, Horizontal and Vertical fare Structure, Special airfare, Mileage system, round trips Calculation, Back Haul, One Day tour, Mixed class Tour fare, Refunds, IATA – Aim, Objectives, and Functions.	15 hours
Pedagogy:	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies. Sessions shall be interactive in nature to enable peer group learning.	
References/Readings:	<ol style="list-style-type: none"> Sharma, J.K., 'Flight Reservation and Airline Ticketing' New Delhi: Kanishka Publishers, 2009. Singh, Navdeep. Flight Reservation and Airline Ticketing. London: Westbury Publishing Ltd, 2019. Negi, Jagmohan. Air Travel Ticketing and Fare Construction. New Delhi: Kanishka Publishers, 2009. Davidoff, Philip G and Davidoff, Doris S. Air Fares and Ticketing. London: Pearson,1995. Gupta, S. K. International Airfare and Ticketing: Methods and Techniques. New Delhi: UDH Publishers and Distributors, 2007. Rastogi, A.P. Air Travel Ticketing and Fare Construction. Meerut: Aman Publication, 2007. Handbooks: <ol style="list-style-type: none"> ABC Worldwide Airways Guide (Red & Blue) Air Tariff Book 1, Worldwide Fares 	

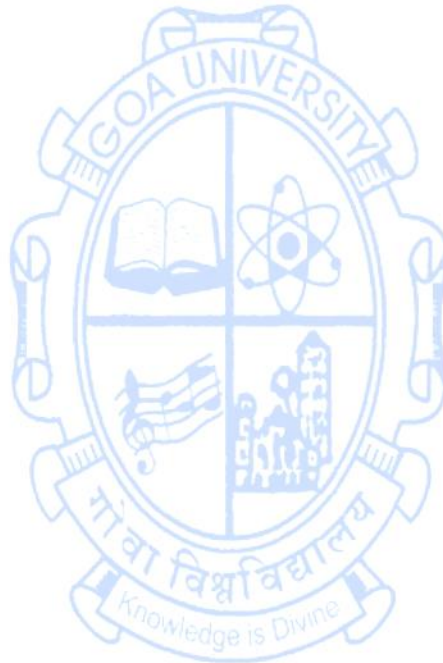
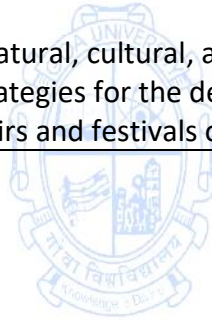
	3. Air Tariff Book 1, Worldwide Rules, IT Fares etc.
Course Outcomes:	<p>At the end of the course, the student will be able to:</p> <ol style="list-style-type: none"> 1. Explain the evolution of the Air Transport industry. 2. List the essential elements of ticketing. 3. Describe the policies and procedures for Air Transport and Ticketing. 4. Interpret the Air Ticketing policies from an e-ticket.



Name of the Programme : B.A. Tourism and Travel
Course Code : BTT-112
Title of the Course : Tourism Products of India
Number of Credits : 04
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objectives:	To introduce the students to the tourism products available in the country.	
Contents:		No of hours
	UNIT I: Tourism Products Meaning and definition of Tourism Products, Features of Tourism Products, Nature of Tourism Products, Classification of Tourism Products, Needs Satisfied by tourism products, and Overview of Tourism Products.	15 hours
	UNIT II: Natural Resources of India National Parks and Wildlife Sanctuaries, Bird Sanctuaries of India, Beaches of India, Mountain Passes of India, Hill Stations of India, Deserts of India, Islands of India, Flora and Fauna of India, Adventure Tourism: Trekking, Skiing, Mountaineering, Canoeing and Kayaking, Parasailing and Dive sites of India.	15 hours
	UNIT III: Cultural Tourism What is Cultural Tourism, Present Scenario of Cultural tourism sector in India, why cultural tourism is significant in India, Various Sites of Cultural tourism centres in India, Government initiatives to boost India's Cultural Tourism: PRASHAD scheme, HRIDAY scheme, BUDDHIST Tourism Circuit and Strategies implemented to promote Cultural Tourism in India.	15 hours
	Unit IV: Fairs and Festivals of India Prominent Fairs in India – Shravani Mela, Kumbh Mela, Pushkar Mela, Ganga Sagar Mela, Craft Fairs, Industrial and Trade Fairs, Different Types of Festivals in India: National Festivals, Religious Festivals, Seasonal and Harvest Festivals, Thematic Festivals and Importance of Festival in Tourism.	15 hours
Pedagogy:	Lectures/ tutorials/ field work/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
References/Readings:	<ol style="list-style-type: none"> 1. Chawla; Romina, Monitoring Tourism. New Delhi: Sonali Publication, 2006. 2. Robinson, H; A Geography of Tourism. Washington: Macdonald and Evans, 1976. 3. Goswami, Ramakant; Tourism in World Development. New Delhi: Cyber Tech Publications, 2006. 4. Malik, S.S, Potential of Adventure Tourism in India. New Delhi: Agam Kala Prakashan Publishers, 2006. 	

