

CHOICE BASED CREDIT SYSTEM

Tourism & Travel Management (TTM)

B A Regular Course



COURSE STRUCTURE

PAPER NAMES

Discipline Specific Core Course (DSC)

First Semester

DSC 1A TTM-RC-1016

Fundamentals of Tourism

Second Semester

DSC 1B TTM-RC-2016

Tourism Resources of Assam and BTAD area

Third Semester

DSC 1C TTM-RC-3016

Tourism Planning, Policy & Development

Fourth Semester

DSC 1D TTM –RC-4016

Tourism Resources of North-East India

Discipline Specific Elective (DSE)

Fifth Semester

DSE1A TTM-RE-5016

Tourism Organization, Travel Agency/Tour Operator

Sixth Semester

DSE 1B TTM-RE-6016

Field Study Report & On Job Training

Skill Enhancement Course (SEC)

Third Semester

SEC-1 TTM-SE-3014

Basic of Tourism & Tour Guiding Skills

Fourth Semester

SEC-2 TTM-SE-4014

Practical on Tourist Map Designing & Field Study Report

Fifth Semester

SEC-3 TTM-SE-5014

Tourism Marketing

Sixth Semester

SEC-4 TTM-SE-6014

Hospitality Management

Generic Elective (GE)

Fifth Semester

GE-1TTM-RG-5016

Travel organization, Travel Agency/Tour Operator

Sixth Semester

GE-2 TTM-RG-6016

Field Study Report & On Job Training

DSC 1A TTM-RC-1016 Fundamentals of Tourism

Total Marks-100

Total Credit-6

External Marks-80

Internal Marks-20

Unit I: Conceptual Framework.

Marks 20

- Tourism : Definition, Meaning, Nature, Scope and Types
- Tourist, Traveller, Visitor, Transit Visitor, Excursionist—Definition and differentiation .
- Leisure, Recreation and Tourism and their inter-relationship.
- Form of Tourism: Inbound, Outbound, National and International
- Basic Components of Tourism: Accessibility, Attraction and Accommodation

Unit II: Historical Dimension of Tourism :

Mark 20

- Travel and Tourism throughout the Ages.
- Understanding Tourism Motivations
- Factors affecting the Growth and Development of International and National Tourism

Unit III : Understanding Tourism Resources :

Mark 20

- Components of Tourist Resources: Tourist Oriented Resources, Resident Oriented Resources, Background of Tourism Resources and Retrieval Tourist Resources.
- Nature of Tourism Resources : Monopolistic aspect of Tourism Resources, Non-economic value of Tourism Resources, Perishability of Tourism Resources, Tourism Resources and Marginal Utility.

Unit IV: Tourism Demand and Supply

Marks 20

- Concept of Demand and Supply in Tourism
- Unique Features of Tourist Demand
- Constraint in creating Ideal Destination

Unit V: Significance of Tourism Industry

Marks 20

- Economic Impacts of Tourism: Income and Employment, Multipliers of Tourism, Balance of Payments, Foreign Exchange etc.
- Socio-cultural Impacts of Tourism: Cultural Exchange among Nations and International Understanding
- Ecological and Environmental Impacts of Tourism.

Referred Book :

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

DSC 1B TTM –RC-2016 Tourism Resources Of Assam & BTAD Area

Total Marks -100

Total Credit -6

External Marks-80

Internal Marks-20

Unit-I Physical Background and Natural Tourism Resources of Assam.

Marks-20

- Physical Background, Climate, Natural Vegetation, Drainage System.

Unit -II Natural Tourism Resources of Assam.

Marks-20

- National Parks, Wildlife Sanctuaries, Bird Sanctuaries, Hill Station, River Island.

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 Tourism Resources of Assam.

Marks-20

- Cultural Tourism Resources: Major Tribes, Fair & Festival, Classical Dance, Folk Dance and Music, Handicraft and Handloom, Cuisine.
- Satra Institution of Assam: Concept and Significance of Satras of Assam as Cultural Tourist Attractions.
- Majuli as a Cultural Tourism Hub.

Unit -V Natural and Cultural Tourism Resources of BTAD Area. Marks -20

- National Parks,Wildlife Sanctuaries,Bird Sanctuaries etc.
- Major Tribes, Fairs and Festivals,Folk Dance and Music, Handicraft and Handlooms,Cuisines etc.

Referred Books:

- **Bhagawati, A.K.Bora Geography of Assam**
- **Bhattacharaya, Tourism in Assam,Trend and potentialities**
- **Bora,Shella and M.C:The story of Tourism an enchanting journey through India's North East**

SEC-I TTM-SE-3014 Basic Concept of Tourism & Tour Guiding Skills

Total Marks 50

Total credit 4

Unit- I: Concept of Tourism

Marks 10

- Definition –Growth of Tourism –Basic components and Types of Tourism Motivation for Tourism.

Unit –II Fundamentals of Tourist Guide

Marks 10

- 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

Unit –III Scope of work

Marks 10

- Historical Sites and Monuments
- Wildlife Parks
- Tour operators
- Travel Agents
- Hotellers
- Adventure and Leisure Tourism providers
- Heritage Sites and their conservation

Unit – IV Categories and Income Source

Marks 10

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

- 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.Charieston,How to start a Tour Guiding Business
- Negi,Tourist Guide & Tour Operation, Planning &Organising

DSC 1D TTM-RC-4016 Tourism Resources of North-East India.

