

As Per NEP 2020

University of Mumbai



Syllabus for Minor Vertical 2

Faculty of Commerce & Management

Board of Studies in B.Com. (Transport Management)

Second Year Programme in Minor (Specify Subject)

Semester	III & IV	
Title of Paper	Sem.	Total Credits 4
1) Tourism Formalities and Marketing	III	2
Title of Paper		Credits
1) Travel Agency and Tour Operations Management	IV	2
From the Academic Year		2025-26

Sem. – III

Vertical 2 - Minor

Syllabus
B.Com. (Transport Management)
(Sem.- III)

Title of Paper: Tourism Formalities and Marketing

Sr. No.	Heading	Particulars
1	Description the course: Including but Not limited to:	<p>The Course Tourism formalities and marketing provide essential knowledge for navigating the tourism industry, covering everything from basic travel formalities and international procedures to advanced marketing strategies and emerging trends. They explore crucial aspects such as health and safety requirements, international laws, and digital innovations like e-visas and biometric passports. The tourism marketing mix and contemporary marketing practices, including digital, social, and green marketing, are also thoroughly examined, highlighting their relevance in today's competitive market. These modules are directly connected to other fields like tourism management, marketing, and international law, offering valuable insights for professionals aiming for careers in travel agencies, event planning, marketing, or tourism law, with a strong focus on the growing demand for digital and ethical tourism practices. Graduates of this course can pursue careers as: Tourism Marketing Specialists, Travel Consultants & Advisors, Airline and Cruise Line Operations Managers, Hospitality & Destination Marketing Managers, Government Tourism Officers, Event & MICE (Meetings, Incentives, Conferences, and Exhibitions) Planners, This course equips learners with the knowledge and skills to thrive in one of the most dynamic and lucrative global industries.</p>

2	Vertical:	Minor
3	Type:	Theory / Practical
4	Credit:	4 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	Hours Allotted:	60 Hours
6	Marks Allotted:	100 Marks
7	Course Objectives: <ol style="list-style-type: none"> 1. CO₁ - To Understand the essential formalities involved in tourism, including health and safety protocols, to facilitate seamless international travel experiences. 2. CO₂ - To gain proficiency in the procedures governing international travel, encompassing air travel protocols, legal regulations, and emerging technological trends in travel documentation. 3. CO₃ - To Explore the marketing mix, pricing strategies, branding, and promotional techniques specific to the tourism industry, with a focus on digital marketing and media roles. 	
8	Course Outcomes: <ol style="list-style-type: none"> 1. LO₁ : The Learnerswill be able to interpret tourism dynamics, analyze tourism as both a phenomenon and a business system, recognizing its diverse cultural, economic, and social impacts. 2. LO₂ : The Learnerswill be able to manage customer relationships, apply customer relationship management techniques to enhance customer satisfaction and loyalty in the tourism industry. 3. LO₃ : The Learnerswill be able to apply marketing theories, utilize key marketing theories and concepts to develop effective marketing strategies tailored to tourism destinations and organizations. 4. LO₄ : The Learnerswill be able to implement digital marketing techniques, employ digital marketing tools and platforms to promote tourism services, understanding the role of e-business and e-marketing in the modern tourism landscape. 	
9	Modules:- Per credit One module can be created	

