



BANGALORE UNIVERSITY

**Syllabus for III and IV Semester B.A
Tourism (Basic/Honors)
Under Graduation (UG) Programme
Framed according to the National
Education Policy (NEP 2020)
(Implemented from the Academic year
2021-22)**

**DEPARTMENT OF COMMERCE
Jnanabharathi Campus, Bangalore -
560056 www.bangaloreuniversity.ac.in**

III Semester BA Tourism

| Sl. No | Course Code | Title of the Course | Category of Course | Teaching Hours Per Week (L+T+P) | SEE | CIE | Total Marks | Credits |
|-----------|-------------|---|--------------------|---------------------------------|-----|-----|-------------|---------|
| 1. | DSC T5 | Tourism marketing (A5) | DSC | 3+0+0 | 60 | 40 | 100 | 3 |
| 2. | DSC T6 | Entrepreneurial Skills for Tourism (A6) | DSC | 3+0+0 | 60 | 40 | 100 | 3 |
| 3. | OEC T3 | Eco Tourism | OEC | 3+0+0 | 60 | 40 | 100 | 3 |
| Sub Total | | | | | | | | 9 |

Note : A week long study tour comprising of the selected places in the below mentioned districts of Karnataka shall be conducted during the semester classes. A faculty member shall accompany the students to take care of stay, movement, sightseeing and practical exposure of the study tour (including the costing and preparation of Itinerary). After the completion of the study tour, the students are required to prepare Study Tour Report. The report must have a minimum of 60 pages and submitted before the commencement of the fourth semester examination as a part of Internal assessment examination.

*Important tourist places covering the following districts of Karnataka
Bellary, Dharwad, Bagalkot, Belgaum, Bijapur, Gulbarga & Bidar*

IV Semester BA Tourism

| Sl. No | Course Code | Title of the Course | Category of Course | Teaching Hours Per Week (L+T+P) | SEE | CIE | Total Marks | Credits |
|------------------|--------------------|---|---------------------------|--|------------|------------|--------------------|----------------|
| 1. | DSC T7 | Tourism planning and policy (A7) | DSC | 3+0+0 | 60 | 40 | 100 | 3 |
| 2. | DSC T8 | Destination planning and development (A8) | DSC | 3+0+0 | 60 | 40 | 100 | 3 |
| 3. | OEC T4 | Heritage Management | OEC | 3+0+0 | 60 | 40 | 100 | 3 |
| Sub Total | | | | | | | | 9 |

Name of the Program: Bachelor of Arts (Tourism) – 3rd Semester

Course Code: DSC T5

Title of the Course: Tourism Marketing

| Course Credits | No. of Hours per week | Total No. of Teaching Hours |
|---|------------------------------|------------------------------------|
| 3 Credits | 4 Hrs | 42 Hrs |
| Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc., | | |
| Course Outcomes: On successful completion of the course, the Students will be able to <ul style="list-style-type: none">• To provide clear understandings on theory and practices of marketing with special reference to tourism business.• To know various marketing aspects involved in service industry | | |
| Syllabus | | |
| Module No. 1: Origin of Marketing (08 Hrs) <p>Evolution of Marketing and understanding the Markets, Tourism Marketing – Tourism Product – Features of Tourism Product & design and mapping the products –Functions, Core Principles of Marketing, Concepts of Services Marketing, Forecasting market demand.</p> | | |
| Module No. 2: The relationship between market and Consumer (10 Hrs) <p>Micro & Macro Marketing Environment – Consumer Behaviour – Buyer Decision-making Process – Market Research Market Segmentation, Targeting and Market Positioning. Environmental Analysis, Internal Marketing, Professional Sales, Marketing communication, P.R for Tourism and Hospitality Industry, Crisis Management.</p> | | |
| Module No. 3 P's of Tourism Marketing (12 Hrs) <p>P's of Tourism Marketing 8 P's of Tourism Marketing- Product, Place, Price, Promotion, Physical Evidence, People, Process & Packaging, Designing Tourism Product – Branding and Packaging Product Development – Product Life Cycle & Its Various Stages, Pricing Strategies and Approaches, Channels of Distribution, Advertising – Sales Promotion – Publicity – Personal Selling,</p> | | |
| Module No. 4 – Marketing of Tourism Products (05 Hrs) <p>Trends in Tourism Marketing – Marketing of Known and Lesser-Known Destinations, Airlines, Hotels, Resorts, Travel Agencies, Event Management Company. Organisation and managing Tourism Markets, Marketing Plans.</p> | | |
| Module No. 5–Marketing Skills for Tourism Business (07 Hrs) <p>Self-Motivation – Team Building – Personality Development - Creativity & Innovation– Innovative Products in Tourism, Five –Gap Model of Service Quality, Marketing Control.</p> | | |

