

2011

*Syllabus for THREE YEAR DEGREE COURSE
in TOURISM AND TRAVEL MANAGEMENT
(For General and Vocational Course)*



Gauhati Univeristy

*Prepared by Department of
Geography in collaboration
with Department of Tourism
Jagiraod and Bajali College*

21/06/2011

THREE YEAR DEGREE COURSE
TOURISM AND TRAVEL MANAGEMENT
(FOR GENERAL AND VOCATIONAL COURSE)

Gauhati University

1st Year

Semester	Paper	Marks	Class per week	Credit
1 st	101 (Theory)	75	6	6
2 nd	201 (Theory)	75	6	6

2nd Year

Semester	Paper	Marks	Class per week	Credit
3 rd	301 (Theory)	50	4	4
	302 (Practical)	50	4	4
4 th	401 (Theory)	50	4	4
	402 (Practical)	50	4	4

3rd Year

Semester	Paper	Marks	Class per week	Credit
5 th	501 (Theory)	100	8	8
	502 (Theory)	100	8	8
6 th	601 (Theory)	100	8	8
	602 (Practical)	100	8	8
		750	60	60

Total Marks: 750 (Theory marks: 550 and Practical marks 200)

**THREE YEAR DEGREE COURSE
TOURISM AND TRAVEL MANAGEMENT
(FOR GENERAL AND VOCATIONAL COURSE)**

Paper	Title	Marks
101	Conceptual Framework of Tourism	75
201	Tourism Resources of Assam and North-east India	75
301	Tourism Policy, Planning and Development	50
302	Practical on Map work and Tourist Map Designing	50
401	Tourism Organization: Travel Agency and Tour Operator	50
402	Practical on Computer Application in Tourism and Itinerary designing	50
501	Tourism Management	100
502	Tourism Resources of India	100
601	Tourism Marketing	100
602	Field study and On Job Training *	100

* Note: Paper -602 shall comprise two parts - i.e., (i) On Job Training Report and (ii) Field Study Report. The part (i) shall carry 40 marks including 10 marks for viva voce and the remaining part (ii) shall carry 50 marks including 10 marks for viva voce. In the paper 10 marks are kept for internal assessment.

The students of BA (TTM) shall have to go on a Two weeks' on-the-job training after completion of their fourth semester examination in any leading tourism enterprise which is duly approved by the Department and submit the Training Report at least three months before the commencement of their final semester examinations. Likewise, the students shall have to go on extensive field study tour after completion of their fifth semester examinations and subsequently submit a detailed report on the subject one month before the commencement of the sixth semester examination. Evaluation of Training Report and Project Report shall be done by different panel of examiners, each comprising of one external and one internal evaluator, as recommended and approved by the Vice Chancellor.

THREE YEAR DEGREE COURSE

TOURISM AND TRAVEL MANAGEMENT
(GENERAL AND VOCATIONAL COURSE)

FIRST SEMESTER

Paper – 101 Conceptual Framework of Tourism

Total Marks-75

Total Credit-06

Internal Assessment Marks-10

Total No of Class-60

Time-3 Hours

(5 questions carrying 13 marks each taking 1 question from each unit)

Unit – I Conceptual Framework

(13 Marks, 13 Classes)

- Tourism: definition, meaning, nature and scope
- Tourist, travelers, visitor, transit visitor and excursionist - definition and differentiation
- Leisure, recreation and tourism and their Interrelationship
- Concept of tourism resource, attraction, product, market, industry and destination in the context of tourism
- Components and elements of tourism: Intermediaries and suppliers
- The tourism system
- Types and typologies of tourism
- Approaches to study tourism

Unit – II Historical Dimensions of Tourism

(13 Marks, 11 Classes)

- Travel and tourism through the Ages: Early Travels, 'Renaissance' and 'Age of Grand Tours'; Emergence of modern tourism, concept of "Paid holiday"
- understanding tourism motivations
- Factors affecting growth and development of International and national Tourism
- Concept of Push and Pull factors in Tourism
- Impacts of Industrialization and Technological Advancements on tourism industry

Unit – III Infrastructure in Tourism

(13 Marks, 13 Classes)

- Tourism Infrastructure - Types, Forms and Significance
- Accommodation: Forms and types
- Transport Sectors: Modes and relative significance
- Other support Infrastructures required for tourism

Unit – IV Tourism Demand and supply

(13 Marks, 11 Classes)

- Concept of demand and supply in tourism
- Unique features of tourist demand
- Constraints in creating ideal destination

Unit – V Significance of Tourism Industry

(13 Marks, 12 Classes)

- 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
- Impacts of tourism on ecology and environment.

