

Choice Based Credit System (CBCS)

NOWGONG COLLEGE (AUTONOMOUS)



SYLLABUS

Tourism and Travel Management

Learning Outcomes-based Curriculum Framework (LOCF) of
Undergraduate Programme

BACHELOR OF ARTS IN SATTRIYA DANCE

(Effective from Academic Year 2020-21)

Syllabus as approved by Academic Council, Nowgong College (Autonomous)

SL.NO

CONTENTS

1. INTRODUCTION OF PROGRAMME
2. PROGRAMME STRUCTURE
3. DETAILS OF COURSES IN THE PROGRAMME
4. SEMESTER-WISE DISTRIBUTION OF COURSES
5. GRADUATE ATTRIBUTES
6. PROGRAMME OBJECTIVES
7. PROGRAMME LEARNING OUTCOMES
8. TEACHING LEARNING PROCESS
9. TEACHING PEDAGOGY
10. ASSESSMENT METHODS/EVALUATION SYSTEM
11. SAMPLE PAPER SETTING
12. SAMPLE DISSERTATION SETTING

1. Introduction to the Programme

Tourism and Travel Management (TRTM) is a three-year undergraduate program with specialization in tourism. Tourism has turned out to be an economic booster contributing to the economic development of many countries over the last few decades. People see holidays as a necessity, and not as luxury in the present scenario. Tourism calls for coordination and cooperation between travel agents, tour operators, and tourists. Tourism has a few major elements – destinations, attractions, sites, accommodation, and all ancillary services.

B.A (Regular) TRTM programme is designed in such a way that students will be exposed to the real-world tourism related to industries and society, identifying the problems and working towards their solutions through various analytical ways. The courses is designed in such a way that students can absorb strong foundation of Tourism.

2. Programme Structure

The three-year course of TRTM is divided into six semesters. A student is required to complete 148 credits for the completion of programme as Honours student and 132 credits for the completion of programme as Regular student.

The B.A. (Regular Course) in Travel & Tourism Management programme is aligned with CBCS structure as –

Regular Course		Credits		
		Theory with Practical		
		Theory	Practical	Total
Regular Core Course RCC (12 Papers)		12x4=48	12x2=28	76
Discipline Specific Elective Course RDS (6 Papers)		6x4=24	6x2=8	32
Ability Enhancement Course AEC	Communication Language (1 Paper)	1x4=4	0	4
	Environmental Studies (1 Paper)	1x4=4	0	4
Skill Enhancement Course SEC (4 Papers)		4x2=8	4x2=8	16
Total		88	44	132

3.Details of Courses in the Programme

A. Regular Core Course (RCC) for Arts Compulsory Core Course (CCC) only for English

ENGL-CCC-1016 (Theory+ Presentation)

ENGL-CCC-2016 (Theory+ Presentation)

Compulsory Common Course (CCC) papers

ASSA/HIND/BENG/ALEN-CCC-3016 (Theory+ Presentation)

ASSA/HIND/BENG/ALEN-CCC-4016 (Theory+ Presentation)

Ability Enhancement Compulsory Course (AECC) papers

ENGL/ASSA/HIND/BENG -AEC-1014 (Theory)

ENST-AEC-2014 (Theory)

Regular Core Papers

TRTM-RCC-1016 Fundamentals of Tourism (Theory+ Presentation)

TRTM-RCC-2016 Tourism Resources of North-East India (Theory+ Presentation)

TRTM-RCC-3016 Tourism Planning, Policy & Development (Theory+ Presentation)

TRTM –RCC-4016 Travel Organization, Travel Agency/Tour Operator & Transport
(Theory+ Presentation)

Regular Discipline Specific Elective Papers

TRTM-RDS-5016 Practical on map work

TRTM-RDS-6016 Field Report & on Job Training

Regular Generic Elective Course Papers

TRTM-RGE-5016 Fundamentals of Tourism.

