

REVISED COURSE CURRICULUM FOR

THREE YEAR

BACHELOR OF ARTS IN TOURISM AND TRAVEL
MANAGEMENT (ANNUAL) BATTM

Implemented from the academic session 2020-21 onwards

Details of Course Under Undergraduate Programme
(Bachelor of Arts in Tourism and Travel Management)

Sr. No.	Course	Theory + Practical	Theory + Tutorials
1	<p><u>Core Course (6 Credit)</u> (12 papers) Two Paper English Two papers Hindi/ MIL Four Paper – Discipline 1 Four Paper Discipline 2 Core Course Practical/ Tutorials * (12 Practical/ Tutorials *)</p>	<p>12*4= 48</p> <p>6*4=24</p>	<p>12*5=60</p> <p>12*1=12</p>
II	<p><u>Elective Course (6 Credits)</u> (6 Papers) Two papers discipline 1 Specific Two papers discipline 2 Specific Two papers Intra disciplinary Two papers from each discipline of choice and two paper of Interdisciplinary nature</p> <p>Elective Course Practical/ Tutorials * (6 Practical/ Tutorials *) Two paper discipline 1 Specific Two paper discipline 2 Specific Two papers Generic (Intra disciplinary) Two papers from each discipline of choice including paper of Interdisciplinary nature Optional Dissertation or Project work in place of one elective paper (6 Credits) in 6th semester.</p>	<p>6*4=24</p> <p>6*2=12</p>	<p>6*5=30</p> <p>6*1=6</p>
III	<p>1. Ability Enhancement Courses Ability Enhancement Compulsory Courses (AECC) (2 Paper of 4 Credits each) Environmental Sciences English/ Hindi/ MIL Communications</p> <p>2. Skill Enhancement Courses (SEC) (4 Papers of 4 Credits each)</p>	<p>2*4=8</p> <p>4*4=16</p>	<p>2*4=8</p> <p>4*4=16</p>
	Total Credits	132	132

1. ASSESSMENT AND EVALUATION- All courses (Compulsory) involve an evaluation system of students that has the following two components

(i) **Internal Assessment (IA) - accounting for 30% of** the final grade that a student gets in a course; and

(ii) **End-Semester Examination (ESE) - accounting for the remaining 70%** of the final grade that the student gets in a course.

Internal Assessment per paper (IA –30%): This would have the following components:

Classroom Attendance (5%) – Each student will have to attend a minimum of 75% Lectures / Tutorials / Practicals. A student having less than 75% attendance will not be allowed to appear in the End-Semester Examination (ESE).

- Provided that those having between 74% and 65% attendance will apply for exemption in a prescribed form accompanied by clear reason(s) for absence to the authorized functionaries.
- Provided that those having between 64% and 50% attendance will apply for exemption in a prescribed form accompanied by a Medical Certificate from a Government Hospital.
- Provided that exemption from 75% attendance will be given to those participating in prescribed co-curricular activities (e.g. NCC, NSS, Youth Festivals, Sports etc.) to the extent of 25% (making the necessary attendance as 50% in these cases). However, the claim for this exemption should be supported by authenticated certificate from the concerned college authorities.
- Provided further that those getting the exemptions, except for those getting exemptions for co-curricular activities will not be entitled for getting the IA marks for classroom attendance as given below.

Classroom Attendance Incentive: Those having greater than 75% attendance (for those participating in Co-curricular activities, 25% will be added to per cent attendance) will be awarded IA marks as follows:-

≥ 75% but < 80% 1 marks

≥ 80% but <85% 2 marks

≥ 85 but <90% 3 marks

≥ 90% but < 95% 4 marks

≥95% 5 marks

Seminar /Assignment (10%) – There will be one seminar / assignment amounting to 10% of the total marks i.e. 10.

Mid-Term (Minor) Tests / seminars (15%) – There will be one minor test before semester examinations accounting for 15 marks.