	<p>5. Robinet Jacob. Indian Tourism Products. New Delhi: Abhijeet Publications, 2008.</p> <p>6. Basham, A.L. A Cultural History of India. USA: Oxford University Press, 1997.</p>
Course Outcomes:	<p>At the end of the course, the student will be able to:</p> <ol style="list-style-type: none"> 1. Explain the relevance of tourism products for tourism development in India. 2. Compare the natural, cultural, and manmade attractions of tourism. 3. Identify the strategies for the development of tourism products. 4. Describe the fairs and festivals of India.



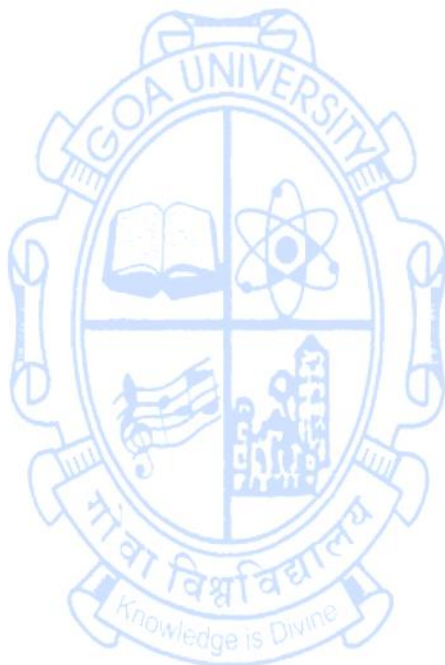
Name of the Programme : B.A. Tourism and Travel
Course Code : BTT-132
Title of the Course : Digital Marketing in Tourism
Number of Credits : 03
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objectives:	To understand the basic concepts of digital marketing in tourism.	
Contents:		No of hours
	UNIT I: Introduction to Digital Marketing Fundamentals of Digital Marketing and Its Significance, Traditional Marketing Vs. Digital Marketing, Evolution of Digital Marketing, Digital Marketing Landscape, Key Drivers. Digital marketing Strategy- Consumer Decision journey, Segmenting and Customizing messages, Digital Advertising Market in India, Skills in Digital Marketing, Digital Marketing Plan, and Digital advertising.	15 hours
	UNIT II: Terminologies Used in Digital Marketing Online marketing through social media, Social Media Marketing, Search Engine optimization techniques (SEO), Keyword advertising, Google webmaster and Analytics overview, Affiliate Marketing, Email Marketing, and Mobile Marketing.	15 hours
	UNIT III: Technique Used in Digital Marketing Different types of ad Tools, Mobile Marketing, types of display ads, Email Marketing, and buying models.	15 hours
Pedagogy:	Lectures/tutorials/laboratory work/ project work/viva/seminars/term papers/ assignments/ presentations /self-study/case studies or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
References/Readings:	<ol style="list-style-type: none"> 1. Mankad, Dishek J. Understanding Digital Marketing: Strategies for Online Success. BPB Publications, 2018. 2. Strauss, J., and Frost, R. E-Marketing (7th ed.) NJ: Pearson Prentice Hall, 2014. 3. Prasad, K. Digital Marketing: Concepts and Experiences. Hyderabad: ICFAI Press, 2002. 4. Chaffey, Dave. and Smith, PR. Digital Marketing Excellence: Planning, Optimizing, and Integrating Online Marketing. London: Routledge, 2018. 5. Swaminathan T. N., and Karthik Kumar. Digital Marketing: From fundamentals to future. New Delhi: Cengage Learning India Pvt. Ltd, 2019. 	
Course Outcomes:	At the end of the course, the student will be able to: <ol style="list-style-type: none"> 1. Explain a Digital Marketing plan. 2. Define the elements of web pages. 3. Identify online marketing tools. 4. Design a website. 	

Name of the Programme : B.A. Tourism and Travel
Course Code : BTT-161
Title of the Course : Soft Skills and Personality Development
Number of Credits : 4 (1T+3P)
Effective from AY : 2023-24

Pre-requisites for the Course:	Students must have completed the first year of the BA Honours in Economics with Minor in Tourism	
Course Objectives:	To provide students soft skills training and practical orientation to emphasize on goal setting and self-development.	
Content:		No of hours
	Unit 1: Introduction to Soft Skills. Soft Skills: Meaning, Importance; Types: Self Management Skills, Communication Skills; Leadership Skills, Negotiation Skills, Presentation Skills; Life Skills, Time Management Skills, Social Skills; Stress Management and Creative Thinking.	15 hours
	Unit II: Social skills and Etiquettes The need for Social Skills and Etiquette, Etiquette and Manners, Types of Social Etiquette- Business Etiquette, Etiquette in Public Spaces, Telephone Etiquette, Dining Etiquette, Classroom Etiquette, Etiquette in Technology- Netiquette and Online Etiquette. Social Skills- Greetings and Introductions, Social Address-Usage of names and titles	30 hours (P)
	Unit III: Personality Development Body Language- Personality Traits; Postures and Gestures; Importance of Listening; Value of Time; Team Work and Team Building- Importance of Team Work/ Group Discussion; Resume writing, interview preparation, Networking and professional etiquette, Importance and impact of Networking and professional etiquette, Developing trust and Integrity in Humans, Role-plays in Communication Skills.	30 hours (P)
	Unit IV: Self-Development and Goal Setting Developing potential and self-actualization; SWOC (Strengths, Weaknesses, Opportunities, and Challenges) analysis, learning to maximize success using SWOC, how to do a personal SWOC; Goal Setting - Importance of goal setting; Types of goals interpersonal relationships, Understanding People; Conflict Resolution Skills – Seeking Win-Win Solutions; Emotional Intelligence. Maintaining a reflection journal, Achievement Presentation	30 hours (P)
Pedagogy:	Lectures/ tutorials/ field work/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
References/ Readings:	1. Mitra, Barun. K. Personality development and soft skills. New Delhi: Oxford Publications.2016 2. P. Sharma, Soft Skills Personality Development for Life Success. India: BPB Publications, 2019.	

