

NEP SYLLABUS 2020B.A. TOURISM AND TRAVEL MANAGEMENT STRUCTRE AND SYLLABUS 3 YEAR PROGRAM
(MEDIUM HINDI & ENGLISH)SUBJECT : TOURISM AND TRAVEL MANAGEMENTI 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	VIVA VOCE	Practical	25+75	2
1	II	TTM 201	TOURISM PRODUCTS	Theory	25+75	4
1	II	TTM 202	VIVA VOCE	Practical	25+75	2

III SEMESTER AND IV SEMESTER SUBJECT : TOURISM AND TRAVEL MANAGEMENT

YEAR	SEMESTER	Code No	Title of the Course	Theory/ Practical	Marks	Credits
2	III	TTM 301	TRAVEL AGENCY & TOUR OPERATIONS	Theory	25+75	4
2	III	TTM 302	VIVA VOCE	Practical	25+75	2
2	IV	TTM 401	TOURISM MARKETING & (ACCOMMODATION) HOSPITALITY	Theory	25+75	4
2	IV	TTM 402	VIVA VOCE	Practical	25+75	2

V SEMESTER AND VI SEMESTER

YEAR	SEMESTER	Code No	Title of the Course	Theory/ Practical	Marks	Credits
3	V	TTM 501	TOURISM PLANNING AND DEVELOPMENT	Theory	25+75	4
3	V	TTM 502	VIVA VOCE	Practical	25+75	2
3	VI	TTM 601	TRANSPORTATION HUMAN RESOURCE & MANAGEMENT	Theory	25+75	4
3	VI	TTM 602	VIVA VOCE	Practical	25+75	2


HEAD
 Dept. of Geography
 J.S.H. (PG.) COLLEGE
 Amritsar (J.P.)

I SEMESTER AND II SEMESTER

I - SEMESTER

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.

• TTM-102- VIVA VOCE / Practical : Assignment, Local Trip report , Lecture-cum-discussions

References: 1. Brown Percy, Indian Architecture (Buddhist and Hindu), Bombay. 2. Brown Percy, Indian Architecture (Islamic period), Bombay. 3. Davies, Philip, Monuments of India, Vol. II., London. 4. Dixit, M and Sheela, C. (2001), Tourism Products , New Royal Book. 5. Dr.I.C.Gupta and Dr.S.Kasbekar, Tourism products of India. 6. Gupta, SP, Lal, K, Bhattacharya, M. (2002) Cultural Tourism in India, DK Print. 7. Manoj Dixit, Charu Sheela (2006), Tourism Products, New Royal books 8. Michell, George, Monuments of India, Vol. 1. London. 9. Mitra, Devla, Buddhist Architecture, Calcutta. 10. Robinet Jacob etal (2012), Tourism Products of India, Abhijeeth Publications, New

II - SEMESTER

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.

TTM -202-VIVA VOCE/ Practical : Group Discussion, Seminars / Assignments, / Field visits : different from the area you live in, study tours, projects Repots

References: 1. Brown Percy, Indian Architecture (Buddhist and Hindu), Bombay. 2. Brown Percy, Indian Architecture (Islamic period), Bombay. 3. Davies, Philip, Monuments of India, Vol. II., London. 4. Dixit, M and Sheela, C. (2001), Tourism Products, New Royal Book. 5. Dr.I.C.Gupta and Dr.S.Kasbekar, Tourism products of India. 6. Gupta, SP, Lal, K, Bhattacharya, M. (2002) Cultural Tourism in India, DK Print. 7. Manoj Dixit, Charu Sheela (2006), Tourism Products, New Royal books 8. Michell, George, Monuments of India, Vol. 1. London. 9. Mitra, Devla, Buddhist Architecture, Calcutta. 10. Robinet Jacob etal (2012), Tourism Products of India, Abhijeeth Publications, New

III SEMESTER AND IV SEMESTER SUBJECT

III - SEMESTER

TTM-301-PAPER : TRAVEL AGENCY & TOUR OPERATIONS

1. To provide an all round idea about the importance of travel consultants in today's world scenario.
2. To make the students aware of the history, functions and types of travel agents and tour operators. Pedagogy: Lectures, seminars, group discussion, presentations, implant training

UNIT I- History and growth of travel agency businesses - Emergence of Thomas Cook – Emergence of Travel Intermediaries- Definition - The travel Market: Business Travel - Corporate Travel - Commercial Group Travel - Institutional Travel - Leisure Travel - Family Travel - Single Resort Travel - Special Interest Travel. Types of travel agency and tour operations - Inter-relationship between Travel agency and tour operation. Indian travel agents and tour operators - an overview. Differentiation, inter-relationship of travel agents and tour operators and principles of present business trends and future prospects, problems and issues.

