

**ARUNACHAL PRADESH
STATE COUNCIL FOR TECHNICAL EDUCATION**

UNDER THE DIRECTORATE OF HIGHER & TECHNICAL EDUCATION

GOVERNMENT OF ARUNACHAL PRADESH

ITANAGAR



Curriculum for

**TRAVEL & TOURISM
MANAGEMENT**

DEVELOPED BY

**NATIONAL INSTITUTE OF TECHNICAL TEACHERS' TRAINING & RESEARCH
BLOCK-FC, SECTOR-III, SALT LAKE CITY, KOLKATA-700 106**

Foreword

Government of Arunachal Pradesh has entrusted NITTTR, Kolkata for revising the existing course curricula in eight subject areas and for developing the new course curricula in the two areas.

Revised Course Curricula:

1. Herbal Technology
2. Garment and Fashion Technology
3. Hotel Management and Catering Technology
4. Travel and Tourism Management
5. Electrical and Electronics Engineering
6. Civil Engineering
7. Computer Science and Engineering
8. Automobile Engineering

New Course Curricula:

1. Electronics and Communication Engineering
2. Electrical Engineering
3. Mechanical Engineering

The Institute conducted a series of workshop involving experts in different subject areas for development of the course curricula. An effort has also been made to ensure that the revised course curricula do not deviate significantly from the existing course curricula and at the same time reflect the recent trends in a particular subject area.

The Institute welcomes any meaningful suggestions which can be incorporated in the final versions of the above said document.

Sd/-
(Prof. S. K. Bhattacharyya)
Director
NITTTR, Kolkata

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Scheme of Studies and Evaluation (MPECS) for Diploma in Travel and Tourism Management (TTM)

1. FOUNDATION COURSES:

Sl. No	Code	Course	Study Scheme				Evaluation Scheme						Total Marks	Credit
			Pre-requisite	Contact Hour/Week			Theory			Practical				
				L	T	P	End Exam	Progressive Assessment		End Exam	Progressive Assessment			
								Class Test	Assignment		Sessio nal	Viva		
1	G101	Communication Skill-I		3	0	0	75	10	15	0	0	0	100	3
2	G102	Communication Skill-II	G101	2	1	2	50	0	0	25	25	0	100	4
3	TTM 101	Introduction to Travel & Tourism		3	0	0	75	10	15	0	0	0	100	3
4	TTM 102#	Values and Ethics in Profession		3	0	0	75	10	15	0	0	0	100	3
5	TTM 103	Tourism Products of India		3	1	0	75	10	15	0	0	0	100	4
6	TTM 105	Historical Development of India		3	1	0	75	10	15	0	0	0	100	4
7	TTM 107\$	Environmental Education		3	0	0	75	10	15	0	0	0	100	3
8	TTM 108	Tourism Organisation		3	0	0	75	10	15	0	0	0	100	3
9	G109	NSSI/NCCI		0	0	2	0	0	0	25	25	0	50	1
10	G110	NSSII/NCCII		0	0	2	0	0	0	25	25	0	50	1
TOTAL				23	3	2	575	70	105	75	75	0	900	29

* The marks for assignment (15) should include five (5) marks for attendance.

#Study scheme and Evaluation scheme of TTM102 will be same as that of GFT102

\$Study scheme and Evaluation scheme of TTM107 will be same as that of G301

2. HARD CORE COURSES:

Sl. No	Code	Course	Study Scheme				Evaluation Scheme						Total Marks	Credit
			Pre-requisite	Contact Hour/Week			Theory			Practical				
				L	T	P	End Exam	Progressive Assessment		End Exam	Progressive Assessment			
								Class Test	Assignment		Sessio nal	Viva		
11	TTM 201*	Basic Accountancy		3	1	0	75	10	15	0	0	0	100	4
12	TTM 202#	Principles of Management		3	0	0	75	10	15	0	0	0	100	3
13	TTM 203	Tourism Impact		3	1	0	75	10	15	0	0	0	100	4
14	G206B	Introduction to Information Technology		2	1	2	50	0	0	25	25	0	100	4
15	TTM 204	Geography for Tourism		3	1	4	75	10	15	50	50	0	200	6
16	TTM 205	Transport in Tourism		3	1	4	75	10	15	50	50	0	200	6
17	TTM 206	Introduction to Hospitality		3	1	0	75	10	15	0	0	0	100	4
TOTAL				20	6	10	500	60	90	125	125	0	900	31

*Study scheme and Evaluation scheme of TTM201 will be same as that of HMCT101

#Study scheme and Evaluation scheme of TTM202 will be same as that of G302B

3. SOFT CORE COURSES: (Any TWO to be taken)

Sl. No	Code	Course	Study Scheme				Evaluation Scheme						Total Marks	Credit
			Pre-requisite	Contact Hour/Week			Theory			Practical				
				L	T	P	End Exam	Progressive Assessment		End Exam	Progressive Assessment			
								Class Test	Assignment		Sessio nal	Viva		
18	TTM 301*	French / Regional language		3	0	0	75	10	15	0	0	0	100	3
19	TTM 302	Introduction to Sociology		3	0	0	75	10	15	0	0	0	100	3
20	TTM 303#	Renewable Energy Resources		3	0	0	75	10	15	0	0	0	100	3
21	G302D	Organizational Behaviour		3	0	0	75	10	15	0	0	0	100	3
TOTAL				6	0	0	150	20	30	0	0	0	200	6

***Study scheme and Evaluation scheme of TTM301 will be same as that of HMCT301A**

#Study scheme and Evaluation scheme of TTM303 will be same as that of HMCT301C

4. BASIC TECHNOLOGY COURSES:

Sl. No	Code	Course	Study Scheme				Evaluation Scheme						Total Marks	Credit
			Pre-requisite	Contact Hour/Week			Theory			Practical				
				L	T	P	End Exam	Progressive Assessment		End Exam	Progressive Assessment			
								Class Test	Assignment		Sessio nal	Viva		
22	TTM401	Travel Agency and Tour operations		3	1	4	75	10	15	50	50	0	200	6
23	TTM402	Travel formalities and legal issues		3	1	4	75	10	15	50	50	0	200	6
24	TTM403*	Human Resource Management		3	0	0	75	10	15	0	0	0	100	3
25	TTM404	Tourism Economics		3	0	0	75	10	15	0	0	0	100	3
26	TTM405	Tourism Marketing		3	0	0	75	10	15	0	0	0	100	3
27	TTM406#	Financial Management		3	0	0	75	10	15	0	0	0	100	3
28	TTM407	Cultural Heritage of India		3	1	4	75	10	15	50	50	0	200	6
29	TTM408	Destination Development in Tourism		3	0	0	75	10	15	0	0	0	100	3
30	TTM409	Guiding Techniques in Tourism		3	0	0	75	10	15	0	0	0	100	3
31	TTM410	Adventure Tourism		3	0	0	75	10	15	0	0	0	100	3
32	TTM411	Computer Application		3	1	4	75	10	15	50	50	0	200	6
TOTAL				33	4	16	825	110	165	200	200	0	1500	45

