

CHOICE BASED CREDIT SYSTEM
Tourism & Travel Management (TTM)
BA Regular Course

Submitted to
Gauhati University

Prepared by
Department of Tourism Management
Pragjyotish College
Guwahati 781009

JUNE 2019

Programme Objectives:

The objectives of the programme are to ensure that the students gain a wide range of the essential concepts of tourism. They get an overall picture of tourism destination at the local and the national level. Further the inclusion of management and On Job training prepares the students for jobs in the travel and tourism related companies, government as well as other private sectors. In addition the field study prepares the students with a better understanding of the topics included in the syllabus .

Programme Learning Outcomes:

- 1. To make students gear up to work in the different field of tourism both in the private and the government sector.**
- 2. To train them to become entrepreneurs and to create their own identity.**
- 3. To create awareness in the society about the significance of tourism and its positive effects in the development of a nation.**
- 4. To work ethically to develop the local tourist destinations in a professional way.**
- 5. To understand the culture of the state as well the nation so as to preserve their identity for the economic upliftment.**

Semester	Discipline specific core course DSC(12)	Ability Enhancement Compulsory course (AECC)(2)	Skill Enhancement course (SEC) (4)	Discipline specific Elective course DSE(4)	Generic Elective (GE)(2)
I	English-I DSC 1A TTM-RC-1016 DSC 2A (Other than TTM)	English/ Mil Communication			
II	English II DSC 1B TTM-RC-2016 DSC 2B (Other than TTM)	Environmental Science			
III	MIL/ Alt English-I DSC 1C TTM-RC-3016 DSC 2C (Other than TTM)		SEC-1 TTM-SE-3014		
IV	MIL/Alt ENGLISH II DSC 1D TTM-RC-4016 DSC 2D (Other than TTM)		SEC-2 TTM-SE-4014		
V			SEC-3 TTM-SE-5014	DSE 1A TTM-RE-5016 DSE 2A (Other than TTM)	GE 1 TTM-RG-5016

			SEC-4 TTM-SE-6014	DSE 1B TTM-RE- 6016 DSE 2B	GE 2 TTM-RG- 6016
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COURSE STRUCTURE

PAPER NAMES

Discipline Specific Core course (DSE) - Total 12 papers

First semester	
English-I	DSC 1A TTM-RC-1016 Fundamentals of Tourism
DSC 2A (another discipline)	
Second semester	
English-II	DSC 1B TTM-RC-2016 Tourism Resources of Assam
DSC 2B (Another discipline)	
Third semester	
MIL/Alt English-I	DSC 1C TTM-RC-3016 Tourism Planning, Policy & Development
DSC 2C (Another discipline)	
Fourth semester	
MIL/Alt English-II	DSC 1D TTM-RC-4016 Travel Organization, Travel Agency/Tour Operator and Transport
DSC 2D(Another discipline)	

Discipline Specific Elective (DSE) – Total 4 paper

Fifth semester	
DSE 1A TTM-RE-5016 Practical on Map Work	
DSE 2A(Another discipline)	
Sixth semester	
DSE 1B TTM-RE-6016 Field Report & On Job Training	
DSE 2B(Another discipline)	

Skill Enhancement course (SEC) - Total 4 papers

Third semester
SEC-1 TTM-SE-3014 Tour Guiding Skills
Fourth semester
SEC-2 TTM-SE-4014 Tour Packaging Management
Fifth semester
SEC-3 TTM-SE-5014 Computer Skills in Tourism
Sixth semester
SEC-4 TTM-SE-6014 Hospitality Management

Generic Elective (GE)- Total 2 papers

Fifth semester
GE-I TTM-RG-5016 Tourism Resources of North East India and India
Sixth semester
GE-II TTM-RG-6016 Tourism Marketing & Event Management

**Ability enhancement Compulsory Course (AECC)-
Total 2 papers**

First semester
English/MIL Communication
Second semester
Environmental science

Syllabus Details

First Semester
DSC 1A TTM-RC-1016 Fundamentals of Tourism
Second Semester
DSC 1B TTM-RC-2016 Tourism Resources of Assam
Third Semester
DSC 1C TTM-RC-3016 Tourism Planning, Policy & Development
SEC-1 TTM-SE-3014 Tour Guiding Skills
Fourth Semester
DSC 1D TTM-RC-4016 Travel Organization, Travel Agency/Tour Operator and Transport
SEC-2 TTM-SE-4014 Tour Packaging Management
Fifth Semester
DSE 1A TTM-RE-5016 Practical on Map Work
GE-I TTM-RG-5016 Tourism Resources of North East India and India
SEC-3 TTM-SE-5014 Computer Skills in Tourism
Sixth Semester
DSE 1B TTM-RE-6016 Field Report & On Job Training
GE-II TTM-RG-6016 Tourism Marketing & Event Management
SEC-4 TTM-SE-6014 Hospitality Management