	Module 1: Basics of Tourism Formalities 15 Lectures
	<p>Introduction to Tourism Formalities, Understanding the concept of tourism formalities, Importance of formalities in the tourism industry, Role of formalities in facilitating international travel. Health and Safety Formalities, Vaccination requirements for international travel, medical certificates and travel health documents, Safety protocols during travel (emergency contact information)</p>
	Module 2: International Travel Procedures 15 Lectures
	<p>International Air Travel and Airport Procedures, Booking tickets, check-in processes, and boarding, Baggage regulations and allowances, Security checks, immigration, and customs at airports, International Travel Laws and Regulations, Travel regulations and laws for tourists in different countries, International conventions governing tourism (e.g., IATA, UNWTO), Rights and responsibilities of tourists under international law, Emerging Trends in Travel Formalities and Technology, Digital passports and biometric travel, Use of mobile apps for travel documentation (e.g., e-visa, e-ticket), Impact of AI and blockchain in improving travel formalities.</p>
	Module 3: Tourism Marketing Mix 15 Lectures
	<p>Tourism Marketing Mix -8 Ps. Methods of Pricing-the factors influencing the pricing decisions, pricing objectives, pricing policies. Service Characteristics of Tourism. Unique features of tourist demand and tourism product. Branding and packaging conditions that support branding. Marketing strategy in the new digital age-E-Business, E-Commerce and E-Marketing. Complementary Marketing. Role of Media in promotion of Tourism TV/ Radio, Newspaper, Travel Magazines, Documentaries, Guide Books, Electronic Tourism promotion: Advertising, Public relations, sales promotion and personal selling.</p>
	Module 4: Contemporary Practices in Marketing 15 Lectures
	<p>Customer Relationship Management – Meaning – Techniques b) Digital Marketing – Meaning – Forms c) Social Marketing – Meaning – Significance – Concept of Green Marketing d) Event Marketing - Meaning – Steps e) Emerging Ethical Issues in Marketing - Importance of Ethics in Marketing.</p>
10	<p>Text Books:</p> <ol style="list-style-type: none"> 1. Buhalis, D. (2003). eTourism: Information technology for strategic tourism management. Pearson Education.

	<ol style="list-style-type: none"> 2. Eagles, P. F. J., McCool, S. F., & Haynes, C. D. (2002). Sustainable tourism in protected areas: Guidelines for planning and management. IUCN. 3. Lück, M., & Fennell, D. A. (Eds.). (2018). Tourism management: An introduction. Sage Publications. 4. Mancini, M. (2013). Access: Introduction to travel and tourism (2nd ed.). Cengage Learning. 5. Page, S. J. (2019). Tourism management (6th ed.). Routledge. 6. Shackley, M. (2001). Managing sacred sites: Service provision and visitor experience. Routledge. 	
11	Reference Books: <ol style="list-style-type: none"> 1. Buhalis, D., & Law, R. (2008). Progress in tourism management: From the world's leading industry to the global tourism. Elsevier. 2. Chaffey, D., & Ellis-Chadwick, F. (2019). Digital marketing (7th ed.). Pearson. 3. Jafari, J., & Scott, N. (Eds.). (2014). Tourism in the 21st century: Reflections on the past, changes in the future. CABI. 4. Kotler, P., Armstrong, G. (2017). Principles of marketing (17th ed.). Pearson. 5. Kotler, P., Bowen, J. T., & Makens, J. C. (2016). Marketing for hospitality and tourism (7th ed.). Pearson. 6. Kotler, P., & Keller, K. L. (2016). Marketing management (15th ed.). Pearson. 7. Morrison, A. M. (2018). Tourism: A global perspective (5th ed.). Butterworth-Heinemann. 8. Papatheodorou, A., & Law, R. (2015). Tourism management and policy: A perspective from the world's leading industry. Routledge. 9. Swarbrooke, J., & Horner, S. (2007). Business travel and tourism. Butterworth-Heinemann. 	
12	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
13	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.(at least 3)	Quizzes, Class, Tests, assignments

Sem. – IV

Vertical 2 - Minor

Syllabus
B.Com. (Transport Management)
(Sem.- IV)

Title of Paper: Travel Agency and Tour Operations Management

Sr. No.	Heading	Particulars
1	Description the course: Including but Not limited to:	<p>The course Travel Agency and Tour Operations Management provides a comprehensive understanding of the operations, management, and strategic planning of travel agencies and tour businesses. It covers aspects such as travel booking systems, itinerary planning, customer service, legal regulations, tourism packages, and marketing strategies. The course equips learners with the skills to manage travel agencies efficiently and design unique, marketable tour experiences. This course will not only give the necessary knowledge about Travel formalities, documentation for Inbound and outbound tours, preparation of Tour itineraries, role and function of various Travel Organizations but also promote the ideas of job opportunities in various fields of the Tourism Industry. This course provides essential knowledge and skills for Managing a Travel Business for Understanding business operations, customer service, and marketing. Itinerary and Tour Planning for Designing customized and package tours for different markets. Handling Travel Formalities for Visa processing, ticketing, insurance arrangements. Customer Relationship Management</p>
2	Vertical:	Minor