Total Marks –100

Total Credit – 6

External Marks-80

Internal Marks -20

Unit-1 Physical Background and Nature of Tourism Resources of North-East India.

Marks - 20

- Physical Background, Climate, Natural Vegetation, Transport and Communication

Unit-2 Natural Tourism Resources of North-East India

Marks – 20

- Major National Parks, Wildlife Sanctuaries, Bird Sanctuaries, Tiger Reserves, Hill Stations with their locations.

Unit-3 Historical Tourism Resources of North-East India

Marks – 20

- Major Monuments, Historical Sites, Archaeological and Ruins Sites of the States of North-East India

Unit-4 Religious Tourism Resources of North-East India

Marks – 20

- Religious Shrines/Centers, Religious Fairs and Festival etc.

Unit-4 Tribal's Cultural Tourism Resources of North-East India

Marks – 20

- Major Tribes, Art and Crafts, Fairs and Festivals, Customs and Rituals, Dance and Music, Cuisines and Costumes of the Tribes.

Reffered Books

- Bhattacharaya P. Tourism in Assam.
- Bora, Shella and M.C. : The story of Tourism, an enchanting journey through India's North-East.
 - Taher, M. Tribes of North-East India; A Diagnostic Survey in Spatial Pattern.

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SEC-II TTM-SE-4014 Practical on Tourist Map Designing and Field Study Report

Total Marks -50

Total Credit-4

External Marks -50

Unit-1

- **Tourist Map Design** : Map showing National Parks and Wildlife Sanctuary,Cultural,Historical and religious Tourist spots etc.
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Unit-2

- Assesment of Tourism facilities and services at local level and preparation of a report thereof. Marks 20

Unit-3

- Practical Note Book/Report and Viva Voce Marks-10

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DSE 1A TTM-RE-5016 Tourism Organizations, Travel Agency/Tour Operator and Transport

Total Marks 100

Total Credit 4

External Marks 80

Internal Marks 20

Unit-I Tourism Organisations

Marks 20

- Need of Tourism Organisations
- Organisation and function of UNWTO, TAAI, IATO and PATA
- National Tourist Organisation/Administration (NTA) -- Functions and works
- Indian Tourism Development Corporation (ITDC) and Assam Tourism Development Corporation (ATDC)

Unit –II Basic of Travel Agency/Tour Operator

Marks 30

- Travel Agency – Definition, Type and its Forms of Organization, Functions and Source of Income
- Tour Operator – Definition and Types
- 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)

Unit –III Case Study

Marks 10

- Make My Trip, Yatra.com and Local Travel Agency.

Unit –IV Rail and Air Transportation

Marks20

- Mode of Transportation and Significance of each mode in Tourism industry
- Rail Transport –History of Rail Transport ,Railway Networks in India,Tourist Train in India, Indrail Pass and IRCTC
- Air Transportation- History of Aviation,Scheduied and Charter Carrier,Civil Aviation in India ,National and International Carrier.

Unit -V Water and Road transportation

Marks 20

- Water Transport – **Historical Past, Cruise, Ship 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 –III TTM-SE-5014 Tourism Marketing

Total Marks 50

Total credit 4

Unit – I Understanding of Marketing

Marks 20

- Marketing :Concept and definition and its significance in Tourism Industry
- Basic concept of need and want, demand, product ,service, market and sales
- Significance of service and characteristics of service marketing, differentiation of product marketing and service marketing
- Defining marketing mix ,the 8 P's of marketing mix

Unit – II Market Research

Marks 20

- Understanding of marketing research, concept of primary data, secondary data, qualitative and quantitative data and marketing information system(MIS) and its function
- Consumer and consumer behaviour ,factors influencing the buying behaviour of consumers
- Market segmentation and bases for segmenting consumer markets, targeting and positioning and market strategies.

Unit –III Marketing Mix in Tourism Industry

Marks 10

- Product Life Cycle
- Destination Life Cycle

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 Mc Carthy, Basic Marketing

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

Total Marks 100

Total credit 4

External Marks 80

Internal Marks 20

Unit –I On Job Training Report

Marks 50

- **Evaluation of the On Job Training Report and Viva-Voce (40+10)**

Unit – II Field Study Report

Marks 50

- **Evaluation of the Field Study Report and Viva- Voce (40+10)**

SEC-IV TTM-SE-6014 Hospitality Management

Total Marks 50

Total Credit 4

Unit-I Introduction

Marks 15

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

Unit –II Classification of Grading

Marks 10

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

Unit –III Departments of Hotels and their functions

Marks 15

- Organizational Structure of Hotel
- Front office
- House Keeping
- Food & Beverage
- Other Departments

Unit –IV Hotel Chains and it's facilities

Marks 10

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

Referred Books

- Y.K.Sharma,Hotel Management
- N.Rajpal,Hospitality Trends and Dimensions
- R.Singh,Hospitality service quality