REFERRED BOOKS

1. Chottopadhyay, K. (1995): *Economic Impact of Tourism Development; An Indian Experience*, Kanishka Publishers, Delhi.
2. Cooper, C, Fletcher, J, Gilbert, D and Wanhill, S. (2002): *Tourism: Principles and Practice*, Addison Wesley Longman Publishing, New York, USA
3. Kamra & Chand (2002): *Basics of Tourism, Theory Operation and Practice*; Kanishka Publishers, New Delhi-02
4. Kamra, Krishna. K (2001): *Economics of Tourism; Pricing, Impacts, Forecasting*; Kanishka Publishers, New Delhi-02
5. Mishra, S.N; Sadual S, K (2008): *Basics of Tourism Management*, Excel Books , New Delhi – 28
6. Prasad, V V V and Sundari V B T (2009): *Travel and Tourism Management*; Excel Books , New Delhi – 28
7. Raj. K. (2002): *Modern Dictionary of Tourism*, Ivy Publishing House, Delhi – 95
8. Seth, P.N. Bhat, S. (1993): *An Introduction to Travel and Tourism*, Starling Publishers, New Delhi
9. Krishnan, K.K. (2001): *Managing Tourist Destination: Development, Planning, marketing, Policies*, Kanishka Publishers Distributors, New Delhi-110002
10. Bhatia, A. K. (1991): *Tourism Development: Principles and Practices*, Starling Publishers Pvt. Ltd, New Delhi
11. Negi, J. (2003): *Travel Agency Operation: Concepts and Principles*, Kanishka Publishers Distributors, New Delhi-110002

THREE YEAR DEGREE COURSE
TOURISM AND TRAVEL MANAGEMENT
(GENERAL AND VOCATIONAL COURSE)
SECOND SEMESTER

Paper – 201 Tourism Resources of Assam and North-East India

Total Marks-75
Total Credit-06
Internal Assessment Marks-10
Total No of Class-60
Time-3 Hours

(5 questions carrying 13 marks each, taking 1 question each from unit I, II and IV and 2 question from unit III)

Unit – I Assam: Physical Background and natural tourism resources (13 Marks, 13Classes)

- Assam: Physical Background, Climate, Natural Vegetation, Drainage System and Transport and Communication.
- Natural Tourism Resources: National Parks, wildlife sanctuaries, bird sanctuaries, tiger reserves, hill stations, river and river islands, lakes, waterfall etc.
- Ecotourism and its prospects

Unit –II Historical, Religious and cultural tourism resources of Assam: (13 Marks, 17Classes)

- Historical Tourism Resources: Monuments, museums, historical sites, art and architecture, archaeological and ruins sites of Assam
- Religious Tourism Resources: Religious shrines/centers, religious fairs and festivals etc.
- Cultural Tourism Resources: Major tribes, fair and festivals, dance and music, handicraft and handloom, cuisines, dress materials, etc.
- *Satra* institution of Assam: Significance of Satras of Assam as a Cultural and Religious tourist Attraction.

