



DRAFT

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 |
|-------------------|--------------------------------------|---------------|--------------|
| TTMMAJ2014 | Tourism Products and Resources | 4 | 3+1+0 |
| TTMMIN2014 | Tourism and Hospitality Marketing | 4 | 3+1+0 |
| TTMIDC2013 | Hospitality Management | 3 | 2+1+0 |
| TTMAEC2012 | Language/Regional Language | 2 | 1+1+0 |

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|------------|---------------------|---|-------|
| TTMSEC2013 | Tour Guiding Skills | 3 | 2+1+0 |
| TTMVAC2014 | Event Management | 4 | 3+1+0 |

Semester III

| Paper Code | Paper Name | Credit | L+T+P |
|------------|----------------------------------|--------|-------|
| TTMMAJ3014 | Tourism Policy | 4 | 3+1+0 |
| TTMMAJ3024 | Financial Accounting for Tourism | 4 | 3+1+0 |
| TTMMIN3014 | Digital Marketing for Tourism | 4 | 3+1+0 |
| TTMIDC3013 | Office Management | 3 | 2+1+0 |
| TTMAEC3012 | Language/Regional Language | 2 | 1+1+0 |
| TTMSEC3013 | Soft Skills Development | 3 | 2+0+2 |

Semester IV

| Paper Code | Paper Name | Credit | L+T+P |
|------------|----------------------------|--------|-------|
| TTMMAJ4014 | Travel Agency Management | 4 | 3+1+0 |
| TTMMAJ4014 | Emerging Trends in Tourism | 4 | 3+1+0 |

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|------------|-------------------------------|---|-------|
| TTMMAJ4014 | Tourism Transportation System | 4 | 3+1+0 |
| TTMMIN4014 | Tourism Entrepreneurship | 4 | 3+1+0 |
| TTMAEC4012 | Language/Regional Language | 2 | 1+1+0 |
| TTMINT4012 | Internship | 2 | |

Semester V

| Paper Code | Paper Name | Credit | L+T+P |
|------------|---------------------------------|--------|-------|
| TTMMAJ5014 | Front Office Operations | 4 | 3+1+0 |
| TTMMAJ5024 | House Keeping Operations | 4 | 3+1+0 |
| TTMMAJ5034 | Food and Beverage Operations | 4 | 3+1+0 |
| TTMMAJ5044 | Resort Management | 4 | 3+1+0 |
| TTMMIN5014 | Sustainable Tourism Development | 4 | 3+1+0 |

Semester VI

| Paper Code | Paper Name | Credit | L+T+P |
|------------|--|--------|-------|
| TTMMAJ6014 | Organisational Behaviour for Tourism and Hospitality | 4 | 3+1+0 |

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|------------|-------------------------------|---|-------|
| TTMMAJ6024 | Project Management | 4 | 3+1+0 |
| TTMMAJ6034 | MICE Tourism in India | 4 | 3+1+0 |
| TTMMAJ6044 | Consumer Behaviour in Tourism | 4 | 3+1+0 |
| TTMMIN6014 | International Tourism | 4 | 3+1+0 |

Semester VII

| Paper Code | Paper Name | Credit | L+T+P |
|---------------------------|---|--------|-------|
| TTMMAJ7014 | Tourism Destination Development | 4 | 3+1+0 |
| TTMMAJ7024 | Tourism Planning and Development | 4 | 3+1+0 |
| TTMMAJ7034 | World Heritage Sites and Regional and Local Tourism Sites | 4 | 3+1+0 |
| TTMMAJ7044/ TTMREM7014 | Business Analytics Or Research Methodology | 4 | 3+1+0 |
| TTMMIN7014 | IT Skills for Tourism | 4 | 3+1+0 |

Semester VIII

| Paper Code | Paper Name | Credit | L+T+P |
|-------------------|------------------------------------|---------------|--------------|
| TTMMAJ8014 | Itinerary Planning and Development | 4 | 3+1+0 |
| TTMMIN8014 | Ethics and Self Awareness | 4 | 3+1+0 |
| TTMADL8014 | International Tourism Destination | 4 | 3+1+0 |
| TTMADL8024 | Tour Operations Management | 4 | 3+1+0 |
| TTMADL8034 | Tourism Geography | 4 | 3+1+0 |
| | OR | | |
| TTMREP80112 | 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: TTMMAJ1014

Total Number of Lectures : 45 + 15= 60 Hours (L+T) Total Marks : 100 (60 T + 20 P + 20 IA)

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..

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 (60 T + 20 P + 20 IA)

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

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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.

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 today's workplace.

Readings:

- Bovee, Thill & Schatzman (2003); Business Communication Today, Pearson, New Delhi.
- Chunawalla. S.A(2001), Advertising Sales and Promotion Management, 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

Experiential Learning : Presentation on any topic from the syllabus to be made by the students.

References:

- 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 (60 T + 20 P + 20 IA)

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:

Unit 1

Environmental Studies – Importance and scope, multidisciplinary nature; Concept of sustainability and sustainable development, Ecosystems –Concept, structure and function; Food chains, Food webs; Concept of ecological succession, Bio-geographical zones of India; Levels of biological diversity- Genetic, Species and ecosystem; Biodiversity Hotspots with special reference to India; Threats to biodiversity, Conservation of biodiversity: In-situ and Ex-situ; Endangered and endemic species – Concept; Afforestation – Social forestry, Agroforestry, Green belt , Air pollution, water pollution, noise pollution, - Causes, effect, and control measures., Climate change, global warming, Solid waste management - biodegradable and non-biodegradable waste; Segregation of domestic waste at source, Impact of plastic on human and animal health

UNIT 2

Land resources and land-use changes; Land degradation, soil erosion and desertification, Water: Use and over-exploitation of surface and groundwater; Water conservation - rainwater harvesting;

Watershed management – Meaning and importance, Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources, Disaster management– Definition and types (Natural and Man-made); Self-protection during disasters (Fire, Floods, Earthquakes, landslides), Environmental Policies and Practices

Reading:

- Agarwal, K.C. (2001) Environmental Biology, Bikaner, Nidhi Pub.
- Basker, Sushmitha & Bhasker, R. (2007) Environmental Studies for Undergraduate Courses, New

Delhi, Unicorn Books.

- Bharucha, Erach, (2013) Textbook of Environmental Science. Orient Black Swan.
- Bhatt, K. N. (2010) Population Environment and Health – emerging issues, Jaipur, Rawat.

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: TTMMAJ2014

Total Number of Lectures : 45 + 15= 60 Hours (L+T) Total Marks : 100 (60 T + 20 P + 20 IA)

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.

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: TTMMIN2014

Total Number of Lectures : 45 + 15= 60 Hours (L+T) Total Marks : 100 (60 T + 20 P + 20 IA)

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)

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: TTMIDC2013

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.

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: TTMSEC2013

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.

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: TTMVAC2014

Total Number of Lectures : 45 + 15= 60 Hours (L+T) Total Marks : 100 (60 T + 20 P + 20 IA)

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:

| | | |
|---|---|-----|
| Unit | - | I |
| Introduction to Events: Scope - Nature and Importance – Types of Events - Unique features and similarities – Practices in Event Management - Key steps to a successful event. | | |
| Unit | - | II |
| 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. | | |
| Unit | - | III |
| Introduction to MICE: Planning MICE, Components of the Conference Market, Characteristics of Conferences and Conventions, MICE as a supplement to Tourism | | |
| Unit | - | IV |
| 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.

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.