

FOUR-YEAR UNDER GRADUATE COURSE (FYUGP) 2023

GAUHATI UNIVERSITY

Syllabus of BA (Minor only)

Subject- Tourism & Travel Management (TTM)

Prepared by

Department of Tourism Management

**Pragjyotish College, Guwahati, Assam in collaboration with
Tourism departments of Kaliabor College, Tezpur College
and MNC Girl's College**

**COURSE LIST OF B.A. (Minor) PROGRAMME IN TTM UNDER
FYUGP - GAUHATI UNIVERSITY
(2023)**

Semester	Course Name	Credit	Paper code
I	Basics of Tourism	04	TTMMIN 1014
II	Tourism Resource of Assam & North East India	04	TTMMIN 2014
III	Tourism Policy, Planning & Development	04	TTMMIN 3014
IV	Tourism Organization, Travel Agency & Tour Operation Techniques	04	TTMMIN 4014
V	Hospitality & Tourism Marketing	04	TTMMIN 5014
VI	Field Visit & On Job Training	04	TTMMIN 6014
VII	Tourism Entrepreneurship and Research Methodology	04	TTMMIN 7014
VIII	Dissertation	04	TTMMIN 8014

Programme Objectives:

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

Programme Learning Outcomes:

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

SUBJECT: TTM

SEMESTER: I

COURSE NAME: Basics of Tourism

EXISTING BASE SYLLABUS: UG –CBCS

Credit 04 Total Marks- 100 (80+20)

Unit no and Name	Unit Content	No.of Class	Marks
Unit-I Conceptual Framework	Tourism - Definition, Meaning, Nature, Scope and Types- <ul style="list-style-type: none">➤ Tourist, Traveller, Visitor, Transit Visitor, Excursionist (Definition and Differences)➤ Forms of Tourism – Inbound, Outbound, National and International.➤ Basic Components of Tourism -Accessibility, Attraction and Accommodation➤ Interdisciplinary Approaches of Tourism	12	20
Unit-II Historical Dimensions of Tourism	Travel and Tourism throughout the Ages <ul style="list-style-type: none">➤ Early travels, Renaissance age of grand tours, concept of paid holiday, emergence of modern tourism,➤ Understanding Tourism Motivations.➤ Factors affecting the growth and development of International and National tourism➤ Concept of Push and Pull Factors in tourism	12	20
Unit -III Understanding Tourism Resources	Components of Tourist Resources - Tourist Oriented Resources, Resident Oriented Resources, Background Tourism Resources and Retrievable Tourism Resources. Nature of Tourism Resources - Monopolistic Aspect of Tourism Resources, Non-Economic Value of Tourism Resources, Unity of Resources and Consumers, Perishability of Tourism Resources, Tourism Resources and Marginal Utility.	12	20

Unit–IV Significance of Tourism Industry	<ul style="list-style-type: none"> ➤ Transportation – Road, Rail, Water and Air ➤ Tourism as an Industry ➤ Economic impacts of tourism ➤ Socio-Cultural impacts of Tourism ➤ Ecological and Environmental impacts of tourism ➤ Latest Trends in Tourism Industry 	12	20
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Referred Books

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

SUBJECT: TTM**SEMESTER: II****COURSE NAME: Tourism Resources of Assam & North East India****EXISTING BASE SYLLABUS: UG –CBCS****Credit 04 Total Marks- 100 (80+20)**

