



Four Year Under Graduate Syllabus

Tourism and Travel Management

Bodoland University

Proposed Course Structure for Tourism and Travel Management Programme , Bodoland University

Semester I

Paper Code	Paper Name	Credit	L+T+P
TTMMAJ1014	Principles and Practice of Tourism	4	3+1+0
TTMMIN1014	Tourism and Travel Industry	4	3+1+0
TTMIDC1013	Professional Communication	3	2+0+2
TTMAEC1012	Language/Regional Language	2	1+1+0
TTMSEC1013	IT Skills	3	2+0+2
TTMVAC1014	Environmental Studies (2 credit) and Yoga//NCC/NSS/Sports (2 credit)	4	2+0+4

Semester II

Paper Code	Paper Name	Credit	L+T+P
TTMMAJ1024	Tourism Products and Resources	4	3+1+0
TTMMIN1024	Tourism and Hospitality Marketing	4	3+1+0
TTMIDC1023	Hospitality Management	3	2+1+0
TTMAEC1022	Language/Regional Language	2	1+1+0
TTMSEC1023	Tour Guiding Skills	3	2+1+0
TTMVAC1024	Event Management	4	3+1+0

Semester III

Paper Code	Paper Name	Credit	L+T+P
TTMMAJ2014	Tourism Policy	4	3+1+0
TTMMAJ2024	Financial Accounting for Tourism	4	3+1+0
TTMMIN2014	Digital Marketing for Tourism	4	3+1+0
TTMIDC2013	Office Management	3	2+1+0
TTMAEC2012	Language/Regional Language	2	1+1+0
TTMSEC2013	Soft Skills Development	3	2+0+2

Semester IV

Paper Code	Paper Name	Credit	L+T+P
TTMMAJ2034	Travel Agency Management	4	3+1+0
TTMMAJ2044	Emerging Trends in Tourism	4	3+1+0
TTMMAJ2054	Tourism Transportation System	4	3+1+0
TTMMIN2024	Tourism Entrepreneurship	4	3+1+0
TTMAEC2022	Language/Regional Language	2	1+1+0
TTMINT2012	Internship	2	

Semester V

Paper Code	Paper Name	Credit	L+T+P
TTMMAJ3014	Front Office Operations	4	3+1+0
TTMMAJ3024	House Keeping Operations	4	3+1+0
TTMMAJ3034	Food and Beverage Operations	4	3+1+0
TTMMAJ3044	Resort Management	4	3+1+0
TTMMIN3014	Sustainable Tourism Development	4	3+1+0

Semester VI

Paper Code	Paper Name	Credit	L+T+P
TTMMAJ3054	Organisational Behaviour for Tourism and Hospitality	4	3+1+0
TTMMAJ3064	Project Management	4	3+0+2
TTMMAJ3074	MICE Tourism in India	4	3+0+2
TTMMAJ3084	Consumer Behaviour in Tourism	4	3+0+2
TTMMIN3024	International Tourism	4	3+0+2

Semester VII

Paper Code	Paper Name	Credit	L+T+P
TTMMAJ4014	Tourism Destination Development	4	3+0+2
TTMMAJ4024	Tourism Planning and Development	4	3+1+0
TTMMAJ4034	World Heritage Sites and Regional and Local Tourism Sites	4	3+0+2
TTMMAJ4044/ TTMREM4014	Business Analytics Or Research Methodology	4	3+0+2
TTMMIN4014	IT Skills for Tourism	4	3+0+2

Semester VIII

Paper Code	Paper Name	Credit	L+T+P
TTMMAJ4054	Itinerary Planning and Development	4	3+0+2
TTMMIN4024	Ethics and Self Awareness	4	3+1+0
TTMADL4014	International Tourism Destination	4	3+0+2
TTMADL4024	Tour Operations Management	4	3+0+2
TTMADL4034	Tourism Geography	4	3+0+2
	OR		
TTMREP4011 2	Dissertation or Research Project	12	

Programme Outcome:

- Graduates will understand tourism practices for their implications locally and globally.
- Graduates will conceptualize the diverse nature of tourism.
- Graduates shall acquire skills to plan, lead, organize and control resources for effective and efficient tourism operations.
- Graduates shall apply principles of sustainability to the practice of tourism in the local and global context.

SEMESTER I

Paper Title: Principles and Practice of Tourism

Paper Code: TTMAJ1014

Total Number of Lectures : 45 + 15= 60 Hours (L+T) Total Marks : 100

Course Objective: This course imparts understanding of fundamental principles of tourism.

Course Outcome: To enable students to learn application of principles and practices of tourism.

