

GOVERNMENT COLLEGE FOR WOMEN [ A ], GUNTUR



DEPARTMENT OF TOURISM AND TRAVEL MANAGEMENT

COURSE BOOKLET

2024 - 2025

GOVERNMENT COLLEGE FOR WOMEN [A] GUNTUR

Department of Tourism and Travel Management

B A - Tourism and Travel Management Major

2024 -2025

List of Papers in Tourism Major

CURRICULAM

Semester	Major	CODE NO
Sem-3	1. Tourism resources of Andhra Pradesh 2. Tourism policy planning and development. 3. Tourism guidance and operating skills 4. Travel Management	TTM 108-5 TTM 108-6 TTM 108-7 TTM 108-8
Sem-4	9. Accommodation management 10. Tourism and Hospitality Management 11. Tour Guiding & Escorting	TTM 108-9 TTM108-10 TTM108-11
Sem-5	12. Package tours 13. Event Management 14. Eco Tourism and sustainable development 15. Tourism Products of India	TTM108-12 TTM108-13 TTM108-14 TTM108-15
	COMMUNITY SERVICE PROJECT [ At the End of 1 <sup>st</sup> year / After 2 <sup>nd</sup> Semester ]	
Sem – 6	INTERNSHIP PROJECT WORK [ At the End of 2 <sup>nd</sup> year / After the completion of 4 <sup>th</sup> Semester ]	

PROJECT WORK AND INTERNSHIP + VIVA VOICE

As per the instructions from the PRINCIPAL , ACADEMIC CELL  
Co – ordinator and CONTROLLER OF EXAMINATIONS the prevailing system of  
PROJECT WORK RECORD [ At the End of 2<sup>nd</sup> year & INTERNSHIP PROJECT WORK RECORD [  
At the End of 3<sup>rd</sup> Year ] were discontinued from the Academic year 2024 - 2025.

GOVERNMENT COLLEGE FOR WOMEN [ A ] GUNTUR

[ Admitted in 2023 - 2024 Batch ]

II B A - TOURISM MAJOR

SEMESTER - III

PAPER - V

TOURISM RESOURCES OF ANDHRA PRADESH

COURSE OUTCOMES ;

- 1 Students should gain knowledge of the geographical diversity of Andhra Pradesh
  - 2 Students should be able to identify and describe the various tourist attractions in A P 3
- Gain insights into the rich cultural and historical heritage of A P

UNIT - I

Andhra Pradesh – physical back ground , climate , natural vegetation , drainage system and transport and communication

UNIT - II

Historical Religious Resources of A P – historical tourism resources , monuments , museums , historical sites , art and architecture , archeological and rain sites of A P , Religious tourist resources , shrines , fairs and festivals

UNIT - III

Cultural tourism resources of A P , - Cultural resources , tribes of A P , Hilly regions and coastal regions , tribal culture , dance , music , handi crafts , handloom , cuisines

UNIT - IV

Natural tourism resources - national parks , wild life sanctuaries , hill stations , river and river islands , lakes , water falls , - Anantagiri , Araku , Horsley hills , beaches , - Visakhapatnam , bheemunipatnam , manginapudi

UNIT - V

Eco – tourism in Andhra Pradesh - eco tourism and its prospects , Tyda jungle bells , kambalakonda , Eco – tourism projects - Heritage tourism circuits - Visakhapatnam circuit , nagarjunasagar circuit , amaravathi circuit and tirupathi circuit etc

REFERENCE BOOKS ; Art of south India - B Rajendra prasad , Comprehensive history of A P , -V V Vara prasad ,

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**[ Admitted in 2023 - 2024 Batch ]**

**SEMESTER -III - PAPER - VI**

**II B A - TOURISM MAJOR**

**TOURISM POLICY , PLANNING AND DEVELOPMENT**

**COURSE OUTCOMES ;**

- 1 Develop a solid understanding of fundamental concepts and theories related to tourism
- 2 Analyse existing tourism policies at local , regional , national , international all levels
- 3 Acquire the plans/ skills to plan and design suitable tourism projects

**UNIT - I**

Introduction to planning – concept , definition , nature and process of planning - Types of planning – importance of planning in tourism - planning approach - steps in tourism planning -factors influencing in tourism planning