TRTM-RGE-6016 Tourism Resources of North-East India (Theory+ Presentation)

Skill Enhancement Courses

TRTM-SEC-3014 Tour Guiding Skills (Theory+ Presentation)

TRTM -SEC-4014 Tour Packaging Management (Theory+ Presentation)

TRTM -SEC-5014 Computer Skills in Tourism (Theory+ Presentation)

TRTM -SEC-6014 Hospitality Management (Theory+ Presentation)

4. Graduate Attributes:

On completion of the programme students are expected to have acquired the skills of effective communication, critical thinking, social research methods and social outreach. The attributes expected from the graduates of B.A (Regular) Travel & Tourism Management are:

- ✓ A holistic knowledge and understanding of basic concepts in tourism and its application in world.
- ✓ The importance of tourism in society.
- ✓ How managerial tourism approaches help are to building and leadership skills, communication, creative and critical thinking skills, and innovative problem-solving skills in hospitality sector.
- ✓ To enable the students to understand basic concepts and aspects related to research, various techniques to collect the data to analyse the data and interpret the results thereafter.
- ✓ This course provides job training Facility (Internship Program), Ticketing Program, Visa & Passport making, Different type of languages (Phonetic), Foreign exchange Learning etc.
- ✓ The managerial approaches of tourism to learn leadership

5. 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.

6. Programme Learning Outcomes:

This program exposes students to the beautiful world of statistics and how it affects all aspects of our daily lives. This course aims to provide students with all major statistics concepts and the tools necessary to implement them. The introduction of computer software helps them analyze data optimizing the use of time and

resources. These soft-wares provide the necessary support and advantages for their careers. Exposure to a large amount of real-life data helps improve your analytical skills. Each job is practical, which will stimulate your exploration and hone your acting skills. To a large extent, this teaching method provides them with the motivation and confidence to start working as a consultant in the near future. The course structure also motivates / assists students to pursue careers in related disciplines, especially data science, financial statistics, and actuarial science.

7. Teaching Learning Process

The Department of TRTM at Nowgong College (Autonomous) is primarily responsible for organizing the Bachelor of Arts course (Regular) TRTM. Tutorial and practice related instructions are provided by the respective registering units under the general guidance of the Department of TRTM of Nowgong College (Autonomous).

There shall be 90 instructional days excluding examination in a semester.

8. Teaching Pedagogy

Teaching Pedagogy involves classroom interaction, discussion, lectures, course-based practical work, viva-voce, mock test, demonstration, presentation, classroom tests, and assignments. The achievement of the course is described in each course paper as learning outcomes in detail.

9. Assessment Methods/Evaluation System

The students registered for academic programmes will study semester I to VI at the Nowgong College (Autonomous) and during these semesters Core, AECC, HDS, RDS and SEC courses are offered.

- (i) English shall be the medium of instruction and examination for Honours course and English/Assamese for Generic Elective course and Regular course.
- (ii) Examinations shall be conducted at the end of each Semester as per the Academic calendar notified by the Nowgong College (Autonomous).

- (iii) The assessment broadly comprises Internal Assessment (Sessional Examination, Attendance, Assignments) and End Semester Examination.
- (iv) Theory papers without practical/presentation i.e only Ability Enhancement Compulsory Course (AEC) Papers consist of a total 100 marks divided into 80 marks for theory, 20 marks for internal assessment.
- (v) Theory papers with practical/presentation i.e Core Courses (CCC- ENGL; CCC-ASSA, HIND, BENG and ALEN; HCC; RCC). Discipline Specific Electives (HDS & RDS), Generic Electives (HGE & RGE), Skill Enhancement Courses (SEC) consist of a total 100 marks divided into 60 marks for theory, 20 marks for internal assessment and 20 marks for Practical/Presentation.
- (vi) Internal assessment of 20 marks comprises 06 marks from assignment, 10 marks from sessional examination and 4 marks from attendance.
- (vii) Each practical paper will carry 20 marks including 15 marks for continuous evaluation and 2 marks for practical note book and 3 marks for the oral test or *viva voce*.
Hard Copy of practical file has to be maintained by the students for each practical paper and has to be submitted in the concerned department at the time of examination.
- (viii) Each presentation will carry 20 marks including 15 marks for continuous evaluation and 2 marks for presented report and 3 marks for the oral test or *viva voce*. The departments will decide the process of continuous evaluation for the task carried-out against the presentation.
Hardcopy of the report has to be maintained by the students for each presented paper and has to be submitted in the concerned department at the time of examination.
- (ix) The dissertation paper in 6th semester (Paper Code: XXXX-HDS-6026) consists of 100 marks where 80 marks for the work and 20 marks for presentation.