*Study scheme and Evaluation scheme of TTM403 will be same as that of HMCT402

#Study scheme and Evaluation scheme of TTM406 will be same as that of HMCT501

5. APPLIED TECHNOLOGY COURSES:

Sl. No	Code	Course	Study Scheme				Evaluation Scheme						Total Marks	Credit
			Pre-requisite	Contact Hour/Week			Theory			Practical				
				L	T	P	End Exam	Progressive Assessment		End Exam	Progressive Assessment			
								Class Test	Assignment		Sessio nal	Viva		
33	TTM501#	Entrepreneurship Development		3	2	0	75	10	15	0	0	0	100	5
34	TTM502	Tourism Services and Operations		3	1	0	75	10	15	0	0	0	100	4
35	TTM503\$	Event Management		3	0	0	75	10	15	0	0	0	100	3
36	TTM504	MICE in Tourism		3	1	4	75	10	15	50	50	0	200	6
37	TTM505	Tourism Planning and Policy		3	1	0	75	10	15	0	0	0	100	4
38	TTM506	Tourism Promotion		3	1	4	75	10	15	50	50	0	200	6
39	TTM507	Eco Tourism and sustainable development		3	1	0	75	10	15	0	0	0	100	4
40	TTM508	Seminar		0	0	6	0	0	0	0	50	50	100	3
41	TTM509	Tour & Project		0	0	8	0	0	0	0	150	50	200	4
42	TTM510	4 weeks (1wk orientation + 3wks OJT) Training*								100	100		200	10
TOTAL				21	7	20	525	70	105	200	400	100	1400	49

*Pre-requisite – Students must be in Term-4 or higher

#Study scheme and Evaluation scheme of TTM501 will be same as that of HMCT502

\$Study scheme and Evaluation scheme of TTM503 will be same as that of HMCT301B

6. ELECTIVE COURSES: (Any TWO to be taken)

Sl. No	Code	Course	Study Scheme				Evaluation Scheme						Total Marks	Credit
			Pre-requisite	Contact Hour/Week			Theory			Practical				
				L	T	P	End Exam	Progressive Assessment		End Exam	Progressive Assessment			
								Class Test	Assignment		Sessio nal	Viva		
43	TTM 601	Airfare and Ticketing		3	1	2	75	10	15	25	25	0	150	5
44	TTM 602	ICT in Tourism		3	1	2	75	10	15	25	25	0	150	5
45	TTM 603	International Tourism		3	1	2	75	10	15	25	25	0	150	5
46	TTM 604	Wildlife Tourism in India		3	1	2	75	10	15	25	25	0	150	5
47	TTM 605	Tour package operation		3	1	2	75	10	15	25	25	0	150	5
48	TTM 606	Travel Agency Management		3	1	2	75	10	15	25	25	0	150	5
TOTAL				6	2	4	150	20	30	50	50	0	300	10

SAMPLE PATH: TRAVEL AND TOURISM MANAGEMENT

TERM -1

Sl. No	Code	Course	Study Scheme			Evaluation Scheme						Total Marks	Credit	
			Pre-requisite	Contact Hour/Week			Theory			Practical				
				L	T	P	End Exam.	Progressive Assessment		End Exam.	Progressive Assessment			
								Class Test	Assignment		Sessional			Viva
1	G101	Communication Skill -I	3	0	0	75	10	15	0	0	0	100	3	
2	TTM 103	Introduction to Travel & Tourism	3	0	0	75	10	15	0	0	0	100	3	
3	TTM 105	Historical Development of India	3	1	0	75	10	15	0	0	0	100	4	
4	TTM 102	Values and Ethics in Profession	3	0	0	75	10	15	0	0	0	100	3	
5	TTM 201	Basic Accountancy	3	1	0	75	10	15	0	0	0	100	4	
6	TTM 206	Introduction to Hospitality	3	1	0	75	10	15	0	0	0	100	4	
7	G109	NSS-I/NCC-I	0	0	2	0	0	0	25	25	0	50	1	
TOTAL			18	3	2	450	60	90	50	50	0	650	22	

TERM -2

Sl. No	Code	Course	Study Scheme			Evaluation Scheme						Total Marks	Credit	
			Pre-requisite	Contact Hour/Week			Theory			Practical				
				L	T	P	End Exam.	Progressive Assessment		End Exam.	Progressive Assessment			
								Class Test	Assignment		Sessional			Viva
1	G102	Communication Skill-II		2	1	2	50	0	0	25	25	0	100	4
2	TTM 103	Tourism Products of India		3	1	0	75	10	15	0	0	0	100	4
3	TTM 107	Environmental Education		3	0	0	75	10	15	0	0	0	100	3
4	TTM 108	Tourism Organisation		3	0	0	75	10	15	0	0	0	100	3
5	G206B	Introduction to Information Technology		2	1	2	50	0	0	25	25	0	100	4
6	TTM 205	Transport in Tourism		3	1	4	75	10	15	50	50	0	200	6
7	TTM 404	Tourism Economics		3	0	0	75	10	15	0	0	0	100	3
8	G110	NSS-II/NCC-II		0	0	2	0	0	0	25	25	0	50	1
TOTAL				19	4	10	475	50	75	125	125	0	850	28

TERM - 3

Sl. No	Code	Course	Study Scheme			Evaluation Scheme						Total Marks	Credit	
			Pre-requisite	Contact Hour/Week			Theory			Practical				
				L	T	P	End Exam.	Progressive Assessment		End Exam.	Progressive Assessment			
								Class Test	Assignment		Sessional			Viva
1	TTM 202	Principles of Management		3	0	0	75	10	15	0	0	0	100	3
2	TTM203	Tourism Impact		3	1	0	75	10	15	0	0	0	100	4
3	TTM204	Geography for Tourism		3	1	4	75	10	15	50	50	0	200	6
4	TTM301 - G302D	Soft Core – 1		3	0	0	75	10	15	0	0	0	100	3
5	TTM301 - G302D	Soft Core - 2		3	0	0	75	10	15	0	0	0	100	3
6	TTM401	Travel Agency and Tour operations		3	1	4	75	10	15	50	50	0	200	6
7	TTM407	Cultural Heritage of India		3	1	4	75	10	15	50	50	0	200	6
TOTAL				21	4	12	525	70	105	150	150	0	1000	31

TERM - 4

Sl. No	Code	Course	Study Scheme				Evaluation Scheme						Total Marks	Credit
			Pre-requisite	Contact Hour/Week			Theory			Practical				
				L	T	P	End Exam	Progressive Assessment		End Exam	Progressive Assessment			
								Class Test	Assignment		Sessional	Viva		
1	TTM405	Tourism Marketing		3	0	0	75	10	15	0	0	0	100	3
2	TTM403	Human Resource management		3	0	0	75	10	15	0	0	0	100	3
3	TTM409	Guiding Techniques in Tourism		3	0	0	75	10	15	0	0	0	100	3
4	TTM411	Computer Application		3	1	4	75	10	15	50	50	0	200	6
5	TTM502	Tourism Services and Operations		3	1	0	75	10	15	0	0	0	100	4
6	TTM505	Tourism Planning and Policy		3	1	0	75	10	15	0	0	0	100	4
7	TTM507	Eco Tourism and sustainable development		3	1	0	75	10	15	0	0	0	100	4
<i>TOTAL</i>				21	4	4	525	70	105	50	50	0	800	27

TERM - 5

Sl. No	Code	Course	Study Scheme				Evaluation Scheme						Total Marks	Credit
			Pre-requisite	Contact Hour/Week			Theory			Practical				
				L	T	P	End Exam	Progressive Assessment		End Exam	Progressive Assessment			
		Class Test	Assignment			Sessio nal		Viva						
1	TTM402	Travel formalities and legal issues		3	1	4	75	10	15	50	50	0	200	6
2	TTM503	Event Management		3	0	0	75	10	15	0	0	0	100	3
3	TTM406	Financial Management	TTM 202	3	0	0	75	10	15	0	0	0	100	3
4	TTM408	Destination Development in Tourism		3	0	0	75	10	15	0	0	0	100	3
5	TTM410	Adventure Tourism		3	0	0	75	10	15	0	0	0	100	3
6	TTM501	Entrepreneurship Development		3	2	0	75	10	15	0	0	0	100	5
7	TTM504	MICE in Tourism		3	1	4	75	10	15	50	50	0	200	6
TOTAL				21	4	8	525	70	105	100	100	0	900	29

TERM - 6

Sl. No	Code	Course	Study Scheme				Evaluation Scheme						Total Marks	Credit
			Pre-requisite	Contact Hour/Week			Theory			Practical				
				L	T	P	End Exam	Progressive Assessment		End Exam	Progressive Assessment			
								Class Test	Assignment		Sessio nal	Viva		
1	TTM506	Tourism Promotion		3	1	4	75	10	15	50	50	0	200	6
2	TTM601-606	Elective- I		3	1	2	75	10	15	25	25	0	150	5
3	TTM60-606	Elective- II		3	1	2	75	10	15	25	25	0	150	5
4	TTM508	Seminar		0	0	6	0	0	0	0	50	50	100	3
5	TTM509	Tour & Project		0	0	8	0	0	0	0	150	50	200	4
6	TTM510	Industrial Training (3 weeks OJT + 1 week orientation)		-	-	-	-	-	-		100	100	200	10
TOTAL				9	3	22	225	30	45	100	400	200	1000	33

Pre-requisite - Students must be either in 4th term or higher.

