

SARDAR PATEL UNIVERSITY
Programme: BBA (International Business)
Semester: V
Syllabus with Effect from: JUNE 2016

Paper Code: UM05CBBB04	Total Credits: 3
Title Of Paper: Tourism and Travel Management	

Unit	Description in detail	Weightage (%)
1	Concept & Introduction Definition Growth of tourism Evolution History of Tourism Present Status of Tourism in India The 4A's of tourism –Attraction, Accessibility, Accommodation &Amenities	25 %
2	Types of Tourism 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.	25 %
3	Travel Agency Meaning & Definition of Travel Agent. Types of Travel Agent – Retail & Wholesale. Functions of Travel Agent. <ul style="list-style-type: none"> • Provisions of Travel Information. • Ticketing. • Itinerary Preparation. • Planning & Costing. • Settling of Accounts. • Liaisons with Service Providers. • Role of Travel Agent in promotion of Tourism. 	25 %
4	Travel Formalities & Regulation 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.	25 %

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