(ii) End-Semester Examination (ESE-70%): The remaining 70% of the final grade of the student in a course will be on the basis of an end-semester examination (ESE) that will be for three hours duration and will be covering the whole syllabus of the course.

*****The field tour shall be of 100 marks involving report and presentation evaluated by the tourism teacher of the concerned college.

*****The Project Work will be of 100 marks involving report and presentation evaluated by the tourism teacher of the concerned college/External Examiner

2. INSTRUCTION FOR EXAMINERS: STRUCTURE OF QUESTION PAPER

The question paper for the ESE has following pattern:

Part 1 (Compulsory)

Compulsory of 18 marks consisting of 9 questions (One to two sentences each) covering whole of the syllabus.

Part 2 (UNIT I)

One question out of two questions each of 13 marks. Each of these questions may contain sub parts and will be long type.

Part 3 (UNIT II)

One question out of two questions each of 13 marks. Each of these questions may contain sub parts and will be long type.

Part 4 (UNIT III)

One question out of two questions each of 13 marks. Each of these questions may contain sub parts and will be long type.

Part 5 (UNIT IV)

One question out of two questions each of 13 marks. Each of these questions may contain sub-parts and will be of long type.

Total marks (1 + 2 + 3 + 4+5) 18 + 13 + 13 +13+13 = 70 marks

**Bachelor of Arts in Tourism and Travel Management
– Year 1**

Year	COURSE OFFERED	COURSE NAME	Practical	Theory	tutorial	HOURS PER WEEK
1	English Hindi/ MIL-1			5	1	6
	TTMC101/ TTMCGE 101	Introduction of Travel and Tourism Management		5	1	6
	DSC- 2A			5	1	6
	AECC	Environmental Science		4		4
	English Hindi/ MIL-2			5	1	6
	TTMC102/ TTMCGE 102	Tourism Resources of India		5	1	6
	DSC-2B			5	1	6
	AECC English/ Hindi			4		4
TOTAL CREDITS YEAR I= 44						

Bachelor of Arts in Tourism and Travel Management
Year-II

Year	COURSE OFFERED	COURSE NAME	Practical	Theory	Tutorial	HOURS PER WEEK
II	English Hindi/ MIL-3			5	1	6
	TTMC201/ TTMCGE 201	Travel Agency & Tour Operation		5	1	6
	DSC-2C			5	1	6
	SEC-1	Skill Enhancement Course, (Choose any one out of these two)				
	TTMC202/ TTMCGE 202	Tourism Marketing				
	TTMC203/ TTMCGE 203	Tourism Logistic Support Services		4		4
	English Hindi/ MIL-3			5	1	6
	TTMC204/ TTMCGE 204	Tourism Organizations & Associations		5	1	6
	DSC- 2D			5	1	6
	SEC-2	Compulsory to all				4
	TTMC 205	Field Tour	4			
CREDITS YEAR II = 44						

**Bachelor of Arts in Tourism and Travel Management
– Year III**

Year	COURSE OFFERED	COURSE NAME	Practical	Theory	Tutorial	HOURS PER WEEK
III	TTMC301	Tourism Guiding/ Escort Services		5	1	6
	SEC- 3	(Choose any one out of these two)		4		4
	TTMC302	Accounting Skills for Tourism Business				
	TTMC303	Transport Service in Tourism				
	DSE-2A			5	1	6
	GE -1	(Choose any one out of these two)				
	TTMC304	Researching for Hospitality & Tourism Management				
	TTMC305	Tourism Impacts		6		6
	TTMC306	Project Work	6			6
	SEC-4	Skill Enhancement Course, (Choose any one out of these two)				
	TTMC307	Skilling for Media and Journalism in Tourism		4		4
	TTMC308	Hotel & Resort Management				
	DSE-2B			5	1	6

GE-2	(Choose any one out of these two)				
TTMC309	Writing Skills for Tourism				
TTMC310	Leadership Development Program		5	1	6
TOTAL	CREDITS YEAR III = 44				