FOUNDATION COURSES

COMMUNICATION SKILL -I

L	T	P
3	0	0

Curri. Ref. No.: G101

Total Contact hrs.:

Lecture: 45

Tutorial: 0

Practical: 0

Credit :3

Total marks: 100

Theory:

End Term Exam.:75

P.A: 25

RATIONALE

English is not our mother tongue, nor do most of us live in an atmosphere of English. In schools you read English as a *subject* and the main reason behind your reading, for many of you, was simply to pass the examinations.

Now, in the job-oriented education, learners need to learn English not as a subject but as a *service language*- serving as a vehicle for his/her educational as well as professional needs. These are needs for communication. They need to write reports, read instructions and manuals for setting up a machine perfectly and speak to clients for more orders.

So this subject will help to develop reading skills, listening skills, speaking skills and writing skills while using appropriate grammar in reading, writing and speaking. It will enable the learner to use them more confidently in their communicative activities. Learners will be able to read by themselves text and reference books, articles, different government orders, various letters, non-text materials like charts, diagrams, brochures, technical reports and other writings which not only claim factual comprehension but demand higher levels of comprehension involving inference and evaluation etc. It will enable learners to listen, understand and respond appropriately.

DETAIL COURSE CONTENT

THEORY:

UNIT TOPIC / SUB-TOPIC	Hrs.
1.0 COMMUNICATION	4
1.1 Communication and Communications	
1.2 Features of Communication	
1.3 Essential Components of Communication	
1.4 Barriers of Communication	
1.5 Types of Communication	
1.6 Essential Elements of Effective Communication	

2.0	READING AND REMEDIAL GRAMMAR USAGE	5
2.1	Developing Reading Skills	
2.2	Skimming – Scanning – Reading for information structure	
2.3	Remedial Grammar	
	<ul style="list-style-type: none"> • Time and Tense – Transformation of Sentences • Relative Clauses • Language Function: Reporting, Suggesting, Agreeing, Defining, Purpose, Instruction, Prohibition 	
3.0	PREPARATION FOR WRITING	3
3.1	Understanding the writing assignment: topic, purpose, reader, scope and constraints	
3.2	Analyzing the content	
3.3	Determining the scope of topic	
3.4	Audience analysis for entry behavior	
3.5	Collecting information for the assignment	
4.0	WRITING PARAGRAPHS	6
4.1	Identifying Paragraphs	
4.2	Essentials of effective coherent paragraphs	
4.3	Use of appropriate linkers in paragraphs	
4.4	Developing notes into a paragraph	
4.5	Identifying and Writing Topic Sentences and Supporting Sentences	
4.6	Recognising different types of paragraph organisation	
4.7	Use of appropriate tenses, voices and linkers in paragraphs	
4.8	Writing different types of paragraphs	
	<ul style="list-style-type: none"> • Process description • Comparison and contrast • Cause and Effect • Problem Solution 	

5.0	COMPREHENSION OF TECHNICAL TEXTS _ MANUALS , INSTRUCTIONS ETC.	3
5.1	Recognising important information in written texts	
5.2	Note – taking with the use of abbreviations, charts, diagrams and Symbols	
5.3	Interpreting with visuals and illustrating with visuals like tables, charts and graphs	
6.0	LISTENING	4
6.1	Importance of Active Listening	
6.2	Functions of Active Listening	
6.3	Techniques for ensuring Active Listening	
7.0	PUBLIC SPEAKING	5
7.1	Planning for the speech	
7.2	Designing the speech	
7.3	Deliver the speech	
7.4	Evaluate the speech	
8.0	PRESENTATION	5
8.1	Rationale of Presentation	
8.2	Types of Presentation	
8.3	Planning of Presentation	
8.4	Guidelines for use of visual aids	
8.5	Practice of Presentation on relevant topics	

SUGGESTED LEARNING RESOURCES:

REFERENCE BOOKS:

1. English for Specific Purposes : A learning – Centred approach
2. Hutchinson, Tom and Waters, A lan, CUP 1987
3. The Second Language Curriculum
■ — Ed. Robert Keith Johnson, CUP 1989
4. Designing Tasks for the Communicative Classroom
— David Nunan, CUP 1989
5. Writing English Language Tests
— J. B. Heaton Longman Group, U K Limited 1988
6. Writing Matters
■ Kristine Brown & Susan Hood, CUP 1989
7. In at the deep end
— Vicki & Hollett, OUP 1989
8. Teaching the Spoken Language,
— G. Brown and G. Yule CUP 1983
9. ENGLISH SKILLS for Technical Students – TEACHERS' HANDBOOK / West Bengal State Council of Technical Education in collaboration with THE BRITISH COUNCIL / Orient Longman.

COMMUNICATION SKILL -II

L	T	P
2	1	2

Curri. Ref. No.: G102

Total Contact hrs.:

Lecture: 30

Tutorial: 15

Practical: 30

Pre-requisite: Communication

Skill - I

Credit :4

Total marks: 100

Theory:

End Term Exam.:50

Practical :

End Term Exam : 25

P.A: 25

RATIONALE

This subject will help to identify essentials of business correspondence. It will enable the learner to use them more confidently in their communicative activities. Learners will be able to write letters asking for application forms, fill in the application forms.

They will be able to prepare a resume or a CV, write letters of application in response to advertisements, learn how to write technical reports, memos and they will be able to prepare themselves for job interview and group discussion.

DETAIL COURSE CONTENT

THEORY:

UNIT TOPIC / SUB-TOPIC	Hrs.
1.0 ESSENTIALS OF BUSINESS CORRESPONDENCE	3
1.1 Introduction	
1.2 Simplicity	
1.3 Clarity	
1.4 Brevity	
1.5 Courteous	
1.6 Persuasive	
1.7 Sincerity	
1.8 Tactful approach	
2.0 BUSINESS LETTERS	7
2.1 Introduction	
2.2 Different types of Business Letters	
• Letters of Enquiry	
• Letters of Placing Orders	
• Letters of Complaints	

- Letters in response Letters of Enquiry, Placing Orders and Complaints
- Letters in response to Tender Notices

(samples of effective letters referred to above are to be shown to students)

3.0	JOB APPLICATION LETTERS	5
3.1	Introduction	
3.2	Job Application Letters in response to advertisements	
3.3	Self-application letters for Jobs	
3.4	Covering Letters	
4.0	MEETING – AGENDA AND MINUTES	3
4.1	Introduction	
4.2	Technique	
4.3	Key Language	
5.0	MEMOS	5
5.1	Introduction	
5.2	Essential features	
5.3	Format and Body	
6.0	E-MAILS	5
6.1	Introduction	
6.2	Method	
6.3	Use of attachments	
6.4	Netiquettes related to e-mails	
 (Differences between Memos, Business Letters and E-mails to be explained to students)		
7.0	TECHNICAL REPORT WRITING	7
7.1	Introduction	
7.2	Techniques of writing a report	
7.3	Structure of technical reports	
7.4	Language of technical reports	
7.5	Types of Reports	
	<ul style="list-style-type: none"> • Accident Reports (related to industry) • Laboratory Experiment Reports • Workshop Reports • Report of a Job done requiring technical expertise • Investigative Report 	
8.0	JOB INTERVIEWS	5
8.1	Importance	
8.2	Prepare for an interview	
8.3	Anticipating possible questions and framing appropriate answers to them	
8.4	Responding politely and appropriately	

- 8.5 Non-verbal communication – body language, postures, gestures, facial expressions, use of space, modulation, pitch, intonation etc.