SEMESTER I

Paper Code: TRTM-RCC-1016

Paper Name: Fundamentals of Tourism

Total Marks: 100 (T60+IA20+P20)

Paper Credit: 6 (4T+2P)

Total no. of Lectures: 60+30 (L+T)

L: Lecture; Tu: Tutorial T: Theory; IA: Internal Assessment; P: Practical

Objective: By study this paper students will get information/knowledge about the tourism industry.

Learning Outcomes: By study this paper students will acquire knowledge about meaning, concept, types, scope, different resources and history of tourism.

CONTENT

Theory Marks 60

Unit-1 Conceptual Framework

- Tourism - Definition, Meaning, Nature, Scope and Types.
- Tourist, Traveler, 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

Unit-2 Historical Dimensions of Tourism

Travel and Tourism throughout the Ages.

- Understanding Tourism Motivations.
- Factors affecting the growth and development of International and National tourism

Unit -3 Understanding Tourism Resources

Components of Tourist Resources - Tourist Oriented Resources, Resident Oriented Resources, Background Tourism Resource and Retrievable Tourist Resource.

- 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.

Unit-4 Significance of Tourism Industry

Tourism as an Industry

- Economic impacts of tourism
- Socio-Cultural impacts of Tourism
- Ecological and Environmental impacts of tourism

Practical Marks 20

Books Recommended: -

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
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

SEMESTER II

Paper Code: TRTM-RCC-2016

Paper Name: Tourism Resources of North East India

Total Marks: 100 (T60+IA20+P20)

Paper Credit: 6 (4T+2P)

Total no. of Lectures: 60+30 (L+T)

L: Lecture; Tu: Tutorial T: Theory; IA: Internal Assessment; P: Practical

Objective: To find out potancialties & scopes to promote tourism in North East India.

Learning Outcomes: This paper provides information. about geographical, cultural and historical aspects of tourism resources of North East India

CONTENT

Theory Marks 60

Unit-1: Brief Account of Geographical, Historical and Cultural Background of North East India

- Weather and Climatic Resources – Climatic Elements and Tourism, Latitude, Longitude, Time Zones, etc.
- Landscape and Water Resources – Physical Features, Flora and Fauna, Rivers, Waterfalls, Wetlands, etc.
- Historical and Cultural Resources – Important Phases of Ancient, Medieval and Modern History of North East India

Unit-2 Tourism Resources of North East India

- Classification of Tourist Places in North East India – Mountain and Hill Resorts, Rural Destinations, Urban Centers, River Islands, etc.
- Cultural and Heritage Sites – Temples, Shrines, Historical Monuments, Buddhist Monasteries, Historic Cities, Memorials, Museums, Art Galleries, etc.
- Adventure Tourism Circuits – Mountaineering, Trekking, Cycling, River Rafting, Rock Climbing, Paragliding, Hiking, Camping, etc.
- Fairs and Festivals – Major Festivals of the tribes of North East India

Unit-3 Tourism Resources of Assam

- Natural Tourism Resources – National Parks, Wildlife Sanctuaries, Hill Resorts, River Islands, Rural Areas

- Historical Tourism Resources – Monuments, Museums, Archaeological Ruin Sites of Assam
- Religious Tourism Resources – Temples, Namghars, Monasteries
- Cultural Tourism Resources – People and Society, Linguistic pattern, Satra Institutions of Assam and its significance, Fairs and Festivals, Folk Dances and Music, Handicraft and Handlooms, Cuisine, Costumes, Performing Arts, etc.
- Adventure Tourism Resources – Land, water and Air based Adventure Tourism Activities in Assam