TOTAL CREDITS OF 3 YEARS DEGREE = 132

DETAILED SYLLABI

YEAR I

Note: *The question paper shall comprise of 5 parts amounting to 70 marks. Part 1 will be compulsory having 9 short answer questions (One to two sentences) of 2 marks each and remaining parts i.e. II, III, IV & V will contain two long answer questions (Each question contains two parts) of 13 marks each, from which the candidates will be required to attempt only one question per part.*

TTMC101/ TTMCGE 101 - Introduction of Travel and Tourism Management

Unit -1: The Concept of Tourism, Definition and Meaning of Tourism, Traveler, Visitor, Excursionist & Transit Visitor, International and Domestic Tourist, Historical Development, Transportation Advances. Typologies of Tourists, Concept of Demand and Supply in Tourism, Factor Affecting demand and supply in tourism. Tourism Product, Feature of Tourism Products, Type of Tourism Products (TOPs, ROPs, BTEs), Difference between Tourism Products and other products.

Unit -2: Meaning of Natural Tourism Resources. Mountain Ranges of India covering Great Himalayan Range (GHR), Karakoram Mountain Range, Satpura Mountain Range, Aravalli Mountain Range, Nilgiri and Western Ghats. Tourism trends – Eco Tourism, Green Tourism, Alternate Tourism, Heritage tourism, Sustainable Tourism, Cultural Tourism and monsoon tourism. Factors inhibiting growth of tourism, travel industry in the 21st century, future tourism scenario, Contribution for tourism during 5 years plans by Government of India.

Unit -3: Linkages for packaging and negotiation with Principals and Vendors, Necessity of Linkages of Tour Operator and Travel Agency with Principals i.e. Hotels, Motels, Resorts, Airlines, Escorts, Guides, Transporters and Educational Institutions. Tour Itinerary: Meaning & Components, Tools and Techniques for Preparation of Tour Itineraries, Method of Preparation, Costing of Tour Itinerary and Types of Tour Itineraries, Limitations of Tour Itinerary. Use of Itinerary in Tourism Industry.

Unit -4: Geographical regions of India and nature of tourism in each geographical area. Detailed study of attractions of Golden Triangle, Diamond Triangle and Southern Triangle. Himachal Pradesh – Shimla, Kullu, Manali, Pragpur. Location of main tourism destinations of Europe, Africa, Australia, Asia, Middle-East and America on the world map and identification of important lines of longitude & latitude. Important international country & city codes (including India).

References:

- ❖ Tourism Development Principles & Practices – A.K. Shastri.
- ❖ Basics of Tourism – K.K .Kamra, Mohinder Chand.
- ❖ Dynamics of Modern tourism – Ratandeep Singh.
- ❖ Tourism Dimensions – S.P. Tewari.
- ❖ Geography of Travel and Tourism- Lloyd E. Hudman & Richard H. Jackson.
- ❖ A history of the world in twelve maps –Jerry Brotton.
- ❖ Atlas of world history –Patrick K. O'Brian.
- ❖ World Atlas –Dorling Kindersley.

Note: The question paper shall comprise of 5 parts amounting to 70 marks. **Part 1** will be compulsory having 9 short answer questions (One to two sentences) of 2 marks each and **remaining parts** i.e. II, III, IV & V will contain two long answer questions (Each question contains two parts) of 13 marks each, from which the candidates will be required to attempt only one question per part.

TTMC 102 / TTMCGE 102- Tourism Resources of India

Unit -1: Introduction to wildlife tourism in India; National parks, wild life sanctuaries and biosphere reserves consisting GHNP, Pin Valley NP, Dashigim NP, Jim Corbet NP, Nanda Devi NP, Valley of Flowers NP, Sunderban NP, Kaziranga NP, Manas NP, Bharatpur NP and Desert NP. Desert tourism in India; case study of desert triangle of Rajasthan including Jaipur, Bikaner, Jaisalmer, Jodhpur, Barmer and Udaipur cities.