3	Type:	Theory / Practical
4	Credit:	4 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	Hours Allotted:	60 Hours
6	Marks Allotted:	100 Marks
7	Course Objectives: <ol style="list-style-type: none"> 1. CO₁ - To It provides an overview of concepts of Travel Agency Business. 2. CO₂ - To evaluate the changing roles of Travel Agents, Package Tour, Tour operator responsibilities etc. 3. CO₃ - To analysis the role of various Travel Organization. 	
8	Course Outcomes: LO₁ : The Learners will understand the concept Travel Agency Business. LO₂ : Learners will identify changing roles of Travel Agents as per requirement and LO₃ : Learners will analyse tour operator responsibilities during tour operation.	
9	Modules: - Per credit One module can be created	
	Module 1: Introduction to Travel Agency Business 15 Lectures	
	Concept of Travel Agency Business, Functions of Travel Agency, the Role of Travel Agency, Types of Travel Agency - Retail Travel Agency and Wholesale Travel Agency, Ethical, Legal and Regulatory Aspects of Travel Agency, Travel Agency business - Linkages and Integration with the Principal Service Providers	
	Module 2: Travel Organizations 15 Lectures	
	Define Travel Agent, Changing Roles of Travel Agents, Travel Intermediaries in India, Travel Agents Association of India (TAAI), Indian	

	Association of Tour Operators (IATO), International Air Transport Association (IATA), International Civil Aviation Organization (ICAO)	
	Module 3: Travel Documentations and Travel Facilitation 15 Lectures	
	Travel Documentation - VISA and Regulation, Passport, Travel Insurance, Concept of Package Tour, Facilitation by Travel Agents, Tourist Guide and Tour Escort, Types of Tourist Guides, Qualities of Good Tourist Guide, Tourist Information Centre	
	Module 4: Tour Operator	15 Lectures
	Define Tour Operator, Tour operator responsibilities, Types of Tour Operators - Inbound Tour Operators, Outbound Tour Operators, Domestic Tour Operators, Ground Tour Operators, Functions of Tour Operators, Indian Association of Tour Operators	
10	Text Books: <ol style="list-style-type: none"> 1. M.R. Dileep (2019), Tourism, Transport and Travel Management. Taylor & Francis Publisher. 2. K. Bhatia (2012), The Business of Travel Agency and Tour Operations Management. Sterling Publishers Pvt. Limited. 	
11	Reference Books: <ol style="list-style-type: none"> 1. Angela B. Cleare (2016) Business of Travel and Tourism in the 21st Century. 2. Harry Cameron, John C Crotts, Paul Fallon, Peter Robinson (2016), Operations Management in the Travel Industry. CABI Publisher. 3. Mohinder Chand (2009), Travel Agency Management: An Introductory Text. Anmol Publications Pvt. Limited. 4. Sunetra Roday, Archana Biwal, Joshi Vandana (2009), Tourism Operations and Management. Oxford University Press. 	
12	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
13	Continuous Evaluation through:	

	Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.(at least 3)	Quizzes, Class, Tests, assignments
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QUESTION PAPER PATTERN

(External and Internal)

Paper Pattern for 4 Credits:

Semester End Examination: 60 Marks

Time: 2.00 hr

QUESTION PAPER PATTERN

Attempt any 3 out of 5 questions

Question No	Questions	Marks
Q 1	Practical/ Theory	20
Q 2	Practical/ Theory	20
Q 3	Practical/ Theory	20
Q 4	Practical/ Theory	20
Q 5	Practical/ Theory	20
	TOTAL	60

Note:

1. Equal Weightage is to be given to all the modules.
2. 20 marks question may sub divided into 10 marks each.
3. Use of simple calculator is allowed in the examination.
4. Wherever possible more importance is to be given to the practical problems.

Continuous Evaluation: Internal (20 marks)

	Assessment/ Evaluation	Marks
1	Class Test during the lectures. (Physical / Online mode). (Short notes/ MCQ's / Match the Pairs/ Answer in one sentence/ puzzles)	20
2	Participation in Workshop/ Conference/ Seminar/ Case Study/ Field Visit/ Certificate Course. (Physical/online mode)	20

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Chairman

Dr. Shaukat Ali

Board of Studies in

Transport Management

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Offg. Associate Dean

Prin. Kishori Bhagat

Faculty of Commerce

& Management

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