

BBAITM - SN101
[U.e.f. 2020-21 Admitted Batch]

GOVERNMENT COLLEGE FOR WOMEN (A) SRIKAKULAM

PROGRAMME : THREE - YEAR B.A.

(With Spl. Telugu, Geography and Tourism and Travel Management Discipitines)

**DOMAIN SUBJECT : TOURISM AND TRAVEL MANAGEMENT
SEMESTER - WISE SYLLABUS UNDER CBCS**

**I YEAR B.A. SEMESTER - I
COURSE 1 : CONCEPTS OF TOURISM**

LEARNING OUTCOMES : -

After Successful completion of this course, The Student will be able to : -

5X10 = 50

- ✧ Acquiring Knowledge on Basics of Tourism
- ✧ Under Stand and identify Tourism Product
- ✧ Knowing the important Trends in Tourism Develop basic Skills required for jobs in Tourism Industry
- ✧ Under stand the central peripheral services and public Services in Tourism Product

UNIT - 1 : Definition, Nature, Importance, Types of Tourism Components and History of Tourism - Tourism Product
Motivaters for Tourism Domestic and International Tourism

UNIT - 2 : Mania Declaration Organization of Tourism - N.T.O - Functions
Importance, State and city Organizations - WTO - Functions
Role - Acapulco Agreement

UNIT - 3 : Transport - Roads, Railways, Airways and water ways Accommodation - Types and Stars
Developments and scope of Hotel Industry - Travel Agency - Tour Operators

UNIT - 4 : Tourism Impact on Economy, Society, Culture and Environment Marketing and planning in Tourism

UNIT - 5 : Publicity Advertising Agencies Media - Travel Literature
Tourism Threats and hurdles in Tourism