Unit 2: Meaning and importance of religious tourism in Indian context. Char Dham Yatra of India (Badrinath, Dwarika, Rameshawaram and Puri) and Uttarakhand (Yamunotry, Gangotry, Kedarnath and Badrinath) and its importance.

Unit -3: UNCESO World Heritage Site of Indian Sanchi Stupa, Khajuraho Temple, Bodhgaya, Ajanta, Ellora, Bhim Betaka caves, Hampi Monuments, Mountain railways (Kalaka- Shimla, Nilgiri, Darjeeling railways) Fairs: Suraj Kund fair, Pushkar fair, Mandi Shivratri fair, Kullu Dussehra, Lavi fair, Minjar fair etc.

Unit- 4: Meaning and importance of Cuisine/ regional cuisine on the tourism map of India. Cuisine of India cover J&K, Himachal Pradesh, Punjab, Delhi, UP, Kerala, Goa, Andhra Pradesh, Tamil Nadu, West Bengal, Sikkim, Assam, Arunachal Pradesh, Manipur, Nagaland and Tripura.

References

- ❖ Wildlife Tourism- David Newsome, Ross Kingston Dowling & Susan A. Moore.
- ❖ Ecology, Wildlife and Tourism Development: Principles, Practices and Strategies- A.K. Raina.
- ❖ Handbook of National Parks, Wildlife Sanctuaries, and Biosphere Reserves in India- S.S. Negi.
- ❖ Water-based Tourism, Sport, Leisure, and Recreation Experiences- Gayle Jennings.
- ❖ Encyclopaedia of Tourism Resources in India, Volume 1- Manohar Sajjani.
- ❖ Encyclopaedia of Tourism Resources in India, Volume 2- Manohar Sajjani.

YEAR II

Note: *The question paper shall comprise of 5 parts amounting to 70 marks. Part 1 will be compulsory having 9 short answer questions (One to two sentences) of 2 marks each and remaining parts i.e. II, III, IV & V will contain two long answer questions (Each question contains two parts) of 13 marks each, from which the candidates will be required to attempt only one question per part.*

TTMC 201/TTMCGE 201 – Travel Agency & Tour Operation

Unit -1: Introduction to Tour Operator and Travel Agency – Meaning and History. Functions of Tour Operator and Travel Agent, Leading tour operators globally and in India namely Thomas Cook Kuoni India: SITA & SOTC, LPTI, Cox & King; Leading Tour operators in Himachal Pradesh: Himalayan Saga, Bharat Booking, Colors of India.

Unit -2: Types of Tour operators – Group Tour Operator, Individual travel Agency, In House Tour operators, Inbound Tour Operator, Outbound Tour Operator, Domestic and International Tour Operator.

Unit -3: Linkages for packaging and negotiation with Principals and Vendors, Necessity of Linkages of Tour Operator and Travel Agency with Principals i.e. Hotels, Motels, Resorts, Airlines, Escorts, Guides, Transporters and Educational Institutions. Tour Itinerary: Meaning & Components, Tools and Techniques for Preparation of Tour Itineraries, Method of Preparation, Costing of Tour Itinerary and Types of Tour Itineraries, Limitations of Tour Itinerary. Use of Itinerary in Tourism Industry.

Unit -4: Types of Tour Itinerary: Special Interest Tour Itinerary, Adventure Tour Itinerary, Wilderness Tour Itinerary, Freedom Struggle Tour Itinerary, Incentive Tour Itinerary, Buddhist Circuit Based Tour Itinerary. Tour Package: Types of package tours – Single Country tours, Area tours, two City Tours, Single City Tours, Cultural Tours, Special Interest Tours, Adventure tours. Reservation of Different Services in Tourism Industry, Rate Contracting, Ground Handling, Feedback and Testimonial.

References:

- ❖ Travel Agency and Tour Operation: Concepts and Principles- Jagmohan Negi.
- ❖ The Business of Travel Agency and Tour Operations Management- A.K. Bhatia.

