

**KAKATIYAUNIVERISTY**  
**B.A. TOURISM & TRAVEL MANAGEMENT**  
**(Regular & Distance Mode)**  
**SYLLABUS**  
**(Common Core Syllabus under CBCS)**

**W.E.F the Academic Year 2025-2026 and Onwards**



*Accredited with 'A+' by NAAC*

**DEPARTMENT OF HISTORY &  
TOURISM MANAGEMENT KAKATIYA  
UNIVERISTY WARANGAL -506 009,  
TELANGANA**

## **KAKATIYAUNIVERSITY**

### **B.A. Tourism and Travel Management (Regular & Distance) Semester - I**

#### **Paper-I: Tourism Business Management (BA-101) Discipline Specific Course (Common Core Syllabus under CBCS) (With Effect from 2025-2026 Onwards)**

Module-I: Tourism Meaning and Significance - Nature and Scope of Tourism - Historical Development of Tourism - Components of Tourism - Characteristics of Tourism - Types of Tourists - Tourism, Recreation and Leisure - Their inter Relationships.

Module-II: Inter-regional and Intra-Regional Tourism - Inbound and Outbound Tourism - Domestic International Tourism - Forms of Tourism: Religious Tourism - Historical Tourism - Health Tourism - Special Interest Tourism – Cultural Tourism - Ethnic Tourism and Adventure Tourism.

Module-III: Economic Impacts of Tourism - Multiplier Effect in Tourism - Social Impacts of Tourism - Cultural Impacts of Tourism - Impacts of Tourism on Ecology and Environment - Sustainable Tourism Development.

Module-IV: Importance of Tourism Organisations - Tourism Organizations in India - State Tourism Development Corporations: TSTDC, APTDC - Ministry of Tourism (MoT) - Indian Tourism Development Corporation (ITDC).

Module-V: Importance of Tourism Planning - Methods of Tourism Planning – Tourism Planning Process - Tourism Planning in India - Involvement of Government and Private Sectors in Tourism Planning.

#### **Suggested Readings:**

Bhatia, A.K. International Tourism, Sterling Publications, New Delhi

Chattopadhyaya Y.K. Economic impacts of Tourism Development Negi.

J-Tourism and Travel, Vikas Publications

Prannath seth Successful Tourism Management, Vol I&II, Sterling Publications, New Delhi.

**KAKATIYA UNIVERSITY  
WARANGAL: TELANGANA**

**B.A. Tourism and Travel Management (Regular & Distance) Semester -II**

**Paper-II: Tourism Marketing  
(BA-201) Discipline Specific Course**

**(Common Core Syllabus under CBCS)  
(With Effect from 2025-2026 Onwards)**

Module-I : Introduction to Tourism Marketing - Concept, Evolution and Definition of Tourism Marketing - Nature and Characteristics of Tourism Marketing - Significance of Marketing in Tourism Industry.

Module-II: Different Types of Tourism Markets in India-World Tourism Markets- Inbound and out Bound Markets for India - Tourist Behaviour Travel - Purchase and Tourist Buying Process.

Module-III: Marketing of Tourist Destinations – Functions of Marketing - Advertising Publicity - Public Relations - Role of Media in Tourism Marketing - Trends in Tourism Marketing - Importance of Brochures - Components of Brochure – Importance of Charts and Maps in Tourism.

Module-IV: Demand and Supply in Tourism – Unique Features of Tourist Demand - Marketing of Tourism Services - Marketing Mix - Challenges in Tourism Marketing.

Module-V:Market Segmentation - Targeting and Positioning - Definition of Market Segmentation – Discussions in Market Segmentation –Market Targeting Process  
- Product Positioning - Purpose and Process.

**Suggested Readings:**

Bhatia, A.K.- Tourism Marketing and Management, Sterling Publications, New Delhi

Kotler, Philip Marketing Management

Negi.J- Tourism and Travel ,Vikas Publications

Prannathseth Successful Tourism Management, Vol. I & II, Sterling Publications, New Delhi

Jha S.M. Tourism Marketing, Himalaya Publications, New Delhi

Patel S.G.Modern Marketing Research, Himalaya Publications, NewDelhi.

## Annexure – I (Credits)

### Proposed CBCS Structure from 2025-26 for Under Graduate Courses

Courses		Paper s	Total Credits	Credits for each paper / Semester						Credits for each paper / Semester						Credits for each paper / Semester					
				BA						B.Com.						B.Sc.					
				I	II	III	IV	V	VI	I	II	III	IV	V	VI	I	II	III	IV	V	VI
Core Courses DSC	Major-1	6	30	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
	Major - 2	6	30	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
	Minor-1	4	20	5	5	5	5	-	-	5	5	5	5	-	-	5	5	5	5	-	-
MIL/AEC (First Language)	English	4	20	5	5	5	5	-	-	5	5	5	5	-	-	5	5	5	5	-	-
Second Language (Telugu, Hindi, Urdu, etc.)		4	20	5	5	5	5	-	-	5	5	5	5	-	-	5	5	5	5	-	-
Multi-Disciplinary Course	MDC 1	1	4	-	-	-	-	4	-	-	-	-	-	4	-	-	-	-	-	4	-
Sec 1, 2		2	4					2	2					2	2					2	2
Sec 3, 4		2	4					2	2					2	2					2	2
Value added course (VAC)	VAC 1, 2	2	6	-	-	-	-	3	3	-	-	-	-	3	3	-	-	-	-	3	3
Internships	Internship / Project	1	4	-	-	-	-	-	4	-	-	-	-	-	4	-	-	-	-	-	4
Total Credits in each semester			142	25	25	25	25	21	21	25	25	25	25	21	21	25	25	25	25	21	21
Total Credits in UG				142						142						142					
Credits under Non-CGPA (Community engagement and service)		NSS /NCC /sports / Extra curricular	6	Upto 6 (2 in each year)						Upto 6 (2 in each year)						Upto 6 (2 in each year)					
		IKS	4	Upto 4 (2 in each, after I & II years)						Upto 4 (2 in each, after I & II years)						Upto 4 (2 in each, after I & II years)					

