

Vishwakarma University (VU), Pune
Bachelor of Arts
Travel and Tourism
(BA-TT)
4 Years – 8 Semesters Full Time Programme
Effective from AY 2024 – 2025
Programme Structure (NEP)
Choice Based Credit System (CBCS) and Grading System

Year 1

Semester 1

Tourism Principles and Practices
Business Tourism- Fundamentals of Business tourism
Understanding Niche Tourism in India
VU Level - Computer application
VU Level- English
VU Level - Professionalism and etiquettes
Foreign Language 1

Semester 2

Indian Geography for Tourism
Indian Culture and Tourism
Business and Event Tourism - MICE tourism
Medical & Wellness Tourism
VU Level - Skill development
VU Level - Indian Architecture
VU Level- Environmental Studies
Foreign Language 2

Year 2

Semester 3

Travel Agency & Tour Operations
Global Tourism Products
Business and event Tourism : Event tourism - Social event
Wildlife and Adventure Tourism
Vu Level - Accounting in Practice
Travel writing and vlogging
Community Engagement I

Semesters 4

Tour Packaging & Itinerary Planning
Transport Management
Business Tourism- Event Tourism - Formal Events
Global Distribution Systems
VU Level- Modern Indian Language
Tourism economics
Tourism Development Project - I

Year 3

Semester 5

Sustainable and Eco Tourism
Human resource Management
Research Methodology
Tourism Planning Management
World Geography and Destinations
Business Tourism -Emerging Trends in MICE & Events
Hospitality Management

Semesters 6

Tourism Marketing
Tourism Laws
Impacts of Tourism
Tourism Planning Management
World Geography and Destinations
Customer relationship management
Business Tourism - Minor Track Project

Year 4 (Semester 7 & 8 for 4-Year Honors Degree)

Semester 7

E-Tourism
Aviation Management
Tourism Planning Management
Tourism Marketing Management
Tourism Planning Management
Tourism Marketing Management
Major Project

Semesters 8

Entrepreneurship Development
Tourism Planning Management
Tourism Marketing Management
Major Project
Internship

Year 4 (Semester 7 & 8 for 4-Year Research Degree)

Semester 7

IPR and Innovation Management
Aviation Management
Tourism Planning Management
Tourism Marketing Management
Tourism Planning Management
Tourism Marketing Management
Research Project - 1

Semesters 8

Entrepreneurship Development
Tourism Planning Management
Tourism Marketing Management
Research Internship
Research Project - 2

Baskets

Semester	Minor Track	Name of Subject
1	Business and Event Tourism	Fundamentals of Business Tourism
2		MICE Tourism
3		Event Tourism - Social Events
4		Event Tourism - Formal Events
5		Emerging Trends in MICE & Events
6		Minor Track Project

Semester	Open Electives	Name of Subject
1	Niche Tourism	Understanding Niche Tourism in India
2		Medical & Wellness Tourism Tourism
3		Wildlife and Adventure Tourism

Semester	Value Education Courses	Name of Subject
1		Professionalism and etiquettes
2		Environmental studies

Semester	Indian Knowledge System	Name of Subject
2		Indian Architecture

Semester	Skill Enhancement Courses	Name of Subject
1		Computer Application
2		Skill development
3		Accounting in Practice

Semester	Specialization Elective Track-1	Name of Subject
5	Tourism Planning Management	Principles of Management
6		Tourism Planning
7		Destination Management
7		International Tourism Planning
8		Disaster and Risk Management

Semester	Specialization Elective Track-2	Name of Subject
5	Tourism Marketing Management	Tourist Behaviour
6		Digital Marketing
7		Marketing Mix and Strategies
7		Sales and Negotiations
8		Brand Management