**UNIT - II**

Approaches of planning in tourism - planning approaches for different forms of tourism -eco tourism , urban tourism , rural tourism , planning for the development of tourist destinations – impact of unplanned tourism -tourism development on a tourist destination

**UNIT - III**

Planning for tourism in india -tourism policy in india -study about the plans and policies of govt of india for the development of tourism sector -national action plan for tourism – 1992

**UNIT - IV**

Study of climatic , drainage , transport , of Andhra Pradesh - tourist map design – national parks , wildlife sanctuaries , religious tourist spots ,

**UNIT - V**

Preparation of tourist brochure – native tourist destinations - festival calendar of a locality -tourism facilities at local level

**REFERENCE BOOKS ;** Tourism planning - Inskeep , tourism economics - mukopadhyaya , planning for tourism – sharma , tourism planning and development sharma

**GOVERNMENT COLLEGE FOR WOMEN [ A ] GUNTUR**

**[ Admitted in 2023 - 2024 Batch ]**

**II B A - TOURISM MAJOR**

**SEMESTER - III - PAPER - VII**

**TOURISM GUIDANCE AND OPERATING SKILLS**

**COURSE OUTCOMES ;**

- 1 Understanding the fundamentals of Tourism industry – including its history , components and current trends
- 2 Acquire in depth knowledge about popular tourist destinations , their attractions ,cultural significance and geographical features
- 3 Develop excellent customer service and communication skills

**Syllabus**

**UNIT - I**

Meaning of tour Guide – types of tour guides – heritage guide – natural guide – adventure guide -business guide – special guide – duties and responsibilities of tour guide -various roles of tour guide

**UNIT - II**

Guiding techniques – leadership skills – social skills -presentation skills – communication skills – guides personality skills – Empathy , Enthusiasm , Punctuality , Humour etc  
Personal hygiene – grooming – code of conduct

**UNIT - III**

Guest relationship management – handling emergency situations – medical , personal , official , VISA / PASSPORT , Death , handling guest with special needs – different age groups

**UNIT - IV**

Conducting tours – pre – tour planning -route chart -modes of transport – security measures – check list etc -Conducting various types of tours – relationship with fellow guides – co-ordinating with hospitality institutions

**UNIT - V**

Travel agency – tour operations – difference between travel agent and tour operator – functions of tour operators – types of tour operators – brief study of tour operating agencies like APTDC , Southern travels

**REFERENCE BOOKS ;**

Travel agency and tour operations - Jagmohan negi , introduction to travel agency management - Dennis L Foster

**GOVERNMENT COLLEGE FOR WOMEN [ A ] GUNTUR**

**[ Admitted in 2023 - 2024 Batch ]**

**SEMESTER - III - II B A - TOURISM ( MAJOR ) - PAPER - VIII**

**TRAVEL MANAGEMENT**

**COURSE OUTCOMES ;**

- 1 Gain a comprehensive understanding of the travel and tourism industry
- 2 Develop the skills to plan various types of travel experiences
- 3 Learn about different modes of transport and accommodation options

**Syllabus**

**UNIT - I**

Travel organizations – Organization and Functions of UNWTO , TAAI , IATO , IATA , and PATA – Case studies of travel agencies and tour operators – Thomas cook , SITA , TCI

**UNIT - II**

Understanding of travel agency and tour operator – Travel agency and tour operation business – definition and differentiation – types and forms of organizations – Genesis and growth of travel agency and tour operator business - functions of a travel agency – travel information – documentation – ticketing – reservation – immigration – itinerary – functions of tour operators

**UNIT - III**

Travel formalities – package designing – entrepreneurship – procedure of setting up of travel agency and tour operation - Approval from dept of tourism – travel formalities – documents required for visiting north eastern states – types of tour packages

**UNIT - IV**

Introduction to internet – web sites – E mail – sending and receiving E mail – Search engines – chatting - access to sites – online messages

**UNIT - V**

Designing of tourist itinerary – project work on preparation of a tourist itinerary – tourist brochure – incorporating the tourist destinations in A P

**REFERENCE BOOKS ;** Tourism development - A K Bhatia , Travel and transport - V K Mandal - tourism in north eastern states – Bhattacharya