Note: *The question paper shall comprise of 5 parts amounting to 70 marks. Part 1 will be compulsory having 9 short answer questions (One to two sentences) of 2 marks each and remaining parts i.e. II, III, IV & V will contain two long answer questions (Each question contains two parts) of 13 marks each, from which the candidates will be required to attempt only one question per part.*

TTMC 202 / TTMCGE 202 - Tourism Marketing

Unit -1: Product, Production, Marketing & Selling. Concept of Marketing –Meaning and definition; Principles of marketing. Importance of marketing in tourism.

Unit -2: Marketing mix in Tourism – P’s in tourism Marketing (Product, Price, Place, Promotion, People, Process and Physical evidence). MIS (Marketing Information System).

Unit -3: Concept of promotion-mix in Tourism Marketing. Importance of leadership and communication skills in tourism marketing.

Unit -4: Importance of Marketing in tourism, Role of tourism association in promotion of tourism, Special Marketing effort of GOI (Govt. of India) and Himachal Tourism. Role of Marketing in expansion of Indian tourism industry.

References:

- ❖ Tourism Marketing- Dasgupta Devashish.
- ❖ Introduction to Travel and Tourism Marketing- J. Alf Bennett, Johan Wilhelm Strydom.
- ❖ Principles of Marketing- Philip Kotler.

OR

Note: *The question paper shall comprise of 5 parts amounting to 70 marks. Part 1 will be compulsory having 9 short answer questions (One to two sentences) of 2 marks each and remaining parts i.e. 2, 3, 4 &5 will contain two long answer questions of 13 marks each, from which the candidates will be required to attempt only one question per part*

TTMC 203 / TTMCGE 203 - Tourism Logistic Support Services

Unit -1: Tourism Logistic Support Services, meaning and Importance, meaning of Tourism product.

Unit -2: Demand and Supply of Tourism Product. Types of tourism demand and supply chain.

Unit -3: importance of Transportation in travel and Tourism with special reference to Railways and Airways.

Unit -4: Role of Travel Agencies and Tour Operators in the smooth functioning of a tour.

References:

- ❖ Travel agency and tour operation concepts and principals- Jagmohan Negi.
- ❖ Encyclopaedia of tourism management- PC Sinha.
- ❖ Tourism and travel concepts & principals- Jagmohan Negi.

Note: *The question paper shall comprise of 5 parts amounting to 70 marks. Part 1 will be compulsory having 9 short answer questions (One to two sentences) of 2 marks each and remaining parts i.e. II, III, IV & V will contain two long answer questions (Each question contains two parts) of 13 marks each, from which the candidates will be required to attempt only one question per part.*

TTMC -204 / TTMCGE 204– Tourism Organizations & Associations

Unit -1: Tourism Organization: UNWTO (United Nations World Tourism Organization), PATA (Pacific Asia Travel Association), UFTAA (Universal Federation of Travel Agents Association), IATA (International Air Transport Association), WATA (World Association of Travel Agencies), ICAO (International Civil Aviation Organization), WTTC (World Travel & Tourism Council), TAAI (Travel Agents Association of India), TAFI (Travel Agents Federation of India), FHRAI (Federation of Hotel and restaurant Associations of India) and IH & RA (International Hotel and Restaurant Association).

Unit -2: Ministry of Tourism, Government of India, Role of ministry of tourism in developing tourism business and infrastructure in India, ITDC (Indian Tourism Development Corporation): Formation, Structure and Functions, Role of ITDC in developing tourism business and infrastructure in India, Incredible India Campaign, Tourism Policies of India. HPTDC (Himachal Pradesh Tourism Development Corporation): Role of HPTDC in tourism development and promotion in Himachal, Marketing campaigns by department of Tourism-Himachal Pradesh and civil aviation.

Unit -3: Important city and Airport codes of Asian region. Scope of MICE tourism in UAE. Role of PATA, SAARC in the Promotion of Tourism in Asian region.

Unit-4: Mountaineering Institutes i.e. ABVIMAS (Atal Bihari Vajpayee Institute of Mountaineering and Allied Sports), NIM (Nehru Institute of Mountaineering), HMI (Himalayan Mountaineering Institute), IMF (Indian Mountaineering Foundation); Role of mountaineering institutes in development of adventure tourism business in India.

