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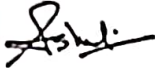
कुल सचिव


एम.जे.पी.रुहेलखण्ड विश्वविद्यालय


बरेली।

महोदय,

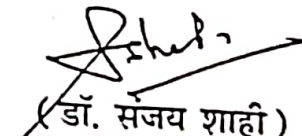
आज दिनांक 25 दिसम्बर, 2021 को T.T.M. पाठ्य समिति की बैठक एम.जे.पी.रुहेलखण्ड विश्वविद्यालय परिसर में सम्पन्न हुई। जिसमें निम्न सदस्य उपस्थित रहे-

1. डा. संजय शाही (संयोजक) 

2. डा. योगेन्द्र सिंह, प्राचार्य- एम.जी.एम. कॉलेज, सम्भल। 

3. डा. नीरज तोमर, भूगोल विभाग, मेरठ कॉलेज, मेरठ। 

बैठक में सम्यक विचारोपरान्त Tourism & Travel Management विषय की पाठ्य सामग्री का निर्धारण नई राष्ट्रीय शिक्षा नीति 2020 के अनुसार किया गया।

  
(डा. संजय शाही)  
विभागाध्यक्ष भूगोल  
संयोजक, पाठ्य समिति T.T.M.

## B.A TOURISM AND TRAVEL MANAGEMENT

### Structure and Syllabus ONE YEAR I SEMESTER AND II SEMESTER

| YEAR | SEMESTER | Code No | Title of the Course | Theory/ Practical | Marks | Credits |
|------|----------|---------|---------------------|-------------------|-------|---------|
| 1    | I        | TTM101  | CONCEPTS OF TOURISM | Theory            | 25+75 | 4       |
| 1    | I        | TTM102  | PRACTICAL/VIVA VOCE | Practical         | 25+75 | 2       |
| 1    | II       | TTM 201 | TOURISM PRODUCTS    | Theory            | 25+75 | 4       |
| 1    | II       | TTM 202 | PRACTICAL/VIVA VOCE | Practical         | 25+75 | 2       |

#### B.A FIRST SEMESTER

SUBJECT : TOURISM AND TRAVEL MANAGEMENT

PAPER - 101 – CONCEPTS OF TOURISM

To introduce the fundamental concept of Tourism.

UNIT I: INTRODUCTION TO TRAVEL - Meaning & definitions of tourism, traveler, excursionist, tourists - Objectives, nature & Classification of tourism & tourists. Tourism recreation & leisure inter-relationship. Growth and development of Tourism through the ages.

UNIT II: COMPONENTS, TYPES AND FORMS OF TOURISM – Components of tourism - Types and Forms of Tourism: Inter-regional and intra-regional tourism, inbound and outbound tourism, domestic, international tourism. Forms of Tourism: religious, Medical Tourism, historical, social, adventure, health, business, conferences, conventions, incentives, sports and adventure tourism

UNIT III: TRAVEL MOTIVATIONS - Travel Motivations & travel deterrents - Definition of Motivation – concept of motivation - types of motivations – Mackintosh's Classification: physical motivators – rest and relaxation motivators – health motivators – ethnic and family motivators – professional and business motivators. Pull and push forces in tourism- Sun lust and Wanderlust tourists.

UNIT IV: IMPACTS OF TOURISM - Tourism Impacts: Economic Impacts, Social Impacts, Cultural Impacts, and Environmental Impacts - Strategies to overcome or reduce the negative impacts of tourism.

- VIVA VOCE : Assignment, Local Trip report , Lecture-cum-discussions

B.A II SEMESTER

SUBJECT : TOURISM AND TRAVEL MANAGEMENT PAPER – II

PAPER 201 – : TOURISM PRODUCTS

To provide the concept of tourism products and an overview of the tourism products and resources of India.

UNIT I: Tourism Resources – Definition, meaning: tourism resources of India - types and typologies: cultural resources – art and architecture, historical monuments, fairs and festivals, craftsmanship, folk customs, costumes of different states, museums and art galleries. important historical/archaeological sites, museums, art galleries and libraries, their location and characteristics.

UNIT II: Natural tourist Resources – Rich diversity in landform and landscape, outstanding geographic features, climate, water bodies, flora and fauna. Tourism resource potential in mountains with special reference to Himalayas. Resources and resource use patterns in the past, present and future perspectives. National Parks and sanctuaries.

UNIT III: India's main desert areas, their geological structure, development of Desert Tourism – existing trends and facilities available, desert safaris and desert festivals. Coastal areas, beaches and islands; resources and resource patterns. Performing arts of India, Classical dances and dance styles, centres of learning and performance, Indian folk dances.

UNIT IV: Created tourist destinations – Academic, scientific and industrial institutions - tourism development strategies. Handicrafts of India as a potential tourist resource, fairs and festivals: social religious and commercial fairs, festivals: promotional (tourism) fairs, viz kite festival, white water festival, boat race, beach festival, food festival.

VIVA VOCE : A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Field visits, study tours, Industry visits, projects and assigned readings