**GOVERNMENT COLLEGE FOR WOMEN [A] GUNTUR**

**[ Admitted in 2023 - 2024 Batch ]**

**SEMESTER - IV II BA - TOURISM (MAJOR) - PAPER - IX**

**ACCOMMODATION MANAGEMENT**

**COURSE OUTCOMES ;**

- 1 Students should be able to differentiate between various types of accommodation
- 2 Develop effective customer service skills to provide a high level of guest satisfaction
- 3 Learn the key principles and strategies for efficient management in accommodation

**Syllabus**

**UNIT - I**

Introduction to Hotels - Accommodation industry - types of hotels – traditional , supplementary and new concept of hotels

**UNIT - II**

Key departments in a hotel - front office management and advantages - formalities and formats used in hotels

**UNIT - III**

House keeping - introduction and importance of house keeping - Organization chart - Duties and responsibilities - Different cleaning agents

**UNIT - IV**

Food and beverages - types of services - Menu – Alcoholic and NON – Alcoholic beverages - Food production hierarchy - Different Cuisines

**UNIT - V**

Latest trends in hospitality industry – importance to keep latest trends - factors responsible for upcoming developments - hospitality trends being accelerated by COVID – General upcoming trends

**REFERENCE BOOKS ;** Theory of cookery - Krishna arora , MODERN COOKERY -T E Philips , Managing front office - Michel

**GOVERNMENT COLLEGE FOR WOMEN [ A ] GUNTUR**

**[ Admitted in 2023 - 2024 Batch ]**

**SEMESTER - IV - II B A - TOURISM MAJOR -PAPER - X**

**TOURISM AND HOSPITALITY MANAGEMENT**

**COURSE OUTCOMES :**

- 1 Students gain a comprehensive understanding of tourism and hospitality
- 2 Develop excellent customer service skills including communication , problem solving
- 3 Learn the principles of business management as applied to the tourism and hospitality

**SYLLABUS**

**UNIT - I**

Tourism – definition – nature – scope – history of tourism -types of tourism – domestic and international tourism – causes of rapid growth of tourism – national institute of tourism and hospitality management

**UNIT - II**

Relationship between history and tourism - major tourist spots in A P – Gandikota , nagarjunakonda , salihundam , konaseema

**UNIT - III**

Characterstics of hospitality industry - inflexibility , intangibility , perishability , - types of assistant , executive chef etc – Concept of Atidhi devo bhava – types of hotels in india

**UNIT - IV**

Duties , responsibilities and skills of Front office staff – Duties , responsibilities , skills of house keeping staff – Guest stay process in a hotel -

**UNIT - V**

Different types of services offered in selected hotels / motels / restaurants - room services – catering services - different types of managerial issues – service etiquettes



**GOVERNMENT COLLEGE FOR WOMEN [ A ] GUNTUR**

**[ Admitted in 2023 - 2024 Batch ]**

**SEMESTER - IV - II B A - TOURISM MAJOR - PAPER - XI**

**TOUR GUIDING AND ESCORTING**

**COURSE OUTCOMES ;**

- 1 Students should acquire deep understanding of various tourist destinations
- 2 Develop effective communication skills - speaking , listening , interpersonal communication
- 3 Gain an appreciation for different cultures and customs enabling them to guide tourists

**SYLLABUS**

**UNIT - I**

Meaning , concept and types of tour guides – duties and responsibilities of guides and Escorts

**UNIT - II**

Various roles of tour guides - the business of guiding and Escorting - organizing a guiding business

**UNIT - III**

Leadership and communication skills - presentation and speaking skills – the guides personality – moments of truth – the seven sins of guide – service cycle – working with different age groups – working under difficult circumstances

**UNIT - IV**

PASSPORT , Death , handling guest with special needs – skills required for adventure tours - Handling emergency situation - medical , personal , official , VISA knowledge of local security – route chart – personal hygiene – check list – leading group

**UNIT - V**

Pre – tour planning – modes of transportation – conducting various types of tours – understanding clients needs – security measures – relationship with fellow guides – coordination with hospitality institutions –

