



BANGALORE UNIVERSITY

**Syllabus for 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**

B.A 1 Semester Tourism Program Structure

Proposed Scheme of Teaching and Evaluation for B.A (Basic/Hons) with Tourism as Major

Sem	Discipline Core (DSC) (Credits) (L+T+P)	Discipline Elective(DSE) Open Elective (OE) (Credits) (L+T+P)	Ability Enhancement Compulsory Courses (AECC), Languages (Credits)(L+T+P)	Skill Enhancement Courses (SEC)		Total Credits
				Skill based (Credits) (L+T+P)	Value based (Credits) (L+T+P)	
I	Fundamentals of Tourism Industry -A1(3) Tourism Geography- A2(3) Discipline B1 (3), B2 (3),	Introduction to Travel and Tourism Industry OE-1(3)	L1-1 (3), L2-1(3), (3+1+0 each)	SEC-1: Digital Fluency (2) (1+0+2)		23

Notes:

- One Hour of Lecture is equal to 1 Credit.
- One Hour of Tutorial is equal to 1 Credit (Except Languages).
- Two Hours of Practical is equal to 1 Credit

Acronyms Expanded

AECC: Ability Enhancement Compulsory Course

DSC: Discipline Specific Core (Course)

SEC-SB/VB: Skill Enhancement Course-Skill Based/Value Based

OEC: Open Elective Course

DSE: Discipline Specific Elective

SEE: Semester End Examination

CIE: Continuous Internal Evaluation

L+T+P: Lecture +Tutorial +Practical(s)

BA Tourism (Basic/Honors)
Proposed Scheme of Teaching and Evaluation for BA (Basic/Honors) Tourism as
Major
I 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.	DSCT1	Fundamentals of Tourism Industry -A1	DSC	3+0+0	60	40	100	3
2.	DSCT2	Tourism Geography- A2(3)	DSC	3+0+0	60	40	100	3
3.	OECT1	Introduction to Travel and Tourism Industry	OEC	3+0+0	60	40	100	3
Sub Total								9

Name of the Program: Bachelor of Arts (Tourism) - 1 Semester

Course Code: DSCT1

Title of the Course: Fundamentals of Tourism Industry

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

- To get an overview of the history and concepts of tourism
- To understand the various components of tourism
- To identify the emerging trends in tourism industry
- To grasp the various forms and types of tourism
- To be acquainted with the tourism Business
- To be familiarized with tourism in India

Syllabus

Module No. 1: History and Concepts of Tourism (8 Hrs)

Meaning and Definition, Objectives, Historical development of Tourism, Nature and Significance of Tourism Industry. Concept of Tourist/ Visitor/ Traveller/ Excursionist. Forms and types of Tourism.

Module No. 2: Components of tourism industry (10 Hrs)

Five A's Framework of Tourism - Major Components- Accessibility- Types of Transportation, Air Transportation, Water Transportation, Rail Transportation, Road Transportation. Accommodation- Primary Accommodation- Secondary Accommodation. Attractions- Nature based, Manmade, symbiotic. Minor Components- Activities- Air based activities, Water based activities, Land based activities. Amenities- Ancillary services.

Module No. 3: Impacts of Tourism (08 Hrs)

Positive and Negative Impacts of Tourism industry-Economical impacts, Environmental impacts, Socio-Cultural impacts, Political Impacts. Emerging trends in Tourism industry, The role of Technology in Tourism industry, Terrorism and Tourism.

Module No. 4 – Tourism Business (08 Hrs)

Nature of Tourism business, segments of Tourism business, factors contributing growth of Tourism business, Push and Pull factors of tourism, new issues and challenges in Tourism business, steps taken by Indian Government, Future of Tourism business in India.

Module No. 5– Tourism in India (08 Hrs)

MOT, DOT-GOK, ITDC, KSTDC, JLR, Incredible India Campaign, Tourism Slogans and Punch lines of Indian states, Tourism development schemes in India and Karnataka. Latest tourism policies (National and State).

Skill Development Activities:

- Maintain a database of top Airlines, Tour Operators, Hotels, Cruise Operators in India
- Analyse the effectiveness of the Incredible India campaign and Athithi Devobava campaign.
- Identify the motivations for a tourist to undertake a leisure vacation.
- Assess the potential of rural tourism destinations in India.
- Draft different types of tourism and allied industries.