Unit – III Physical background and tourism resources of N-E India (26 Marks, 20 Classes)

- North-East India: Physical background, national parks, wildlife sanctuaries, bird sanctuaries, tiger reserves, hill stations, rivers, lakes, waterfall, etc.
- Historical Tourism Resources: Monuments, historical sites, art and architecture, archaeological and ruins sites of the states of North-east India.
- Religious Tourism Resources: Religious shrines/ centers, religious fairs and festivals etc.
- Tribal Tourism Resources: Major tribes, arts and crafts, fair and festivals, customs and rituals, dance and music, fair and festivals of the tribes

Unit – IV Adventure Sports and Tourist Festivals of N-E India (13 Marks, 10 Classes)

- Trend and prospects of different types of adventure sports in the states of North-east India and their tourism significance
- Popular tourist festivals organized for the promotion of tourism in the states of North-east India

REFERRED BOOKS

1. Bhagawati, A.K., Bora, A.K., Kar, B.K.,(1998): Geography of Assam, Rajesh Publishers, New Delhi
2. Bhattachararya, P. (2004): *Tourism in Assam, Trends and Potentialities*, Bani Mandir, MMC Bhawan, Ghy-3
3. Bora, Sheila and M.C. (2004): The story of Tourism: An enchanting journey through India's North- East, USB Publishers Distributors Pvt. Ltd. New Delhi-02
4. Bordoloi, B.N. (1991): Tribes of Assam: Part – III, Tribal Research Institute, Assam, ghy
5. Datta, B.N., Mahanta, P.J. (ed)(1990): *Traditional Performing Arts of North-East India*, Assam academy for Culture Relations, Guwahati, Assam
6. Taher, M. (1977): Tribes of North-East India; A Diagnostic Survey in Spatial Pattern, *North Eastern Geographer*, Vol. 9, No. 1&2

THREE YEAR DEGREE COURSE

TOURISM AND TRAVEL MANAGEMENT

(GENERAL AND VOCATIONAL COURSE)

THIRD SEMESTER

Paper – 301 Tourism Policy, Planning and Development

Total Marks-50

Total Credit-04

Internal Assessment Marks-05

Total No of Class-40

Time-2 Hours

(Total five questions: Taking one question from Unit I carrying 10 marks, 2 questions from Unit II carrying 10 and 5 marks respectively and 2 questions from Unit III carrying 10 marks each)

Unit-I: Introduction to planning (10 Marks, 10 Classes)

- Concept, definition, nature and process of planning, Types of Planning
- Importance of planning in tourism, tourism planning approach
- Steps in tourism planning

- Factors influencing in tourism planning

Unit-II: Approaches of planning in tourism

(15 Marks, 13 Classes)

- Planning approaches for different forms of tourism: Eco tourism, urban tourism, Rural Tourism
- Planning for the development of a tourist destination
- Impacts of unplanned tourism development on a tourist destination

Unit-III Planning for Tourism in India

(20 Marks, 17 Classes)

- Tourism policy of India: study about the plans and policies of the govt. of India for the development of tourism sector
- National Action plan for tourism (NAPT) 1992: Objectives and strategies.
- Assam govt. policy on the development of tourism in the state (Tourism Policy of Assam 2008) along with tourism policy of Arunachal Pradesh and Meghalaya

REFERRED BOOKS

1. Inskip, E. (1991): Tourism Planning: An Integrated and Sustainable Development Approach, Van Nostrand Reinhold, New York.
2. Mukhopadhyay, S (2007) : Tourism Economics, ANE Books New Delhi-02
3. Sharma. K.K. (2000): Planning For Tourism.
4. Sharma, J.K. (2000): Tourism Planning & Dev
5. Sinha, R.K. (1996): Tourism: Strategies, Planning & Development.
6. UNWTO (2001): National and Regional Tourism Planning: Methodology and Case Studies: Thomson Learning, UK

THREE YEAR DEGREE COURSE

TOURISM AND TRAVEL MANAGEMENT

(GENERAL AND VOCATIONAL COURSE)

THIRD SEMESTER

Paper – 302 Practical on Map Work and Tourist Map Designing

Total Marks-50

Total Credit-04

Internal Assessment Marks-05

Total No of Class-40

Time-3 Hours

(Total four questions: Taking one question each from Unit I and II carrying 10 marks, and 2 questions from Unit III carrying 7 and 8 marks respectively)

Unit-I

(10 Marks, 10 Classes)

- Exercises on basic concepts of maps: latitude, longitude, International date line, calculation of time, IST (Indian Standard Time), GMT (Greenwich Mean Time)
- Scale of the map and measurement of the distance on map, use of conventional signs and symbols in maps and signs especially significant for tourism sector