Unit no and Name	Unit Content	No. of Class	Marks
Unit I- Natural & Historical Tourism resources of Assam	<p>➤ Natural Tourism Resources- National Parks, Wildlife Sanctuaries, Bird Sanctuaries, Hill Stations, River Islands with their Locations and Facilities.</p> <p>➤ Historical Tourism Resources- Monuments, Museums, World Heritage Sites, Archeological Ruin Sites of Assam.</p>	12	20
Unit II- Religious & Cultural Tourism Resources of Assam	<p>➤ Religious Tourism Resources- Religious Shrines/ Centres, Religious Fairs and Festivals etc.</p> <p>➤ Cultural Tourism Resources- Major Tribes, Fairs and Festivals, Classical Dance, Folk Dances and Music, Handicraft and Handlooms, Cuisine, Performing Art, Costumes etc.</p> <p>➤ Majuli as a Cultural Tourism hub of Assam</p>	12	20
Unit III- Natural, Historical, Cultural & Religious Tourism Resources of North East India	<p>➤ Natural Tourism Resources- National Parks, Wildlife Sanctuaries, Bird Sanctuaries, Hill Stations,</p> <p>➤ Historical Tourism Resources- Monuments, Museums, World Heritage Sites, Archeological Ruin Sites of North East India.</p> <p>➤ Religious Tourism Resources- Religious Shrines/ Centres, Religious Fairs and Festivals etc.</p> <p>➤ Cultural Tourism Resources- Major Tribes, Fairs and Festivals, Classical Dance, Folk Dances and Music, Handicraft and Handlooms, Cuisine, Performing Art, Costumes etc.</p>	15	25

Unit IV Adventure sports and Tourist festivals of North East India	Trends & Prospects of different types of Adventure sports organized in North east Indian states and their Tourism Significance. Popular Tourism festivals organized for the promotion of Tourism in North East India.	09	15
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Referred Books:

Bhagawati, A.K. Bora Geography of Assam

Bhattacharaya, Tourism in Assam, Trend and Potentialities

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

SUBJECT: TTM

SEMESTER: III

COURSE NAME: Tourism Policy Planning and Development

EXISTINGF BASE SYLLABUS: UG-CBCS

Credit 04 Total Marks- 100 (80+20)

Unit no and Name	Unit Content	No.of Class	Marks
Unit-I Tourism Planning	<ul style="list-style-type: none">➤ Concept, Nature, Types of Tourism Planning➤ Significance of Planning in Tourism Industry➤ Factors influencing Tourism Planning➤ Steps of Tourism Planning <p>Tourism finance corporation of India (TFCI)- Its role in Tourism development</p>	15	25
Unit-II- Approaches of Planning in Tourism	<ul style="list-style-type: none">➤ Tourism Planning Approach➤ Planning Approaches for different forms of Tourism: Eco Tourism, Adventure Tourism, Urban Tourism, and Rural Tourism	10	15
Unit III- Tourism Policy	<p>Concept, Objectives and Significance of Tourism Policy</p> <ul style="list-style-type: none">➤ Procedures for formulating Tourism Policy➤ National Tourism Policy 1982, 2002 and 2022 of India➤ National Action Plan 1992 - Objective and Strategies➤ Tourism Policy of Assam(Latest and previous)	14	25
Unit-IV Tourism Planning Development	<ul style="list-style-type: none">➤ Planning for the development of a Tourist destination, Destination Life Cycle (DLC)➤ Impacts of Unplanned Tourism Development on a Tourist Destination.	09	15

Referred books:

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

SUBJECT: TTM

SEMESTER: IV

COURSE NAME: Tourism Organization, Travel agency & Tour Operation Techniques

EXISTINGF BASE SYLLABUS: UG-CBCS

Credit 04 Total Marks- 100 (80+20)

Unit no and Name	Unit Content	No.of Class	Marks
Unit-I- Tourism Organizations	Need of Tourism Organizations- <ul style="list-style-type: none">➤ National Tourist Organization/Administration (NTA) -Functions and works➤ Indian Tourism Development Corporation (ITDC) and Assam Tourism Development Corporation (ATDC)➤ TAAI,UNWTO, IATA, ICAO	12	20
Unit II Basics of Travel Agency	Genesis and Growth of Travel Agency business- <ul style="list-style-type: none">➤ Definition, Types, Functions and Source of Income of Travel agency, Regulation for setting up a Travel Agency/Tour Operators - Department of Tourism (DOT). Travel Documents/ Formalities- <ul style="list-style-type: none">➤ Passport, VISA, Health Regulation and Restricted Area Permit(RAP), Inner Line Permit (ILP)	12	20
Unit III Tour Operation	Meaning, Classification, Components and importance of Tour Package. Tour Formulation Process, Itinerary Planning, Pre Tour Preparation and Post Tour Arrangement.	15	25
Unit IV Tour Guiding skills	Meaning and types of Tour Guide, duties , responsibilities and skills required for Tour Guide	09	15