9.0 GROUP DISCUSSIONS 5

- 9.1 Importance and rationale
9.2 Required non-verbal behavior
9.3 Appropriate use of language in group interaction
- Entry / Taking the lead
 - Asking for opinion / Creating turns for others to speak
 - Expressing opinion (agreeing)
 - Expressing opinion (disagreeing)
 - Making suggestions
 - Politely interrupting
 - Stopping or blocking interruptions

(Note: Chapters 8 and 9 are to be dealt in the practical classes)

PRACTICALS:

Suggested activities:

- Organising and participating in Mock interviews by peers, teachers and also experts from the industry
- Students may be encouraged to look up books and websites to get an idea about frequently asked questions and finding out appropriate answers to these questions
- Mock group discussions are to be conducted for students in the presence of teachers and industry experts and these discussions are to be evaluated by peers, teachers and experts
- Students are to be given an exposure to sample Job Interviews and Group Discussions from videos, CDs, DVDs, websites etc.

SUGGESTED LEARNING RESOURCES:

REFERENCES BOOKS:

1. English for Specific Purposes : A learning – Centred approach
— Hutchinson, Tom and Waters, A lan, CUP 1987
2. The Second Language Curriculum
— Ed. Robert Keith Johnson, CUP 1989
3. Designing Tasks for the Communicative Classroom
— David Nunan, CUP 1989

4. Writing English Language Tests
— J. B. Heaton Longman Group, U K Limited 1988
5. Testing for Language Teachers
— Arthur Hughes, CUP 1989
6. Writing Matters
-- Kristine Brown & Susan Hood, CUP 1989
7. Communicate 2
— Keith Morrow and Keith Johnson, CUP 1980
8. In at the deep end
— Vicki & Hollett, OUP 1989
9. Teaching the Spoken Language,
— G. Brown and G. Yule CUP 1983
10. Teaching Reading Skills in a Foreign Language
— Christine Nuttall, Heinemann 1982
11. Communication in English for Technical Students
— Orient Longman 1984
12. Teachers' Manual (for Communication in English for Technical Students,
Orient Longman 1984)
— Curriculum Development Centre Technical Teachers' Training Institute (Eastern Region) 1985.

INTRODUCTION TO TRAVEL & TOURISM

L T P
3 0 0

Curri. Ref. No.: TTM 101

Total Contact hrs.: 45

Total marks: 100

Theory: 100

Theory: 45

End Term Exam: 75

Practical: 0

P.A.: 25

Prerequisite:

Practical: 0

Credit: 3

RATIONALE:

A diploma pass out from Travel and Tourism Management discipline must be having introductory idea regarding travel and tourism. Before entering the discipline in details, this introductory concept will help the students to have an overview about the diploma course on Travel and Tourism Management.

DETAILED COURSE CONTENT

THEORY:

UNIT TOPIC / SUB-TOPIC	Hrs.
1. UNDERSTANDING TRAVELS AND TOURISM	5
<ul style="list-style-type: none">• Definition and concept of travel & tourism, Tour, Tourist, Excursion, Tourist product, Domestic & International Tourism, Inbound and Outbound Tourists, Destination• Purpose of Tourism, Role of tourism in the world economy• Types of Tourism• Motivational factors for travel• Categories of Tourists• 4 'A's of tourism namely – Accessibility, Attraction, Accommodation and Amenities	
2. HISTORICAL EVOLUTION AND DEVELOPMENTS	5
<ul style="list-style-type: none">• Origins of Tourism• Purpose• Source of data• Classification of various in history i.e.<ul style="list-style-type: none">- Ancient era- Imperial era- Pilgrimage- Grand Tour <p>with reference to motivation, mode of travel and impact</p> <ul style="list-style-type: none">• Modern Tourism in India	

	<ul style="list-style-type: none"> • India as a tourist destination. 	
3.	TOURISM AS AN INDUSTRY	6
	<ul style="list-style-type: none"> • Travel products • The travel market • Primary or major constituents • Secondary constituents • Tourism regulations • Tourism organizations • Tourism infrastructure 	
4.	MODES OF TRAVEL IN INDIA	5
	<ul style="list-style-type: none"> • Roadways • Railways (History: Time Table, different routes of tourist importance), Special trains, Reservation, Cancellation & Refund Rules. • Domestic airlines • Waterways 	
5.	GUIDES AND ESCORTS	6
	<ul style="list-style-type: none"> • Definitions • Role of the Guide • Guiding Techniques • Escorting a tour 	
6.	TOURISM INFORMATION SERVICES	6
	<ul style="list-style-type: none"> • Importance of information services • Communication networks • Sources of Tourism information 	
7.	TOURISM ORGANIZATION	5
	<ul style="list-style-type: none"> • TAAI • FHRAI • IATO • ASTA • PATA • IUOTO • UNWTO • IATO • UFTAA 	
8.	TRAVEL DESTINATIONS OF INDIA	6
	<ul style="list-style-type: none"> • Northern Region-States located in the Northern Region • Western Region • Southern Region • Eastern Region 	

9. AWARENESS IN TOURISM 5
- World Time Zone & Travel Time
 - International Date Line
 - Understanding & Reading Maps

REFERENCE BOOKS:

1. Introduction to Travel & Tourism; A.K. Bhatia; Sterling publications
2. Tourism Development; A. K. Bhatia; Sterling publication
3. Introduction to Travel & Tourism; P.N. Seth
4. Travel Agency & Tour Operation; Jagmohan Negi; Kanishka Publication

VALUES AND ETHICS IN PROFESSION

L T P
3 0 0

Curri. Ref. No.: TTM102

Total Contact hrs.:

Total marks: 100

Theory: 100

Lecture:45

End Term Exam.:75

Tutorial:

P.A: 25

Practical: 0

Credit : 3

RATIONALE:

Values and Ethics is the essential aspects of an individual to contribute all round development- mind and body, intelligence, sensitivity, aesthetic sense, personal responsibility and spiritual values. Irrespective of branch of specialization of students in different level, components of values and ethics is a must to learn through the specific syllabus for different level. In Technician Education (polytechnic education) it is equally important to learn something related to Value and Ethics, reflection of which may be observed in the filed of work as a common practice.

DETAILED COURSE CONTENT

THEORY:

UNIT TOPIC / SUB- TOPIC

Hrs.

1. INTRODUCTION TO VALUES AND ETHICS

15

- Introduction and definition of values and ethics.
- Various ethical issues in profession.
- Value and ethics in Technical Education:
 - Application of values and ethics in technical education.
 - Relevance of values and ethics in engineering practice and professional life.

2. CORE AND RELATED VALUES

15

- Truth and Wisdom- reference to Indian context
- Love and compassion.