DSC 1A TTM-RC-1016 Fundamentals of Tourism

Total Marks 100
Total Credit 6
External Marks: 80
Internal Marks: 20
Time 3 Hours

Unit-1 Conceptual Framework **Marks** **20**

- **Tourism - Definition, Meaning, Nature, Scope and Types.**
- **Tourist, Traveller, Visitor, Transit Visitor, Excursionist - Definition and Differences.**
- **Forms of Tourism – Inbound, Outbound, National and International.**
- **Basic Components of Tourism – Accessibility, Attraction and Accommodation**
- **Interdisciplinary Approaches of Tourism**

Unit-2 Historical Dimensions of Tourism **Marks** **20**

- **Travel and Tourism throughout the Ages.**
- **Understanding Tourism Motivations.**
- **Factors affecting the growth and development of International and National tourism**

Unit -3 Understanding Tourism Resources **Marks** **20**

- **Components of Tourist Resources - Tourist Oriented Resources, Resident Oriented Resources, Background Tourism Resource and Retrievable Tourist Resource.**
- **Nature of Tourism Resources - Monopolistic Aspect of Tourism Resources, Non-Economic Value of Tourism Resources, Unity of Resources and Consumers, Perishability of Tourism Resources, Tourism Resources and Marginal Utility.**

Unit-4 Significance of Tourism Industry

Marks

20

- **Tourism as an Industry**
- **Economic impacts of tourism**
- **Socio-Cultural impacts of Tourism**
- **Ecological and Environmental impacts of tourism**

Referred Books

- **Karma & Chand, Basics of Tourism, Theory Operation and Practices**
- **AK Bhatia, International Tourism Management**
- **AK Bhatia, Tourism Development**
- **Mishra,S.N.Sadual S K,Basics of Tourism Management**

DSC 1B TTM-RC-2016 Tourism Resources of Assam

Total Marks 100
Total Credit 6
External Marks: 80
Internal Marks: 20
Time 3 Hours

Unit-I Physical Background and Nature of Tourism Resources of Assam

Marks 20

- **Physical Background, Climate, Natural Vegetation, Drainage System (Brahmaputra and Barak Rivers with their main tributaries), Transport and Communication.**

Unit-II Natural Tourism Resources of Assam

Marks

20

- **National Parks, Wildlife Sanctuaries, Bird Sanctuaries, Hill Stations, River Islands with their Locations and Facilities.**
- **Unit-III Historical and Religious Tourism Resources of Assam**

Marks

20

- **Historical Tourism Resources: Monuments, Museums, World Heritage Sites, Archeological Ruin Sites of Assam.**
- **Religious Tourism Resources: Religious Shrines/Centres, Religious Fairs and Festivals etc.**

Unit -IV Cultural and Adventure Tourism Resources of Assam

Marks

20

- **Cultural Tourism Resources: Major Tribes, Fairs and Festivals, Classical Dance, Folk Dances and Music, Handicraft and Handlooms, Cuisine, Performing Art, Costumes etc.**

- **Satra Institutions of Assam: Concept and Significance of Satras of Assam as Cultural Tourist Attractions**
- **Majuli as a Cultural Tourism Hub**
- **Definition, Scope and Nature of Air, Land and Water based Adventure Tourism**
- **Popular Tourist Destinations of Adventure Tourism**

Referred Books:

Bhagawati, A.K.Bora Geography of Assam

Bhattacharaya, Tourism in Assam, Trend and Potentialities

Bora, Sheila and M.C: The story of Tourism: an enchanting journey through India's North East

DSC 1C TTM-RC-3016 Tourism Planning, Policy and Development

Total Marks 100
Total Credit 6
External Marks: 80
Internal Marks: 20
Time 3 Hours

Unit-I Tourism Planning

Marks

20

- **Concept, Nature, Types of Tourism Planning**
- **Significance of Planning in Tourism Industry**
- **Factors influencing Tourism Planning**
- **Steps of Destination Planning**

Unit-II Approaches of Planning in Tourism

Marks 20

- **Tourism Planning Approach**
- **Planning Approaches for different forms of Tourism: Eco Tourism, Adventure Tourism, Urban Tourism, and Rural Tourism**