	<ol style="list-style-type: none"> 3. Petes, S. J., & Francis. Soft Skills and Professional Communication. New Delhi: Tata McGraw-Hill Education. 2011 4. S. Gupta, I Me Myself: Personality Development of a Common Man and its effect on his Decision making. Notion Press, 2021. 5. Stein, S. J. & Howard, E. B. The EQ Edge: Emotional Intelligence and Your Success. Canada: Wiley & Sons.2011.
Course Outcomes:	<p>At the end of the course the student will be able to:</p> <ol style="list-style-type: none"> 1. Explain the different soft skills and their importance. 2. Understand Social skills and Etiquettes 3. Demonstrate interview skills, professional etiquette and better time management skills 4. Prepare self - SWOC analysis, planning and goal setting.



SEMESTER III

Name of the Programme : B.A. Tourism and Travel

Course Code : BTT- 211

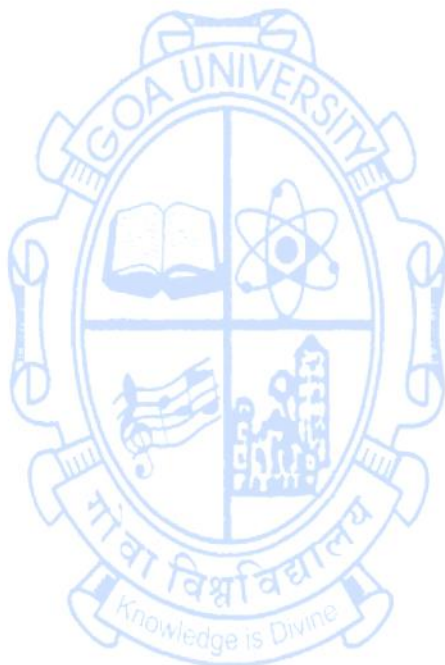
Title of the Course : Tour Hosting

Number of Credits : 04

Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objectives:	To acquire knowledge on basic skills required for the tour hosting.	
Contents:		No of hours
	UNIT I: Introduction to Tour Hosting Historical context of a guided tour, the meaning of tour guiding, hosting, and tour escorting, the difference between tour guiding, hosting, and tour escorting, Characteristics, roles, and responsibilities of a tour host. Local attractions and landmarks, Research and knowledge about local sites, searching for information and techniques for specific attractions.	15 hours
	UNIT II: Communication Skills for Tour Host Verbal and non-verbal communication, Group dynamics and leadership skills, mechanics of tour hosting, and dealing with diverse audiences.	15 hours
	UNIT III: Organizational Skills and Customer Service Planning and organizing a tour, Time management and logistics, Emergency preparedness, understanding customer needs and expectations, handling difficult and demanding tourists, Handling customer complaints and feedback, handling emergencies, and providing a memorable experience.	15 hours
	UNIT IV: Ethical and Responsible Tour Hosting Regulations in tour hosting, certifications, cultural sensitivity and respect, responsible hosting, environmental responsibility, and legal and ethical considerations.	15 hours
Pedagogy:	Lectures/ tutorials/ field work/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
References/Readings:	<ol style="list-style-type: none"> 1. Chowdhary, Nimit. Handbook for Tour Guides. New Delhi: Matrix Publishers, 2013. 2. Sharma, Shailja and Chowdhary, Nimit. Tour Leadership and Management. SAGE TEXT, 2019. 3. Kumar, Chiranjib. Tour Guiding: A Training Manual and Professional Approach of Guiding in Tourism. US: Createspace Independent Publishing Platform, 2016. 4. Verma, N.K. Tourism Career. Jaipur: Prateeksha Publications, 2011. 	

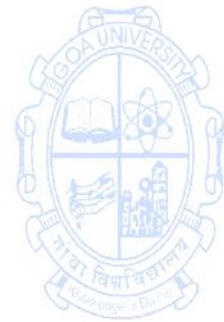
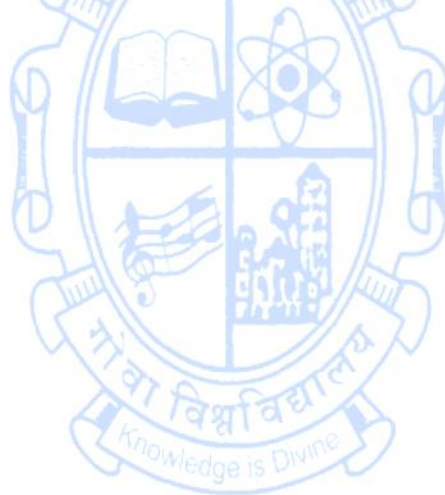
	5. Sharma, Jitendra K. Types of Tourism and Ways of Recreation – Elements, Dimensions and Trends, New Delhi: Kanishka Publishers and Distributors, 2008.
Course Outcomes:	<p>At the end of the course, the student will be able to:</p> <ol style="list-style-type: none"> 1. Distinguish between the duties and responsibilities of a tour guide, host, and escort. 2. List and describe the local tourist destinations. 3. Take up hosting services for tourists. 4. Identify the regulations required in tour hosting.