Reference Books:

- Chaudhary, Manjula (2011). Tourism Marketing, Oxford University Press, New Delhi.
- Bennett J. A., Strydom J. Wilhelm (2001). Introduction to Travel and Tourism Marketing, Juta Education, Lansdown.
- Kotler P. (2012). Marketing Management, Pearson Education, New Delhi.
- Stanton W. J. (1999). Fundamentals of Marketing, McGraw Hill, New York.
- Neelamegham S. (1998). Marketing in India: Cases & Readings, Vikas, New Delhi.
- Ramasamy V.S. & Namakumar S. (1990). Marketing Management: Planning & Control, Macmillan, New Delhi.
- Stone, Marilyn A., Desmond, John (2007). Fundamentals of Marketing, Routledge, New York.

Note: Latest edition of textbooks and reference Books may be used

Name of the Program: Bachelor of Arts (Tourism) – 3rd Semester

Course Code: DSC T6

Title of the Course: Entrepreneurial Skills for Tourism

| Course Credits | No. of Hours per week | Total No. of Teaching Hours |
|---|-----------------------|-----------------------------|
| 3 Credits | 3Hrs | 42 Hrs |
| Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc., | | |
| Course Outcomes: On successful completion of the course, the Students will be able to <ul style="list-style-type: none">To empower the students with knowledge of entrepreneurship skills, especially in relation to tourism and travel industry.To give formal instructions and training to students to be future managers of the Event IndustryTo encourage the students to set up their own enterprises in the field of skill and event management.To acquaint the student with the procedures for starting a Tourism business venture. | | |
| Syllabus | | |
| Module No. 1: Entrepreneurship (12 Hrs) <p>Meaning and importance of entrepreneur, Entrepreneurship - Factors influencing entrepreneurship, Pros and Cons of being an entrepreneur, Women entrepreneurs- problems and promotion, Types of Entrepreneurs, Characteristics of a successful entrepreneur, Competency requirement for entrepreneurs - Awareness of self-competency and its development.</p> | | |
| Module No. 2: Entrepreneurship in Tourism and Hospitality Industry (12Hrs) <p>Event Management -Scope of Event Management - Conventions, Exhibitions, Meetings - Event planning, Key characteristics, Activities conceptualizing and designing events – event planning, five Cs of events - Key steps to successful events - Characteristics and complexities of events – Emerging areas of entrepreneurship in Travel sector, Tour operations and Hospitality - Home stays.</p> | | |
| Module No. 3: Business Concept &Business Plan (07 Hrs) <p>Business enterprise – definition, significance, types, steps involved in starting a business venture – formalities, licensing and registration procedures- Financial, technical and social feasibility of the project. Definition of Business Plan- its importance- Preparing Business Plan - Financial aspects of the Business Plan -Marketing aspects of the Business Plan - Human Resource aspects of the Business Plan - Technical aspects of the Business Plan - Social aspects of the Business Plan - Problems and prospects of Business Plan.</p> | | |
| Module No. 4: Small Scale Industries (06Hrs) <p>Definition, Importance and role played by SSI in the development of the Indian economy - Problems faced by SSI and the steps taken to solve the problems - Policies governing SSI's.</p> | | |
| Module No. 5: Finance and Entrepreneurship (05 Hrs) <p>Implementation of the project - Financial assistance through SFC's, SIDBI, Commercial banks, KSIDC, KSSIC, IFCI. Non-financial assistance from DIC, SISI, EDI, SIDO, AWAKE, TCO, TECKSOK, KVIC.</p> | | |

Skill Developments Activities:

Case study on the following:

- a) Women entrepreneurs in service sector.
- b) Entrepreneurial experiences from Tourism sector.
 - Role played by KSSIDC for the implementation of the project
 - Steps involved in starting a Tourism business venture (village or rural ventures).