Unit-II

(10 Marks, 12 Classes)

- Study of climatic, drainage, transport availability maps (road, air, water, railway) of Assam
- Tourist map design: maps showing national parks and wildlife sanctuaries; cultural, historical and religious tourist spots with their transport connectivity

Unit- III

(15 Marks, 18 Classes)

- Preparation of brochure of a native tourist destination or a poster of a theme event and a festival calendar of the locality/ area
- Assessment of tourism facilities and services at local level and preparation of a report thereof

Unit V Practical Note Book/ Report and Viva Voce

10

- Practical Note Book & Viva-voce (5+5 marks)

REFERRED BOOKS

1. Singh, R.L. and Singh Rana P.B., 1908, Elements of Practical Geography, Kalyani Publishers, New Delhi
2. Ministry of Tourism: Brochures published covering physical cultural attractions of India including brochures published under Incredible India campaign, Govt of India
3. Websites of National and International tourism organization

**THREE YEAR DEGREE COURSE
TOURISM AND TRAVEL MANAGEMENT**

(GENERAL AND VOCATIONAL COURSE)

FOURTH SEMESTER

Paper – 401 Tourism Organization: Travel Agency, Tour Operator

Total Marks-50

Total Credit-04

Internal Assessment Marks-05

Total No of Class-40

Time-2 Hours

(Total five questions: Taking 1 question from Unit I carrying 10 marks; 2 questions from Unit II carrying 10 mark each and 2 questions from Unit III carrying 10 and 5 marks respectively)

Unit –I Travel Organisation

(10 Marks, 8 Classes)

- Organization and Functions of UNWTO, TAAI, IATO, IATA and PATA
- Case studies of Travel agency and Tour operators: Thomas Cook, SITA, TCI and any one successful travel agency of Assam/ NE India

Unit – II Understanding of Travel Agency and Tour Operator (20 Marks, 18 Classes)

- Travel Agency and Tour Operation Business: Definition and differentiation, types, forms of organizations
- Genesis and growth of travel agency and tour operator business
- Functions of a travel agency: travel information, documentation, tour counseling, ticketing, reservation and itinerary, immigration related services, etc.
- Functions of tour operators: Negotiation and liaising with principles, tour package formulation, pre-tour arrangements, tour operations and post-tour management
- Source of income of travel agency and tour operator: commission, service charges and mark up on tours

Unit – III Approval, Travel Formalities and Tour Package Designing (15 Marks, 14 Classes)

- Enterprunership and tourism
- Procedure for setting up of Travel Agency and Tour Operating Enterprises; Their role in development of tourism industry
- Approval from Dept. of Tourism (DOT), International Air Transport Association (IATA)
- Travel Formalities: Passport, Visa and Health Regulation along with travel documents required for visiting NE region of India: Restricted Area Permit (RAP) and Inner Line Permit (ILP)
- Tour Packaging: definition, types and designing a tour package; Tourist Guide: definition, types, duties and responsibilities

REFERRED BOOKS

1. Bhatia, A. K. (1991): *Tourism Development: Principles and Practices*, Starling Publishers Pvt. Ltd, New Delhi
2. Bhattachararya, P. (2004): *Tourism in Assam, Trends and Potentialities*, Bani Mandir, MMC Bhawan, Ghy-3
3. Mandal, V.K (2008): *Travel and Transport Agency*, Cyber Tech Publication, Ansari Road, Daryaganj, New Delhi
4. Negi, J.(1998) : *Travel Agency & Tour Operation*, concept and Principles, Kanishka Publishers, Distributors, New Delhi-02
5. Negi, K.S. (2011): *Travel Agency Management*, Wisdom Press, New Delhi-02

THREE YEAR DEGREE COURSE
TOURISM AND TRAVEL MANAGEMENT
(GENERAL AND VOCATIONAL COURSE)
FOURTH SEMESTER

Paper – 402 Practical on Computer Application in Tourism and Itinerary designing

Total Marks-50
Total Credit-04
Internal Assessment Marks-05
Total No of Class-40
Time-3 Hours

(Total four questions: Taking 1 question from Unit I carrying 5 marks and 1 question each from Unit I, Unit II and Unit III carrying 10 and marks each)

Unit – I: Introduction

(5 Marks 10 Classes)

- Introduction of Computer; Definition and Generation of Computers
- Basic Understanding of Hardware and Software devices including input devices, output devices, operating systems, databases, word processor, spread sheet, etc.