Course Content:

Unit 1

Brief history of tourism worldwide and in India-Types and Forms of Tourism: Inter– regional and intra–regional tourism, inbound and outbound tourism, domestic, international tourism. Forms of Tourism: religious, historical, social, adventure, health, business, conferences, conventions, incentives, sports and adventure, senior tourism, special interest tourism like culture or nature oriented, ethnic or ‘roots’ tourism

Unit 2

Components of tourism industry, Roles and Functions of National and International tourism organizations United Nations World Tourism Organizations (UNWTO), Pacific Asia Travel Association (PATA) World Tourism & Travel Council (WTTC) - International Hotel Association (IHA), Ministry of Tourism, Govt. of India, India Tourism Development Corporation (ITDC), Federation of Hotel and Restaurants Associations of India (FHRAI).

Unit 3

Tourism Motivations-Origin of Travel motivations. Meaning of Motivation & Behaviour, Theory of Travel Motivations, Typology of Tourists, Different Travel Motives, Tourist Centric Approach, Leisure Travel Motivations

Unit 4

Socio cultural impacts of tourism-cultural Exchange among nations and international understanding. Economic impacts of Tourism-Income and Employment, Environmental Impacts of Tourism.

Experiential Learning: Case study on the management of a business organization in the tourism industry and with a case summary write up by the student for evaluation.

Suggested Readings:

- Swain, S.K. & Mishra, J.M.(2012). Tourism Principles & Practices, Oxford University Press, New Delhi.

- Bhatia A.K. (2002), International Tourism Management, Sterling Publishers, New Delhi.
- Goeldner, C.R. & Brent Ritchie, J.R. (2006). Tourism, Principles, Practices, Philosophies. John Wiley and Sons, New Jersey.
- Page Stephen J. Brunt Paul, Busby Graham and Cornell .J (2007). Tourism: Modern Synthesis. Thomson Learning. London. U.K.
- Gee, Chuck Y., James C. Makens,, and Dexter J.L. Choy. (1997). The Travel Industry, Van Nostrand Reinhold, New York.
- Youell, R.(1998). Tourism-An Introduction. Addison Wesley Longman, Essex.
- Michael M. Coltman. (1989). Introduction to Travel and Tourism- An International Approach. Van Nostrand Reinhold, New York.
- Burkart A.J., Medlik S. (1992). Tourism - Past, Present and Future. Heinemann, London.
- Roday. S, Biwal. A & Joshi. V. (2009). Tourism Operations and Management, Oxford University Press, New Delhi.
- Seth, P.N., (1999) Successful Tourism Management (Vol 1 & 2)
- Jagmohan Negi, Tourism and Travel: Concepts and Principles

Paper Title :Tourism and Travel Industry

Paper Code: TTMMIN1014

Total Number of Lectures : 45 + 15= 60 Hours (L+T) Total Marks : 100

Course Objective: This course imparts understanding of fundamental aspects of tourism and travel.

Course Outcome: To enable students to learn application of fundamental aspects of tourism and travel.

Course Content:

Unit-1

Definition and meaning of Tourism, Nature and scope of Tourism. Definition and differentiation of Tourist, travelers, visitors, transit visitors, and Excursionist, Travel and Tourism through the ages, Five A's of tourism. Components and elements of tourism, Types and Forms of tourism.

Unit-2

Types of Transportation, Tourism and transport interrelationship, Role of transport in tourism, Factors influence tourist transport selection, Tourism demand and Transport.

Unit-3

Hospitality_operations- Meaning and nature of Hospitality, Features of Hospitality service, Evaluation of hospitality service, Structure of accommodation industry, Functions of accommodation departments-Front Office, Housekeeping, Food & Beverage departments, significance of accommodations in tourism industry.

Unit-4

Travel Agency and Tour operations-Introduction to Travel Agency and Tour operators, Roles of Travel Agency in growth and development of tourism, differentiation between Travel Agency and Tour Operators, Income source of Travel Agency, Types and Functions of Tour operators, Travel Formalities- Passport, Visa, Foreign Exchange.

Suggested Readings:

- Karma & Chands, Basics of Tourism, Theory Operation and Practices, Kanishka Publishers, New Delhi-02
- A.K. Bhatia, International Tourism Management, Starling Publishers Pvt. Ltd. New Delhi
- A.K. Bhatia, Tourism Development Principle and Practices, Starling Publishers Pvt. Ltd. New Delhi
- Mishra, S.N. Sandal, Basics of Tourism Management, Excel Books, New Delhi- 28
- Negi J., Travel Agency & Tour Operation, Concept and Principles, Kanishka Publishers Distributors, New Delhi-110002
- Seth P.N. Bhatt S., An Introduction to Travel and Tourism, Starling Publishers, New Delhi

Paper Title : Professional Communication

Paper Code: TTMIDC1013

Total Number of Lectures : 30 + 30= 60 Hours (L+P) Total Marks : 50

Course Objective: To develop effective written and oral communication skills.

Course Outcome: Students are acquainted with the techniques and approaches for successful communication.

Course Contents:

Unit-1

Introduction to communication-Importance of Communication-Nonverbal communication- Interpersonal communication-Mass communication-Barriers-Methods of achieving effective communication.

Unit-2

Verbal communication skills-Paralinguistic Features-Proxemics-Haptics-Group Discussion-Participation in meetings and interviews-Designing and delivering presentations-Public speaking-Debates-Telephone Etiquette-Negotiation Skills.