- Creativity.
- Peace and Justice.
- Health and Harmony with Nature- Indian and oriental ideas
- Sustainable Development.
- National unity and Global Solidarity.
 - Universal Fraternity

3. GLOBAL ISSUES

15

- Corporate Social Responsibility (CSR)
- Environmental ethics
- Computer ethics
- Intellectual Property Right (IPR)

REFERENCE BOOKS:

1. Ethics And Values - by Shiv Khera
2. Human Values And Professional Ethics- Vaishali R Khosla, Kavita Bhagat- Technical Publications
3. A Textbook On Professional Ethics And Human Values- R. S Naagarazan- New Age International
4. Human Values and Professional Ethics- Dr. Pushpendra Singh, Dr. Reshu Chaudhary, Dr. Panwar- Krishna's Publications

SUGGESTED LIST OF PRACTICALS:

- Making charts on safety saves, saves the environment for developing core value of health harmony and nature
- Making Integrity as a way of life for core value of truth and wisdom.
- Case study – Human rights in work place.
- Role play for core value building harmony, cooperation and teamwork in a workplace
- Self analysis – Core value of love and compassion
- Sharing of individual responses for core values of love and compassion
- Mind mapping for core value of truth and wisdom

TOURISM PRODUCTS OF INDIA

L T P
3 1 0

Curri. Ref. No.: TTM 103

Total Contact hrs: 45

Total marks: 100

Theory: 100

Theory: 45

End Term Exam: 75

Tutorial: 15

P.A.: 25

Practical: 0

Practical: 0

Prerequisite:

Credit: 4

RATIONALE:

This paper is so framed as to provide vital information about India with special reference to North-east India. Apart from providing vital knowledge about the geography of the country it also provides thorough knowledge about the tourism products of India, various religions, performing arts of the country. This paper will serve as a comprehensive guide to students of the course.

DETAILED COURSE CONTENT

THEORY:

UNIT TOPIC / SUB-TOPIC	Hrs.
2	
1. INDIA	
• Physical division	
• Political division	
• Political divisions of India: States and Union Territories	
• Major States and Capitals	
• Heritage cities of India (Historical & Cultural)	
• Important Indian tourist circuits	
2. INDIA'S BIODIVERSITY- A BRIEF OUTLINE	7
• ECOLOGY OF INDIA	
• Forest wealth	

- Floral plants
- Fauna

3. ENVIRONMENTAL CONCERNS

- Deforestation
- Land degradation
- Water pollution
- Air pollution
- Nature conservation
- Wild life preservation

4. GEOGRAPHICAL DISTRIBUTION 3

- Topography
- Climate and weather
- Seasonality in Tourism and destinations
- The seven sister States

5. TOURISM PRODUCTS 5

- Definition of tourism products
- Types of tourism products: Natural and manmade products
- Various natural tourism products of India- Mountains, hill stations, beaches, islands, wild life sanctuaries and national parks, deserts, backwaters,

6. STUDY OF RELIGION AND ITS RELAVANT CENTRES 7

- Hindu,
- Buddhist,
- Jain,
- Sikh,
- Muslims,
- Parses

- Christians

7. INDIAN ARCHITECTURE

6

- Different styles- Study of Important Architectural sites of India-
- Temple architecture- North Indian styles-
- Khajuraho,
- Konark,
- Lingaraja
- Temple Architecture- South Indian styles-
- Halebid & Hampi,
- Meenakshi temple,
- Buddhist style Stupa-
- Sanchi,
- Mughal Architecture –
- TajMahal, Red fort, Fatehpur Sikri,
- The Rock-Cut monuments- Ellora—
- Role of museums in preservation of Indian architecture and heritage

8. INDIAN PAINTINGS

6

- Indian Paintings-Ajanta paintings,
- Types & Characteristic features- Medieval and Modern Paintings.

9. PERFORMING ARTS OF INDIA

5

- Definition of Performing Arts. Importance in tourism
- Performing Arts of India –
- Indian Classical Dances- types and classifications
- Folk Dances: major folk dances of India : A study
- Music of India-
- Definition: Role and importance in tourism
- classification-Marg & Desi,
- Karnatic style,
- North Indian Music-
- Musical instruments- different musical instruments
- Indian theatres: Major classifications

10. FAIRS AND FESTIVALS OF INDIA 5

- Concept of fairs and festivals
- Major differentiations
- Role of fairs and festivals in tourism
- Important fairs and festivals of India

11. HANDICRAFTS OF INDIA 5

- Handicrafts: Definition: role in tourism
- Types of handicrafts of India
- Future of handicrafts industry
- Handicrafts fairs

REFERENCE BOOKS:

1. The Wonder that was India : A.L.Basham
2. Cultural Heritage of India : R.Acharya
3. Indian Architecture : Percy Brown

HISTORICAL DEVELOPMENT OF INDIA

L T P
3 1 0

Curri. Ref. No.: TTM 105

Total Contact hrs.: 45

Total marks: 100

Theory: 100

Theory: 45

End Term Exam: 75

Practical: 0

P.A.: 25

Tutorial: 15

Practical: 0

Prerequisite:

Credit: 4

RATIONALE

This course is specially designed to give learners a brief and comprehensive picture about the country's historical development. The lecture should be given in such a way that no detailed study is conducted for this course.

DETAILED COURSE CONTENT

THEORY:

UNIT	TOPIC / SUB-TOPIC	Hrs.
1.	INDUS VALLEY CIVILIZATION (2500 TO 1800 BC) <ul style="list-style-type: none">• Origin• Growth & development• Indus valley sites in India• Discovery of the sites• Decline of the civilization	6
2.	VEDIC PERIOD <ul style="list-style-type: none">• The Aryans (1500 BC to 1000 BC)• Early Vedic age• Later Vedic age (1000 BC to 600 BC)• Rise of Jainism and Buddhism	6
3.	ANCIENT DYNASTIES <ul style="list-style-type: none">• Mahajanpadas• The Magdha Empire(600 to 400 BC)	8

- The Maurya Dynasty(321 to 289 BC)
 - Post Mauryan period
 - Gupta Dynasty(320 to 550 AD)
4. MEDIEVAL INDIA 8
- The Sultanate of Delh
 - The Slave Dynasty(1206 to 1290 AD)
 - The Khilji Dynasty(1290 to 1320 AD)
 - The Tughlaq Dynasty(1320 to 1414 AD)
 - The Sayyad Dynasty(1414 to 1451 AD)
 - The Lodhi Dynasty(1451 to 1526 AD)
5. THE MUGHAL DYNASTY 9
- Babur (1526 to 1531 AD)
 - Humayun (1530 to 1540 and 1555-56)
 - The Afghan Interregnum Sher Shah Suri (1540 to 1545)
 - Akbar (1556 to 1605)
 - Jahangir (1605 to 1627)
 - Shahajahan (1628 to 1658)
 - Aurangzeb (1659 to 1707)
6. MODERN INDIA 8
- Coming of the Europeans
 - India under the British rule of East India Company.
 - British Governors under company rule (1757 to 1857)
 - India's independence

REFERENCE BOOKS:

1. Wonder that was India - A.L. Bhashem.
2. Ancient India Social and Culture – Luniya
3. Ancient India - an introductory outline - D.N.Jha.
4. An Advanced History of India - R.C. Majumda, H.C. Raychaudhurai, - Kalikinkar Datta
5. Ancient India - L.Mukherjee

6. A struggle for Independence - Bipin Chandra
7. Freedom Struggle – Bipinchandra
8. Indian History – Krishna Reddy
9. Indian History – Agnihorti

ENVIRONMENTAL EDUCATION

L T P
3 0 0

Curri. Ref. No. TTM 107

Total Contact hrs.:

Total marks: 100

Theory:

Theory: 45

End Term Exam: 75

Tutorial : 0

P.A.: 25

Practical : 0

Credit: 3

RATIONALE

Management of Environmental Degradation as also its control using innovative technologies is of prime importance in the times we are living in. Since the days of the famed Rio Summit (1992) awareness about degradation of environment we live in and its management through participation of one and all has literally blossomed into a full fledged movement of universal importance. Technically qualified people, such as the Diploma Engineers, should not only be aware about new technologies to combat environmental degradation at their disposal but also various aspects of environment, ecology, bio-diversity, management, and legislation so that they can perform their jobs with a wider perspective and informed citizens. This course can be taken by all diploma students irrespective of their specializations.