Unit - II: Introduction to Windows: Ms Word, Excel, and Power Point (10 Marks 13 Classes)

- Windows; functions and advantages of Windows, Introduction to MS Word, Document Window; creating, opening and saving a document; Editing text, viewing the document, formatting text, auto format, headers and footers; Numbering pages, set language options, Spell and grammar checking, Using auto correct features, Using the auto text feature, Find and replace, Previewing documents, Print/ page setup, Adding printing a document, Mail merge, Table, etc.
- Introduction to Microsoft Excel: Formulas and their uses, Formatting text, Goal seek and scenario, Look up, Creating form, Graphics, Print setup, etc.
- Introduction to Power Point, Power Point presentation screen, Rulers and guides, Creating new documents, Adding clip art picture, adding graphics object, drawing basic shape – rectangle, circle, etc, moving and copying object, setup show, automatic slide show, setup timer etc.

Unit - III: Internet

(10 Marks 7 Classes)

- Introduction to Internet; Accessing Web Sites; e-mail, Sending and Receiving, e-mail Subscription, Search Engines, Searching through various Search Engines, Chatting, Access to Sites; Online Messages etc.

UNIT-IV:

(10 Marks 10 Classes)

- Designing of Tourist Itinerary: Project work on preparation of a tourist itinerary/ tourist brocher/ information leaflet with the help of computer incorporating the important destinations of Assam, North-east India and India.

Unit - V: Practical work

Marks 10

- Practical work and Viva- Voce (5 +5)

REFERRED BOOKS

1. Bhattachararya, P. (2004): *Tourism in Assam, Trends and Potentialities*, Bani Mandir, MMC Bhawan, Ghy-3
2. TOM Bengel (): *Teach yourself Microsoft word* , McGraw Hill
3. Tom Bengel(): *Teach yourself Microsoft Excel* , McGraw Hill
4. Saxena, S. (2003): *First course in computers*, Vikas publishing House, Pvt. Ltd, New Delhi

THREE YEAR DEGREE COURSE
TOURISM AND TRAVEL MANAGEMENT
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FIFTH SEMESTER

Paper – 501 Tourism Management

Total Marks-100
Total Credit-08
Internal Assessment Marks-10
Total No. of Class-60
Time-3 Hours

(Total 8 questions: Taking 2 question from Unit I carrying 10 marks each, 2 question from Unit II carrying 15 marks each and 4 questions from Unit III and IV carrying 10 and marks each)

Unit I: Fundamentals of Management **(20 Marks, 10 Classes)**

- Meaning, concept and characteristics of management
- Nature of management: Management as a science, arts, and as a profession
- Functions of management and their relevance in tourism industry: planning, organising, directing, controlling, staffing, coordinating
- Types of management: operative and administrative management

Unit II: Importance of Management Functions in Tourism **(30 Marks, 20 Classes)**

- Planning: Nature, type, steps, process and levels of planning, importance of planning in tourism development
- Organising: Principles of organising, span of management and levels of authority strategies for improving the human resources through organising in tourism

- Staffing: Steps and process of staffing, sources of recruitment in tourism, importance of training and development of the human resources in tourism
- Controlling: Concept and process of controlling, control mechanism for measuring the performance and corrective actions, control techniques
- Directing: Principles of directing, problems in human relations, motivation of the workforce of the tourism organization and the strategies for establishing healthy human relationship
- Co-ordinating: Meaning, nature and importance of co-coordinating, difference between co-ordination and co-operation types of co-coordinating: among individual, organization, and its importance tourism
- Managing risks, managing events in tourism management

Unit III: Tourism Organisations: Inter-governmental, national and International

(20 Marks, 15 Classes)

- Inter-governmental organizations and tourism industry: co-ordination of the tourism industry with government departments viz., Tourism, Civil aviation, Transport, Forest, Archaeology, Culture, Museum, Health, etc., Role of State Tourism Development Corporation in the development of tourism in respective state
- National tourism Organisations: Organisations like NTO, ITDC, FHRAI, TAAI and their role.
- International tourism organizations: Role of the international organizations like UNWTO, IATA, PATA, ICAO etc in the promotion and development in tourism worldwide.