Reference Books:

- Bharusal- Entrepreneur Development.
- Desai & Vasanth, Management of Small Scale Industry
- Desai & Vasanth, Problems and prospects of Small Scale Industry
- Desai & Vasanth, (2006) Entrepreneurial Development, Himalaya Publishing House.
- Dollinger & Max J, Entrepreneurship- Strategies and Resources, Pearson Edition
- Gupta & Sunil, (2004), Entrepreneurial Development, the ICFAI University Press.
- Gaur, & S, Sanjaya. Event marketing and management.
- Hoyle, L.H. & TJA Jones, (1995), "Managing Conventions and Group Business".
- Khanka, S.S, (1999). Entrepreneurial Development, S. Chand @ Company Ltd.
- Sharma, S.V.S, Developing Entrepreneurship: Issues and problems.

Name of the Program: Bachelor of Arts (Tourism) – 3rd Semester

Course Code: OEC T3

Title of the Course: Eco Tourism

| Course Credits | No. of Hours per week | Total No. of Teaching Hours |
|---|------------------------------|------------------------------------|
| 3 Credits | 4 Hrs | 42 Hrs |
| Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc., | | |
| Course Outcomes: On successful completion of the course, the Students will be able to <ul style="list-style-type: none">• To understand the significance of ecotourism;• To comprehend the theories and practices of ecotourism;• To be familiar with the model ecotourism projects; and• To use the theoretical knowledge to manage ecotourism resources. | | |
| Syllabus | | |
| Module – 1: Introduction (08 Hrs) <p>Fundamentals of Ecology - Basic Laws & ideas in Ecology. Function and Management of Ecosystem. Biodiversity and its Conservation-Pollution. Ecological Foot Prints. Relationship between Tourism & Ecology.</p> | | |
| Module – 2: Eco Tourism (8 Hrs) <p>Ecotourism- Evolution, Principles, Trends and Functions of Ecotourism , Mass Tourism Vs Eco tourist, Typology of Eco-tourists, Ecotourism Activities & Impacts, Western Views of Ecotourism, Quebec Declaration, Kyoto Protocol, Oslo Declaration.</p> | | |
| Module – 3: Alternative & Reponsible Tourism (10 Hrs) <p>Ecotourism development - Sustainable Ecotourism. Resource Management, Socio-economic Development. Ecotourism Policies, Planning and Implementation. Eco-friendly Facilities and Amenities. Carrying Capacity, Alternative Tourism & Responsible ecotourism- Ecotourism Programming.</p> | | |
| Module – 4: Eco Tourism Trends, Issues and Challenges (08 Hrs) <p>Conservation of Ecotourism Protected Area Management through Ecotourism - Community Participation - Types of Participation, Issues and Challenges - Ecotourism Projects - Case Studies on Periyar National Park, Thenmala Eco-Project, Similipal Ecotourism Project, Sunderbans Eco tourism Project, Kaziranga National Park, Nandadevi Biosphere Reserve, Corbett National Park, Gulf of Manar, Kruger National Park, South Africa.</p> | | |
| Module –5: Role of National and International Agencies (08 Hrs) <p>Ecotourism Development Agencies- Role of the International Ecotourism Society – the UNWTO, UNDP, WWF - Department of Forest and Environment - Government of India, ATREE, EQUATIONS.</p> | | |

Reference Books:

- Weaver, D. (201), The Encyclopedia Of Ecotourism, Cabi Publication.
- Fenel, D. A. (202), Ecotourism Policy and Planning, Cabi Publishing, USA
- Sukanta K Chaudhury, Cultural, Ecology and Sustainable Development, Mital, New Delhi.
- Ralf Buckley (204), Environment Impacts of Ecotourism, Cabi, London.
- Ramesh Chawla (206), Ecology and Tourism Development, Sumit International, New Delhi.