Non-Verbal communication: Body Language, Postures, Gestures, Signs and Symbols- Team building-Interpersonal effectiveness-Leadership skills-Personality Development and Grooming-Stress Management.

Unit-3

Written Communication-Report writing-Blog writing-Documentation-Social media communication-PR communication-Content writing-Business Communication:Preparing Letters, Resume,Reports,Proposal, E-mails and other executive Communications- Communications across cultures- Communication challenges in todays workplace.

Suggested Readings:

- Bovee,Thill & Schatzman (2003); Business Communication Today, Pearson, New Delhi.
- Chunawalla. S.A(2001), Advertising Sales and Promotion Mangement, Himalaya, Mumbai.
- Jenkins I.R & Jif J.J (1973) Planning the Advertising Campaign, Macmillan New Delhi.
- Kaul, Asha(2005).Effective Business Communication, PHI, New Delhi.
- Kumar Sanjay & Lata Pushp (2012), Communication Skills, Oxford University Press, New Delhi.
- Mandal S.K(2007),Effective Communication and Public Speaking, Jaico, Mumbai.

Paper Title: IT Skills

Paper Code: TTMSEC1013

Total Number of Lectures :30 + 30= 60 Hours (L+P)

Total Marks : 50

Course Objective: This course imparts understanding of fundamental concepts of IT Skills

Course Outcome: To enable students to learn various office applications in both theory and practice.

Course Contents:

Unit 1

Introduction to computer, Hardware: Input / Output devices, storage devices and memory. Software: System and Application Software, Compilers, Interpreters and Assemblers. Computer Languages: Levels of languages, generation and their features, Internet.

Unit 2

MS Word: Creating and Editing Word Document. Saving Document, Working with Text: Selecting, Formatting, Aligning and Indenting, Finding Replacing Text, Bullets and Numbering, Header and Footer, Working with Tables, Properties Using spell checker, Grammar, AutoCorrect Feature, Synonyms and Thesaurus, Graphics: Inserting Pictures, Clipart, Drawing Objects, Using Word Art. Setting page size and margins; Printing documents. Mail Merge Practical

MS PowerPoint: Creating and Editing presentation, Auto content wizard, using built-in templates, Types of Views: Normal, Outline, Slide, Slide Sorter, Slide Show, Creating customized templates; formatting presentations.

Unit 3

MS Excel: Creating, Opening, and Saving Workbook. Range of Cells. Formatting Cells, Functions: Mathematical, Logical, Date, Time, Auto Sum, Formulas. Graphs: Charts. Types and Chart Tool Bar, Printing: Page Layout, Header and Footer Tab

Suggested Readings:

- Walter Holland, Microsoft Office, 2013, Digital Classroom.
- Microsoft Excel 2013 Bible, John W Wiley

Note: Latest edition of books may be used.

Paper Title: Environmental Studies and

Yoga /NCC/NSS/Sports

Paper Code: TTMVAC1014

Total Number of Lectures :45 + 15= 60 Hours (L+P) Total Marks : 100

Course Objective: This course imparts understanding of concepts of environmental studies.

Course Outcome: Students are acquainted with various concepts of environmental studies and take active participation in Yoga/NCC/NSS/Sports.

Course Contents:

As per UGC Guidelines and Curriculum Framework for Environment Education at Undergraduate level.

Note: Students shall study Environmental Studies(2 credit) and choose any one from Health and Wellness /NCC/NSS/Sports (2 credit)

Note: Latest edition of books may be used.

Semester-II

Paper Title : Tourism Product and Resources

Paper Code: TTMMAJ1024

Total Number of Lectures: 45 + 15= 60 Hours (L+T) Total Marks : 100

Course Objective : This course imparts understanding of tourism products and resources.

Course Outcome: To enable students to learn application of knowledge of tourism products and resources.

Course Content:

Unit-1

Definition of Tourism Product and Resources, Types of tourism Product, Resources and concept (Tourism resource potential of Assam and BTAD)

Unit-2

National Tourism Resources: National Parks, Wildlife Sanctuaries, Biosphere Reserves, Beaches, Hill stations, Desert, Rivers, Back waters, Mountains, Adventure tourism, Resources- Land based, Water based, and Air based.

Unit-3

Indian cultural heritage: Religious Shrines and Pilgrimage centres- Hindu, Buddhist, Jain, Sikh, Muslim, Christian and others, Cuisine, Handicrafts, Folk Arts, Folklore, Luxury tourist trains of India.

Unit-4

Performing Arts Resources: Indian Classical Music, Classical dance forms of India, Folk dances of India, Fairs and Festivals of India.

