

GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Programme		Bachelor of Business Administration				Branch/Spec.		BBA Logistics	
Semester		IV				Version		1.0.0.0	
Effective from the Academic Year			2022-23			Effective for the batch Admitted in			November 2025
Subject code		4LA06PPT		Subject Name		Principles & Practices of Tourism			
Teaching scheme						Examination scheme (Marks)			
(Per week)		Lecture (DT)		Practical (Lab.)		Total		Total	
		L	TU	P	TW				
Credit	03	00	00	00	03	Theory	40	60	100
Hours	03	00	00	00	03	Practical	00	00	00
Pre-requisites:									
Basic acquaintance with the Logistics Sector.									
Objectives:									
To understand the fundamentals of the Tourism industry and its development in India, learn about tourism in India through Surface transportation and impart knowledge on new trends in Tourism.									
Learning Outcome:									
<ul style="list-style-type: none"> Students will be able to understand the nature of tourism in India. Students will understand connectivity to destinations and to learn how to develop packages. Students will be able to throw light on an initiative by the Government and Railways to promote tourism. Students will understand the recent trends of tourism and Infrastructure. 									
Theory syllabus									
Unit	Content								Hrs
1	Basics of Tourism-History & Growth-Tourism & Economy, Multiplier Effect-Principles, Components & Types of Tourism – Service Industry, Passenger Transportation. Travel Agencies Domestic & International Tourism-Tourism Policy & Initiatives of Govt – Dept of Tourism, ITDC, IRCTC etc.- Inbound & Outbound Tourism – Segmentation, Bookings, Package Tours-Travel Agencies, Destinations & Infrastructure – Ratings								10
2	Tourism - Road Infrastructure – Connectivity to destinations, Quadrangle, Highways, Bharat Mala Project-Road Vehicles – Cabs, Minibuses, luxury buses, Double deck sleeper. Regulations-Single point. Multiple destinations, Group booking, Cluster approach.								10
3	Tourism by Rail-Infrastructure – Rail destination. Toy trains to Hills – Shimla, Darjeeling, Ooty – Last mile Connectivity-Railway Initiatives – Rail Yatrik Niwas at stations, Budget hotels. Online bookings, Tourist lounges. Bookings – Group ticket, package tours, circular journey ticket, etc.-Tourist trains – Palace on Wheels, Maharaja, Deccan Odyssey, Rail Package Tours, Coach Bookings Itinerary.								15
4	Trends in Tourism-Sustainable tourism – Ecological & environmental issues-Heritage, Religious, Medical, Leisure, Conferences Tourism, Destination weddings- new destinations- Statue of Unity, Akshardham, Winter tourism, etc.								10
Text Books									
	Course Material Prepared by LSC								
Reference Books:									
	Tourism Development: Principles & Practices: by A K Bhatia fourth revised edition, Sterling Publishers Pvt.Ltd Tourism: Principles and Practices: by Sampad Kumar Swain and Jitendra Mohan Mishra, Oxford University Press India								