

**COURSE STRUCTURE OF UNDERGRADUATE SYLLABUS
UNDER CHOICE BASED CREDIT SYSTEM (CBCS)**

TOURISM AND TRAVEL MANAGEMENT (TTM) 2020

CORE / DISCIPLINE SPECIFIC ELECTIVE COURSES:

SEM	COURSE CODE	COURSES	CREDITS			TOTAL
			THEORY	PRACTICALS	TUTORIALS	
I	TTM120C	Basics of Tourism	4	2	0	6
II	TTM220C	Tourism Operations	4	0	2	6
III	TTM320C	Hospitality Management	4	0	2	6
IV	TTM420C	Tourism Resources of J&K	4	0	2	6
V	TTM520DA OR	Tourism Entrepreneurship	4	0	2	6
	TTM520DB OR	Tourism Geography & Map Work	4	0	2	6
	TTM520DC	Tourism Products & Typology	4	0	2	6
	TTM520G	Fundamentals of Tourism	4	0	2	6
VI	TTM620D OR	Heritage Tourism Management	4	2	0	6
	TTM620D OR	Tourism Resources of India	4	2	0	6
	TTM620D	Accounting for Tourism Managers	4	2	0	6

Generic Elective Courses for Non-Tourism Students of BA (General) for 5th & 6th Semesters:

SEM	COURSE CODE	COURSES	CREDITS			TOTAL
			THEORY	PRACTICALS	TUTORIALS	
V	TTM520G	Fundamentals of Tourism	4	0	2	6
VI	TTM620G	Tourism Enterprises	4	0	2	6

Skill Enhancement Courses offered in Tourism & Travel Management:

SEM	COURSE CODE	COURSES	CREDITS			TOTAL
			THEORY	PRACTICALS	TUTORIALS	
IV	TTM420S	Tour Guiding and Escorting	2	2	0	4
V	TTM520S	Hospitality Operations	2	0	2	4
VI	TTM620S	Travel Agency and Tour Operations	2	0	2	4

B. A. WITH TOURISM & TRAVEL MANAGEMENT
1st SEMESTER
CORE

TTM120C: TOURISM & TRAVEL MANAGEMENT: BASICS OF TOURISM

CREDITS: THEORY: 4; PRACTICAL: 2
MAX. MARKS: THEORY: 60; PRACTICAL: 30
MIN. MARKS: THEORY: 24; PRACTICAL: 12

COURSE OBJECTIVES:

This will be an introductory course focusing on the basics of tourism. Students will be given understanding regarding the basic framework of tourism industry and how tourism is contributing to the society, economy, and environment of tourist places.

COURSE CONTENTS:

THEORY: 4 CREDITS

MARKS: 60

Unit I

Tourism Concepts: Concept and meaning of Tourism, Visitor, Tourist, Excursionist, Traveller, Transient, Types and forms of tourism, Types of Tourist, Historical Development of Tourism.

Unit II

Components of Tourism; 6 A's of Tourism – Attraction, Accessibility, Accommodation, Amenities, Activities, and Awareness, Tourist Accommodation: Meaning and Types, Transportation: Meaning and Types, Tourist Attraction: Meaning and Types (Natural and Manmade).

Unit III

Tourism Impacts: Concept and meaning, Types of Impacts: Impact on Economy – Positive and Negative, Impact on Environment – Positive and Negative, Impact on Society - Positive and Negative.

Unit IV

Tourism Organisations: Meaning and Importance, International Organisations – UNWTO, IATA, and PATA, National Organisations – TAAI, IATO and MOT GOI, Regional Organisations – DOT Government of J&K and JKTDC.

PRACTICAL: CREDITS: 2

MARKS: 30

- ✓ Field visit to any nearby place of touristic importance to understand the characteristics of the place and submit a brief report for evaluation.
- ✓ Conduct of Group Discussion/Seminars/Presentations on any of the topics as mentioned in the theory part of the course. Students will be evaluated on the basis of their participation, documentation and performance in these activities.

SUGGESTED READINGS:

1. *Burkart A.J., Medlik S., Tourism - Past, Present and Future, Heinemann, London.*
2. *Gunn, Tourism Planning: Basic, Concepts and Cases, Cognizant Publications.*
3. *Mukhtar, Shahnawaz, Tourism and Pilgrimage, Sarup Publishers, New Delhi*
4. *SunetraRoday et al., Tourism Operations and Management, Oxford University Press.*
5. *Swain, Sampad Kumar, Tourism: Principles and Practices, Oxford University Press.*