

# 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**

**Elective Courses (EC)**

**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
<b>Total</b>		<b>45</b>

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

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

**Elective Courses (EC)**

**Travel and Tourism Management**

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

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

**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	Objective Questions A) Sub Questions to be asked 12 and to be answered any 10 B) Sub Questions to be asked 12 and to be answered any 10 (*Multiple choice / True or False / Match the columns/Fill in the blanks)	20
Q.2	Answer Any Two of the following Out of Three questions - Module – I a) b) c)	15
Q.3	Answer Any Two of the following Out of Three questions - Module – II a) b) c)	15
Q.4	Answer Any Two of the following Out of Three questions - Module – III a) b) c)	15
Q.5	Answer Any Two of the following Out of Three questions - Module – IV a) b) c)	15
Q.6	Write notes on any Four out of Six	20