**REFERENCE BOOKS ;** Introduction to travel management - Dennis L Foster

**GOVERNMENT COLLEGE FOR WOMEN [A] GUNTUR**

**[ Admitted in 2023 - 2024 Batch ]**

**SEMESTER - V - III B A - TOURISM (MAJOR) -PAPER - XII**

**PACKAGE TOURS**

**COURSE OUTCOMES ;**

- 1 Acquire knowledge about the concepts of package tours including features and advantages
- 2 Develop familiarity with popular tourist destinations and attractions
- 3 Understanding the pricing and costing aspects of package tours

**SYLLABUS**

**UNIT - I**

Definition of tour package – types and forms of package tours – product oriented package tours – special interest tour

**UNIT - II**

Planning for a tour package – components of tour package – factors in tour package design

**UNIT - III**

Steps in tour package designing – destination survey – seasonal consideration confidential tariff – seasonal consideration - confidential tariff arrangements – payment procedure etc

**UNIT - IV**

Itinerary preparation – necessary requirements do s and don't s of itinerary preparation costing – quotation – tariff and commissions and amp – cancellation importance and significance of Credit cards

**UNIT - V**

Tour operation documents – Airline vouchers – Pax docket – daily sales record - AGT – Statements – communication for reservation and cancelation - significance of Credit cards

**REFERENCE BOOKS ;** The business of travel agency operation and management -Foster ,Group travel operation procedure -Negi , business travel agency – A K Bhatia

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**[ Admitted in 2023 - 2024 Batch ]**

**SEMESTER - V - III B A - TOURISM (MAJOR) - PAPER - XIII**

**EVENT MANAGEMENT**

**COURSE OUTCOMES ;**

- 1 Develop the ability to plan and organize various types of events from corporate meetings to large scale festivals
- 2 Learn effective event marketing strategies including promotion advertising and social media for event promotion
- 3 Acquire skills in selecting and managing vendors , suppliers , and service providers for events

**SYLLABUS**

**UNIT - I**

Understand event – characteristics , classification of events , reason and need for events , Major event organizations – ICPB , CVB , ICCA

**UNIT - II**

Event management and planning - Introduction , importance , planning event – Determining the purpose of your event , what is the goal of your event , Understanding your event s Audience – need analysis , event planning

Event budgeting - introduction , importance , fixed cost and variable cost , volume profit analysis , break event analysis , making the budget , expenditure and revenue considerations

**UNIT - III**

Event marketing – introduction and objectives of event marketing , types of media and marketing , PR and its use within event management , production launches / PR events , using media , advertising campaigns , road shows , e – marketing

**UNIT - IV**

Event risk management – introduction , importance , objectives of risk management , types - legal risks , physical risks , financial risks , moral and ethical risks –

**UNIT - V**

Event laws and permissions – permissions required for holding an event , general details , police permissions , traffic police , ambulance , fire brigade , municipal , permissions for open ground events , licence for serving liquor

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**[ Admitted in 2023 - 2024 Batch ]**

**SEMESTER - V -III B A - TOURISM MAJOR - PAPER - XIV**

**ECO – TOURISM AND SUSTAINABLE DEVELOPMENT**

**COURSE OUTCOMES ;**

- 1 Students should gain a comprehensive understanding of what eco-tourism is and its objectives and significance in promoting sustainable development
- 2 Learn about the impact of traditional tourism and how eco – tourism practices aim to minimize negative effects
- 3 Exploring sustainable development , social dimensions and how eco – tourism contributes to it

**SYLLABUS**

**UNIT - I**

Definition of eco-tourism basic principles of eco – tourism – forms of eco tourism – special tourism

**UNIT - II**

Eco systems and its types – need to restore and conserve eco tourism – importance of literature in eco tourism

**UNIT - III**

Impacts of eco tourism – positive and negative – links between eco tourism and environment – impact of wildlife – community involvement – conservation of cultural and historical heritage

**UNIT - IV**

Eco – tourism destinations – need for responsible travel and tourism – planning of eco tourism destinations

**UNIT - V**

Challenges , solutions and future trends in eco tourism – challenges facing in eco tourism – possible solutions to eco tourism – future trends in eco tourism – relationship between eco tourism and sustainable tourism

**REFERENCE BOOKS ;** Sustainable and responsible tourism – Parikshir , global eco tourism – Prabhas Chandra , environmental impacts of eco tourism – Ralf buckley