Suggested Readings:

- Bhagawati A.K., Bora A.K., Kar B.K., Geography of Assam, Rajesh Publishers, New Delhi
- Bhattacharaya P., Tourism in Assam, Trends and Potentialities, Bani Mandir, MMC Bhawan, Ghy-3
- Sharma U. Festivals in Indian Society, Mittal Publication, New Delhi-02
- Acharya R., Tourism and Cultural Heritage of India, ROSA Publications, Jaipur
- Hussain A.A., The National Culture of India, National Book Trust, New Delhi

Paper Title : Tourism and Hospitality Marketing

Paper Code: TTMMIN1024

Total Number of Lectures: 45 + 15= 60 Hours (L+T) Total Marks : 100

Course Objective: This course imparts understanding of principles of tourism and hospitality marketing.

Course Outcome: To enable students to apply principles of tourism and hospitality marketing.

Course Content:

Unit-1

Introduction to Marketing: Basic of Marketing, Need, Want and Demand, Product, Value, Satisfaction, Equality, Exchange, difference between market and marketing.

Unit-2

Analysis and selection of Hospitality Marketing: Measuring and forecasting Tourism Demand, Market Segmentation and Positioning.

Unit-3

Market Research: Understanding of Marketing Research, Concept of Primary Data, Secondary Data, Qualitative Data, Quantitative Data, Marketing Information System (MIS). Consumer Behaviour, Factor influencing buying behaviours.

Unit-4

Marketing Mix in Hospitality Industry: Concept of Marketing Mix, 8 P's of Marketing Mix, Product Life Cycle, Destination Life Cycle (DLC)

Suggested Readings:

- P.Kotler, J.Bowen & J.Makens, Marketing for Hospitality and Tourism
- M.Chaudhary, Tourism Marketing.
- E.J Mc Carthy, Basic Marketing.

Paper Title : Hospitality Management

Paper Code: TTMIDC1023

Total Number of Lectures : 45 + 15= 60 Hours (L+T) Total Marks : 50

Course Objective : This course imparts understanding of principles of tourism and hospitality marketing.

Course Outcome: To enable students to apply principles of tourism and hospitality marketing.

Course Content:

Unit-1

Introduction to Hospitality Industry: Origin, Meaning, Nature and Dimensions, Accommodation types and Forms, Origin and growth of Hotel industry with Special reference to india.

Unit-2

Classification and grading of Hotels: Types of Hotel Meal Plans: American Plan, Modified American Plan, Continental Plan, European Plan. Hotel Classifications in India, Procedure and Requirements.

Unit-3

Departments of Hotels and their functions: Organisational Structure of Hotels, Front Office, Housekeeping, Food and Beverage, Other Departments.

Unit-4

Hotel Chains and its facilities. Major Multinational Hotel chains operating in India.

Suggested Readings:

- Kotler P., Bowen J., Makens J., Marketing for Hospitality and Tourism, Prentice Hall, Upper Saddle River, USA, NJ-0A7458
- Stephan F., Tourism Marketing and Management, Handbook, Prentice Hall
- Walker, Introduction to Hospitality Management, Pearson India
- Negi J., Hospitality Management, Laxmi Publications
- Pandey M., Tourism and Hospitality Industry, Naman Publishers & Distributors
- Gupta R., Singh N., Hospitality and Tourism, S. Chand Publishers

Paper Title : Tour Guiding Skills

Paper Code: TTMSEC1023

Total Number of Lectures : 45 + 15= 60 Hours (L+T) Total Marks : 50

Course Objective :This course imparts understanding of skills for tour guiding.

Course Outcome: To enable students to acquire skills for tour guiding.

Course Contents:

Unit-1

Fundamentals of Tourist guide: Meaning definition and types of Tourist guide, job description of Tourist guide, Importance of Tourist guide in Tourism industry, Duties and Responsibilities of tourist guide.

Unit-2

Scope of work: Historical sites and monuments , Wildlife Park, Tour operations, Travel agents, Adventure and Leisure Tourism providers, Heritage sites and their conservation areas.

Unit-3

Personal Attributes of a Tourist Guide:

- Skills-Social, Verbal, Fluency, Aptitude for Language, Thorough knowledge of the Destinations, Business Tactics etc.
- Qualities- Decision making ability, Leadership qualities, Motivational qualities, Handling difficult/demanding tourist etc.
- Personality-Mannerism, Professionalism, Punctuality, Story Teller and an Actor.

Suggested Readings:

- Matrix Publishers, New Delhi, Handbook of Tour Guides.
- Michell, G.E.Charieston, How to Start a Tour Guiding Business.

- Negi, Tourist Guide & Tour Operation, Planning & Organising.

Paper Title : Event Management

Paper Code: TTMVAC1024

Total Number of Lectures : 45 + 15= 60 Hours (L+T) Total Marks : 100

Course Objective: This course imparts understanding of principles of event management.

Course Outcome: To enable students to understand the potential of event management.

Course Content:

UnitI

Introduction to Events: Scope - Nature and Importance – Types of Events - Unique features and similarities – Practices in Event Management - Key steps to a successful event.

UnitII

The Dynamics of Event Management: Event Planning and organizing – Problem Solving and Crisis Management – Leadership and Participants Management – Managing People and Time – Site and Infrastructure Management.