Unit-4 Growth of Tourism in Assam

- Current Tourism Scenario in the State – Tourism Statistics, State Tourism Policy
- Emerging Tourism Trends, Development Strategies, Sustainability Issues

Practical Marks 20

Books Recommended: -

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 Indias' 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

SEMESTER III

Paper Code: TRTM-RCC-3016

Paper Name: Tourism Planning, Policy and Development

Total Marks: 100 (T60+IA20+P20)

Paper Credit: 6 (4T+2P)

Total no. of Lectures: 60+30 (L+T)

L: Lecture; Tu: Tutorial T: Theory; IA: Internal Assessment; P: Practical

Objectives: To understand the different plan and policy of tourism for the development of the tourism industry.

Learning Outcomes: The students will get knowledge about different types of planning of government policies and its utilization for the benefits of the tourism industry.

CONTENT

Theory Marks 60

Unit-I Tourism Planning

- Concept, Nature, Types of Tourism Planning
- Significance of Planning in Tourism Industry
- Factors influencing Tourism Planning
- Steps of Destination Planning

Unit-II Approaches of Planning in Tourism

- Concept, Objectives and Significance of Tourism Policy
- Procedures for formulating Tourism Policy
- National Tourism Policy 1982 and 2002 of India
- National Action Plan 1992 - Objective and Strategies
- Tourism Policy of Assam

Unit III Tourism Policy

- Concept, Objectives and Significance of Tourism Policy
- Procedures for formulating Tourism Policy
- National Tourism Policy 1982 and 2002 of India
- National Action Plan 1992 - Objective and Strategies
- Tourism Policy of Assam

Unit-IV Tourism Planning Development

- Planning for the development of a Tourist destination
- Impacts of Unplanned Tourism Development on a Tourist Destination.

Practical Marks 20

Books Recommended: -

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

SEMESTER 1V

Paper Code: TRTM-RCC-4016

Paper Name: Travel Organization, Travel Agency/Tour Operator and Transport

Total Marks: 100 (T60+IA20+P20)

Paper Credit: 6 (4T+2P)

Total no. of Lectures: 60+30 (L+T)

L: Lecture; Tu: Tutorial T: Theory; IA: Internal Assessment; P: Practical

Objective: To provide a general idea about the travel organization, travel agency and transport sector of India.

Learning Outcome: This study provides an idea of travel agency business.

CONTENT

Theory Marks 60

Unit-1 Tourism Organizations

- Need of Tourism Organizations
- National Tourist Organization/Administration (NTA) - Functions and works.
- Indian Tourism Development Corporation (ITDC) and Assam Tourism Development Corporation (ATDC)

Unit-2 Basics of Travel Agency/Tour Operator

- Travel Agency - Definition, Types and its Forms of Organization, Functions and Source of Income.
- 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)
- Tour Operator - Definition and Types
- Indian Association of Tour Operators (IATO)

Unit-3 Rail and Air Transportation

- Mode of Transportation and Significance of each mode in Tourism Industry
- Rail Transport – History of Rail Transport, Railway Networks in India, Tourist Trains in India, In rail Pass and IRCTC
- Air Transportation – History of Aviation, Scheduled and Charter Carrier, Civil Aviation in India, National and International Carrier

Unit-4 Water and Road Transportation

- Water Transport - Historical past, Cruise, Ships 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.

Practical

Marks 20

Books Recommended: -

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

SEMESTER V

Paper Code: TRTM-RDS-5016

Paper Name: Practical on Map Work

Total Marks: 100 (T60+IA20+P20)

Paper Credit: 6 (4T+2P)

Total no. of Lectures: 60+30 (L+T)

L: Lecture; Tu: Tutorial T: Theory; IA: Internal Assessment; P: Practical

Objective: The main aim of this paper is to show the location of tourism places.

