

University of Mumbai



NAAC ACCREDITED

BACHELOR OF COMMERCE (B.COM)

SEMESTER – III & IV

SKILL ENHANCEMENT COURSES (SEC)

TRAVEL & TOURISM MANAGEMENT

PAPER I & II

Choice Based Credit System

To be implemented from AY 2017 - 2018

***Revised Syllabus of courses of S.Y.B.Com.
Programme at Semester III
with effect from the Academic Year 2017-2018***

SKILL ENHANCEMENT COURSES (SEC)

Travel and Tourism Management

| Sr. No. | Modules | No. of Lectures |
|----------------|-----------------------------|------------------------|
| 1 | Introduction to Tourism | 12 |
| 2 | Factors Influencing Tourism | 11 |
| 3 | Infrastructure for Tourism | 11 |
| 4 | Impact of Tourism | 11 |
| Total | | 45 |

| Sr. No. | Modules/ Units |
|---------|--|
| 1 | Introduction to Tourism |
| | <ul style="list-style-type: none"> • Concepts, Types and Significance of Tourism • Scope and Motives of Tourism, Risk in Tourism • Tourism development in India- Evolution, Social & Electronic Media and its impact on tourism, Growth of tourism in India |
| 2 | Factors Influencing Tourism |
| | <ul style="list-style-type: none"> • Environmental and Socio-economic Factors • Historical, Cultural and Ethnical • Educational and Political Factors |
| 3 | Infrastructure for Tourism |
| | <ul style="list-style-type: none"> • Need, Importance and Role of Infrastructure for tourism • Facilities- Accommodation, Safety, Logistic • Services required for tourism- Ancillary and Supplement services |
| 4 | Impact of Tourism |
| | <ul style="list-style-type: none"> • Environmental and Socio-Cultural Impacts • Economic and Other Impacts • Sustainable Tourism- Concept, Need & Importance, Current Scenario |

**Revised Syllabus of courses of S.Y.B.Com.
Programme at Semester IV
with effect from the Academic Year 2017-2018**

SKILL ENHANCEMENT COURSES (SEC)

Travel and Tourism Management

| Sr. No. | Modules | No. of Lectures |
|----------------|-----------------------------------|------------------------|
| 1 | Planning and Marketing of Tourism | 12 |
| 2 | Travel Agencies | 11 |
| 3 | Tourism Organisations | 11 |
| 4 | Maharashtra Tourism Policy 2016 | 11 |
| Total | | 45 |

| Sr. No. | Modules/ Units |
|---------|--|
| 1 | Planning & Marketing of Tourism |
| | <ul style="list-style-type: none"> • Planning- Concept, Need and Importance, Process, Approaches • Organising- Concept, Need and Importance, Allocation of resources • Marketing- Concept, Elements, Segmentation, Integrated Marketing Communications (IMC) |
| 2 | Travel Agencies |
| | <ul style="list-style-type: none"> • Essentials, Need, Importance and Functions of Travel agencies and Tour Operators • Procedures and Documentations- Need & Importance, Steps, Challenges, Types of documents and Itinerary Making • Customer Relationship Management- Concept, Need and Importance, Process, SQM |
| 3 | Tourism Organisations |
| | <ul style="list-style-type: none"> • Role of State Tourism development Corporation & its regional offices, MTDC • Role of Tourism Organisations –IATA, PATA, WTO, ITDC. • Social Responsibility and Ethical Concerns of Tourism |
| 4 | Maharashtra Tourism Policy 2016 |
| | <ul style="list-style-type: none"> • Vision, Mission, Objectives and Targets of Maharashtra Tourism Policy 2016 • Policy related to Film Tourism, Rural Tourism, Adventure Tourism • Public Private Partnership Model for growth in tourism sector |

**Revised Syllabus of Courses of S.Y.B.Com.
Programme at Semester III & IV
with effect from the Academic Year 2017-2018**

Reference Books

Reference Books

Travel and Tourism Management

- Anand M.M. (1976) – Tourism and Hotel Industry in India, Prentice Hall of India Pvt. Ltd., New Delhi.
- Badan and Bhatt- Eco Tourism
- Bhatia A. K. (1986) Tourism Development- Principles and Practices, Sterling Publishers Pvt. Ltd., New Delhi.
- Batra K. L. (1990) – Problems and prospects of Tourism. Printwell Publisher, Jaipu.
- Chopra Sunita (1991)- Tourism Development of India, Ashish Publishing House, New Delh.
- Gupta S. P., Krishna Lal (1999) – Tourism Museums and Monuments in India, Oriental Publishers,New Delhi.
- Gunn & Clare A. – Tourism Planning, Taylor and Francis, New York.
- Gee, Chunk Y., James C & Dexter J.L. Cho – Travel Industry, New York
- Matheson, Alistair and Wall Geoffery (1983) –Tourism- Economic, Physical and social Impact, Orient Longman, London.
- Robin H. (1976) – Geogrophy of Tourism, Mackdonald and Evence Ltd., London.
- R.R. Khan (1980) - Transport Management, Transport Himalaya Publishing House, Mumbai
- Sharma K. K. (2000) Planning for Tourism, Samp and Sons, New Delhi.
- Usha Bala (1988) – Tourism in India, Policy and Perspective, Arushi Publishers, New delhi.
- Maharashtra Tourism Policy 2016

QUESTION PAPER PATTERN
TRAVEL AND TOURISM MANAGEMENT
SEMESTER - III & IV
W.E.F. 2017-2018

Maximum Marks: 100

Duration: 03 Hours

Questions to be set: 06

| Question No | Particular | Marks |
|-------------|---|-------|
| Q.1 | Answer Any Two of the following Out of Three questions - Module – I a) b) c) | 20 |
| Q.2 | Answer Any Two of the following Out of Three questions - Module – II a) b) c) | 20 |
| Q.3 | Answer Any Two of the following Out of Three questions - Module – III a) b) c) | 20 |
| Q.4 | Answer Any Two of the following Out of Three questions - Module – IV a) b) c) | 20 |
| Q.5 | Write short notes on any Two out of Three (On All Modules) | 20 |