UNIT II- Travel agency/Tour operations- Functions - Sources of income. How to set up a travel agency: Procedures for approval of a travel agency and tour operator - IATA & DOT Approval - Approval from various government bodies - Organization structure of a travel agency or tour operation and staffing. Travel Documentation: Passports - various types and requirements - Procedure to apply for passport. VISA - various types and requirements Documents required for foreigners to visit India

UNIT III The Modern Tour Industry – Package tours – Custom Tours – Tour Wholesalers – Types of Package Tours: Independent Package, hosted tour, escorted tour, sightseeing tours - Group, Incentive and convention tour –Mass Market Package holidays – Types of Tour Operators: Specialist tour operators, Outbound – Inbound and Domestic tour operators, Tour operators reliance on other organizations.

UNIT IV- Travel Organizations - WTO, IATA, UFTAA, TAAI, IATO, ASTA, PATA - Their organizational structure and functions.

• TTM-302-VIVA VOCE / Practical : Assignment, Local Trip report , Lecture-cum-discussions

References: 1. Kapoor Bimal Kumar and Murali (2005), Travel Agency and Ticketing, Sterling Publishers Pvt Ltd, New Delhi. 2. Negi Jag Mohan (2004), Travel Agency Operations: Concepts and Principles, Kanishka Publishing House, New Delhi 3. Chand Mahinder, Travel Agency Management, Anmol Publishers, New Delhi. 4. Jag Mohan Negi (2006), Tourist guide & Tour Operation: - Kanishka Publishing House, New Delhi 5. Bhatia AK (2004), Tourism Development: Principles and Practices, Sterling Publishers Pvt Ltd, New Delhi. 6. Babu, A Satish, Tourism development in India, APH- New Delhi. 7. Dennis L. & Foseter (2001), Glencoe An Introduction To Travel & Tourism, McGraw-Hill International. 8. Pran Nath Seth, Successful Tourism Management, Sterling Publishers Pvt Ltd, New Delhi. 9. Dr. S.C. Bancal:- Tourism Geography and Travel Management

IV - SEMESTER

TTM-401-PAPER : TOURISM MARKETING & (ACCOMMODATION) HOSPITALITY

Objectives: To understand the various marketing functions and techniques related to hospitality and tourism and their applications to real life situations To focus on the pragmatic aspects of marketing that helps the learners to focus on the pertinent facets of placing hospitality and tourism products before the stakeholders of tourism industry. Pedagogy: Assignments, seminars, case study.

UNIT I INTRODUCTION- Marketing for Hospitality and Tourism – Definition – Core Marketing Concepts – Marketing Philosophies – Selling Vs Marketing, Differences between Products and Services – Technology and Marketing – Specific features of Tourism Marketing.

HOTEL INDUSTRY - Origin, Growth and diversification of accommodation, Role of accommodation in tourism; Types of accommodation - primary accommodation and supplementary accommodation. Categorisation and classification of hotels

UNIT II MARKET SEGMENTATION, TARGETING AND POSITIONING - Market Segmentation: Segmentation bases – Criteria to effective segmentation – Market Targeting – Market Positioning. **PRICING**: Pricing Considerations – Internal and External Factors of pricing– Pricing Strategies/types /policy

UNIT III PRODUCT - Product Mix – Salient features of Tourism Products, 7 P's in tourism marketing, Product mix and product line, New Product Development – Product Life Cycle – Strategies for different stages of life cycle. **PRICING**: Pricing Considerations – Internal and External Factors of pricing– Pricing Strategies/types.

UNIT IV PROMOTION - Promotion: Introduction, Different tools of Promotion (Advertising, Sales promotion, Publicity, Personal selling, Direct marketing, Public relations, Digital communications) Emerging trends in promotion, promotion of tourism products.

TTM-402-VIVA VOCE/ Practical : Group Discussion, Seminars / Assignments, / Field visits : different from the area you live in, study tours, projects Repots

References: 1. Dr. S.C. Bancal:- Tourism Geography and Travel Management 2. Kotler, Philip, Bowen John, Makens James (2006), Marketing for Hospitality and Tourism, 4th edition, Pearson Education, Bengaluru. 3. Morrison Alistair. M (2002), Hospitality and Travel Marketing, 2nd edition, Delmar Thomson Publications, Florence. 4. Christian Gronroos (1999), Service Management and Marketing Management, 3rd edition, Rowman & Littlefield Publishing Group, Lanham, Maryland. 5. Keller & Kotler (2007), A Framework for Marketing Management, 3rd edition, Dorling Kindersley India Private

Ltd, New Delhi. 6. Kotler, Philip, Bowen John, Makens James (2013), Marketing for Hospitality and Tourism: 6th edition, Pearson Publishers, New Delhi. 7. Chaudhary Manjula (2010), Tourism Marketing, 1st edition, Oxford Higher Education University Press, New Delhi.