Learning Outcome: Maps present information about the world in a simple, visual way. They teach about the world by showing sizes and shapes of countries, locations of features, and distances between places. Maps can show distributions of things over Earth, such as settlement patterns, road connectivity and airlines, link between places and different types of terrain etc.

CONTENTS

Theory + Practical

Unit- 1 Mapping of Assam

Marks: 40 (30+10)

- Tourist Map Design – Map showing National Parks and Wild Life Sanctuaries, Cultural, Historical and Religious Tourist Spots of Assam
- Mapping of Transport Network – Road, Air, Rail and Water in Assam to reach the important Tourist Spots.

Unit- 2 Mapping of India

Marks: 40 (30+10)

- Tourist Map Design – Map showing National Parks and Wild Life Sanctuaries, Cultural, Historical and Religious Tourist Spots of India.
- Mapping of Transport Network – Road, Air, Rail and Water in India to reach the important Tourist Spots.

SEMESTER VI

Paper Code: TRTM-RDS-6016

Paper Name: Field Report and On-job Training

Total Marks: 100 (T60+IA20+P20)

Paper Credit: 6 (4T+2P)

Total no. of Lectures: 60+30 (L+T)

L: Lecture; Tu: Tutorial T: Theory; IA: Internal Assessment; P: Practical

Objectives: This paper introduces different experiences of jobs from various organizations of the tourism industry. To involve students in research work in different field of tourism such as Natural, Cultural, Historical and manmade and getting information and collect data for it and prepare a project report of particular area State/Region/Nation

Learning Outcomes: This paper will provide job experiences to the students of different organizations of tourism such as Travel Agency, Airline, Hotels & Resort etc. and also students will get experience certificates for at least a month.

CONTENTS

Theory + Practical

Unit-1 On Job Training Report

Marks: 40 (30+10)

- Evaluation of the On Job Training Report

Unit-2 Field Study Report

Marks: 40 (30+10)

- Evaluation of the Field Study Report

SEMESTER V

Paper Code: TRTM-RGE-5016

Paper Name: Fundamentals of Tourism

Total Marks: 100 (T60+IA20+P20)

Paper Credit: 6 (4T+2P)

Total no. of Lectures: 60+30 (L+T)

L: Lecture; Tu: Tutorial T: Theory; IA: Internal Assessment; P: Practical

Objective: By study this paper students will get information/knowledge about the tourism industry.

Learning Outcomes: By study this paper students will acquire knowledge about meaning, concept, types, scope, different resources and history of tourism.

CONTENT

Theory Marks 60

Unit-1 Conceptual Framework

- Tourism - Definition, Meaning, Nature, Scope and Types.
- Tourist, Traveler, 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

Unit-2 Historical Dimensions of Tourism

Travel and Tourism throughout the Ages.

- Understanding Tourism Motivations.
- Factors affecting the growth and development of International and National tourism

Unit -3 Understanding Tourism Resources

Components of Tourist Resources - Tourist Oriented Resources, Resident Oriented Resources, Background Tourism Resource and Retrievable Tourist Resource.

- 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.

Unit-4 Significance of Tourism Industry

Tourism as an Industry

- Economic impacts of tourism
- Socio-Cultural impacts of Tourism
- Ecological and Environmental impacts of tourism

Practical Marks 20

Books Recommended: -

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
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

SEMESTER VI

Paper Code: TRTM-RGE-6016

Paper Name: Tourism Resources of North East India

Total Marks: 100 (T60+IA20+P20)

Paper Credit: 6 (4T+2P)

Total no. of Lectures: 60+30 (L+T)

L: Lecture; Tu: Tutorial T: Theory; IA: Internal Assessment; P: Practical

Objective: To find out potancialties & scopes to promote tourism in North East India.