UnitIII

Introduction to MICE: Planning MICE, Components of the Conference Market, Characteristics of Conferences and Conventions, MICE as a supplement to Tourism

UnitIV

Event Marketing – Customer care – Marketing equipments and tools – Promotion, Media Relations and Publicity - Event Co-ordination - Visual and Electronic Communication – Event Presentation – Event Evaluation – Case Studies of events of National and International importance.

Suggested Readings

- Avrich Barry (1994), Event And Entertainment Marketing, Vikas, Delhi.
- Bhatia A.K. (2001), Event Management, Sterling Publishers, New Delhi.
- David C. Watt (1998), Event Management In Leisure And Tourism, Pearson, Uk.
- Joe Gold Blatt (1997), Special Events- Best Practices In Modern Event Management, John Wiley And Sons, New York.
- Panwar J.S. (1998), Marketing In The New Era, Sage, New Delhi.

Semester-III

Paper Title : Tourism Policy

Paper Code: TTMMAJ2014

Total Number of Lectures : 45 + 15= 60 Hours (L+T) Total Marks : 100

Course Objective : This course imparts understanding of tourism policy .

Course Outcome: To enable students to apply tourism policy and planning.

Course Content:

Unit-I

Tourism Policy - Concept, need, objective. The role of government and private sector in formulation of Tourism Policy. An outline of L.K Jha committee 1963.

Unit -II

Tourism Policy for India -National Action Plan for Tourism (NAPT) 1992 objectives and strategies, National Tourism Policy 1982, Assam govt. Policy on the development of tourism in the state (Tourism Policy of Assam 2008) along with tourism policy of BTC. The latest policy document on tourism.

Unit -III

International Conventions- Warsaw Convention (1924), Chicago Convention (1944), Berlin Convention (1961 and 1966), Brussels Convention(1970).

Unit IV

Special permits to restricted areas for foreign tourists in India -Permits related to various monasteries and wildlife areas and their procedure, concept of ILP and RAP.

Suggested Readings :

- Gupta S.K. Foreign Exchange Laws and Practice, Taxman publications
- M. S. Negi, Travel Agency and Tour Operations: Concept and Principles New Delhi
- Mukhopadhyay, S: Tourism Economics, ANE Books, New Delhi -02
- Bhatia, A.K.: Tourism Development: Principles and Practices, Starling Publishers Pvt. Ltd, New Delhi
- Tourism Policies of Assam Tourism Development Corporations and BTC.
- Note: Latest edition of books may be used.

Paper Title :Financial Accounting for Tourism
Paper Code: TTMMAJ2024

Total Number of Lectures : 45 + 15= 60 Hours (L+T) Total Marks : 100

Objectives: The basic objectives are to provide basic principles and to understand the basic technique of preparing financial information.

Course Objective : To familiarize students with the mechanics of preparation of financial statements, understanding corporate financial statements, their analysis and interpretation.

Course Outcome: Students would learn to prepare , analyze and interpret financial statements.

Course Contents

Unit I

Introduction to Accounting -Basic Concepts, Purpose, Importance, Scope and Limitations of Accounting. Users of Accounting Information, Generally Accepted Accounting Principles (GAAP) and Accounting Standards (AS), Introduction to International Financial Reporting Standards (IFRS) –need and significance.

Unit II

Recording and Classification of transactions, Preparation of trial balance, capital and revenue Expenditure, Preparing final accounts for business, Adjustment Entries: Inventory, Depreciation, Provision for Bad Debts, Accrued, prepaid, outstanding and unearned income and expenditure

Unit III

Introduction to Cost accounting: Meaning, Objectives and differences with financial accounting, Classification of cost, Preparation of cost sheet

Unit IV

Marginal and absorption costing, Cost volume profit analysis, Break even analysis. Methods of costing: Job costing, Process Costing, Activity based costing.

Experiential Learning : Presentation on the contents of an audited annual report to be made by the students and evaluated by the course teacher..

Suggested Readings:

- Hanif and Mukherjee, Financial Accounting, McGraw Hill Publishers
- Dr. S.N. Maheswari, Financial Accounting, Vikas Publication
- S P Jain and K. L. Narang, Financial Accounting, Kalyani Publication
- M.C. Shukla and Goyel, Advanced Accounting , S Chand.

Note: Latest edition of books may be used.

Paper Title : Digital Marketing for Tourism
Paper Code: TTMMIN2014

Total Number of Lectures : 45 + 15= 60 Hours (L+T) Total Marks : 100

Course Objective : This course imparts understanding of digital marketing .

Course Outcome: To enable students to apply digital marketing for tourism .

Course Content

Unit-I

Digital Tourism :Digital Tourism Business, Digital Tourism Business Models-opportunities & challenges of digital business .

Unit -II

Digital Tourist : Online Consumer Behavior -Consumer decision journey and marketing funnel – Value of online communities, user-generated content (UGC) – online reviews and reputation management -Unique features of online market research – sentiment analysis for decision making.

