

OUTLINES OF TESTS
SYLLABI AND COURSES OF READING FOR

B.A.
TOUR AND TRAVEL MANAGEMENT (SEMESTER SYSTEM)
(SEMESTER- I & II)
(2020-21, 2021-22 & 2022-23)



PUNJABI UNIVERSITY, PATIALA
(ESTABLISHED UNDER PUNJAB ACT NO. 35 OF 1961)

SYLLABUS

B.A. - 1

TOUR AND TRAVEL MANAGEMENT (Semester System)
(2017-18, 2018-19 & 2019-20 Sessions)

(SEMESTER I & II)

Note : Each paper will carry 75 marks and is of 3 hours duration. 25 marks in each paper are for Internal Assessment.

THE SCHEME

SEMESTER-I

PAPER I : TOURISM INDUSTRY

THEORY : 75 MARKS

INTERNAL

ASSESSMENT: 25 MARKS*

* Internal Assessment includes Seminar, Class Performance, Attendance and House Examination

SEMESTER-II

PAPER II : TOURIST RESOURCES

THEORY : 75 MARKS

INTERNAL

ASSESSMENT: 25 MARKS*

* Internal Assessment includes Project Report, Class Performance, Attendance and House Examination

B.A. - I

TOUR AND TRAVEL MANAGEMENT (Semester System)
(2017-18, 2018-19 & 2019-20 Sessions)

PAPER-I: TOURISM INDUSTRY

SEMESTER - 1

Max. Marks: 100 (Theory 75 Marks & 25 Marks Internal Assessment)

(Six Periods per week per paper)

Pass Marks: 35 % in the subject

Time allowed: 3 Hours

Total Teaching Periods: 75

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three sections: A, B, and C. Sections A and B, will have four questions from the respective sections of the syllabus and will carry 12 marks each. Section C will consist of 9 short answer type questions of 3 marks each which will cover the entire syllabus uniformly and will carry 27 marks in all.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two questions each from the sections A and B of the question paper and the entire section C.

Section-A

- Definition of Tourism.
- Nature and scope of Tourism.

- Understanding the terms like Tourist, Excursionist, Vacationer, Visitor, Destination, Tourist resource, and Tourism product.
- Types of Tourism
- Components of Tourism.
- Problems and Prospects of Tourism in India.
- Significance of Tourism education for the Industry.

Section-B

- Factors responsible for growth and development of Tourism at global level.
- Environmental impacts of Tourism
- Economic impacts of Tourism
- Socio Cultural impacts of Tourism.
- Domestic V/S. International Tourism.
- Role of different Tourism organizations with special reference to WTO, IATA, TAAI, Punjab Heritage & Tourism Promotion Board.
- Documents required for Air travel.

SEMINAR

Each student shall deliver a seminar on the topics related in the syllabus and duration of the seminar should be of 20-30 minutes followed by class discussion. The evaluation shall be made internally.

B.A. - I

TOUR AND TRAVEL MANAGEMENT (Semester System)
(2017-18, 2018-19 & 2019-20 Sessions)

PAPER-2: TOURIST RESOURCES

SEMESTER – II

Max. Marks: 100 (Theory 75 Marks & 25 Marks Internal Assessment)

(Six Periods per week per paper)

Pass Marks: 35 % in the subject

Time allowed: 3 Hours

Total Teaching Periods: 75

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three sections: A, B, and C. Sections A and B, will have four questions from the respective sections of the syllabus and will carry 12 marks each. Section C will consist of 9 short answer type questions of 3 marks each which will cover the entire syllabus uniformly and will carry 27 marks in all.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two questions each from the sections A and B of the question paper and the entire section C.

Section-A

SOCIO-CULTURAL RESOURCES OF INDIA

- Indian culture – A general View.

- Concept of Pilgrimage and major Centers of North India.
- Major religions of India.
- Landmarks of Buddhist and Jain Architecture.
- Major Specimens of Architecture in Northern India.

Section-B

PERFORMING ARTS AND NATURAL TOURIST RESOURCES

- Major Fair and Festivals of India.
- Major Classical Dance and Music of India.
- Indian Handicrafts.
- Major Tourist resources with special reference to the following
Destinations: - Shimla, Nainital, Amritsar, Patiala, Delhi, Chandigarh,
Anandpur Sahib, Jaipur, Ajmer, Pushkar, Mount Abu.

PROJECT REPORT

Each student will prepare a Project Report on one of the destinations covered in Section B and shall submit the same at least 15 days before the commencement of exams. The Project Report will be evaluated internally.

SUGGESTED READINGS

Amitabh kant, 'Branding India: An Incredible Story', Eastern Book Corporation [2009]

Aggarwal, Prateek A. 'Marketing Strategies in Tourism', Eastern Book Corporation [2005]

Ratandeep Singh, 'Dynamics of Modern Tourism', Kanishka Publishers, Distributors, New Delhi [1996]

Ravi Bhushan Kumar, 'Coastal Tourism and environment', APH Publishing Corporation, New Delhi [1995]

Nirmal Kumar, 'Tourism and Economic Development', APH Publishing Corporation, New Delhi [1996]

Pushpinder S. Gill (ed.), 'Dynamics of Tourism', Anmol Publications Pvt. Ltd., New Delhi

Dallen Timothy, Daniel Olsen, 'Religion and Spiritual Journeys', Routledge [2006]

Ramesh Chandra Bisht 'International Encyclopaedia of Himalayas', 5 Vols. [2008]

Avinash Anand, ' Tourism Perspective in the 21st Century' [2007]

B.S. Badan, 'Culture and Tourism' [2007]

Mallya, Abhilash, ' Wildlife Tourism and Conservation' [2006]

Bhatia, A.K., 'Tourism Development', Sterling Publishers Private Ltd., New Delhi, 1982.

Bhatia, A.K., 'Tourism in India': Its History and Development, Sterling Publications, New Delhi, 1978.

Anna George & Ed. Piya Chakravarty, ' Buddhist Shrines of the World' [2007]