Unit IV: Destination Management:

(20 Marks, 15 Classes)

- The Tourist Destination
- Management of the Destination: Maintaining the infrastructure, environmental quality preservation of attractions through tourism
- Future of the destination: increasing competitiveness for globalization and satisfying the tourist needs

REFERRED BOOKS

Agarwal, R D, (2008): *Organization and Management*, Tata McGraw-Hill Publishing Co., New Delhi-08

Foster, D. (1985): *Travel and Tourism Management*, Macmillan Press Ltd., London.

Kotler, P. (2001): *Tourism and Hospitality Management*, Pearson Education, India

Kotahri, Anurag (2011): *A Textbook of Tourism Management*, Wisdom Press, New Delhi-02

Kumar, Akshay (1997): *Tourism Management*, Commonwealth Publishers, Ansari Road, Daryaganj, New Delhi-02

Negi, K.S. (2011): *Travel Agency Management*, Wisdom Press, New Delhi-02

Wahab, S.E.(1986): *Tourism Management*, Tourism International Press, London

THREE YEAR DEGREE COURSE
TOURISM AND TRAVEL MANAGEMENT
(GENERAL AND VOCATIONAL COURSE)
FIFTH SEMESTER
Paper – 502 Tourism Resources of India

Total Marks-100
Total Credit-08
Internal Assessment Marks-10
Total No. of Class-60
Time-3 Hours

(Total 8 questions: Taking 2 question from Unit I carrying 10 marks each, 2 question from Unit II carrying 15 marks each and 4 questions from Unit III and IV carrying 10 and 15 marks each)

Unit – I Knowledge of history and its importance in tourism (20 Marks, 10 Classes)

- Brief outline of Indian history in ancient, medieval and modern period and growth and development of travel related activity.
- British rule and genesis of modern tourism in India

Unit – II Historical, Cultural and Religious tourism resources of India (30 Marks, 20 Classes)

- Art and architecture of tourism significance
- World Heritage monuments and other prominent monuments of India
- Cultural tourism resources: Indian Classical dances and Folk dance forms, music and musical instruments, art and handicraft, fairs and festivals – religious and socio-cultural
- Religious tourism resources: Major religions of India- Hinduism, Islam, Christianity, Buddhism, Sikhism and Jainism and study of the famous shrines/centers of the major religions of India

Unit – III Natural tourism resources of India

(20 Marks, 15 Classes)

- Brief study of National Parks and Wildlife Sanctuaries, Bird Sanctuaries, tiger and crocodile project sites of India
- Major hill stations, Islands, river and river islands of India
- Important sea Beaches of India- Mumbai, Puri, Goa, Chennai, Trivandrum and Kerela.
- Adventure Sports: Existing trends and places of importance for Land based, water based and aero based adventure sports of India

Unit – IV Catalyst of Tourism Development in India

(20 Marks, 15 Classes)

- Tourism promotional festivals of India
- Museum and art galleries of India
- Tourist Trains in India- Palace on Wheels, Heritage on wheels, Royal Orient Express, Deccan Odyssey, Fairy Queen, Metro trains and Hill trains of India.
- Important tourism Circuits- Golden triangle - Delhi, Agra and Jaipur, Southern triangle - Mahabalipuram, Kanchipuram and Madurai, Buddhist circuit - Lumbinie, Bodhgaya, Sarnath and Kushinagpur and Green triangle- Guwahati, Shillong and Kaziranga, Bhubaneswar, Puri- Konark
- Important hotel chains in India