References:

- ❖ Tourism Development: Principles and Practices- A K Bhatia.
- ❖ Websites of HMI/NIM/ABVIMAS.

Note: *There will be a field tour report of 100 marks i.e. a combination of report submission and presentation evaluated by tourism teacher of the concerned college.*

TTMC 205 Practical- Field Tour

Field tour in-charged by tourism faculty of the concerned college for giving practical exposure of tourism destinations of the country to students. The duration of the tour must not be less than 10 days; however, it may exceed designated days depending upon the tour itinerary. The field tour must be followed by report and presentation of the tour.

References:

- ❖ Report Writing-Bogg, Daisy.

YEAR III

Note: *The question paper shall comprise of 5 parts amounting to 70 marks. **Part 1** will be compulsory having 9 short answer questions (One to two sentences) of 2 marks each and **remaining parts** i.e. II, III, IV & V will contain two long answer questions(Each question*

contains two parts) of 13 marks each, from which the candidates will be required to attempt only one question per part.

TTMC 301 - Tourism Guiding/ Escort Services

Unit -1: Guide: Meaning, Role of a Guide in Tourism, History of Guiding in Tourism, Procedure of registration / approval of Guides. Meaning of communication, Essentials of verbal and non-verbal communication skills for a guide.

Unit -2: Escorts - personal hygiene and grooming, pre, post and during tour responsibilities, Check-list, handling emergencies, leading a group, code of conduct; Difference between guide and Escort. Wages and Allowances for Tour Guide and Escorts in India: Daily Allowances & Over Night Charges.

Unit -3: Introduction to Adventure Tourism, Land Based Adventure tourism activities, Skills required for Trekking, Hiking, Rock Climbing, Medical Requirements.

Unit -4: Passport & Visa: Meaning and Types, Handling emergencies – Medical Rescue and Evacuation, Health and Tourist Insurance Covers, Assistance by the Guides in Giving Instructions to Tourists and Providing Instant Medical Rescue.

Reference:

- ❖ The Guide's Guide to Guiding- Garth Thompson.

Note: *The question paper shall comprise of 5 parts amounting to 70 marks. Part 1 will be compulsory having 9 short answer questions (One to two sentences) of 2 marks each and remaining parts i.e. II, III, IV & V will contain two long answer questions(Each question contains two parts) of 13 marks each, from which the candidates will be required to attempt only one question per part.*

TTMC 302 - Accounting Skills for Tourism Business

Unit 1: Meaning, Concept and Conventions of Accounting, Principles of Accountings and Accounting Equations.

Unit 2: Double and Single Entry System, Journal, Ledger and other subsidiary books used in accounting, Trial Balance, Income statement and Balance Sheet, Role of accounting in tourism industry.

Unit 3: Invoice generation, Voucher Making, Service Tax, Luxury Tax, Toll taxes, Online Reservation, Payment Methods and Cancellation procedures in case of Hotel Rooms-Airlines Tickets-Railway Tickets-Cruises.

Unit 4: Hotel Accounting: Accounting systems in Hotels, Hotel Front Office Accounting, Accounting Reports and Formats, Internal Check, Internal Control, Internal Audit, Night Audit and Mechanized Accounting.

References:

- ❖ Accounting and Financial Analysis in the Hospitality Industry- Jonathan Hales.
- ❖ Hospitality Financial Accounting- Jerry J. Weygandt.
- ❖ Financial Accounting for Hotels-Kumar.
- ❖ Cost and financial management for hotels- Kumar.
- ❖ Travel Agency Operations: Concepts and Principles- Jagmohan Negi & Gaurav Manohar.
- ❖ Financial Management-I.M. Pandey.
- ❖ Financial Management-M.Y. Khan.
- ❖ Management Accounting-R.K. Sharma, & Shashi K. Gupta.
- ❖ Booking keeping & Accounting-R.L. Gupta.
- ❖ Introduction to Accounting-T.S. Grewal.