Name of the Programme : B.A. Tourism and Travel
Course Code : BTT-231
Title of the Course : E-ticketing and Computerised Reservation Systems (CRS)
Number of Credits : 03
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objectives:	The Course aims to provide students with an insight, consideration, and understanding of the latest trends in CRS and Ticketing.	
Content:		No of hours
	UNIT I: Introduction to E-ticketing Concept of electronic ticketing and its significance in modern airline operations, E-Ticketing process- process flow of e-ticketing from booking to boarding, components of an e-ticket, International Air Transport Association, Bookings codes and segments, and Reservation software.	15 hours
	UNIT II: Passenger Name Record (PNR) Creation Introduction of Passenger Name Record (PNR) elements and structure- Sign in/off, Work Areas, Displaying City codes, Airline Codes, Decoding, Seat Booking, Basic flight Availability, passenger details, Itinerary information, ticketing options, PNR creation process- Using Computerised Reservation Systems (CRS)/Global Distribution System (GDS), Entering name segment, itinerary, contact, Ticket Element, Billing address and Special requests, PNR Modifications - changing (deleting / editing) the Passenger Name Record (PNR) elements, Passenger Name Record (PNR) retrieval and display, Documentation and record keeping and Issuing tickets electronically.	15 hours
	UNIT III: Computerised Reservation Systems Introduction and History of Computerised Reservation Systems (CRS), Reservation system in aviation sector - Role of Global Distribution System and Computerised Reservation Systems (CRS), Type of Computerised Reservation Systems (CRS), Amadeus/ Galileo, Encoding and decoding, Aircraft Real-time tracking applications, GDS Ticketing: Overview, Itinerary Pricing, Ticket Issuance-Fare Basis Code, Minimum-Maximum Stay, Weekend, Weekdays Code, Tour Code, Endorsement, Fare Construction, Form of Payment, Plating Carrier); International Air Transport Association (IATA) Billing Settlement Plan: Origin, concept and functions – Normal and Special Fares, Baggage Rules, Piece and Weight Concept, Latest trends in Computerised Reservation Systems (CRS), Computerised Reservation Systems (CRS) in hotels, car rentals and airlines,	15 hours
Pedagogy:	Lectures/ tutorials/ field work/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case	

	Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
References/ Readings:	<ol style="list-style-type: none"> 1. Chand, Mahinder Travel Agency Management: An Introductory Text. New Delhi: Anmol Publication Pvt. Ltd. Second Revised & Enlarged Edition,2007. 2. Galileo GDS Module. 3. Ang, Roxanne. 'Airline Tariff and Ticketing'. Canada. Canadian Institutes of Travel Counsellors, 1996. 4. Ford, Woodcock, Introduction to Domestic Airline Ticketing. London: Bridgewater Books Publishing Company, 1986. 5. Sharma, J.K., 'Flight Reservation and Airline Ticketing, New Delhi: Kanishka Publishers,2009.
Course Outcomes:	<p>At the end of the course, the student will be able to:</p> <ol style="list-style-type: none"> 1. Understand the concept and process of e-ticketing. 2. Explain IATA Booking codes, segments, and Reservation software's. 3. List and describe Passenger Name Record elements 4. Understand the functions and significance of the Computerised Reservation System and Global Distribution System in the travel industry.



SEMESTER IV

Name of the Programme : B.A. Tourism and Travel

Course Code : BTT -221

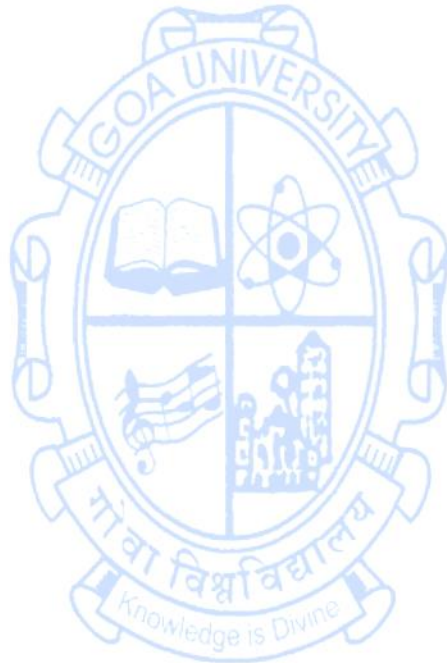
Title of the Course : Adventure Tourism

Number of Credits : 04 (3T+1P)

Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objectives:	To understand the concepts and scope of adventure tourism.	
Contents:		No of hours
	UNIT I: Introduction to Adventure Tourism Definition, scope and classification of adventure Tourism, Land, Water and Air based adventure activities. Tools and Equipment used in adventure tourism. Popular adventure tourist destinations, Emerging trends and job opportunities in adventure tourism.	15 hours
	UNIT II: Impact of Adventure Tourism Economic impact on local communities and socio-environmental impacts of adventure tourism. Social and cultural implications, Environmental considerations and conservation efforts.	15 hours
	UNIT III: Risk Management in Adventure Tourism Understanding and assessing risks, Risk mitigation strategies, Emergency response and crisis management, Sustainable and Responsible Adventure Tourism, Principles of sustainable tourism, Responsible tourism practices in adventure settings and Balancing conservation and recreation.	15 hours
	UNIT IV: Management and marketing of adventure tourism products Adventure tourism products and infrastructure, Basic minimum standards for adventure tourism related activities, Profile of Adventure tourists, Preferences and perceptions, Adventure tour packages, Safety protocols, Challenges of Adventure Tourism, Adventure Tourism Organizations (ATO) and training institutes in India, Planning of Marketing strategies , Design inclusive tour packages that combine adventure activities, promoting adventure tourism destinations and Positioning of Adventure and Sports tourism products through social media- Experiential learning field trip to a local adventure tourism destination, creating social media content, promotional materials.	30Hours (P)
Pedagogy:	Lectures/ tutorials/ field work/ project work/ seminars/ assignments/ presentations/ self-study/ Case Studies or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
References/Readings:	<ol style="list-style-type: none"> 1. Agarwal, S., Busby, G., and Huang, R. Special Interest Tourism: Concepts, Contexts and Cases. London: CABI, 2018. 2. Arora, Shyam. Adventure Tourism and Sports: Issues and Perspectives. New Delhi: Cyber Tech Publications, 2007. 	

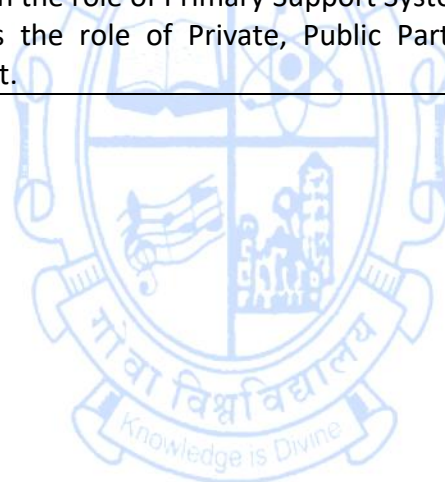
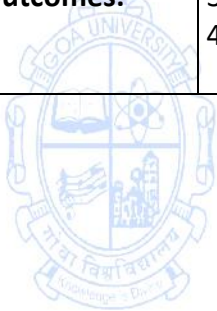
	<ol style="list-style-type: none"> 3. Buckley.R. Adventure Tourism Management. London: Routledge, 2010. 4. Chawla, Romila. Sports Tourism and Development. New Delhi: Sonali Publications, 2004. 5. I.C. Gupta, and S. Kasbekar, Tourism Products of India, 2016 6. Malik, S.S, Potential of adventure Tourism in India. New Delhi: Agam Kala Prakashan Publishers, 2006.
<p>Course Outcomes:</p>	<p>At the end of the course, students will be able to:</p> <ol style="list-style-type: none"> 1. List the elements of adventure tourism. 2. Identify the management and marketing techniques to promote adventure tourism. 3. Identify and analyse various adventure activities and their associated risks. 4. Analyse the economic, social and environmental impacts of adventure tourism.



Name of the Programme : B.A. Tourism and Travel
Course Code : BTT-261
Title of the Course : Airport Operations
Number of Credits : 4 (1T+3P)
Effective from AY : 2023-24

Pre-requisites for the Course:	Students must have completed the second year of the BA Honours in Economics with Minor in Tourism	
Course Objectives:	To familiarize students with the functioning and operations at Airport.	
Content:		No of hours
	Unit I: Introduction to the Aviation Industry History of Aviation Industry, Influence of Air transport, Service providers in the Air Transport Industry, Partnership in the Aviation Industry, Socio-Environmental and Economic Impact of Aviation Industry, Air Geography: International Air Transport Association (IATA) areas, sub areas, sub regions. Role of International Civil Aviation Organisation and Regulations set by Directorate General of Civil Aviation.	15 hours (T)
	Unit II: Airport Operations Ground handling, Passenger handling, Baggage handling, Departure area, Arrival procedures, Safety and Security, Passenger care, Food and beverages services, Disabled Passenger, Airport terminal design, Types of terminals, Types of passengers, Types of baggage, Airport certifications, Role of International Civil Aviation Organisation (ICAO), Regulations set by Directorate General of Civil Aviation (DGCA) and International Associations, Safety and Security in Airports, Safety Plans, Inspections and Audits, Permits to Operate Vehicles, Foreign Object Damage Control and Management, Identification of disruptive and suspicious passengers, Civil Security and Evacuation Plans	30 hours (P)
	Unit III: Primary Support Systems at the Airport Primary Support Systems: Coordination and communication, Fire and Rescue, Medical Services, Aircraft Recovery, Secondary Support Systems, Airport Services, Cargo handling, Customs and immigration, emergency response, technology integration, Maintenance, Facilities, Storm Water Management and Solid Waste Management.	30 hours (P)
	Unit IV: Role of Public-Private Partnership in Airports Role of Public-Private Partnership in Airports, Role of Airport Authority of India (AAI) and Grandhi Mallikarjuna Rao (GMR), Best Practices and Study of World's Best Airports, Future of Airports in India, Comparative studies of International Airports, Comparative analysis of the world airports – London Heathrow, Chicago O'Hare, and Changi-Singapore.	30 hours (P)
Pedagogy:	Lectures/ tutorials/ field work/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case	

	Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
References/ Readings:	<ol style="list-style-type: none"> 1. Graham, Anne. 'Managing Airports: International Perspective'. London: Routledge, 2003. 2. Lech, Joel. 'Airfare secrets exposed', London: Powell Books, 2002. 3. Cook, Gerald N. and Billing, Bruce G. Airline Operations and Management: A Management Textbook. London: Taylor and Francis, 2017. 4. Shaw, Stephen. Airline Marketing and Management. London: Ashgate, 2011. 5. J. Forrest, and J. Price, Demonstrations Airport Operations, Safety, and Emergency Management: Protocols for Today and the Future. Netherlands: Elsevier Science, 2016. 6. C. Dias, S. Thripati, D. Rodrigues, and B. De Souza, A Hand Book for Tourism Professionals on Ethical, Legal and Regulatory Aspects. Himalaya Publishing House, New Delhi, 2019.
Course Outcomes:	<p>At the end of the course the student will be able to:</p> <ol style="list-style-type: none"> 1. Describe the functions of Aviation industry. 2. Describe the operations at an airport. 3. Explain the role of Primary Support Systems at the airport. 4. Assess the role of Private, Public Partnership opportunities at an airport.



SEMESTER V

Name of the Programme : B.A. Tourism and Travel

Course Code : BTT- 321

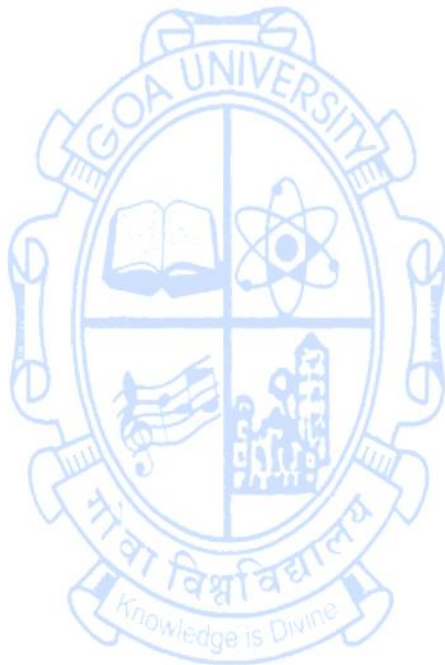
Title of the Course : Rural Tourism

Number of Credits : 4 (3T+1P)

Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objectives:	To understand the rural landscapes and cultural diversity of India.	
Contents:		No of hours
	UNIT I Introduction to Rural Tourism Concept, Definition, type, significance and scope of rural tourism, Historical evolution and significance, Comparison with other forms of tourism, Rural tourism sites in India and its promotion. Characteristics of Rural Tourism in India: Diversity in rural landscapes, Cultural richness and traditions, Authenticity and experiential aspects.	15 hours
	UNIT II Cultural Preservation and Heritage Tourism in Rural India Role of cultural heritage in attracting tourists, Challenges of balancing tourism and cultural preservation, Conservation of natural resources and Sustainable practices in rural tourism operations, Successful heritage tourism initiatives, Village as a primary tourism product: Showcasing rural life.	15 hours
	UNIT III Economic Dimensions of Rural Tourism Income generation for rural communities, Entrepreneurship in rural tourism, Community Engagement and Empowerment, Community-based tourism models, Social impacts of rural tourism and Participatory approaches in tourism planning, Effective marketing for rural tourism, Rural tourism Business, Rural tourism Environment and development of rural tourism.	15 hours
	UNIT IV Challenges and Opportunities in Rural Tourism SWOT analysis for the development of rural tourism, Infrastructure development in rural areas, Policy and regulatory considerations, Agri-tourism and farm stays, Emerging trends and opportunities for rural tourism in India and Sustainable rural tourism, homestays, walking tours, heritage trails- storytelling, e-biking, and experiential stays in hinterland areas, local cuisine and food experiences. visit to a rural destination, creating virtual tour of a rural destination, writing report of the visit.	30 hours (P)
Pedagogy:	Lectures/ tutorials/ field work/ project work/ seminars/ assignments/ presentations/ self-study/ Case Studies or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
References/Readings:	1. Alvares, Claude. Fish Curry and Rice. Mapusa: The Goa Foundation, 2002.	

	<ol style="list-style-type: none"> 2. Chaudhury , Sukanta K. Cultural, Ecology and Sustainable Development, New Delhi: Mittal, 2006. 3. Dixit, Manoj , Tourism Products, Lucknow :New Royal Book Co., 2002. 4. Kulkarni, Sonali. Village Tourism. Jaipur:Yking Books, 2011. 5. Sampson, Charlie. Rural Tourism. New Delhi: Discovery Publishing House, 2014.
Course Outcomes:	<p>At the end of the course, student will be able to:</p> <ol style="list-style-type: none"> 1. Describe the economic dimensions of rural tourism. 2. Identify the importance of culture and heritage in rural tourism. 3. Assess the economic sustainability of rural tourism initiatives. 4. Explain the importance of community engagement for rural tourism.