V SEMESTER AND VI SEMESTER

V - SEMESTER

TTM-501-PAPER -: TOURISM PLANNING AND DEVELOPMENT

1. To understand the theoretical framework of destination planning and various intricate involved in it.
 2. To analyse sustainable tourism practices as the best way of overcoming the negative impacts of tourism development.
- Pedagogy: Assignments, cases, Seminars, Lecture-cum-discussions.

UNIT I Tourism Planning: Understanding Tourism Planning: Conceptual meaning of Tourism Planning, Evolution of Tourism Planning, General Concepts of Planning, Levels and Types of Tourism Planning, Background Approach and planning scale, Public and Private sectors role in Tourism Development.

UNIT II Contemplation in Planning and Plan Conceptualization: Deliberations in the planning system- Role of systems approach in tourism planning- Tourism systems, Tourism demand and market supply match – Tourism demand patterns- Forecasting tools and techniques.

UNIT III Sustainable Tourism: Definitions of sustainable tourism, sustainability, sustainable development- Forces which promote Sustainable Tourism – Economic Force which resist Sustainable Tourism- Principles of Sustainable Tourism – Carrying Capacity and its application – The Environment Impacts of Tourism – Basic Properties of Ecology Definitions of Ecology – Environment – Ecosystem – Relationship of Ecology Tourism Activities and their Linkages to Ecology and Environment – tourism industry and Pollution

UNIT IV Environmental Impact Assessment (EIA) - The need for EIA - Steps of EIA - Method – Usage of EIA- in conserving Ecology and Environment-Environmental, Conduct of Conservation in Accordance with the Culture and Tradition of the Habitat – UN Initiatives on Ecology and Environment – National Policy on Ecology and Environment.

• TTM-502- VIVA VOCE / Practical : Assignment, Local Trip report , Lecture-cum-discussions

References 1. Babu, S. S., Mishra, S., & Parida, B. B. (2008), Tourism Development Revisited – Concepts, Issues & Paradigms. Sage Publications. 2. Bhatia, A.K. (2009), Tourism Development: Principles & Practices. Sterling Publishers. 3. Burkart, A. J., & Medlik, S. (1994), Tourism Past, Present and Future. London: William Heinemann Ltd. 4. Cooper, C., Fletcher, J., Gilbert, D., & Wanhill, S (2000), Tourism Principles and Practices. London: Pitman Publishing. 5. Christie, R. M., & Morrison, A.M. (2006), The Tourism System, 5th Edn. New York: Kendall/ Hunt Publishing Company. 6. Douglas, F. (1995), Travel & Tourism Management, London: Macmillan. 7. Douglas, P. (1990). Tourist Development, Hong Kong: Longman. 8. Swain, K.S., & Mishra, M.M. (2012). Tourism Principles and Practices. Delhi: Oxford University Press. Dr. S.C. Banal:- Tourism Geography and Travel Management .



VI - SEMESTER**TTM-601-PAPER – : TRANSPORTATION HUMAN RESOURCE & MANAGEMENT**

To impart basic knowledge of the concepts & tools of HRM as relevant to industrial organization & to provide an understanding of the role HRM plays in the overall strategic setting Pedagogy : Lectures, assignments, role play, discussions, seminars.

UNIT I Introduction - The Concept - Significance of HR - objectives & functions of HR – Evolution & growth – internal & external influences on HRM – Emerging issues in HR area.

UNIT II Planning & Procurement - HRP – Definition – need – process - job analysis - meaning - importance - purpose - job description - job specifications - job design. Recruitment –Sources & Techniques. Selection – Steps in selection process & Interview. Placement & Induction & Orientation- Internal Mobility: Definition, Methods and Process.

UNIT III Employee Development - Employee Training & Development – Meaning – Need – Methods – Training Evaluation. Employee counselling – Meaning – Need – Types – Skills required. Career Planning – Need – Process – Advantages – Limitations.

UNIT IV History of TRANSPORTATION Transportation Rail, Civil Aviation in India – Types of Aircrafts Public and Private Tourist Train, Open Sky Policy; Role of Irctc and AAI , A brief account of IATA /ICAO

TTM-602- VIVA VOCE/ Practical : Group Discussion, Seminars / Assignments,/ Field visits : different from the area you live in, study tours,/1 to 6 Month Traing in Holat/ Hotal Industry /Travel Agency / Tour oprater projects Repots

References: 1. Manoj Madhukar – Human Resource Management in Tourism – Rajat Publication, New Delhi 2. Eric Laws – Tourism: Managing Packed Tourism - Thomson Business Press. 3. Darren Lee – Ross(ed) HRM in Tourism & Hospitality – International Perspective to SME 4. Human Resource Management – L M Prasad – Sultan Publications, New Delhi. Dr. S.C. Bancal:- Tourism Geography and Travel Management