Note: Latest edition of textbooks and reference Books may be used

Name of the Program: Bachelor of Arts (Tourism) – 4th Semester

Course Code: DSC T7

Title of the Course: Tourism planning and policy

| Course Credits | No. of Hours per week | Total No. of Teaching Hours |
|---|------------------------------|------------------------------------|
| 3 Credits | 4 Hrs | 42 Hrs |
| Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc., | | |
| Course Outcomes: On successful completion of the course, the Students will be able to <ul style="list-style-type: none">• To evaluate the earlier developments in Indian tourism- national, state and regional level, for an understanding of the future course of action.• To acquaint the student with the rich Indian heritage invaluable for present and future.• To equip students in preparing tourism plan and policy of different states in India. | | |
| Syllabus | | |
| Module No. 1: General Concepts of Planning | | (07 Hrs) |
| Concepts of Planning- Tourism planning- planning and tourism development- the actors in tourism planning- causes and results of poor planning- principles of planning. | | |
| Module No. 2: Introduction to Tourism Policy | | (05 Hrs) |
| Tourism Policy- meaning and significance of tourism policy- evolution of tourism policy - principles of Tourism policy – Key Areas of Policy. | | |
| Module No. 3: Understanding Tourism Planning | | (10 Hrs) |
| Tourism planning: purpose and elements - types of tourism planning- Tourism Planning process complexities of planning for tourism- factors influencing planning - Basic Tourism Development Plan, Role of Private and Public sector in Tourism Planning. | | |
| Module No. 4 – Tourism Planning in India | | (05 Hrs) |
| History of tourism planning in India- planning: issues and constraints- sustainable tourism planning- analysis of an individual tourism project (development of a tourist circuit) – Tourism policy and its future prospects in India- policy on civil aviation. | | |
| Module No. 5– Regional Planning Concept and Policy- Making | | (12 Hrs) |
| Regional planning- Development planning layers: international, national, regional, and local - life style and tourism planning- Rural tourism infrastructure development-Handicrafts, Folk lore Rural Destinations. Tourism Area development programme- National Tourism Board- State Tourism Departments, Case study of tourism policies of a few states (Karnataka, Kerala, Rajasthan and Goa) | | |

Skill Development Activities:

- Organization chart of the following: Ministry of Tourism, Govt of India. Ministry of Tourism, Govt of Karnataka
- Case study on tourism policy of Indian states.
- RESEARCH PROJECT - The students are required to undertake a SWOC analysis study on topics concerning Tourism and hospitality sector with applications of basic research techniques. The project report must have a minimum of 60 pages and submitted before the commencement of the fourth semester examination as a part of Internal assessment examination.

Reference Books:

- Bala, Usha,(1990).Tourism in India: Policy and Perspectives, New Delhi.
- Bhatia, A.K., (1995). Tourism Development: Principles and Practices, New Delhi.
- Burns, Peter.M, et.al, (1993). Tourism: A New Perspective ,London. Chopra &Suhita,(1991), Tourism and Development in India, New Delhi.
- Cooper &Chris,(1993).Tourism: Principles and Practices, Pitman Publishing, London.
- Dharmarajan, S., (1994).Tourism in India: Trends and Issues, New Delhi.
- Gill &Pushpinder, S., (1996).Dynamics of Tourism: vol. 11: Tourism- Planning and Management, New Delhi.
- Sharma, J.K., Tourism Planning and Development- A New Perspective.

