



**JAI HIND COLLEGE
BASANTSING INSTITUTE OF SCIENCE
&
J.T.LALVANI COLLEGE OF COMMERCE
(AUTONOMOUS)**

"A" Road, Churchgate, Mumbai - 400 020, India

**Affiliated to
University of Mumbai**

Program: **S.Y.B.A**

Proposed Course: **Introduction to Travel and Tourism
(Applied Component)**

**Credit Based Semester and Grading System (CBCS) with
effect from the academic year 2019-2020**

<Program><Course>Syllabus

S.Y.B.A. Introduction to Travel and Tourism (Applied Component)

Academic year 2019-2020

Semester <IV>			
Course Code	Course Title	Credits	Lectures /Week
AHIS4AC1	Introduction to Travel and Tourism	03	04



Semester IV – Theory

Course: <code> AHIS4AC1	Course Title (Credits : Lectures/Week:) Introduction to Travel & Tourism Credits:03 -Lectures/Week:04	
	Objectives: <ul style="list-style-type: none"> ➤ To trace the evolution and relevance of planning and marketing for the tourism industry. ➤ To assess the vital role played by the Travel agencies in giving impetus to travel and tourism sector. ➤ To understand the responsibility of tourism organisations in the proliferation of tourism ➤ To evaluate the impact of Maharashtra Tourism Policy in the development of tourism in Maharashtra. <p>Outcomes: The Course will enable the students to study the significance of planning and marketing in the tourism sector. It would help them to understand the functioning of Travel Agencies, the application of documentation for the travel industry and will assist them to design the travel itinerary. The students would analyse the contribution of different tourist organisations in regulating the dealings of travel and tourism industry. An analysis of Maharashtra tourism policy would be undertaken which would offer a holistic approach to realise tourism in Maharashtra.</p>	
Unit I	Planning & Marketing of Tourism <ul style="list-style-type: none"> a) Tourism Planning- Concept, Need and Importance, Process and Approaches b) Allocation of Resources and Tourism Organising- Concept, Need and Importance c) Tourism Marketing- Concept, Elements, Segmentation, Integrated Marketing Communications (IMC) 	12 L
Unit II	Travel Agencies <ul style="list-style-type: none"> a) Travel agencies and Tour Operators-Importance and Functions b) Procedures and Documentations- Need & Importance, Steps, Challenges, Types of Itinerary and making documents c) Customer Relationship Management 	11 L

Unit III	Tourism Organisations a) Role of National and International Tourism Organisations – IATA, PATA, WTO, ITDC. b) Role of State Tourism Bodies c) Ethical Concerns of Tourism	11 L
Unit IV	Tourism Policy a) National Tourism Policy b) State Tourism Policy c) Public Private Partnership	11 L
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Evaluation Scheme

[A] Evaluation scheme for Theory courses

I. Continuous Assessment (C.A.) - 40 Marks

- (i) C.A.-I :Test – 20 Marks of 40 minutes duration
- (ii) C.A.-II :20 Marks-Assignment/Project /Presentations/Review of News paper Article/Review of Documentaries

II. Semester End Examination (SEE)- 60 Marks

- Q.1 Answer any 4 concepts out of eight-(12 marks)
- Q.2 Answer any one out of two- (10 marks)
- Q.3 Answer any one out of two- (10 marks)
- Q.4 Answer any one out of two- (10 marks)
- Q.5 Answer any one out of two- (10 marks)
- Q.6 Application Based Questions on the class room teaching (8marks)