Unit III Tourism Policy

Marks

20

- **Concept, Objectives and Significance of Tourism Policy**
- **Procedures for formulating Tourism Policy**
- **National Tourism Policy 1982 and 2002 of India**
- **National Action Plan 1992 - Objective and Strategies**
- **Tourism Policy of Assam**

Unit-IV Tourism Planning Development

Marks

20

- **Planning for the development of a Tourist destination**
- **Impacts of Unplanned Tourism Development on a Tourist Destination.**

Referred books:

- **Sinha,R.K Tourism strategies, Planning and Development**
- **Sharma,K.K Planning for Tourism**
- **Iskeep,E: Tourism palnning:an integrated and sustainable development approach**

SEC-1 TTM-SE-3014 Tour Guiding Skills

Total Marks 100
Total Credit 4
External Marks: 80
Internal Marks: 20
Time 3 Hours

Unit-I Fundamentals of Tourist Guide **Marks** **20**

- **Meaning, Definition and Types of Tourist Guide**
- **Job Descriptions of Tourist Guide**
- **Importance of Tourist Guide in Tourism Industry**
- **Duties and Responsibilities of Tourist Guide**
- **How to be a Tourist Guide?**

Unit-II Scope of Work **Marks** **20**

- **Historical Sites and Monuments**
- **Wildlife Parks**
- **Tour Operators**
- **Travel Agents**
- **Hoteliers**
- **Adventure and Leisure Tourism Providers**
- **Heritage Sites and their Conservation**

Unit III Categories and Income Source **Marks** **20**

- **Categories of Tourist Guide**
- **Income Source of a Tourist Guide**
- **Subsidiary Duties of a Guide**

Unit-IV Personal Attributes of a Tourist Guide **Marks** **20**

- **Skills – Social, Verbal Fluency, Aptitude for Language, Thorough Knowledge of the destinations, Business Tactics etc.**
- **Qualities - Decision making ability, Leadership Qualities, Motivational Quality, Handling difficult/demanding Tourist etc.**
- **Personality - Mannerism, Professionalism, Punctuality, Story Teller and an Actor**

Reffered books

- **Matrix Publishers, New Delhi, Handbook for Tour Guides,**
- **Michell, G.E,Charleston, How to start a Tour Guiding Business**
- **Negi ,Tourist Guide & Tour Operation, Planning & Organizing**
- **Geo, Chack, Professional Travel Agency Management, Prentice Hall, London, 1990**

DSC 1D TTM-RC-4016 Tourism Organizations, Travel Agency/Tour Operator and Transport

Total Marks 100
Total Credit 6
External Marks: 80
Internal Marks: 20
Time 3 Hours

Unit-I Tourism Organizations **Marks** **20**

- **Need of Tourism Organizations**
- **National Tourist Organization/Administration (NTA) - Functions and works**
- **Indian Tourism Development Corporation (ITDC) and Assam Tourism Development Corporation (ATDC)**

Unit II Basics of Travel Agency/Tour Operator **Marks** **20**

- **Travel Agency - Definition, Types and its Forms of Organization, Functions and Source of Income**
- **Regulation for setting up a Travel Agency/Tour Operators - Department of Tourism (DOT) and IATA regulation.**
- **Travel Documents/Formalities - Passport, VISA, Health Regulation and Restricted Area Permit(RAP), Inner Line Permit (ILP)**
- **Tour Operator - Definition and Types**
- **Indian Association of Tour Operators (IATO)**

Unit-III Rail and Air Transportation **Marks** **20**

- **Mode of Transportation and Significance of each mode in Tourism Industry**
- **Rail Transport – History of Rail Transport, Railway Networks in India, Tourist Trains in India, Indrail Pass and IRCTC**

- **Air Transportation – History of Aviation, Scheduled and Charter Carrier, Civil Aviation in India, National and International Carrier**

Unit-IV Water and Road Transportation

Marks

20

- **Water Transport - Historical past, Cruise, Ships and Ferries, Prospects and future growth of Water Transport in India**
- **Road Transport - Road Network in India, Important National Highways of the World, Role of Road Transport in the development of Tourism in India**

Referred books:

- **A.K Bhatia Tourism Development**
- **Mandal,V.K Travel and Transport agency**
- **Negi,travel agency and Tour operation**
- **Negi,K.S Travel Agency Management**

SEC-2 TTM-SE- 4014 Tour Packaging Management

Total Marks 100
Total Credit 4
External Marks: 80
Internal Marks: 20
Time 3 Hours