DETAILED COURSE CONTENT

THEORY:

UNIT TOPIC / SUB-TOPIC	Hrs.
1.0 INTRODUCTION	2
1.1 Introduction	
1.2 Environment and its components	
1.3 Environment in India	
1.4 Public Awareness	
2.0 ECOLOGICAL ASPECTS OF ENVIRONMENT	8
2.1 Ecology	
• Eco-system	
• Factors affecting Eco-system	
2.2 Bio-geochemical cycles	
• Hydrological cycle	
• Carbon cycle	
• Oxygen cycle	
• Nitrogen cycle	
• Phosphorous cycle	
• Sulphur cycle	
2.3 Bio-diversity	
2.4 Bio-diversity Index	

3.0 NATURAL RESOURCES 5

- 3.1 Definition of Natural Resources
- 3.2 Types of Natural Resources
- 3.3 Quality of life
- 3.4 Population & Environment
- 3.5 Water Resources
 - Sources of Water
- 3.6 Water Demand
- 3.7 Forest as Natural Resource
 - Forest and Environment
 - Deforestation
 - Afforestation
 - Forest Conservation, its methods
- 3.8 Land
 - Uses and abuses of waste and wet land

4.0 GLOBAL ENVIRONMENTAL ISSUES 9

- 4.1 Introduction
- 4.2 Major Global Environmental Problems
- 4.3 Acid Rain
 - Effects of Acid Rain
- 4.4 Depletion of Ozone Layer
 - Effects of Ozone Layer Depletion
- 4.5 Measures against Global Warming
- 4.6 Green House Effect

5.0 ENVIRONMENTAL POLLUTION 9

- 5.1 Introduction
- 5.2 Water Pollution
 - Characteristics of domestic waste water
 - Principles of water treatment
 - Water treatment plant (for few industries only- unit operations & unit processes - names only)
- 5.3 Air Pollution
 - Types of air pollutants
 - Sources of Air Pollution
 - Effects of Air Pollutants
- 5.4 Noise Pollution
 - Places of noise pollution
 - Effect of noise pollution

6.0 CLEAN TECHNOLOGY 6

- 6.1 Introduction to Clean Technologies
- 6.2 Types of Energy Sources

- Conventional Energy sources
 - Non-conventional sources of Energy
- 6.3 Types of Pesticides
6.4 Integrated Pest Management

7.0 ENVIRONMENTAL LEGISLATION 3

- 7.1 Introduction to Environmental Legislation
7.2 Introduction to Environmental Laws

8.0 ENVIRONMENTAL IMPACT ASSESSMENT 3

- 8.1 Introduction to Environmental Impact Assessment
8.2 Environmental Management (elements of ISO 14001)
8.3 Environmental ethics

REFERENCE BOOKS:

S. No.	Title	Author, Publisher, Edition & Year
1.	Environmental Engineering	Pandya & Carny, Tata McGraw Hill, New Delhi
2.	Introduction to Environmental Engineering and Science	Gilbert M. Masters Tata McGraw Hill, New Delhi
3.	Waste Water Engineering – Treatment, Disposal & Reuse	Metcalf & Eddy Tata McGraw Hill, New Delhi
4.	Environmental Engineering	Peavy, TMH International New York
5.	Study / training materials, references, reports etc. developed by Central Pollution Control Board, New Delhi as also State Pollution Control Boards	Central Pollution Control Board Postal Address: Parivesh Bhawan, CBD-cum-Office Complex East Arjun Nagar, DELHI - 110 032, INDIA Tel.: 91-11-22307233 Fax: 91-11-22304948 e-mail: ccb.cpcb@nic.in
6.	Environmental Science	Aluwalia & Malhotra, Ane Books Pvt. Ltd, New Delhi
7.	Text Book of Environment & Ecology	Sing, Sing & Malaviya, Acme Learning, New Delhi
8.	Environmental Science & Ethics	Sing, Malaviya & Sing, Acme Learning, New Delhi
9.	Environmental Chemistry	Samir K. Banerji, Prentice Hall of India, New Delhi

(b) Others:

1. Text book mentioned in the references
2. Lab Manuals
3. OHP Transparencies
4. Video film on Environment

SUGGESTED LIST OF DEMONSTRATIONS/FIELD VISIT

- pH value of water sample.
- Hardness of water
- Calcium hardness
- Total Hardness
- Residual Chlorine to a given sample of water
- Turbidity
- B.O.D.
- C.O.D.

Visits: Following visits shall be arranged by the teachers during the semester:

- Water Treatment Plant
- Sewage Treatment Plant
- Maintenance work of water supply mains and sewage system

TOURISM ORGANIZATIONS

L T P
3 0 0

Curri. Ref. No.: TTM 108

Total Contact hrs.: 45

Total marks: 100

Theory: 100

Theory: 45

End Term Exam: 75

Practical: 0

P.A.: 25

Prerequisite:

Practical: 0

Credit: 3

RATIONALE:

This course is so designed that it will help the student to learn about the various organizations that play a vital role in the growth and development of Tourism throughout the world. This course will throw light to the various travel organizations of India and its major role for the country's tourism development.

DETAILED COURSE CONTENT

THEORY:

UNIT TOPIC / SUB-TOPIC	Hrs.
1. TOURISM ORGANISATIONS:	10
<ul style="list-style-type: none">• Organisation: Definition• Importance and need in tourism• Historical background• Future of tourism organizations	
2. DIFFERENT TOURISM ORGANIZATIONS:	20
<ul style="list-style-type: none">• <i>United Nations World Tourism Organisation (UNWTO)</i><ul style="list-style-type: none">○ Origin. Aims. Membership, activities○ Functions and organizational setup• <i>Pacific Asia Travel Association</i><ul style="list-style-type: none">○ Origin. Aims. Membership, activities, publications○ PATA Chapters○ Functions of PATA associations○ Organisation structure of PATA• <i>International Air Transport Association (IATA)</i><ul style="list-style-type: none">○ Origin. Aims. Membership, activities○ Functions• <i>International Civil Aviation Organisation (ICAO)</i><ul style="list-style-type: none">○ Objective and functions• Other travel Organisations like IATO, UFTAA, ASTA, WTTC	

3. **DIFFERENT INDIAN TOURISM ORGANIZATIONS:**

15

- Concept of NTO's in India: Role and importance in Indian tourism development
- Growth of NTO's in India.

- *Travel Agents Association of India*
 - Origin. Aims. Membership, activities
 - Functions and organizational setup
- Other travel organizations of India:
 - IATO
 - ITDC
 - DOT
 - FHRAI
- Global competition & the future.
- Developmental issues.