SEMESTER VI

Name of the Programme : B.A. Tourism and Travel
Course Code : BTT- 322
Title of the Course : Event Management in Tourism
Number of Credits : 04 (3T+1P)
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objectives:	To familiarize the students with the essentials of Event Management.	
Contents:		No of hours
	UNIT I Introduction to Events Characteristics, Classification of Events, Five C's of event management (Concept, Coordination, Control, Culmination, Close-out), Advantages of events, Structure and Sources of funds, Tools for Event Planning and Management, Scope, Nature, elements and Importance of Event planning, Pre-event responsibilities, Steps in Developing a Strategic Event Plan and Key steps to a successful event.	15 hours
	UNIT II MICE Tourism Concept of MICE, Features and Importance of MICE Tourism, Meaning of Meetings, Incentives, Conference/Conventions, and Exhibitions. Characteristics of Conferences and Conventions, the nature and demand of Conference markets, Components of the conference, Types of conference, The Economic and Social significance of Conventions and Process of Convention Management, types of meeting, MICE as a supplement to Tourism, MICE destinations in India and Planning MICE.	15 hours
	UNIT III Management and Marketing of Events Events venues, Site and Infrastructure Management, Problem Solving and Crisis Management, Event safety and security Management, Leadership and Participants Management , Managing People and Time, Event Marketing and Advertising, Process of event marketing, Marketing equipments and tools, Marketing Mix-Sponsorship, Image, Branding, Promotion, Media Relations and Publicity, Event Presentation and Event Evaluation.	15 hours
	UNIT IV Management of Conventions and Exhibition Meaning and definition of conventions and exhibitions, Types of shows and exhibition and their benefits, Contract negotiations, Negotiation with hotels, airlines and ground handlers, Trade shows-Purpose, Convention and Exhibition facilities, Benefits of conventions facilities, Structure and components of exhibition and convention and impact of convention and exhibition. Special Event Management-Types of permissions for events, Design and production of the Event, Content Creation, Social Media Campaigns Special Events – Destination Wedding, Sports events, Film Festivals,	30 Hours (P)

	Beauty Pageants, food and cultural festivals, Themed Fundraising Events. Organising events, Participating and observing events, report writing
Pedagogy:	Lectures/ tutorials/ field work/ project work/ seminars/ assignments/ presentations/ self-study/ Case Studies or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
References/Readings:	<ol style="list-style-type: none"> 1. Bhatia, A.K. Event Management, New Delhi: Sterling Publishers, 2001. 2. Philip; Kotler. Marketing Management. South Asia: Pearson Education, Inc. Copyright Dorling Kindersley (India) Pvt. Ltd, 2017. 3. Randall, Jack. Event Tourism. New Delhi: Discovery Publishing House Pvt. Ltd, 2011. 4. Ratandeep, Singh. 'Tourism Marketing: Principles policies and strategies. New Delhi: Kanishka Publishers and Distributors, 2004. 5. Robbe, Deborah. Expositions and Trade Shows. New York: John Wiley and Sons, Inc. 1999. 6. Sharma, Jitendra K. Types of Tourism and Ways of Recreation – Elements, Dimensions and Trends', New Delhi: Kanishka Publishers and Distributors, 2008. 7. Wagen, L and Carlos, B. Event Management for Tourism, Cultural, Business and Sporting Events. New Delhi: Pearson Education Ltd, 2005.
Course Outcomes:	<p>At the end of the course, student will be able to:</p> <ol style="list-style-type: none"> 1. Describe the role of events in promoting tourism. 2. Explain the process of event marketing and management. 3. Select effective marketing techniques for tourism events. 4. List the benefits of conventions.

