



BANGALORE UNIVERSITY
Jnanabharathi, Bengaluru- 560056

Syllabus for II 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, Bengaluru 560056
www.bangaloreuniversity.ac.in

BA Tourism (Basic/ Honors)
Proposed Scheme of Teaching and Evaluation for BA (Basic/Honors) Tourism as
Major
II 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 T3	Tourism Products and Resources (A3)	DSC	3+0+0	60	40	100	3
2.	DSC T4	Tour Operations Management (A4)	DSC	3+0+0	60	40	100	3
3.	OEC T2	Tour Guide and Service	OEC	3+0+0	60	40	100	3
Sub Total								9

Name of the Program: Bachelor of Arts (Tourism) – 2nd Semester

Course Code: DSCT3

Title of the Course: Tourism Products and Resources

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

- To be able to define and differentiate Tourism Resources and Products.
- An understanding of Tourism Resources and Products of India.
- The ability to explain the natural attractions of India.
- To identify the art and architecture of monuments in Karnataka.
- To highlight the Major concepts of Tourism related to the activities concerned.

Syllabus

Module No. 1: Introduction (08Hrs)

Tourism Resources and Products: Meaning and Definition, Characteristics and Classification of tourism resources in India, Difference between tourism resources and products. Tourism resource potential of India.

Module No. 2: Natural Tourism Resource (08 Hrs)

Natural Tourism Resource: National Parks, Biosphere Reserves and Wildlife Sanctuaries. Adventure Tourism Resources-Land Based, Water Based, Air Based Adventure Sports, Soft and Hard Adventure.

Module No. 3 Social Cultural Products I (08 Hrs)

Performing Arts of India, Classical Dances and Dance Styles, Indian Folk Dances. Music and Musical Instruments- Schools of Indian Music. Handicrafts of India as potential Tourist Product. Indian Schools of Painting.

Module No. 4 – Social Cultural Products II (08 Hrs)

Fairs and Festivals- Social, Religious, and Commercial. Tourist Promotional Fairs- Kite Festival, Pushkar Fair, Mysore Dussehra, White Water Festival, Snake Boat Race etc. Indian Folk Culture, Indian Cuisine-Types, Western Influence. Custom and Costumes, Types of Indian Apparel, Folk-lore and Legends.

Module No. 5– Architectural Heritage of India (10 Hrs)

Architectural Heritage of India-India's Architectural Styles adopted over the ages-Rock cut architecture, Buddhist architecture, Hindu temple architecture, Indo- Islamic architecture and Colonial architecture. Major Historical Monuments in India. Museums, Art Galleries, Libraries their location. Religious Shrines/ Centres- Hindu, Buddhist, Jain, Sikh, Muslim, Christian, and others.

Skill Development Activities:

- Preparation of regional cuisines of Karnataka (organise a food festival).
- Celebration of ethnic day, display of region wise costumes of Karnataka.
- Assessment of Tourism Resources and Potentiality
- Prepare a promotional brochure on the Architectural Heritage of India

Reference Books:

- Tourism Products of India: Robinet Jacob, Madhavan P, Ahijeet Publication, New Delhi.
- Tourism in India – Abhoy Das Jhangi, 2019.
- Indian Tourism: Beyond the Millennium – M P Bezbaruah
- Tourism Products – Manoj Dixit, Charu Sheela.
- Ragini Devi - Dance Dialects of India.
- I.C.Gupta and S. Kasbekar – Tourism Products of India.
- S.P. Gupta – Cultural Tourism in India.
- Sajnani, Manohar – Encyclopaedia of Tourism Resources in India.
- Hamayan Khan - Indian Heritage.

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

Name of the Program: Bachelor of Arts (Tourism) – 2nd Semester

Course Code: DSCT2

Title of the Course: Tour Operations Management

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

- An understanding of the travel trade business.
- To know the History and Growth of Travel Agency.
- An ability to describe the role and functions of tour operators.
- An understanding of the tour packaging and itinerary preparation.
- Familiarize the Package for FIT, GIT.
- An understanding of the role and importance of tour guides and guiding.
- An understanding of the travel procedures and the documents travel abroad.

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Module No. 1: Introduction to travel agency and tour operations (08 Hrs)

Meaning of Definition of a travel agency and tour operators; History of travel agency; Types of travel agency and tour operators. Distinction between Wholesale Travel Agency and Tour Operator.

Module No. 2: Organizational structure to travel agency and tour operators (08Hrs)

Organizational chart of a full scale travel agency; department roles and responsibilities; Functions of travel agency and tour operators, significance of travel agency and tour operators. Sources of income for a travel agents and tour operators.