Unit -III

Digital Marketing :Characteristics – Process for products & Services -Online segmentation - Targeting – positioning – Inbound ,Outbound Marketing -Search engine marketing :search engine optimization and search engine advertising.

Unit – IV

Social Media Marketing :Social Media Campaign Process -Social Media Marketing – Development of Social Media content and Communities -Deliver Social Media Promotions – Measure Social Media Performance – Manage Social Media Activities.

Suggested Readings :

- Bones, C., & Hammersley, J.(2015). Leading Digital Strategy :driving Business Growth through Effective E-commerce. Kogan Page Limited.
- Chaffey, D. (2013).E-Business and Commerce Management: Implementation and Practice. England: Prentice Hall.
- Chaffey, D. (2014).Digital Business and E-Commerce Management. New Delhi Pearson Education Limited, New Delhi.
- Buhalis, D. (2003). E-tourism: Information Technology for Strategic Tourism Management. London: Person (Financial Times/Prentice Hall)
- HBR (2014). Leading Digital: Turning Technology into Business Transformation. London: Harvard Business Review Press.

- Morabito, V. (2016). Trends and Challenges in Digital Business innovation. London: Springer Publications.

Note: Latest edition of books may be used.

Paper Title :Office Management

Paper Code: TTMIDC2013

Total Number of Lectures : 30 + 30= 60 Hours (L+P) Total Marks : 50

Course Objective :This course imparts understanding of office management.

Course Outcome: To enable students to maintain office records .

Course Content

Unit-I

Fundamentals of Office Management: Meaning, importance and functions of modern office, steps in office organisation, principles of office organisation, organisation structure and types. Elements and major processes of office management.

Unit-II

Office Environment: Meaning and components of office environment, interior decoration- colour conditioning, floor coverings, furnishings, type of furniture, choice between wooden and steel furniture, principles governing selection of furniture, lighting and ventilation, internal noise, external noise, cleanliness, sanitation and health, safety and security.

Unit-III

Records Management: Importance of records, types of office records, meaning, principles of record management, record keeping, functions of records management, elements of filing and filing functions, objectives and importance of filing, advantages of filing, essentials of a good filing system, classification of files, filing procedure or routine.

Readings:

- S.P Arora, Office Organisation and Management, Vikas Publishing House Pvt Ltd
- M.E Thakuram Rao, Office organisation and Management, Atlantic
- Judith Read, Mary Lea Ginn, Record Management, 10th Edition, Cengage Learning.

Note: Latest edition of books may be used.

**Paper Title :Language/Regional Language
Paper Code: TTMAEC2012**

As prescribed by the University

Paper Title :Soft Skills Development

Total Number of Lectures : 30 + 30= 60 Hours (L+P) Total Marks : 50

Paper Code: TTMSEC2013

Course Objective :This course imparts understanding of soft skills for career growth.

Course Outcome: To enable students to handle job interviews with a positive personality .

Unit-I

Soft Skills: Introduction to soft skills, classification of soft skills, time management,attitude,responsibility,ethics,integrity,values,trust,self confidence and courage, consistency, teamwork and interpersonal skills, networking and empathy.

Unit-II

Handling guest complaints: Introduction to guest complaints, different types of complaints, mechanical, attitudinal, service-related, unusual guest complaints in hotels, travel organizations, airlines, events, reason for dissatisfaction, resolving guest complaints, case study on guest complaints

Unit-III

Listening skills: Introduction to listening skills, listening process, types of listening-passive, selective, active; barriers of listening; ten commandments of listening; importance of listening skills in business.

Suggested Readings:

- R. K. Madhukar (2016), Business Communication, Vikas Publishing House Pvt. Ltd.
- Kaul, Asha (2015).Effective Business Communication, PHI, New Delhi.
- Munter Mary(2013),Guide to Managerial Communication: Effective Writing & Speaking, PHI, New Delhi

- Meenakshi Raman & Prakash Singh (2012), Business Communication, 2/e, Oxford University Press.
- Mary Ellen Guffey, Dana Loewy (7th Ed), Business Communication: Process and Product, South-Western Cengage Learning.

Note: Latest edition of books may be used.

Semester-IV

Paper Title : Travel Agency Management

Paper Code: TTMMAJ2034

Total Number of Lectures : 45 + 15 = 60 Hours (L+T) Total Marks : 100

Course Objective : To understand the significance of a travel agency .

Course Outcome: To enable students to learn the significance of travel agency.

Course Content

Unit-I

Travel Trade: Historical perspectives-emergence of Thomas Cook, Cox and Kings, American Express Company, types of tour -Full service agency, Commercial Agency, Implant agency, Group/Incentive agency, Wholesale and Retail Travel agency business: Linkages and Integration With the principal service providers, changing scenario of travel trade.

Unit-II

Travel Agency: Functions of Travel Agency, Setting up a full-fledged Travel Agency, source of income of a Travel Agency, diversification of business, Travel insurance, Forex, Cargo, MICE, documentation, recognition IATA accreditation, recognition from government.

