

**JYOTI NIVAS COLLEGE AUTONOMOUS  
SYLLABUS FOR 2018 BATCH AND THEREAFTER**

**Programme: B.A.**

**Semester: I**

**TOURISM AND TRAVEL MANAGEMENT - PAPER I  
PRINCIPLES OF TOURISM**

**Course Code: 18ITT1 /18BT103**

**No. of Hours: 60**

**COURSE OBJECTIVES:**

- To enrich the knowledge regarding phenomena of tourism and its characteristics
- Role of important international tourism agencies in the growth of tourism industry
- To understand the economic, political, socio-cultural and environmental impacts of tourism

**LEARNING OUTCOME**

- Students are introduced to the fundamental phenomenon of the tourist system and enrich their understanding of the main aspects and values of the tourism industry.
- Students gain insight into and learn intuitively the role of important international tourism agencies in the growth of tourism industry and also examine its existing and emerging principles.
- Students also get an opportunity to understand the economic, political, socio-cultural and environmental impacts of tourism activities and learn to reflect resourcefully the strategic measures to minimise the harmful effects.

**UNIT 1: HISTORY AND PRINCIPLES OF TOURISM 10 HRS**

Introduction, meaning and definition of Tourism – Evolution of Tourism – Origin of annual holidays paid holidays & mass tourism –Present and future trends of tourism- Factors that influence demand for tourism– Advances in technology and impact on tourism. Forms of Tourism -Types of Tourist – Basic components of Tourism – accessibility, attraction & accommodation –Elements of Tourism – Tourism Motivation - Types of motivation

**UNIT 2: ACCOMMODATION 15 HRS**

Accommodation: Historical development of accommodation sector, Definition and Meaning- Linkages and interrelationship- Types- primary & supplementary. Classification of Accommodation- Hotels Plans – star categories – Business hotels – Resort- Heritage & Palace hotels- Youth Hostels- Motels- Time Share hotels-Paying Guest Accommodation- Forest Lodges- Home stays etc.

Management of Hospitality Industry- Organizational structure –departments in a hotel: Functions and Responsibilities- Front office management-Food and beverage management- Housekeeping department.

**UNIT 3: TRANSPORT 10 HRS**

Transport and tourism- Transport system: interrelationship- elements of transport – Technology in transport sector- Impact on Tourism.

**UNIT 4: IMPACTS OF TOURISM 10 HRS**

Positive and Negative Impacts of tourism: Cultural, Environmental, Economic, Social, and Infrastructural - Natural and manmade calamities and their impact on tourism.

**UNIT 5: ORGANIZATIONS AND THEIR ROLE IN TOURISM****05 HRS**

UNWTO, WTTC, IATA, PATA, ICAO, IH&amp;RA - their impact and role in India.

**UNIT 6: TOURISM IN INDIA****10 HRS**

Growth of Tourism in India – Role of government – Ministry of Tourism – Public sector efforts (ITDC) – DGCA - FHRAI - Tourism in Karnataka- Role of KSTDC- Tour Packages.

**REFERENCE:**

- Anand, M.M., Tourism and Hotel Industry in India (New Delhi, 1976).  
Andrews, Sudhir, Hotels Housekeeping (New Delhi, 1995)  
Bhatia, A.K., Tourism Development- Principles and Policies (New Delhi, 1991).  
Cooper, Chris, et.al, Tourism: Principles and Practices (London: Pitman Publishing; 1993).  
Cooper & Boniface, Worldwide Destinations: The Geography of Travel and Tourism (2001)  
Foster, Dennis L. An Introduction to Travel and Tourism (1994)  
Gill, Pushpinder.S. Tourism and Hotel Management (New Delhi, 2002)  
Holloway, Christopher.J., The Business of Tourism (1989)  
Jackson, Ian, Introduction to Tourism (Melbourne, 1997)  
Kaul, R.N., Dynamics of Tourism:  
A Trilogy –Vol.11: Accommodation (New Delhi, 1985).  
A Trilogy: vol.111: Transportation (New Delhi, 1985).  
Andrews, Sudhir, The Food and Beverage Services (New Delhi, 1995)  
Ismail, Ahmed, Front Office Operations and Management (Singapore, 1989)  
Walker, John.R., Introduction to Hospitality (1992).  
Zulfikar, Mohammed, Introduction to Tourism and Hotel Industry (New Delhi, 1998)  
JOAN BeckWell – The Complete Traveller  
Edward D Mills – Designs for Holidays and Tourism.

**PRACTICAL FOR SKILL DEVELOPMENT**

1. Leading multinational hotel chains operating in India.
2. Front office department- Front Office Forms/Vouchers &Terminology.
3. Tourist trains and tourist circuits in India and their routing.
4. Top 30 airports around the world (5 each from 6 continents)
5. Case study based on KSTDC tour packages
6. Students are required to maintain newspaper clippings file 25 articles pertaining to tourism are sourced from the newspapers. A synopsis along with the source and date must accompany the article.

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