

SARDAR PATEL UNIVERSITY
Programme: BBA (Tourism and Travel Management)
Semester: II
Syllabus with effect from: November/December-2011

Theory

Paper Code: UM02CBBT01	Total Credit:3
Title Of Paper: Organization of Tourism & Travel – I (T/P)	

Unit	Description in detail	Weighting (%)
I	Travel Agency An Introduction Role of Travel Agency Terms and Definitions Setting up a Travel Agency	25 %
II	Travel Geography Area Traffic Conference of World IATA Geography: a) North America b) South America c) Europe d) Middle East e) Africa f) South East Asia g) South Asia Subcontinent Sub Area h) South West Pacific Map Reading	25 %
III	Tours Definition of Tours Types of Tour Producing And Marketing Tour Packages Sales Technique	25 %
IV	Tourist Destinations in India Delhi, Goa, Gujarat, Maharashtra, Madhya Pradesh, Kerala etc	25 %

Practical

Paper Code: UM02CBBT01	Total Credit:3
Title Of Paper: Organization of Tourism & Travel – I (T/P)	

Unit	Description in detail	Weighting (%)
	One tour for the students at a site of Tourism importance	

Basic Text & Reference Books:

- Tourism Management and Marketing – A. K. Bhatia
- Travel Agency And tourism – Manohar puri & Gian Chand
- Travel And Tourism – Jyoti Marwah & Manjushri ganguly
- Travel Agency – Morrision (Acro Publishing, New York)
- Travel agency Management – Agarwal (Communications India)