Note: Latest edition of textbooks and reference Books may be used

Name of the Program: Bachelor of Arts (Tourism) – 4th Semester

Course Code: DSC T8

Title of the Course: Destination planning and development

| Course Credits | No. of Hours per week | Total No. of Teaching Hours |
|---|------------------------------|------------------------------------|
| 3 Credits | 4 Hrs | 42 Hrs |
| Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc., | | |
| Course Outcomes: On successful completion of the course, the Students will be able to <ul style="list-style-type: none">• To facilitate the assessment of the tourism potential of a destination and prepare tourism development plan as well as marketing techniques;• To familiarize with the destination branding practices; and• To introduce advanced analysis and research in the field of destination development. | | |
| Syllabus | | |
| Module No. 1 Destination Development (10 Hrs) Types of destinations, Characteristics of destinations - Destinations and products - Destination Management Systems - Destination planning guidelines - Destination Selection Process - The Values of Tourism. | | |
| Module No. 2: Destination Planning Process and Analysis (05 Hrs) National and Regional Tourism Planning and Development - Assessment of tourism potential - Planning for Sustainable Tourism Development - Contingency Planning - Economic, Social, Cultural and Environmental considerations - Demand and supply match - Design and innovations. | | |
| Module No. 3: Destination Image Development (10 Hrs) Attributes of Destinations: Person's determined image, Destination determined image, measurement of destination image - Destination branding perspectives and challenges - Creating the Unique Destination Proposition - Place branding and destination image - Destination image formation process; unstructured image - Product development and packaging - Destination branding and the web - Case Studies of a destination as a brand. | | |
| Module No. 4 Destination Promotion and Publicity (05 Hrs) Six 'A's framework for tourism destinations - The dynamic wheel of tourism stakeholders - Destination Marketing Mix - Destination Competitiveness – Distribution Channels- Marketing Communication and Strategies. | | |
| Module No. 5 Institutional Support (12 Hrs) Public Private Partnership (PPP) - National Planning Policies for Destination Development- WTO Guidelines for Planners - Role of urban civic bodies: Town planning -Characteristics of rural tourism planning - Environmental Management Systems – Destination Vision- The focus of Tourism Policy: the competitive sustainable destination - Destination Mapping (practical assignment). | | |

Reference Books:

- Nigel Morgan, Annette Pritchard & Roger Pride (2001), DESTINATION BRANDING: CREATING THE UNIQUE PROPOSITION, Butterworth and Heinemann.
- Richard W. Butler (2006), THE TOURISM AREA LIFE CYCLE: APPLICATIONS AND MODIFICATIONS, Channel View Publications.
- Claire, Haven Tang & Eleri Ellis Jones (2005), TOURISM SMES, SERVICE QUALITY AND DESTINATION COMPETITIVENESS, CABI Publishing.
- Shalini Singh, Dallen J. Timothy & Ross Kingston Dowling (2003), TOURISM IN DESTINATION COMMUNITIES, CABI Publishing.
- Geoffrey Ian Crouch, J.R. Brent Ritchie & Horst-Herbert G. Kossatz (2003), THE COMPETITIVE DESTINATION: A SUSTAINABLE TOURISM PERSPECTIVE, CABI Publishing

Note: Latest edition of textbooks and reference Books may be used

Name of the Program: Bachelor of Arts (Tourism) – 4th Semester

Course Code: OEC T4

Title of the Course: Heritage Management

| Course Credits | No. of Hours per week | Total No. of Teaching Hours |
|--|------------------------------|------------------------------------|
| 3 Credits | 4 Hrs | 42 Hrs |
| Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc., | | |
| Course Outcomes: On successful completion of the course, the Students will be able to <ul style="list-style-type: none">To provide the concept of Heritage and Heritage Management in promoting Tourism.To equip with skills and techniques pertaining to Heritage Management. | | |
| Syllabus | | |
| Module – 1: Indian Culture | | (05 Hrs) |
| General Features, Sources, Components and Evolution. | | |
| Module – 2: What is Heritage | | (12 Hrs) |
| Meaning and concept, Criteria for selection as heritage sites, monuments and zone by UNESCO (WHC). Types of heritage property, World famous heritage sites and monument in India and abroad. | | |
| Module – 3: Heritage Management | | (08 Hrs) |
| Objectives and strategies, Protection, Conservation and Preservation, Case study of one destination, Heritage Marketing, Destination development. | | |
| Module – 4: National and International Organisations | | (08 Hrs) |
| Organisations engaged in Heritage Management (UNESCO, ICOMOS, ASI, INTACH and NGOs) their role, functions and objectives. | | |
| Module –5: Heritage Sites and Heritage Hotels | | (09 Hrs) |
| UNESCO World Heritage Sites in India: Hampi and Pattadakallu. Important Karnataka Historical Places – Heritage Hotels and its Classification. Heritage Hotels in Karnataka. | | |

Reference Books:

- Allchin, B., Allchin, F.R. et al. (1989) Conservation of Indian Heritage, Cosmo Publishers, New Delhi.
- New Inskip, Edward, Tourism Planning: An Integrated and Sustainable Development Approach (1991) VNR, New York
- Ashworth, G. J. (2000), the Tourist Historic City. Retrospect and Prospect of Managing the HeritageCity, Pergamon, Oxford
- UNESCO-IUCN (1992) Eds. Masterworks of Man and Nature, Pantoga, Australia.

Note: Latest edition of textbooks and reference Books may be used