Unit-I Introduction **Marks**
20

- **Meaning of Tour Package**
- **Classification of Tour Package**
- **Importance of Tour Package**
- **Component of Tour Package**

Unit-II Tour Packaging and Programming **Marks**
20

- **Tour Formulation and Designing Process**
- **Tour Boucher Designing**
- **Tour Programming and its importance**
- **Planning and Components of Package Tours for GIT,SIT & FIT**

Unit-III Tour Package Costing **Marks**
20

- **Meaning and Types of Cost**
- **Concept of Tour Costing**
- **Components of Tour Cost**
- **Preparation of Cost Sheet**
- **Tour Pricing**
- **Pricing Strategies - Factors influencing the Tour Costing.**

Unit-IV Itinerary Planning **Marks**
20

- **Concept of Itinerary**
- **Importance of Itinerary**
- **Resources for Planning Itinerary**
- **Requirements for Planning Itinerary**
- **Steps for Itinerary Planning**
- **Do's and Don'ts Itinerary Preparation.**

Referred Books:

- **Shikha & Pratap tour Package Management**
- **A.K.Bhatia,Travel Agency & Tour Operation**
- **J.Negi,Tarvel Agency & Tour Operation**
- **Negi,K.S Travel Agency Management**
- **Mnadal,V.K Travel & Transport Agency**

DSE 1A TTM-RE-5016 Practical on Map Work

Total Marks 100
Total Credit 4
External Marks: 80
Internal Marks: 20
Time 3 Hours

Unit-I Mapping of Assam	Marks
40	

- **Tourist Map Design – Map showing National Parks and Wild Life Sanctuaries, Cultural, Historical and Religious Tourist Spots of Assam**
- **Mapping of Transport Network – Road, Air, Rail and Water in Assam to reach the important Tourist Spots**

Unit II- Mapping of India	Marks
40	

- **Tourist Map Design – Map showing National Parks and Wild Life Sanctuaries, Cultural, Historical and Religious Tourist Spots of India**
- **Mapping of Transport Network – Road, Air, Rail and Water in India to reach the important Tourist Spots**

GE-1 TTM-RG-5016 Tourism Resources of North East India and India

Total Marks 100

Total Credit 4

External Marks: 80

Internal Marks: 20

Time 3 Hours

Unit I Physical Background and Natural Historical Resources of North-East India

20

Marks

- **Physical Background of North-East India**
- **Natural Tourism Resources - Major National Parks, Wildlife Sanctuaries, Bird Sanctuaries, Tiger Reserves, Hill Stations etc with their Locations and Facilities .**
- **Adventure Sports nature based**
- **Historical Tourism Resources – Major Monuments, Historical Sites, Archaeological and Ruins Sites of the states of North East India**

Unit II Religious and Tribal Cultural Tourism Resources of North East India

Marks 20

- **Religious Tourism Resources: Religious shrines/ centers, religious fairs and festivals etc.**
- **Tribal Tourism Resources: Major Tribes, Arts and Crafts, Fairs and Festivals, Customs and Rituals, Dance and Music, Cuisine and Costumes of the tribes**

Unit III Natural Tourism Resources of India

Marks

20

- **Brief study of National Parks and Wildlife Sanctuaries, Bird Sanctuaries, Tiger Project Sites of India**
- **Major Hill Stations of India**
- **Important Sea Beaches of India- Mumbai, Puri, Goa, Chennai, Trivandrum and Kerela.**
- **Adventure Sports: Land Based, Water Based and Aero Based Adventure Sports Destinations of India**

Unit – IV Historical, Cultural and Religious Tourism Resources of India

Marks

20

- **World Heritage Monuments and other prominent monuments of India**
- **Cultural Tourism Resources: Indian Classical Dances and Folk Dance forms, Music, Art and Handicraft, Fairs and Festivals of India.**
- **Religious Tourism Resources - Major Religious Shrines/Centers of the major religions of India**

Referred Books:

- 1. Acharya, R. (1986): Tourism & Cultural Heritage of India, ROSA Publication, Jaipur**
- 2. Sharma, U. (2008): Festivals in Indian Society, Mittal Publication, New Delhi-02**
- 3. Bhattachararya, P. (2004): Tourism in Assam, Trends and Potentialities, Bani Mandir, MMC Bhawan,**

4. Bora, Sheila and M.C. (2004): The story of Tourism: An enchanting journey through Indias' North- East, USB Publishers Distributors Pvt. Ltd. New Delhi-02

5. Taher, M. (1977): Tribes of North-East India; A Diagnostic Survey in Spatial Pattern, North Eastern Geographer, Vol. 9, No. 1&2

