

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA(Foreign Trade)**  
**Semester: V**  
**Syllabus with effect from: JUNE 2013**

<b>Paper Code:</b> UM05CBBF04	<b>Total Credit: 3</b>
<b>Title Of Paper:</b> Tourism and Travel Management	

<b>Unit</b>	<b>Description in detail</b>	<b>Weighting (%)</b>
<b>1</b>	<b>Concept &amp; Introduction</b> Definition Growth of tourism Evolution History of Tourism Present Status of Tourism in India The 4A's of tourism –Attraction, Accessibility, Accommodation &Amenities	<b>25 %</b>
<b>2</b>	<b>Types of Tourism</b> Various Motivators Holiday, Social & Cultural, MICE Religious, Visiting Friends & Relatives, Sports, Political, Health, Senior Citizen, Sustainable Tourism. Alternative Tourism – Eco Tourism, Agro Rural Tourism. Impact of Tourism – Economic, Social, Cultural, Political & Environment.	<b>25 %</b>
<b>3</b>	<b>Travel Agency</b> Meaning & Definition of Travel Agent. Types of Travel Agent – Retail & Wholesale. Functions of Travel Agent. <ul style="list-style-type: none"> <li>• Provisions of Travel Information.</li> <li>• Ticketing.</li> <li>• Itinerary Preparation.</li> <li>• Planning &amp; Costing.</li> <li>• Settling of Accounts.</li> <li>• Liaisons with Service Providers.</li> <li>• Role of Travel Agent in promotion of Tourism.</li> </ul>	<b>25 %</b>
<b>4</b>	<b>Travel Formalities &amp; Regulation</b> Passport – Definition, issuing authority, Types of Passport, Requirements for Passport. Visa - Definition, issuing authority, Types of Visa, Requirements for visa. Health Regulation – Vaccination, Health Insurance, Economic Regulation – Foreign Exchange.	<b>25 %</b>

**Basic Text & Reference Books**

- Introduction to Travel & Tourism – Michael M. Cottman Van Nostrand Reinhold New York, 1989
- Travel Agency & Tour Operation Concepts & Principles – Jagmohan Negi – Kanishka Publishes, New Delhi, 1997
- International Tourism – Fundamentals & Practices – A. K. Bhatiya – Sterling Publishers Private Limited, 1996
- A Textbook of Indian Tourism – B. K. Goswami & G. Raveendran – Har – Anand

