



Hindi Vidya Prachar Samiti's

# **Ramniranjan Jhunjhunwala College**

**of Arts, Science & Commerce**

**(Autonomous College)**

Affiliated to

**UNIVERSITY OF MUMBAI**

**Syllabus for the S.Y.B.A.**

**Applied Component - Travel & Tourism**

**Program: B.A. HISTORY**

**Program Code: RJAUTT**

**(CBCS 2021-2022)**

## **THE PREAMBLE**

### ***Why Travel & Tourism?***

Curiosity and the passion to explore drives people to travel. Today, the objective of tourism has grown beyond just going to a new place and visit iconic places. Through tourism, people want to connect with local people and cultures. Humans have been travelling since ancient times for various purposes. Arabs travelled for trade, Chinese travelled for religious purposes and Europeans voyaged in search of new lands. While tourism was luxury of the elite a few decades ago, today there is something for everyone. Travel is associated with leisure as well as work. Now sports, entertainment and even health are considered sectors within tourism.

Tourism is one of the fastest growing industries of the 21st century. In the present times, tourism sector's contribution to the GDP of nations is increasing. Developing countries are able to garner wealth by investing in advanced tourism facilities and elite transport and accommodation services.

On the other hand, developing countries are finding ways to tap their natural and cultural resources of tourism to attract travellers.

Increasing scope of tourism makes it an attractive employment prospect. It is imperative to enter this industry with adequate knowledge of its working. One can achieve great heights within the growing corporate of travel industry or create a name of their own through a self – run enterprise. The study of travel and tourism is a stepping-stone to explore endless opportunities in the sector. It enables to acquire the skill set necessary to excel as tourism professionals. The subject equips students with the opportunity to explore work areas, learn on the job and curate a distinct career profile. It also gives them opportunity to travel, interact with people from different cultures and regions; to enrich themselves as responsible citizens who care about conservation of nature and culture as much they enjoy it.

### ***Why Travel & Tourism at R J College?***

The History Department of R. J. College was established in 1963 along with the inception of this college and has been offering History as a major subject with six papers at TYBA level. The

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Department has seen many students achieving distinction at University exams. The Department has two dedicated, passionate, well-qualified full time teachers who believe in making the subject come alive in the classroom with student centric learning activities. We believe in motivating students to excel and hone their analytical, research and presentation skills by creating opportunities in class and through outside exposure. The Department also conducts regular fieldtrips to historical sites and monuments as a necessary aid to learn travel and tourism subject. Tourism class is a platform for students to understand the nuances of travel industry. There is emphasis on strengthening discipline knowledge with the help of maps and visuals of travel destinations. Guest lectures from professionals in the tourism industry provide students with updated information from the market and guide them for career in the sector. The Department also offers a UGC- Add on Course in Travel and Tourism for the past several years. It is an additional opportunity for students interested in making a career in tourism industry, to be geared up for a job with a certificate along with their graduation degree.

***Our Curriculum, Your Strength***

The History Department offers Travel and Tourism as an Applied Component along with core subjects at the Second year in B. A. programme. The curriculum focuses on developing basic knowledge of the travel and tourism world. It aims at familiarizing students with the components of the industry and the different forms in which it exists. They learn about the various resources of tourism both national and international. They are also acquainted with the effects of tourism. The curriculum includes study of responsible and sustainable tourism. Students learn about the important international organizations that are working to make tourism more inclusive, positive and beneficial for all. The curriculum also aims to acquaint students with the concepts and trends in the hotel industry. They learn about the working of a travel agencies and tour operators. They also understand the processes involved in preparation of itineraries and other allied services provided by agencies. The curriculum is designed to help them prepare them for a career in travel and tourism industry. It provides them a broad perspective of the industry. They understand the various opportunities available to them and guides them to take efforts in its direction.

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**DISTRIBUTION OF TOPICS AND CREDITS**

**S.Y.B.A. TRAVEL & TOURISM SEMESTER III& IV**

<b>Course</b>	<b>Nomenclature</b>	<b>Credits</b>	<b>Topics</b>
RJAUTT301	Travel and Tourism	03	Module I –Introduction to tourism Module II –Resources of tourism Module III –Impact of tourism Module IV –Tourism Organizations
RJAUTT401	Travel and Tourism	03	Module I – Accommodation Module II –Transport Communication and Marketing Module III –Travel Agency Module IV –Travel documents and ticketing

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<b>SEMESTER III</b>		<b>L</b>	<b>Cr</b>
<b>TRAVEL AND TOURISM</b>	<b>Paper Code: RJAUTT301</b>	45	3
<b><i>MODULE I</i></b>		12	
<b><i>INTRODUCTION TO TOURISM</i></b>			
a)	Definition of Tourism, History of Tourism, Types of Tourism		
b)	Significance of Tourism		
c)	Social & Electronic Media and Its Impact On Tourism, Growth of Tourism in India		
<b><i>MODULE II</i></b>		11	
<b><i>RESOURCES OF TOURISM</i></b>			
a)	Factors Affecting Tourism		
b)	History and Culture: India		
c)	History and Culture: World		
<b><i>MODULE III</i></b>		11	
<b><i>IMPACT OF TOURISM</i></b>			
a)	Impact of Tourism on Environment		
b)	Impact of Tourism on Society & Culture		
c)	Sustainable Development and Eco tourism		
<b><i>MODULE IV</i></b>		11	
<b><i>TOURISM ORGANIZATIONS</i></b>			
a)	UNWTO, PATA IATA		
b)	ITDC, MTDC		
c)	Incredible India		