Unit-III

Itinerary Planning: Types of itinerary, resources and steps for itinerary planning, do's and don'ts of itinerary preparation, tour formulation and designing process, FITs & Group Tour planning and components, Special Interest Tours (SITs).

Tour Packaging: Classifications of Tour Packages, Components of package tours, concept of costing -types of costs, components of tour cost, tour packages of Thomas Cook, SOTC, MakeMy Trip and Cox & Kings.

Unit -IV

Travel Trade Organizations: Objectives, Activities and Functions of UFTAA, PATA, TAAI, IATO, ASTA, ATOI, ADTOI, IAAI, TAFI.

Suggested Readings:

- Bhatia, A. k. (2013).The Business Of Travel Agency and Tour operations Management. New Delhi: Sterling Publishers(P)Ltd.
- Goeldner, R. &Ritchie, B. (2010). Tourism, Principles, practices and philosophies London: John Wiley & Sons.
- Negi, K. S. (2011).Travel Agency management. New Delhi: Wisdom Press.
- Roday, S., Biwal, A. & Joshi, V. (2009).Tourism operations and Management. New Delhi: Oxford University Press.
- Swain, S.K. & Mishra, J.M (2011).Tourism principles and practices. New Delhi: OUP.

Note: Latest edition of books may be used.

Paper Title :Emerging Trends in Tourism

Paper Code: TTMMAJ2044

Total Number of Lectures : 45 + 15= 60 Hours (L+T) Total Marks : 100

Course Objective :This course imparts understanding the Emerging Trends in Tourism.

Course Outcome: To enable students to learn the Emerging Trends in Tourism .

Course Content

Unit-I

Adventure Tourism-Basic concept of Adventure Tourism-Meaning, Definition, Concept, nature and scope of Adventure tourism, Risk associated with Adventure activities, Impacts of Adventure tourism. Land based adventure activities, Water based adventure activities, Air based adventure activities. Adventure Tourism Organizations.

Unit-II

Health & Wellness-Determinants of health and wellness, factors responsible for growth of health and medical tourism, global medical tourism, types of spas-ethical, legal, economic and environmental issues in health and medical tourism.

Unit-III

ECO Tourism-Carrying Capacity, Alternative Tourism, responsible ecotourism, community participation, types of participation, ecotourism projects-case studies on Kaziranga National Park.

Unit-IV

Rural Tourism-Rural areas as a tourist product-rural life, art, culture and heritage. Development and conservation of rural tourism resources-festivals, agricultural exhibitions, thematic routes, special markets, ethnic restaurants, challenges of rural tourism-selected case studies on popular rural destinations.

Suggested Readings:

- Agarwal, S, Busby, G, &Huang, R.(2018).Special Interest Tourism: Concepts, Contexts and Cases, London: CABI.
- Ballantyne, R. and Packer, J.(2013).International Handbook on Ecotourism. United Kingdom: Edward Elgar Publishing Ltd.
- Fennel, D. A. (2002),Ecotourism Policy and Planning. USA: CABI Publishing.
- Novelli, M. (Ed.). (2005). Niche Tourism: Contemporary Issues, Trends and Cases.
- Malik S.S., Potential of adventure tourism in India. Agam Kala Prakashan Publishers.
- Negi, J. Adventure Tourism and Sports: Risks and Challenges. Kanishka Publications.

Note: Latest edition of books may be used.

Paper Title : Tourism Transportation System

Paper Code: TTMAJ2054

Total Number of Lectures : 45 + 15= 60 Hours (L+T) Total Marks : 100

Course Objective :This course imparts understanding the Tourism Transportation System. Course Outcome: To enable students to learn the Tourism Transportation System.

Course Content

Unit-I

Introduction to Tourist transportation : Development of means of transport-Tourist transport system-Leiper's framework - Role of transport in tourism -Up market and Low budget travelers - Major entry point of tourist to India.

Unit -II

Surface Transport : Road transport system in India - types of roads - Public transportation system - car, coach, Tour bus, Rent-a-car Scheme (Concept and marketing),Transport & Insurance documents.

Rail Transport: General information about Indian Railways, Brief History - high speed trains - Types of trains & tracks - Railway Reservation - modes - circle trip; Tatkal - i-ticket - e-ticket; introduction to the types of rail tours in India: luxury trains, hill trains, express train mail and passenger - IRCTC -Mountain Railways of India in the UNESCO world heritage site.

Unit -III

Air Transport : Air Transport in India, Major Airlines and Airports in India -Airport facilities for passengers. Ground handling (Passenger & Cargo).Departure formalities: check in -Emigration - Customs & Security. Arrival Formalities: immigration - Baggage clearance -Customs - Channels(Green Channel & Red Channel).