**GOVERNMENT COLLEGE FOR WOMEN [ A ] GUNTUR**

**[ Admitted in 2023 - 2024 Batch ]**

**SEMESTER - V - III B A - TOURISM MAJOR -PAPER - XV**

**TOURISM PRODUCTS OF INDIA**

**COURSE OUTCOMES ;**

- 1 Students gain knowledge of diverse tourism products that india offers
- 2 Explore and analyse the unique tourism offerings of differentregions in india
- 3 Develop an appreciation for indias rich cultural heritage

**SYLLABUS**

**UNIT - I**

Types and features of tourism products – ancient Indian civilization – pre and post vedic periods – medical sciencesof ancient india – ayurveda , yoga and meditation – major religious centres of india – holy places connected with Hinduism , buddhism , Jainism , Sikhism , Islamism , Christianity

**UNIT - II**

Jain and buddhist caves – pillara – stupas – monasteries – ancient hindu temple art and architecture – Islamic art and architecture – colonial art and architecture – major fairs and festivals – classical dance and music – Indians music , cuisines ,handi crafts

**UNIT - III**

National parks and wild life sanctuaries – locations – accessibility – facilities – amenities – Ranathambore – Kanha – Mudumalai – periyar – sunderban - hill stations – kullu – manali – Shimla – ooty – Coorg – kodaikanal – araku – Munnar, Darjeeling -

**UNIT - IV**

Adventure tourism – attractions of Himachal Pradesh – jammu and Kashmir – utterakhand – Ladakh – desert s , lakes , beaches , rivers

**UNIT - V**

Major tourist circuits in india – inter state and intra state – theme based circuits – world heritage sites – emerging tourist attractions in India.

**OLD PATTERN**

**SYLLABUS - MODEL QUESTION PAPERS - BLUE PRINT FOR OLD PATTERN**

**Govt . College for Women (A) Guntur**

**III B .A . - TOURISM**

**SEMESTER - V - PAPER - VI**

**ECO TOURISM AND SUSTAINABLE DEVELOPMENT**

**SYLLABUS**

**UNIT – I**

Definition of eco tourism, basic principles of eco tourism , forms of eco tourism, special tourism.

**UNIT - II**

Eco systems and it's types, Need to restore and converse eco system, importance of literature in eco systems.

**UNIT - III**

Impacts of eco systems, Positive and negative, Links between Eco Tourism and Environment , Impacts of Wildlife , Community involvement in Eco Tourism, Conservation of Cultural and historical heritage.

**UNIT - IV**

Eco tourism destinations , Need for Responsbile Travel and Tourism, Planning of Eco Tourism destinations.

**UNIT - V**

Challenges , Solutions ,and future trends in Eco tourism , challenges facing in eco tourism , Possible solutions to eco tourism ,Future trends in Eco tourism , Relationship between Eco Tourism and sustainable tourism.

**Reference Books :**

1. Prabhas chandra - environmental impact of eco tourism
2. Ramadan – Difference between sustainable and eco tourism.

**Govt. College for women ( autonomous), Guntur**

**III B.A - TOURISM - SMESTER – V- PAPER-VII**

**PACKEGE TOURS**

**(Skill Enhancement Course- Semester-V)**

**Syllabus**

**Unit - I:**

Definition of tour package, types, forms of package tours, product oriented package tours special interest tour [18 hours]

**Unit - II:**

Planning for a tour package components of a tour package, Factors in tour packaging design [18 hours]

**Unit - III:**

Steps in tour package designing destination survey, seasonal consideration confidential tariff, seasonal consideration, confidential tariff arrangements, payment procedures, etc limitation of a package tour[18 hours]

**Unit - IV:**

Itinerary preparation - necessary requirements do's and don'ts of itinerary preparations costing, quotation, tariff, commissions & other remunerations of tour operation [18 hours]

**Unit - V:**

Tour operation documentation hotel & airline vouchers, pax docket, daily sales record, AGT statements communication for reservation & cancellation importance and significance of credit cards. [18 hours]

**Reference books:**

1. Foster D.L, the business of travel agency operation and tour management
2. Negi J.M.S - Travel agency & tour operations
3. Susan Webstar - Group travel operating procedure
4. A.K. Bhatia, the business of travel agency and tour operations management, 2012