

B. A. WITH TOURISM & TRAVEL MANAGEMENT
5th SEMESTER
DISCIPLINE SPECIFIC ELECTIVE (DSE)

OPTION - I

TTM520DA: TOURISM & TRAVEL MANAGEMENT: TOURISM ENTREPRENEURSHIP

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

COURSE OBJECTIVES:

The course is directed to orient the students towards the fundamental concepts of entrepreneurship and equip them with the critical skills needed for establishing contemporary entrepreneurial units in tourism, travel and hospitality sectors.

Course Contents:

Theory: Credits: 4

Marks: 60

Unit I

Entrepreneurship: Meaning and concept; Qualities of an Entrepreneur; Classification of Entrepreneurs, Functions of Entrepreneurs, Role of entrepreneurs in Economic development.

Unit II

Tourism Entrepreneurship: Concept and Meaning; Classification of Tourism Entrepreneurs; Tourism Business Preparation; Tourism Business idea generation techniques, Identification of Tourism Business opportunities.

Unit III

Innovation: Meaning and Concept; Types of Innovation; Innovation in Tourism Entrepreneurship: Tourism Product innovation, Tourism Product planning and development strategy, New Product Development in Tourism.

Unit IV

Establishing a Tourism Enterprise: Setting up a tourism enterprise: Steps, procedures, licenses, registration (indigenous handicraft outlets, adventure service providers, cultural entrepreneurship, ground tour operators, micro-hotelier, micro-restaurateur, micro-taxi driver).

TUTORIAL: CREDITS: 2

MARKS: 30

✓ Students are required to submit a tourism business plan for setting up a tourism or hospitality enterprise of their choice reflecting its various components and strategies.

✓ Conduct of Group Discussion, Seminars and 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 READING:

1. Hisrich, R. D., & Michael, P. P. (2002). *Entrepreneurship (5th ed.)*, New Delhi: Tata Mc-
2. Graw Hill.
3. Hisrich, R. D., Peters, M. V., & Shepherd, D. A. (2007), *Entrepreneurship (6th ed.)*, New Delhi: Tata
4. Mc-Graw Hill.
5. Holt, D. H. (2003), *Entrepreneurship - New Venture Creation*. New Delhi: Prentice- Hall of India Pvt Ltd.
6. R. L. Tung (Ed.), (2001), *Learning from World Class Companies*. Thomson Learning.
7. Prakash, Monika and Chowdhary, Nimit (2010), *Starting a Tourism Company*, New Delhi: Matrix Publishers. (L)

B. A. WITH TOURISM & TRAVEL MANAGEMENT

5th SEMESTER

DISCIPLINE SPECIFIC ELECTIVE (DSE)

OPTION - II

TTM520DB: TOURISM & TRAVEL MANAGEMENT: TOURISM GEOGRAPHY & MAP WORK

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

COURSE OBJECTIVES:

This course shall help the students in understanding the significance of Geography and Maps in Tourism. The student will learn about the various types of Map and hence increase their knowledge regarding the various aspects of maps with regard to tourism.

COURSE CONTENTS:

THEORY: CREDITS: 4

MARKS: 60

Unit I

Tourism Geography: Meaning and Concept, Importance and Fundamentals of geography, importance of geography in tourism, weather and climate, climatic regions of world, topographic features of the Kashmir Valley.

Unit II

Cartography: Map and its types, Map science and its role in tourism, map reading, scale of the map and measurement of the distance on map, use of conventional signs and symbols in maps, tourist map.

Unit III

Understanding the World Map and its divisions: meaning and uses of Latitudes and Longitudes, Time Zones, Time Difference and International Date Line.

Unit IV

Location of important tourist sites, national parks, wildlife sanctuaries, cultural and historical tourist spots of Kashmir Valley on the map of J&K.

TUTORIAL: CREDITS: 2

MARKS: 30

- ✓ Hands on training at the geographical laboratory of the college where the students are expected to learn cartographic skills Vis-a'-Vis map reading and developing of maps for specific tourism purposes and submit a brief report.
- ✓ Conduct of Group Discussion, Seminars and 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. *Boniface & Cooper C., Worldwide Destinations: The Geography of Travel & Tourism, Oxford Butterworth Heinemann.*
2. *Burton, R., Travel Geography, Pitman Publishing, Marlow Essex.*
3. *Dixit, M. Tourism Geography and Trends, Royal Publication, New Delhi.*
4. *Hall M., Geography of Travel and Tourism, Routledge, London.*
5. *Hall, C. and Page, S., The Geography of Tourism and Recreation- Environment, Place and Space, 3rd edition, Routledge, London.*
6. *International Atlas, Penguin Publication and DK Publications.*

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5th SEMESTER

DISCIPLINE SPECIFIC ELECTIVE (DSE)

OPTION - III

TTM520DC: TOURISM & TRAVEL MANAGEMENT: TOURISM PRODUCTS AND TYPOLOGY

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

COURSE OBJECTIVES:

The course will make students aware about the tourism products, their types, characteristics and the production process.

Course Contents:

Theory: Credits: 4

Marks: 60

Unit I

Product: Meaning, role and types, product line, product mix, Product Life Cycle (PLC), New Product development.

Unit II

Tourism product: Elements and characteristics of tourism product, classification of tourism product, Difference between tourism product and other consumer products, Tourism Area Life Cycle Model (TALC).

Unit III

Tourism Product Distribution Channels; Tourism as a packaged Product, Destination as a composite Product, Product oriented package tours, Marketing of Package Tours.

Unit IV

Service Providers: Nature and Characteristics of service providers in tourism: different service providers in tourism: Tourist transport operators, Hoteliers, Resort owners, Restaurateurs, and Ponney Walas.

TUTORIAL: CREDITS: 2

MARKS: 30

- ✓ Students should prepare a report on any popular tourist spot of Kashmir and discuss its various characteristics and prepare a report and submit it to the concerned teacher.
- ✓ Conduct of Group Discussion, Seminars and 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. Dixit, M and Sheela, C. *Tourism Products, New Royal Book.*
2. Foster, L. D., *Tourism Management, Amazon publication, New York.*
3. Hussain, A.K., *The National Culture of India, National Book Trust, New Delhi.*
4. Kasbekar, Sushama, and Gupta, I.C., *Tourism Products of India.*
5. Kotler, Philip, Bowen, Jon and Maken, James, *Marketing for Hospitality and Tourism*