Learning Outcomes: This paper provides information. about geographical, cultural and historical aspects of tourism resources of North East India

CONTENT

Theory Marks 60

Unit-1: Brief Account of Geographical, Historical and Cultural Background of North East India

- Weather and Climatic Resources – Climatic Elements and Tourism, Latitude, Longitude, Time Zones, etc.
- Landscape and Water Resources – Physical Features, Flora and Fauna, Rivers, Waterfalls, Wetlands, etc.
- Historical and Cultural Resources – Important Phases of Ancient, Medieval and Modern History of North East India

Unit-2 Tourism Resources of North East India

- Classification of Tourist Places in North East India – Mountain and Hill Resorts, Rural Destinations, Urban Centers, River Islands, etc.
- Cultural and Heritage Sites – Temples, Shrines, Historical Monuments, Buddhist Monasteries, Historic Cities, Memorials, Museums, Art Galleries, etc.
- Adventure Tourism Circuits – Mountaineering, Trekking, Cycling, River Rafting, Rock Climbing, Paragliding, Hiking, Camping, etc.
- Fairs and Festivals – Major Festivals of the tribes of North East India

Unit-3 Tourism Resources of Assam

- Natural Tourism Resources – National Parks, Wildlife Sanctuaries, Hill Resorts, River Islands, Rural Areas

- Historical Tourism Resources – Monuments, Museums, Archaeological Ruin Sites of Assam
- Religious Tourism Resources – Temples, Namghars, Monasteries
- Cultural Tourism Resources – People and Society, Linguistic pattern, Satra Institutions of Assam and its significance, Fairs and Festivals, Folk Dances and Music, Handicraft and Handlooms, Cuisine, Costumes, Performing Arts, etc.
- Adventure Tourism Resources – Land, water and Air based Adventure Tourism Activities in Assam

Unit-4 Growth of Tourism in Assam

- Current Tourism Scenario in the State – Tourism Statistics, State Tourism Policy
- Emerging Tourism Trends, Development Strategies, Sustainability Issues

Practical Marks 20

Books Recommended: -

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 Indias' 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

SEMESTER III

Paper Code: TRTM-SEC-3014

Paper Name: Tour Guiding Skills

Total Marks: 100 (T60+IA20+P20)

Paper Credit: 6 (4T+2P)

Total no. of Lectures: 60+30 (L+T)

L: Lecture; Tu: Tutorial T: Theory; IA: Internal Assessment; P: Practical

Objective: To study about the skills of tour guide.

Learning Outcomes: This paper will give an idea about tourist guide, his works, ability of tourist guide and importance of tourist guide in tourism industry.

CONTENT

Theory Marks 60

Unit-1 Fundamental of Tourist Guide

- 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
- How to be a Tourist Guide?

Unit-2 Scope of Work

- Historical Sites and Monuments
- Wildlife Parks
- Tour Operators
- Travel Agents
- Hoteliers
- Adventure and Leisure Tourism Providers
- Heritage Sites and their Conservation

Unit: 3 Categories and Income Source

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

Unit-4 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 Quality, Handling difficult/demanding Tourist etc.
- Personality - Mannerism, Professionalism, Punctuality, Story Teller and an Actor.

Practical

Marks 20

Books Recommended: -

1.Negi, J (1998) : Travel Agency & Tour Operation, concept and Principles, Kanishka Publishers, Distributors, New Delhi-02.

SEMESTER IV

Paper Code: TRTM-SEC-4014

Paper Name: Tour Packaging Management

Total Marks: 100 (T60+IA20+P20)

Paper Credit: 6 (4T+2P)

Total no. of Lectures: 60+30 (L+T)

L: Lecture; Tu: Tutorial T: Theory; IA: Internal Assessment; P: Practical

Objective: To study about the different types of package tour and its costing and pricing of a travel agency.

Learning Outcome: This study will give the information about the preparation of package tours, managing its price and cost to handling the travel agency business.