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

SUBJECT: TTM

SEMESTER: V

COURSE NAME: Hospitality and Tourism Marketing

EXISTINGF BASE SYLLABUS: UG-CBCS

Credit 04 Total Marks- 100 (80+20)

Unit no and Name	Unit Content	No.of Class	Marks
Unit I- Introduction to Hospitality	Hospitality <ul style="list-style-type: none">➤ Origin, Meaning, Nature and Dimensions➤ Accommodation: Types and Forms➤ Origin and Growth of Hotel Industry with special reference to India	12	20
Unit II- Departments, Functions & Grading of Hotels	Classification and Grading of Hotels <ul style="list-style-type: none">➤ Hotel Classification in India- Procedures and Requirements Organizational Structure of Hotel <ul style="list-style-type: none">➤ Front Office➤ House keeping➤ Food & Beverage➤ Other Departments	12	20
Unit III- Tourism Marketing	Understanding of Marketing- Concept of Marketing in Tourism, Product, Consumer Behavior, Market segmentation, Marketing mix, Market Research and MICE.	15	25
Unit IV- Digital marketing For Tourism	Meaning and Importance of Digital Marketing Functions of digital Marketing Latest Digital marketing trends for Tourism	09	15

Referred books:

- M.Chadhary, Tourism Marketing
- J.C.Holloway, Marketing for Tourism
- P.Kotler, J.Bowen&J.Makens Marketing for Hospitality and Tourism
- E.J McCarthy,Basic Marketing

SUBJECT: TTM

SEMESTER: VI

COURSE NAME: Field Visit and On Job Training (Practical)

EXISTINGF BASE SYLLABUS: UG –CBCS

Credit 04 Total Marks- 100 (50+30+20)

Unit I Field Visit

Unit II- On the Job Training

Unit-1- Students will have to submit a report based on a field visit to a Tourist destination.

Unit-II- Prepare a training report based on one week of job training. The students will also have to appear for Viva voce.

SEMESTER: VII

COURSE NAME: Tourism Entrepreneurship & Research Methodology

EXISTING BASE SYLLABUS: UG –CBCS

Credit 04 Total Marks- 100 (80+20)

Unit no	Unit Content	No of Class	Marks
Unit I	Definition, Characteristics, Qualities and Process of Entrepreneurship, Knowledge of factors contributing towards a successful enterprise	12	20
Unit II	Motivation, Project formulation and Project financing in Entrepreneurship. Role of entrepreneurs in the development of Tourism in Assam	12	20
Unit III	Meaning, type and Methods of research, research process, identification and formulation of research problems, research design	12	20
Unit IV	Data collection, survey & sampling, data analysis and hypothesis testing	12	20

Referred books

Research methodology, Method & Techniques -CR Kothari and Gaurav Garg

Introduction to Entrepreneurship-Dr. T Rajesh

The business of Tourism, Concept & Strategies-A K Bhatia

SEMESTER: VIII

COURSE NAME: Dissertation (Practical)

EXISTINGF BASE SYLLABUS: UG –CBCS

Credit 04 Total Marks- 100 (80+20)

Each student will have to submit a Dissertation report based on a selected Tourist destination of local region. The students will have to appear before a board of examiners constituted for the purpose of conducting Viva voce.

Syllabus preparation Members

Miss Barnali Mahanta, Assistant Professor, Department of Tourism, Pragojyotish College

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