SREFERENCE BOOKS:

1. International Tourism: Bhatia; A. K; Sterling publications
2. Tourism System : Mill R.C. & Morrison
3. Successful Tourism Management : J.M.S.Negi

HARD CORE COURSES

BASIC ACCOUNTANCY

L T P
3 1 0

Curri. Ref. No.: TTM 201

Total Contact hrs.:

Lecture:45

Tutorial:15

Practical: 0

Credit : 4

Total marks: 100

Theory:

End Term Exam.:75

P.A:25

RATIONALE

It is important that the students know the procedure of recording day-to-day business transactions and preparation of final accounts of a sole trading company. Knowledge regarding computing of profitability of a business will help in entrepreneurial ventures. This will help them in acquiring skills & appreciating the importance of accounting principles

DETAIL COURSE CONTENT

THEORY:

UNIT TOPIC / SUB-TOPIC	Lecture Hrs.
1.0 INTRODUCTION TO BOOK KEEPING	2
<ul style="list-style-type: none">• Meaning• Utility & importance• Objectives	
2.0 PRINCIPLES OF DOUBLE ENTRY BOOK KEEPING	3
<ul style="list-style-type: none">▪ Classification of accounts▪ Rules of debit and credit	
3.0 JOURNAL	6
<ul style="list-style-type: none">• Meaning• Steps in preparation & proforma• Practical problems	
4.0 LEDGER	8
<ul style="list-style-type: none">• Meaning• Steps in preparation & proforma• Practical problems• Posting entries and balancing ledger accounts	
5.0 SUBSIDIARY BOOKS	4
<ul style="list-style-type: none">• Advantages	

- Different types of subsidiary books

6.0 CASH BOOK 8

- Meaning
- Proforma
- Practical problems on simple cash book, two column and three column cash books with emphasis on contra entries
- Petty cash book.

7.0 TRIAL BALANCE 4

- Meaning
- Problems on preparation of trial balance

8.0 RECTIFICATION OF ERRORS 6

- Meaning
- Types of errors
- Rectification of errors using simple journal entries and account problems

9.0 BANK RECONCILIATION STATEMENT 4

- Meaning
- Reasons for reconciliation
- Simple problems on reconciliation
- Advantages

SUGGESTED IMPLIMENTATION STRATEGIES

- To collect data/vouchers relevant to the topic concerned and convert these into books of accounts.
- Short practical problems to be solved.
- Visit various types of enterprises like food industry, restaurants etc. to see the actual maintenance of accounts.

LEARNING RESOURCES SUGGESTED TO BE USED

1. Tally & Excel packages to be used
Chalk & board
Overhead projector
Handouts
Computer & relevant soft wares.

SUGGESTED LIST OF ASSIGNMENT

1. Students should be asked to practice the entries of journals. Ledger and trail balance.
2. A visit should be made to the Account Section of any hotel in the near by locality and see the actual system of working.

SUGGESTED LEARNING RESOURCES:

Reference Books:

S. No.	Title	Author / Publisher
1	Advanced accountancy Vol I & II	R.L.Gupta & M Radhaswamy, Sultan Chand & Sons, New Delhi
2	Advanced accountancy	M.S.Grewal & Shukla, Sultan Chand & Sons, New Delhi
3	Accountancy	D.K.Goel & Rajesh Goel (Arya Publication)
4	The Basics for Business Decisions	Meigs, Walter & Robet Tata McGraw Hill Publication

PRINCIPLES OF MANAGEMENT

L T P
3 0 0

Curri. Ref. No. TTM 202

Total Contact hrs.:

Total marks: 100

Theory:

Theory: 45

End Term Exam: 75

Tutorial :0

P.A.: 25

Practical : 0

Credit: 3

RATIONALE

Management is the integrated component of all areas of technological courses as recognized across the world. Technicians or supervisors coming out of the system hence need to study the basics components of the management relevant to them. Principals of management will enable them to apply basic knowledge of management in their field of work. Keeping with this in mind necessary content details of the course on Principles of Management has been developed. With the assumption that, it will develop some management foundation to the diploma students.

DETAIL COURSE CONTENT

THEORY:

UNIT TOPIC / SUB-TOPIC	Lecture Hrs.
1.0 FRAMEWORK OF MANAGEMENT	
1.1 Nature of management	
1.2 Development of management thoughts	
1.3 Management and process skills	
2.0 PLANNING	9
2.1 Fundamentals of planning	
2.2 Planning premises and forecasting	
2.3 Decision making	
2.4 Mission and objective	
3.0 ORGANIZING	10
3.1 Fundamentals of organizing	
3.2 Design of organization structure	
3.3 Forms of organization structure	
3.4 Power and authority	
3.5 Authority relationship	

4.0 STAFFING	8
4.1 Fundamentals of staffing	
4.2 HR planning	
4.3 Recruitment and selection	
4.4 Training and development	
4.5 Performance appraisal	
5.0 DIRECTING	6
5.1 Fundamentals of directing	
5.2 Operational control techniques	
5.3 Overall control technique	
6.0 TOTAL QUALITY MANAGEMENT	4
6.1 Concepts and definitions	
6.2 Sages of quality gurus and their contributions	
6.3 Basic tools of TQM	

REFERENCE BOOKS:

1. Principles of management, by: T.Ramasamy (Himalaya publishing house)
2. Management by: S. P. Robins
3. Management principles by: Anil Bhat and Arya Kumar
4. Principles and practice of management by LM Prasad
5. Principles of management by LM Prasad
6. Essentials of Management / Joseph L. Massie / Prentice-Hall of India

TOURISM IMPACT

L T P
3 1 0

Curri. Ref. No.:TTM 203

Total Contact hrs.: 45

Total marks: 100

Theory: 100

Theory: 45

End Term Exam: 75

Practical: 15

P.A.: 25

Prerequisite:

Practical: 0

Credit: 4

RATIONALE

For the growth and development of Tourism it is very important to understand, analyze and appreciate tourism impacts. This way students can analyze the positive & negative impacts that tourism has generated and various destinations can draw lessons from them in order to plan for a better future.

UNIT TOPIC / SUB-TOPIC

Hrs.

DETAILED COURSE CONTENTS

1	SUSTAINABLE DEVELOPMENT	6
	<ul style="list-style-type: none">• Definition• Sustainable tourism• Roles & Responsibilities of Tourists & hosts• Weather & climate	
2	TOURISM IMPACTS	6
	<ul style="list-style-type: none">• Concept• Definition• Types of tourism impact• Tourism- A boon or a curse	
3	ECONOMIC IMPACTS: (NATIONAL, REGIONAL & LOCAL)	6
	<ul style="list-style-type: none">• Characteristics• Direct, Indirect & Induced Effects• Carrying capacity of a destination	
4	CULTURAL IMPACTS	8
	<ul style="list-style-type: none">• Cultural Tourism• Cultural- Natural & Contrived• Commercialization of Culture• Positive & negative effects of cross cultural intermigration	

5	ENVIRONMENTAL IMPACTS:	6
	<ul style="list-style-type: none"> • Wildlife – case study of Bandhavgarh National Park • Islands & Beaches –Case study of Lakshadweep • Hills & Mountains- Case study of Darjeeling • Wetlands and lagoons 	
6	POLITICAL IMPACTS	5
	<ul style="list-style-type: none"> • Introduction • Tourism a political tool 	
7	THREATS & OBSTACLES TO TOURISM	8
	<ul style="list-style-type: none"> • Introduction • Civil unrest, Crime, Arm twisting • Red tapism & Bureaucracy • Trained manpower & Awareness • Violence on women tourists • Tourism police • Tentative measures 	

IMPLEMENTATION STRATEGIES

1. Theoretical part should be taught through lectures.
2. The students should be asked to collect data from various sources regarding the impact of tourism on their culture, environment & economy.

LEARNING RESOURCES SUGGESTED TO BE USED

1. CD's & Books
2. Internet
3. OHP Transparencies, flip charts, newspapers articles and photographs etc.

SUGGESTED LIST OF LABORATORY EXPERIMENTS/DEMONSTRATIONS

1. Do a market survey and find out the impact of tourism by selective one destination in the northeast state.
2. Collect data regarding the change in policies & plans of the government towards the development of tourism in the state.