SEMESTER VII

Name of the Programme : B.A. Tourism and Travel

Course Code : BTT-411

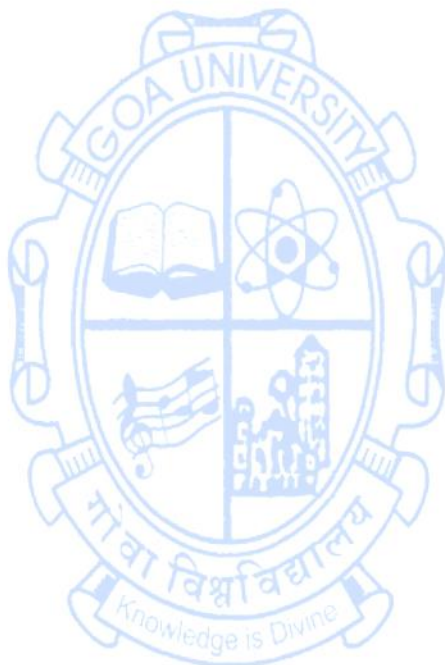
Title of the Course : Heritage Tourism

Number of Credits : 04

Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objectives:	To gain insights into the significance of heritage in tourism.	
Content:		No of hours
	UNIT I: Heritage Tourism: An overview Definition and scope of heritage tourism, Historical evolution and trends in heritage tourism, Importance of preserving cultural and historical heritage for tourism, World Heritage sites in India by UNESCO, Cultural heritage, Music, Dance, Folktales, Dress, Cuisine, Festivals, Religious precepts and Practices, visual art heritage.	15 hours
	UNIT II: Heritage Tourism Categories and Management Cultural heritage tourism, Natural heritage tourism, Historical heritage tourism, Religious/Pilgrimage heritage tourism, Goan Heritage Houses, Heritage Railways of India, Conservation and preservation of Cultural Heritage, Resources Management, Preservation of historical buildings and monuments, Building Restoration, Architectural Conservation, Role of government and non-governmental organizations, Role of Archaeological Survey of India, and Challenges in managing cultural heritage sites.	15 hours
	UNIT III: Sustainable Tourism Practices in Heritage Tourism Balancing tourism and conservation, Community involvement and empowerment, Eco-friendly practices in heritage tourism, and Visitor Activity management at heritage sites.	15 hours
	UNIT IV: Marketing and Promotion of Heritage Tourism Branding and marketing strategies for heritage destinations, Digital marketing in heritage tourism, Cultural events and festivals as promotional tools, and Heritage Tourism circuits.	15 hours
Pedagogy:	Lectures/ tutorials/ field work/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
References/Readings:	<ol style="list-style-type: none"> 1. Sharma, Jitendra. Types of Tourism and Ways of Recreation. New Delhi: Kanishka Publishers. 2008 2. Arora. R.K. Heritage and Tourism Management: Problems and Prospective. New Delhi: Mohit Publications.2007 3. Randall, Jack. Heritage Tourism. New Delhi: Discovery Publishing House Pvt. Ltd. 2011. 4. Dhar, Prem Nath. Heritage, Cultural, and Natural Sites Tourism. New Delhi: Kanishka Publishers.2010. 	

	5. Husain, Abid. S. The National Culture of India, New Delhi: National Book Trust, 2022.
Course Outcomes:	<p>At the end of the course, students will be able to:</p> <ol style="list-style-type: none"> 1. Define and Understand Heritage Tourism. 2. Identify Types of Heritage Tourism. 3. Evaluate Heritage Sites, attractions, and significance of UNESCO World Heritage Sites. 4. Analyze the roles of governmental and non-governmental organizations in cultural heritage management.



SEMESTER VIII

Name of the Programme : B.A. Tourism and Travel
Course Code : BTT- 412
Title of the Course : Health and Wellness Tourism
Number of Credits : 04
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objectives:	To acquaint students with one of the most rapidly emerging sectors in the tourism sector.	
Content:		No of hours
	UNIT I: Introduction Definitions and concepts, introduction to natural living, History and development of health and wellness, Geographical and regional analysis of health and wellness tourism, Contemporary leisure, lifestyle, and society, Demand and motivation of health, wellness, and medical tourists, Physical and mental well-being., Role and importance of Ayurveda in Health Tourism and SWOT Analysis of the Health and Wellness tourism industry.	15 hours
	UNIT II: Impacts and Development of Wellness Tourism in India Environmental, Social, Health, Economic impacts of Health and Wellness Tourism, Health tourism and public health, Opportunities and Challenges of Health Tourism in India. Recent Trends and Emerging markets, the strategy adopted for promotion and affiliations, medical tourism and Wellness Tourism, Ayurveda, Siddha, Unani, Homeopathy, Aromatherapy, Yoga and Spa, Scope of Health Tourism in India, Medical Tourism in Kerala.	15 hours
	UNIT III: Sustainable Health Tourism Understanding Sustainable and Responsible Tourism. Current Global and Regional Trend. Measures to achieve sustainability in tourism, Factors influencing the need for health and wellness tourism. Forms of health tourism- medical tourism, spa tourism, Ayurveda tourism, Yoga and Meditation tourism, holistic tourism, spiritual tourism, Health, well-being and environment, Pleasing weather and climate, winter, summer, and Health resorts.	15 hours
	UNIT IV: Health and Wellness Tourism Markets Tourist profile, Market Analysis, Designing medical tour packages, Approvals and formalities, Pre-tour arrangements, Tour operations, Role of government in Health Tourism, and Case studies about selected Health and Medical Tourism destinations.	15 hours
Pedagogy:	Classroom Lectures/ tutorials/fieldwork/ group discussion/ project work/ vocational training/viva/ seminars/assignments/ presentations/ self-study/ Case Studies or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
References/Readings:	1. Ghose, Amitabha. Health Tourism: A Case for India. Hyderabad: The ICFAI University Press, 2012.	

	<ol style="list-style-type: none"> 2. Jacob, Robinet. Health Tourism and Ayurveda. Delhi. New Delhi: Abhijeet Publication, 2008. 3. Thompson, Neil. Medical Tourism. New Delhi: Discovery Publishing House Pvt. Ltd., 2011. 4. Kumar, R. Medical tourism In India. New Delhi: Deep and Deep Publication, 2008. 5. Kulkarni, Sonali. Spa and Health tourism. Jaipur: Book Enclave Publishers, 2008.
Course Outcomes:	<p>At the end of the course, students will be able to:</p> <ol style="list-style-type: none"> 1. Understand the dimensions of Health and Wellness Tourism. 2. Gain knowledge of the emerging segment of tourism with a lot of potential in India. 3. Map the Health and Wellness tourism resources to design the packages and market the destination. 4. Understand the entrepreneurship opportunities in health and wellness.