S.Y.B.A	Semester III
RJAUTT301 Travel and Tourism	<p>Course Outcomes 3.1 :</p> <ol style="list-style-type: none"><li>1. To familiarize students with the vast field of travel and tourism.</li><li>2. To make them understand the wide spectrum of factors influencing tourism.</li><li>3. To sensitize them about the impact of tourism on environment and society.</li><li>4. To help them explore tourism potential of India.</li></ol> <p>Learning outcomes:</p> <ul style="list-style-type: none"><li>➤ Understand the scope and elements of tourism industry.</li><li>➤ Analyze the effects and new trends in tourism.</li><li>➤ Develop an overview of policy making process in tourism with special reference to Maharashtra.</li></ul>

**S.Y.B.A Travel & Tourism Syllabus Semester III & IV**

<b>SEMESTER IV</b>		<b>L</b>	<b>Cr</b>
<b>TRAVEL AND TOURISM</b>	<b>Paper Code: RJAUTT401</b>	45	3
<b><i>MODULE I</i></b>		11	
<b><i>ACCOMMODATION</i></b>			
a)	Definition and History of hotels		
b)	Types of Accommodation		
c)	Recent Trends In Accommodation		
<b><i>MODULE II</i></b>		11	
<b><i>TRANSPORT COMMUNICATION AND MARKETING</i></b>			
a)	Road and Railways		
b)	Airways and Waterways		
c)	Promotion and Marketing Of Tourism Products		
<b><i>MODULE III</i></b>		11	
<b><i>TRAVEL AGENCY</i></b>			
a)	Meaning and functions, Organisation of Travel Agency		
b)	Tour Operators, Itinerary Making		
c)	Online Travel Portals		
<b><i>MODULE IV</i></b>			
<b><i>TRAVEL DOCUMENTS AND TICKETING</i></b>		11	
a)	Types of Travel Documents, Passport – Meaning And Process		
b)	Visa – Meaning, Types, Process		
c)	Ticketing - Types, Process		

**S.Y.B.A Travel & Tourism Syllabus Semester III & IV**

S. Y.B.A	Semester IV
RJAUTT401 Travel and Tourism	<p>Course Outcomes4.1 :</p> <ol style="list-style-type: none"> <li>1. To acquaint students with the concepts and trends in the hotel industry.</li> <li>2. To make them understand the various modes of transport and functioning of IATA as a controlling institution.</li> <li>3. To familiarize students with the working of a travel agency.</li> <li>4. To help them understand the importance of travel documents and the process of ticketing.</li> </ol> <p>Learning outcomes:</p> <ul style="list-style-type: none"> <li>➤ Understand the working of the various components of tourism industry with special reference to India.</li> <li>➤ Overview of the various careers in the industry.</li> </ul>

## References

1. Anand M.M., *Tourism and Hotel Industry in India*, Prentice Hall of India Pvt. Ltd., New Delhi, 1976
2. Babu V. K., Gade Jayaprakash Narayana (ed.), *Tourism in India*, Zenon Academic Publishing, Telangana, 2014.
3. Bhatia A. K., *Tourism Development- Principles and Practices*, Sterling Publishers Pvt. Ltd., New Delhi, 1986.
4. Batra K. L., *Problems and prospects of Tourism*, Printwell Publisher, Jaipur, 1990
5. Chopra Sunita, *Tourism Development of India*, Ashish Publishing House, New Delhi, 1991
6. Gupta S. P., Krishna Lal, *Tourism Museums and Monuments in India*, Oriental Publishers, New Delhi, 1999.
7. King Christine et al, *Travel and Tourism*, Heinman Educational Publishers, UK, 2005.
8. Matheson Alistair, Wall Geoffrey, *Tourism- Economic, Physical and Social Impact*, Orient Longman, London, 1983.
9. Robin H, *Geography of Tourism*, MacDonald and Evence Ltd., London. 1976.
10. Khan R.R., *Transport Management*, Himalaya Publishing House, Mumbai, 1980.
11. Bala Usha, *Tourism in India*, Policy and Perspective, Arushi Publishers, New Delhi. 1988

### **Scheme of Examinations**

1. Two Internals of 20 marks each. (Any one of the following – Multiple choice questions test/Presentation/Project/ Field Visit Report ).
2. Internal Class Test Duration: 30min for each.
3. One External (Semester End Examination) of 60 marks. Duration: 2 hours.
4. Minimum marks for passing Semester End Theory and Internal Assessment is 40 %.
5. Student must appear for at least one of the two Internal Tests to be eligible for the Semester End Examination.
6. For any ATKT examinations, there shall be ODD-ODD/EVEN-EVEN pattern followed.
7. HOD's decision, in consultation with the Principal, shall remain final and abiding to all.

### **Evaluation and Assessment**

**Evaluation (Theory): Total marks per course - 100.**

**CIA- 40 marks**

CIA 1: MCQs test – 20 marks

CIA 2: MCQs test –20 marks

**Semester End Examination – 60 marks**

Question paper covering all Modules