Note: *The question paper shall comprise of 5 parts amounting to 70 marks. Part 1 will be compulsory having 9 short answer questions (One to two sentences) of 2 marks each and remaining parts i.e. II, III, IV & V will contain two long answer questions(Each question*

contains two parts) of 13 marks each, from which the candidates will be required to attempt only one question per part.

TTMC 303 Transport Service in Tourism

Unit -1: Introduction to Transportation industry, history and Modes of transportation (air, water, and surface) and its linkage with tourism.

Unit -2: Air – Scheduled and non-scheduled services, LCC and its benefits, types of seats, Booking, cancellation and refunds, Water transport – River, lake and Ocean/ sea cruises, Star Cruise, Surface Transport: options available to the clients – Car, coach, bus, Rent-a-car Scheme, Indrail and Eurail pass.

Unit -3: General information about Indian railways. Luxury Tourist trains in India (Palace OnWheels, Royal Rajasthan on Wheels, Golden Chariot, Deccan Odyssey, and Royal Orient). Study of railway time-tables. Online railway bookings through Indian Railways website.

Unit- 4: Mountain trains in India (Kalka- Shimla, Nilgiri Mountain railway, Darjeeling Mountain Railway). Role of Air India in promoting Indian tourism, Private air carriers in India.

References:

- ❖ Managing Transport Operations- Edmund J. Gubbins.
- ❖ Introduction to Tourism Transport-By Sven Gross, Louisa Klemmer.
- ❖ Geography of Transport Development in India-Balkrishna C. Vaidya.

Note: *The question paper shall comprise of 5 parts amounting to 70 marks. **Part 1** will be compulsory having 9 short answer questions (One to two sentences) of 2 marks each and **remaining parts** i.e. II, III, IV & V will contain two long answer questions(Each question contains two parts) of 13 marks each, from which the candidates will be required to attempt only one question per part*

TTMC 304 Researching for Hospitality & Tourism Management

Unit – 1: Introduction: Meaning, objectives and significance of research, types of research, research process.

Unit – 2: Major areas of Tourism research – Challenges and Status. Planning of research- Planning process, formulation of problem Hypothesise.

Unit – 3: Sampling Methods/ techniques and errors. Data collection methods.

Unit – 4: Field work and sample selection. Report writing and presentation.

References:

- ❖ Research methodology: Methods & techniques-C.R. Kothari.
- ❖ Methodology of Research in Social Sciences by O.P. Krishnaswami.
- ❖ Statistical Methods by S.P. Gupta.

OR

Note: *The question paper shall comprise of 5 parts amounting to 70 marks. **Part 1** will be compulsory having 9 short answer questions (One to two sentences) of 2 marks each and **remaining parts** i.e. II, III, IV & V will contain two long answer questions(Each question contains two parts) of 13 marks each, from which the candidates will be required to attempt only one question per part.*

TTMC 305 - Tourism Impacts

Unit -1: Tourism impacts-meaning, concept and types. Need and importance of studying tourism impacts. Carrying capacity: types and importance for long run of tourism business and sustainability of local communities over different destinations.

Unit- 2: Socio cultural impacts of tourism; Case study of Manali, Shimla and Dharamshala. Steps to develop socio-cultural tourism to generate community benefits.

Unit-3: Environmental impacts of tourism; Global Warming and Climate Change. EIA: Environment Impact Assessment-Meaning, history, process and implications.

Unit- 4: Economic impacts of tourism: Positive and negative impacts; Community based tourism, Pro-poor tourism. Role of studying tourism impacts in development of suitable tourism policies, models and remedial actions.

References:

- ❖ Tourism Impact Assessment – P.C. Sinha.
- ❖ Understanding and Managing Tourism Impacts: An Integrated Approach- C. Michael Hall, Alan A. Lew.

TTMC 306: Project Work

There will be a Project on cultural/ heritage/Adventure/ Cuisine/Pilgrimage of Himachal Pradesh/ India. The project must be in printed/ hand written format.