REFERRED BOOKS

1. Acharya, R. (1986): *Tourism & Cultural Heritage of India*, ROSA Publication, Jaipur
2. Harle, J.C. (): *The Art and Architecture of Indian Sub Continent*
3. Hussain, A.A. (1987) : *The national culture of India*, National Book Trust, New Delhi
4. Jacob, R., Joseph, S., Philip, A. (2007): *Indian Tourism Practices*, Abhijit Publications
5. Percy, B. (): *Indian Architecture – Hindu and Buddhist Period*
6. Mukerjee, R.K. : *The Culture and Art of India*: George
7. Raina, A.K, Raina, C. L, (2005) *Fundamentals of Tourism and Indian Religion, Principles and Practices*, Kanishka Publishers, Distributors, New Delhi-02
8. Sharma, U. (2008): *Festivals in Indian Society*, Mittal Publication, New Delhi-02
9. Singh, A. (): *Cultural Tourism in India*

10. Singh. R. (): *Dynamics of Historical Cultural & Heritage Tourism*

11. Rai. H. C. (): *Hill Tourism Planning & Development*

THREE YEAR DEGREE COURSE
TOURISM AND TRAVEL MANAGEMENT
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SIXTH SEMESTER

Paper - 601 Tourism Marketing

Total Marks-100

Total Credit-08

Internal Assessment Marks-10

Total No. of Class-60

Time-3 Hours

(Total 8 questions: Taking 2 question from Unit I carrying 10 and 5 marks respectively, 2 question from Unit II and Unit III carrying 15 marks each and 2 questions from Unit IV carrying 10 and 5 marks respectively)

Unit I: Understanding of Marketing

(15 Marks, 10 Classes)

- 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

(30 Marks, 20 Classes)

- 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 consumers markets, targeting and positioning and market strategies

Unit III: Marketing Mix in Tourism Industry

(30 Marks, 20 Classes)

- Product: Definition and levels, nature of tourism product, Stages of launching a new product, Product life cycle (PLC)
- Branding concept and need of branding of a product for a tourism company
- Pricing: Definition and influencing factors; Major pricing strategies for products of tourism industry
- Communication: Concept and purpose of communication for an organization, process of communication, Barriers of effective communication.
- Promotion: Major tools of Promotion Mix- Word-of-Mouth Information, Advertising, Sales promotion, public relation, personal and social selling; Importance of Advertising in Tourism, Selection of message and media, Media timing
- Distribution: definition; factor influencing in distribution policy, distribution system, the role of Travel Agency and Tour Operator as intermediaries of Tourism Industry

Unit IV: Destination Marketing

(15 Marks, 10 Classes)

- Necessary attributes for a ideal tourist destination, Destination life cycle, Marketing strategy for promotion and development of a tourist destination

REFERRED BOOKS

Bisht, S.S. (2010): *Tourism Marketing, Market Practices in Tourism Industry*, Sarup Book Publishers Pvt. Ltd. New Delhi- 02

Holloway, J.C., Plant, P.V. (1988): *Marketing for Tourism*, Pitman Publishing, London

Jha, S.M. (): *Tourism Marketing*

Kotler, P, Bowen, J & Makens, J (1996): *Marketing for Hospitality and Tourism*, Prentice Hall, Upper Saddle River, USA, NJ- 07458

Maclean, H. (1984): *Marketing Management (Tourism in your Business)*, Canadian Hotel and Restaurant Ltd.

McCarthy, E.J.(): *Basic Marketing – A management approach*

Stephan, F. *et al* (): *Tourism Marketing and Management Handbook*, Prentice Hall

Wahab, S. G. (): *Tourism Marketing*, Tourism International Press, London

Woodruffe, H. (1997): *Service Marketing*, Macmillan India Ltd, Ansari Road, Darayaganj, New Delhi- 02

THREE YEAR DEGREE COURSE
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SIXTH SEMESTER

Paper – 602 Field study and on Job Training

Total Marks-100

Total Credit-08

Internal Assessment Marks-10

Time slot for discussion with students/providing guidance, etc. should be atleast-30 hours

Time-3 Hours

Unit I: **On Job Training report** (40 Marks)

- Evaluation of the training report and Viva-voce (30+10)

Unit II: **Field study report** (50 Marks)

- Evaluation of the field study report and Viva-voce (40+10)