Reference Books:

- Goeldner, C., & Ritchie, J.R. (2011). *Tourism, Principles, Practices, Philosophies*. New Jersey: John Wiley.
- Gee, Chuck Y., James C. Makens, and Dexter J.L. Choy. (1997). *The Travel Industry*, Van Nostrand Reinhold, New York.
- Roday. S, Biwal. A & Joshi. V. (2009). *Tourism Operations and Management*, Oxford University Press, New Delhi.
- Andrews, S. (2007). *Introduction to tourism and hospitality industry*. Tata McGraw-Hill.
- Pran Seth- *Successful Tourism Management*
- Burkart and Medik- *Tourism Past, Present and Future*
- A.K Bhatia- *International Tourism Management*
- Kings Publication- *Tourism Business*
- Panda, Mishra and Parida – *Tourism Management*, University Press, Hyd
- R.K Sinha – *Growth and Modern Development of Tourism*

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

Name of the Program: Bachelor of Arts (Tourism) - 1 Semester

Course Code: DSCT2

Title of the Course: Tourism Geography

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 familiarize the students with aspects of tourism which have a relation with the subject matter of Geography● To equip the students with the Knowledge of Tourism geography● To lay emphasis on the importance of geography in travel and tourism.● To be familiar with major tourism destinations in India.● To provide the concept and types of geography related to tourism in India.		
Syllabus		
Module No. 1: Geography (08 Hrs) Definition, Scope, Approaches, Branches of Geography, Five Themes of Geography- Location, Place, Human-Environment Interaction, Movement and Region. Importance of Geography in Tourism.		
Module No. 2: Map Reading Skills (08 Hrs) Latitude and Longitude, Knowledge of International Data Line, Altitude, Direction, Scale Representation, GIS and Remote Sensing, Time Zones, GMT Variation.		
Module No. 3: Geography of Tourism In Karnataka (08 Hrs) Physiography: Location, Size and Extent, Weather and Climate, Rivers, Mountains, Rainfall Distribution, Natural Vegetation-with special reference to Western Ghats and Soil. Case study on Monsoon Tourism.		
Module No. 4 –Geography of Tourism in India (10 Hrs) Outstanding Geographical features of India- Climate, Water Bodies, Flora and Fauna. Desert, Islands and Beaches.Mountain Tourist Resource- with special reference to the Himalayas and other Hill Stations across India. The seasonal incidence – floods, droughts, famine, causes & effects for different tourist centres.		
Module No. 5– Importance of Geography in Tourism (08 Hrs) Push factors and Pull factors, Significance of Tourism, Limitations of Tourism, Planning and development of tourism in different climatic regions. Case Studies on Island Tourism in Andaman & Nicobar- Hill Tourism in Udhagamandalam and Sikkim-Beach Tourism in Goa.		

Reference Books:

- Burton and Rosemary Longman Edn, Travel Geography, 1999.
- Cooper, Chris and Bomifade, World Wide Destination, Geography of Travel and Tourism.
- Robinson H.A (1976), Geography of Tourism.
- Michael Hall, Geography of Travel and Tourism, Routledge, London.

Name of the Program: Bachelor of Arts (Tourism) - 1 Semester

Course Code: OEC T1

Title of the Course: Introduction to Travel and Tourism Industry

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.,		
<p>Course Outcomes: On successful completion of the course, the Students will be able to</p> <ul style="list-style-type: none"> ● To get an overview of the history and concepts of tourism. ● To understand the various components of tourism. ● To identify the emerging trends in tourism industry. ● To grasp the various forms and types of tourism. ● To be acquainted with the tourism Business. ● To be familiarized with tourism organizations. 		
Syllabus		
<p>Module No. 1: History and Concepts of Tourism (12 Hrs)</p> <p>Meaning and Definition, Objectives, Historical development of Tourism, Nature and Significance of Tourism Industry. Concept of Tourist/ Visitor/ Traveller/ Excursionist. Forms and types of Tourism.</p>		
<p>Module No. 2: Components of Tourism industry (12 Hrs)</p> <p>Five A's Framework of Tourism - Accessibility- Types of Transportation, Accommodation- Primary Accommodation- Secondary Accommodation. Attractions- Nature based, Manmade, symbiotic. Activities- Air based activities, Water based activities, and Land based activities. Amenities- Ancillary services.</p>		
<p>Module No. 3: Tourism Business (08 Hrs)</p> <p>Nature of tourism business, segments of tourism business, factors contributing the growth of tourism Business. Push and Pull factors of tourism, new issues and challenges in tourism business.</p>		
<p>Module No. 4 – Tourism in India (10 Hrs)</p> <p>MOT, DOT-GOK, ITDC, KSTDC, JLR, Incredible India Campaign, Tourism Slogans and Punch lines of Indian states.</p>		

Skill Development Activities

- Analyse the effectiveness of the Incredible India campaign and Athithi Devobava campaign.
- Identify the motivations for a tourist to undertake a leisure vacation.
- Draft different types of tourism and allied industries.