Module No. 3: Services offered by travel agency and tour operators (08 Hrs)

Passport assistance, VISA processing, Reservation of air tickets and hotel rooms, Travel insurance, Special permits for restricted areas, Customs Regulations, Health regulations for international travel, Car rentals, FOREX, Tourist guides, Escorts, Interpreters.

Module No. 4: Tour packaging and itinerary preparation (08Hrs)

Meaning and Concept of tour package, Components of tour package, types of package tours - FIT and GIT, Designing the package tour, Itinerary meaning and definition, types of itinerary, steps in preparing the itinerary, inclusions and exclusions of itinerary, factors affecting tour costing.

Module No. 5: Setting up a travel agency (10 Hrs)

Procedures and approvals to start a travel agency, Recognition from Ministry of Tourism - Govt. of India. Benefits and Incentives offered to travel agency, Tourism Organizations Roles and functions TAAI, IATO, TAFI & IATA. Concept of OTA's (Online Travel Agency).

Skill Developments Activities:

- Visit any two travel agencies and document various types of Package tours
- Visit a tour operator and list down the Services offered.
- Design a brochure for a FIT and GIT package tour
- List out the major OTA's based in India and the analyse the user interface adopted.
- Draw the organizational structure of travel agency (Small, medium and big).
- Bring out the factors affecting tour operation business.
- Prepare tour package for any destination.

Any other activities, which are relevant to the course.

Reference Books:

- The Business of Travel Agency and Tour Operations Management- Bhatia, A.K., New Delhi: Sterling Publishers (P) Ltd.
- Tourist Guide and Tour Operation: Planning & Organising- Jagmohan Negi, New Delhi: Kanishka Publishers.
- Management of Travel Agency and Tour Operation- Chand. M., New Delhi: Anmol.
- A.K. Bhatia – Tourism Development - Principles and Practices, Sterling Publishers Pvt Ltd, New Delhi, 2003.
- Mohinder Chand – Travel Agency Management, Anmol Publications Pvt Ltd, New Delhi, 2000
- Mohinder Chand – Travel Agency Management – An Introductory Text, 2nd Revised and Enlarged Edition, Anmol Publications Pvt Ltd, New Delhi, 2000

Name of the Program: Bachelor of Arts (Tourism) – 2nd Semester

Course Code: OEC T2

Title of the Course: Tour Guide and Service

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

- To know the concept of tour guide and responsibilities.
- To better understand the cultural background of the tourism industry.
- To understand the personal expectations and behaviours of tourists.
- To develop the dynamic personality and leadership qualities.

Syllabus

Module – 1: Introduction to Tour Guide

Meaning and Definition of Tour guide, Characteristics of Tour guide, Steps to become a Tour Guide, Skills required to become a tour guide, Classification of Tour guide, Types of Tour guide, Role of Tour guide.

Module – 2: Duties and Responsibilities of Tour Guide

Duties and Responsibilities before the tour, during the tour, end of the tour, presentation, Practical tips, mechanics of tour guide, making sense of cultural differences, commentary in coach, guiding at monuments, guiding at natural sites.

Module – 3: Dynamic Personality of Tour Guide

Handling difficult tourist, handling questions, handling emergency situations, rescue the tourists, searching for information, responsible guiding, designing and conducting heritage walks, setting up tour guiding business, code of conducts for tour guides in India (MOT).

Module – 4: Tour Leadership

Knowledge, skills and competencies to be a tour manager, characteristics of tour escorting profession, difference between tour escorting and tour guiding, advantages and disadvantages of choosing tour escorting as a profession, tour management in India and overseas, Challenges faced by a tour leader.

Module –5: Group Management

Why people go on tours, Group control and Setting Limits, Communication Skills; Typical Day-to-Day Problems; Listening Skills; Conflict Resolution; Keeping your Cool; Creativity; Tips to keep group happy; Ethical and Professional Considerations.

Reference Books:

- Chowdhary, N. (2013). Handbook for Tour Guides, IITTM, India.
- E-Pathshala. (2018). Retrieved from E-Pathshala an MHRD Project Website: [**Note: Latest edition of textbooks and reference Books may be used**](http://epgp.inflibnet.ac.in/ahl.php?csrno=1827>Select-P-09.● Lichty, T., & Watson, J. (1998). The Official America Online Tour Guide. USA: Coriolis.● Pond, K. L. (1993). The Professional Guide: Dynamics of Tour Guiding. New York: Van Nostrand Reinhold Company.● Weiler, B., & Black, R. (2014). Tour guiding research: Insights, issues and implications (Vol. 62). Bristol. Channel View Publications.</div><div data-bbox=)