Unit -IV

Water Transport : Categories of water transport (Coastal shipping, Inland waterways, Foreign going traffic)- National waterways. Cruise liners - Types. Houseboats. Brief account of Harbors, Docks, Jetties, Landing stages and Wharves. Brief account of Cargo handling facilities(Cranes, Container handling, Dry bulk handling and Liquid bulk handling).

Suggested Readings:

- Jagmohan Negi - Travel Agency and Tour Operations.
- Mohinder Chand -Travel Agency and Tour Operations: An Introductory Text
- Bhatia, A. K., International Tourism.
- Seth, P. N., (1999) Successful Tourism Management(Vol 1&2)

Note: Latest edition of books may be used.

Paper Title : Tourism Entrepreneurship

Paper Code: TTMMIN2024

Total Number of Lectures : 45 + 15= 60 Hours (L+T) Total Marks : 100

Course Objective :This course imparts understanding the importance of entrepreneurship in economic development..

Course Outcome: To enable students to become job creators rather than job seekers .

Course Content

Unit-I

Entrepreneurship: Theories & Approaches; Types of Entrepreneurs-Entrepreneurial Motivation-Entrepreneurial climate Myths about Entrepreneurship-Role of Entrepreneurship in Economic Development.

Unit-II

Entrepreneurship in Tourism: Opportunity Identification-Sources of Incentives-Promotion Development of Tourism-Institutional Framework-Venture Creation-Forms of Organization-Management.

Unit-III

Funding Options: Sources of Finance for Tourism Enterprises, Subsidies & Incentives-Promotion and Development of Tourism-Institutional Framework- Venture Creation-Forms of Organization-Management.

Unit-IV

Managing Growth: Business integration-Diversification-Mergers & Acquisitions-Business Failure-Causes for failure-Revival of Sick Enterprises-Strategies for revival-Women Empowerment in tourism.

Suggested Readings :

- Arthur, S.J. & Hisrich, R. D. (2011).Entrepreneurship through the ages: Lessons learned. Journal of Enterprising culture,19(01),1-40.
- Bezbaruah, M. P.(2000). Beyond the Millennium. New Delhi: Gyan Pub House.
- Drucker, P. F. (1985).Innovation & entrepreneurship. New York: Harper & Row.
- Jeffrey, T. (1984). New Venture Creation. Illinois: Homewood.
- Kuratko, D. F. & Hodgets, R .M.(2008), Entrepreneurship. New York: Harcourt College Publishers.

Note: Latest edition of books may be used.

Paper Title :Language/Regional Language
Paper Code: TTMAEC2022

As prescribed by the University.

Paper Title : INTERNSHIP

Paper Code : TTMINT2012

INTERNSHIP REPORT

After completion of Internship, the student should prepare a comprehensive report to indicate what he/she has observed and learnt in the training period. The student may contact the Organizational Supervisor/ Faculty Mentor for assigning special topics and problems and should prepare the final report on the assigned topics. Daily diary must be maintained by the student during the period of internship. The training report should be signed by the Organisational Supervisor , Faculty Mentor and the Institutional Head. The Internship report will be evaluated on the basis of following criteria:

- i. Originality.
- ii. Adequacy and purposeful write-up.
- iii. Organization, format, drawings, sketches, style, language, etc.
- iv. Variety and relevance of learning experience.
- v. Practical applications, relationships with basic theory and concepts taught in the course.

MONITORING AND EVALUATION OF INTERNSHIP

The industrial training of the students will be evaluated in three stages:

1. Evaluation by Industry.
2. Evaluation by faculty supervisor
3. Evaluation through seminar presentation/viva-voce at the HEI.

1. EVALUATION BY INDUSTRY:

The industry will evaluate the students based on the punctuality, eagerness to learn, maintenance of Daily Diary and skill test in addition to any remarks.

2. MONITORING/ SURPRISE VISIT BY TPO/ STAFF/ FACULTY MENTOR:

Head of the Institution /Faculty Mentor of the HEI's will make a surprise visit to the internship site, to check the student's presence physically, if the student is found absent without prior intimation, entire training will be cancelled. Students should inform the faculty mentor as well as the industry supervisor at least one day prior to availing leave by email. Students are eligible to avail 1-day leave in 4 weeks and 2 days leave in 8 weeks of the internship period apart from holidays and weekly offs.

3. EVALUATION THROUGH SEMINAR PRESENTATION/VIVA-VOCE AT THE INSTITUTE

The student will give a seminar based on his training report, before an expert committee constituted by the concerned department as per norms of the institute. The evaluation will be based on the following criteria:

Quality of content presented.

Proper planning for presentation.

Effectiveness of presentation.

Depth of knowledge and skills.

Attendance record, daily diary, departmental reports shall also be analyzed along with the Internship Report.

5 Copies of the Internship report must be submitted by the student along with the plagiarism report duly signed by the competent authority. The college must send duly authenticated internship report by the head of the institution to the Controller of Examination for record as per notification by the office of the Controller of Examination. The declaration of the student with regard to originality of the work must be part of the internship report. The internship certificate , supervisor's certificate and the certificate of the head of the institution must be part of the internship report.