SEC- III TTM-SE-5014 Practical on Computer Skills in Tourism

**Total Marks 100
Total Credit 4
External Marks: 80
Internal Marks: 20
Time 3 Hours**

**Unit-I Introduction
10**

Marks

- **Definition and Generations of Computer, Basic Structure of a Computer**
- **Basic understanding of Hardware and Software Devices including Input Devices, Output Devices, Operating Systems, Databases etc.**

**Unit-II Introduction to Windows
10**

Marks

- **Ms Word, Ms Excel and Ms Power Point**

**Unit-III Internet
10**

- **Introduction to internet, Accessing wenbsites,email,sending and receiving email Search**

engines, searching through various Search Engines, Chatting, Access to Sites, Online Messages etc.

- **Online Bookings - Airlines, Railways, Cruise & Ships and Hotels**
- **Importance of E-Ticketing, Uses of Social Media Marketing for Tourism Promotion.**
- **Successful online tourism business models-an overview of tourism websites, case studies of IRCTC, Makemytrip.com, Yatra.com, Tripadvisor, Expedia etc.**

Unit IV Designing

Marks

50

- **Designing of Tourist Itinerary, Brochure, Leaflet, Theme Calendar etc.**

Referred books:

- **P.k.Sinha,Computer fundamentals**
- **A.Saxena,K.GUPTA, Fundamentals of Computer**
- **S.Saxena,First Course in Computer**
- **G.Inkpen,Information technology in Tourism**

DSE 1B TTM-RE-6016 Field Report & ON Job Training

Total Marks 100
Total Credit 4
External Marks: 80
Internal Marks: 20
Time 3 Hours

Unit-I On Job Training Report

Marks 40

- **Evaluation of the On Job Training Report and Viva-voce (30 + 10)**

Unit II Field Study Report

Marks 40

- **Evaluation of the Field Study Report and Viva-voce (30 + 10)**

GE-2 TTM-RG-6016 Tourism Marketing and Event Management

**Total Marks 100
Total Credit 4
External Marks: 80
Internal Marks: 20
Time 3 Hours**

Unit I Understanding of Management Concept **Marks**

20

- **Planning**
- **Organising**
- **Staffing**
- **Directing**
- **Co-ordinating**
- **Controlling**

Unit II Understanding of Marketing **Marks**

20

- **Concept of Marketing in Tourism**
- **Consumer Behaviour in Tourism**
- **Role of Market Research and Survey**
- **Product Life Cycle**
- **Destination Life Cycle**

Unit III MICE **Marks**

20

- **Types of MICE and Event**
- **Latest trends in MICE and Event industry**

Unit IV Event Planning and Management **Marks**

20

- **Concept of event planning and management**
- **Steps for planning a successful event**

- **Relationship between event and tourism industry**
- **Skills and qualities required for an event planner**

Referred books:

- **M.Chadhary, Tourism Marketing**
- **J.C.Holloway, Marketing for Tourism**
- **P.Kotler, J.Bowen & J.Makens Marketing for Hospitality and Tourism**
- **E.J McCarthy, Basic Marketing**
- **C.P.Harichandan, A.Musgrave, Event Management**
- **R.Dowson, D.Bassett, Event planning and Management**
- **C.Bladen, J.Kennell, E.Abson, N.Wilde Event Management an Introduction**

SEC-4 TTM-SE-6014 Hospitality Management

Total Marks 100
Total Credit 4
External Marks: 80
Internal Marks: 20
Time 3 Hours

Unit I Introduction

Marks

20

- **Hospitality: Origin, Meaning, Nature and Dimensions**
- **Accommodation: Types and Forms**
- **Origin and Growth of Hotel Industry with special reference to India**

Unit-II Classification and Grading

Marks 20

- **Classification and Grading of Hotels**
- **Hotel Classification in India, Procedure and Requirements**

Unit-III Departments of Hotels and their Functions

Marks

20

- **Organizational Structure of Hotel**
- **Front Office**
- **House keeping**
- **Food & Beverage**
- **Other Departments**

Unit-IV Hotel Chains and it's facilities

Marks

20

- **Major Multinational Hotel Chains operating in India**
- **Cousins and Meal Plan available in the hotels of India**

Referred Books:

- **Y.K.Sharma,Hotel Management**

- **S.Andrew,Introduction to Tourirsm & Hospitality Industry**
- **N.Rajpal,Hospitality Trends and Dimensions**
- **R.singh,Hospitality service quality**
- **L.Pont,Hospitality Management**