References:

- ❖ Report Writing- Bogg, Daisy.

Note: *The question paper shall comprise of 5 parts amounting to 70 marks. **Part 1** will be compulsory having 9 short answer questions (One to two sentences) of 2 marks each and **remaining parts** i.e. II, III, IV & V will contain two long answer questions(Each question contains two parts) of 13 marks each, from which the candidates will be required to attempt only one question per part.*

TTMC 307: Skilling for Media and Journalism in Tourism

Unit-1: Media: Meaning & types; Role of print and electronic media in tourism: Highlighting new tourism destination, destination image building and pin-pointing demand and supply in tourism.

Unit-2: Travel Journalism: Meaning and role in tourism industry; Reporting of meetings, conferences and exhibitions for newspapers, magazines and journals.

Unit-3: Reporting of events related to tourism in a calendar year at different places; Advertisement of different travel and tourism events.

Unit-4: Content writing on various tourism destinations namely Shimla, Kullu, Manali & Dharamshala as well as least explored tourism destinations within Himachal Pradesh.

References:

- ❖ Mass communication: Theory and practice- Uma Narula.
- ❖ Understanding journalism- Lynette Sheridan Burns.
- ❖ Travel Journalism: Exploring production, impact and culture- F. Hanusch & E. fursich.

OR

Note: *The question paper shall comprise of 5 parts amounting to 70 marks. Part 1 will be compulsory having 9 short answer questions (One to two sentences) of 2 marks each and remaining parts i.e. II, III, IV & V will contain two long answer questions(Each question contains two parts) of 13 marks each, from which the candidates will be required to attempt only one question per part.*

TTMC 308 Hotel & Resort Management

Unit 1- History of Accommodation: Hotels, Motels and Resorts, Inns, Camps, Home Stay, Types of primary and secondary accommodation, Difference between hotel, resort and motel.

Unit 2- Procedural Aspects in Hotel Industry, Categorization of Hotels in India, Classified and Non Classified hotels, Star category hotels and Requirements for each star category.

Unit 3- Different departments in a hotel and their Functions, Housekeeping, Front office, Food & Beverage department, Marketing and Sales of Hotels.

Unit 4- Case study of Oberoi, Welcome Heritage and Taj Group of Hotels, Essential and Allied services of an International hotel.

References:

- ❖ An introduction of F&B services- Magres and Mc Creery
- ❖ Introduction of hospitality- John R. Warker
- ❖ Hotel front office operations- Sudhir Andrews
- ❖ Managing HK operations- MM Kappa

Note: *The question paper shall comprise of 5 parts amounting to 70 marks. Part 1 will be compulsory having 9 short answer questions (One to two sentences) of 2 marks each and remaining parts i.e. II, III, IV & V will contain two long answer questions (Each question contains two parts) of 13 marks each, from which the candidates will be required to attempt only one question per part.*

TTMC 309 Writing Skills for Tourism

Unit-1: Writing skills: Targeting audience, formal or informal style of writing and structure; Writing concerns: Grammar (sentence construction, tense, singular or plural words, indefinite or definite articles etc.) Spelling and Punctuation (Comma, full stop, exclamation mark, question mark, semi colon, colon etc.) in writing.

Unit-2: Writing of travel & tourism blogs, travel dairies, tour itineraries, article for newspapers, magazines and journals.

Unit-3: Writing an essay, research proposal, literature review, a dissertation or thesis and academic referencing.

Unit-4: Report writing: Different steps in writing report, Layout of research report, Types of reports, Mechanism of writing a research report, Precautions for writing a research report.

References:

- ❖ Research methodology: Methods & techniques-C.R. Kothari.
- ❖ Modern writing skills-Terry O Brien.
- ❖ Writing skills for tourism-Stephen Thorne.

OR

TTMC 310 –Leadership Development Program

The students will be required to go on a leadership Development program and submit a report on the same. The report must be in printed/ hand written format.