CONTENT

Theory Marks 60

Unit-1 Introduction

- Meaning of Tour Package
- Classification of Tour Package
- Importance of Tour Package
- Component of Tour Package

Unit-2 Tour Packaging and Programming

- Tour Formulation and Designing Process
- Tour Boucher Designing
- Tour Programming and its importance
- Planning and Components of Package Tours for GIT,SIT & FIT

Unit-3 Tour Package Costing

- Meaning and Types of Cost
- Concept of Tour Costing
- Components of Tour Cost
- Preparation of Cost Sheet
- Tour Pricing
- Pricing Strategies - Factors influencing the Tour Costing.

Unit-4 Itinerary Planning

- Concept of Itinerary
- Importance of Itinerary

- Resources for Planning Itinerary
- Requirements for Planning Itinerary
- Steps for Itinerary Planning
- Do's and Don'ts Itinerary Preparation.

Practical

Marks 20

Books Recommended: -

1. Shikha & Pratap tour Package Management
2. A. K. Bhatia, Travel Agency & Tour Operation
3. J. Negi, Travel Agency & Tour Operation
4. Negi, K.S Travel Agency Management

SEMESTER V

Paper Code: TRTM-SEC-5014

Paper Name: Computer Skills in Tourism

Total Marks: 100 (T60+IA20+P20)

Paper Credit: 6 (4T+2P)

Total no. of Lectures: 60+30 (L+T)

L: Lecture; Tu: Tutorial T: Theory; IA: Internal Assessment; P: Practical

Objective: By studying this paper students will get to acknowledge the basics of the computer.

Learning Outcome: This course provides MS Office, e-Ticketing skill, use of soft-wares etc.

CONTENT

Theory Marks 60

Unit- 1 Introduction

- Definition and Generations of Computer, Basic Structure of a Computer
- Basic understanding of Hardware and Software Devices including Input Devices, Output Devices, Operating Systems, Databases etc.

Unit-2 Introduction to Windows

- Ms Word, Ms Excel and Ms Power Point

Unit-3 Internet

- Introduction to internet, Accessing websites, email, sending and receiving email Search engines, searching through various Search Engines, Chatting, Access to Sites, Online Messages etc.
- Online Bookings - Airlines, Railways, Cruise & Ships and Hotels
- Importance of E-Ticketing, Uses of Social Media Marketing for Tourism Promotion.
- Successful online tourism business models-an overview of tourism websites, case studies of IRCTC, Makemytrip.com, Yatra.com, Trip adviser, Expedia etc.

Unit- 4 Designing

- Designing of Tourist Itinerary, Brochure, Leaflet, Theme Calendar etc.

Practical Marks 20

Books Recommended: -

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

SEMESTER VI

Paper Code: TRTM-SEC-6014

Paper Name: Hospitality Management

Total Marks: 100 (T60+IA20+P20)

Paper Credit: 6 (4T+2P)

Total no. of Lectures: 60+30 (L+T)

L: Lecture; Tu: Tutorial T: Theory; IA: Internal Assessment; P: Practical

Objective: To study the hospitality sector of the tourism industry in this paper.

Learning Outcome: From this study students will learn about the meaning, concept, types and various activities of hotels sectors of the tourism industry.

CONTENT

Theory Marks 60

Unit 1: Introduction

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

Unit 2: Classification of Grading

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

Unit 3: Development of Hotels and their Functions

- Organizational Structure of Hotel
- Front Office
- Housekeeping
- Food & Beverage
- Other Departments

Unit 4: Hotel Chains and its facilities

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

Practical

Marks 20

Books Recommended: -

1. Parvinder S. Bali (2012). International Cuisine and Food Production Management. Oxford University Press.
2. Singaravelavan R (2016). Food and Beverage Service. Oxford University Press.
3. Parvinder S. Bali (2011). Quantity Food Production Operations & Indian Cuisine. Oxford University Press.
4. Yogesh Singh (2019). Principles of Food Production Operations. I K International Publishing House PVT. LTD. New Delhi – 16, India
5. Yogesh Singh (2020). A Culinary Tour of India. I K International Publishing House PVT. LTD. New Delhi – 16, India
6. Hauzel Hoihnu (2014). The Essential North-East Cookbook. The Penguin Book Publication.