REFERENCE BOOKS:

1. The business of Tourism J. Cristopher Holloway.
2. Tourism Impacts: Sampat kumar Singh
3. **Environmental Impacts Of Tourism**
by G. Paramasivan
4. **Economic Of Tourism : Pricing, Impacts & Forecasting**
by Krishan K. Karma
5. **Economics Of Tourism : Pricing, Impacts & Forecasting**
by Krishan K. Kamra

INTRODUCTION TO INFORMATION TECHNOLOGY

L T P
2 1 2

Curri. Ref. No. G206B

Total Contact hrs.:

Theory: 30

Tutorial: 15

Practical: 30

Credit: 4

Total marks: 100

Theory:

End Term Exam: 50

Practical:

End Term Exam: 25

P.A : 25

RATIONALE

Information Technology is an in-avoidable part now-a-days. The discipline of Engineering is also being highly influenced by the recent development in the field of IT. This course emphasizes of the various components of Information Technology. The course deals with Hardware, Software and Communication technologies in brief that are the foundation of IT. It therefore becomes important for the students to understand the concept and develop necessary skills in different aspects of information technology.

DETAIL COURSE CONTENT

THEORY:

UNIT	TOPIC/SUB-TOPIC	Lecture Hrs.
1.0	Introduction to IT - its components computer, communication & management	03
2.0	Introduction to Number System, Bits, Bytes, Word, Logical Gates, Truth Table, ASCII, BCD, Floating point and Fixed Point number representation.	06
3.0	Introductory ideas about the components of computer - Hardware - Central Processing Unit, Input Unit, Output Unit, Memory Unit, Auxiliary Unit, Peripherals - Monitor, Keyboard, Mouse, Printer, Hard disk, CD / DVD, USB storage devices, Micro SD Cards, etc. Software and firmware building blocks of a computer, its function and its use. Role of operating system.	08
4.0	Classification of software - System Software, Application Software Translator - Compiler, Interpreter, Preprocessor Operating System - Single User, Multiple User Windows XP/Vista / 7 / 8 - Definition of Windows, Windows element, Concept of Graphical user Interface, Concept of Icon, Working with File Management, Concept of GUI based software; concept of client & server, concept of www, Internet services, use of standard browsers, basics of HTML and searching.	06
5.0	Computer communication interface, introductory	07

concepts of networking,
Transmission media – Wired and Wireless, use of Modem
Concept of LAN, WAN, Internet, Intranet, Email.

PRACTICAL:

Suggested demonstration / tasks:

- | | | |
|----|---|----|
| 1. | INTRODUCTION TO MS OFFICE | 01 |
| | Basic features of Ms Office, Overview of Different Office Tools | |
| 2. | INTRODUCTION TO MS WORD | 08 |
| | Creating and Editing document, Formatting Documents, Working with Tables, Spell checking, Mail Merging, Importing Graphics into word Document | |
| 3. | INTRODUCTION TO MS EXCEL | 09 |
| | Creating a New Work Book, Entering Labels, Values and Formulas, Formatting the layout, Working with Functions, Creating the Chart from data, Writing macros | |
| 4. | INTRODUCTION TO POWER POINT | 07 |
| | Creating a Presentation, Adding/Editing Text, Working with objects, Formatting the Presentation, Placing the chart in slide, Slide Show and Printing | |
| 5. | INTERNET BROWSING AND EMAILING | 05 |
| | Internet surfing and browsing, searching content from the Internet using search engines, Email – account opening, composition of e-mails, searching mails, forward and reply of mails | |

GEOGRAPHY FOR TOURISM

L T P
3 1 4

Curri. Ref. No.:TTM204

Total Contact hrs.: 45

Total marks: 200

Theory: 45

Tutorial: 15

Practical: 60

Prerequisite:

Credit: 6

Theory: 100

End Term Exam: 75

P.A.: 25

Practical: 100

End Term Exam: 50

P.A.: 50

RATIONALE:

Geography for Tourism is an important course for students of Travel & Tourism. It comprises a survey of the countries of the world from a tourism perspective. It focuses on the flow of tourists to and from each country and the major tourist attractions within each country. For this, knowledge of the location of countries and region wise division is essential.

This course will enhance the student's ability to locate places on the map, learn the 3 letter city codes and understand why a particular place is a tourist attraction.

UNIT TOPIC / SUB-TOPIC

Hrs.

DETAILED COURSE CONTENTS

- | | | |
|---|---|---|
| 1 | IMPORTANCE OF GEOGRAPHY IN TOURISM | 6 |
| | <ul style="list-style-type: none">• Latitude , Longitude and their differences• International Date Line• Cartography• How to read maps• Weather & climate | |
| 2 | WORLD CLIMATE ZONES | 6 |
| | <ul style="list-style-type: none">• Equatorial• Tropical• Temperate• Tundra• Countries under these zones | |
| 3 | TIME ZONES OF THE WORLD | 7 |
| | <ul style="list-style-type: none">• Major time zones• Time differences• GMT variations | |

- 4 IATA AREA WISE DIVISION
- Area- I - Alaska, North America, Central America, South America, West Indies
 - Area II- Europe, Mediterranean countries, Scandinavia, South Africa & Middle East
 - Area III- Asia, Australia, Islands in the Pacific near Australia and New Zealand
- 5 COUNTRIES WHICH TOURISTS VISIT (TOP TEN COUNTRIES) 6
- Country
 - Capital
 - 3-Letter City code
 - Location
- 6 MAJOR TOURIST ATTRACTIONS IN THE WORLD (POPULAR DESTINATIONS) 8
- Climate & season of travel
 - Currency & language spoken
 - Festivals
 - Places of interest
- 7 GEOGRAPHY OF INDIA 6
- Physical geographic features and major divisions of India
 - Role of the Himalaya in Indian Climate
 - Map Pointing

IMPLEMENTATION STRATEGIES

1. Important concepts will be explained.
2. Map reading will be emphasized.
3. Students should be given adequate map work to understand and apply concepts.
4. Related project work should be given to students.

LEARNING RESOURCES SUGGESTED TO BE USED

1. Atlas and Globe.
2. International Time Zone
3. Country Maps
4. Air route maps
5. Tourist maps
6. Internet

SUGGESTED LIST OF LABORATORY EXPERIMENTS/DEMONSTRATIONS

1. To mark places of interest on world map
2. To mark wonders of the world
3. Practicals on map reading, location countries and cities and marking on a map

4. Preparation of brief description of important tourist destinations in terms of location, climate features, tourist attractions and accessibility

LIST OF REFERENCE BOOKS/JOURNALS/MANUALS/OTHERS

S. No.	Title	Author/Publisher
1.	World Atlas	RDI Publication House
2.	Tourism- The International Business	Robert Christie Mill/Prentice Hall, New Jersey
3.	Geography of Travel & Tourism	Lloyd E. Hudman, Richard H.Jackson/Delmer Publishers Inc
4.	The World Atlas	The Random House Library of Knowledge, New Work
5.	Explorations- Travel Geography and Destination study	Janice L. Landry, Anna H.Fesmire/Prentice Hall Career & Technology, New Jersey
6.	The Geography of Travel & Tourism	Bo.....Rosemary
7.	Encyclopedia of World Geography	
8.	The Geography of Tourism and Recreation	
9.	Tourism Geography	

TRANSPORT IN TOURISM

L T P
3 1 4

Curri. Ref. No.: TTM 205

Total Contact hrs.: 45

Total marks: 200

Theory: 100

Theory: 45

End Term Exam: 75

Practical: 60

P.A.: 25

Prerequisite:

Practical: 100

Credit: 6

End Term Exam: 50

P.A.: 50

RATIONALE:

This paper will provide all the necessary information about the transportation industry to the students of the course. The students will learn about the growth and development of transportation system and the different roles played by them in the tourism industry. The various organizations related to transportation will provide important information about their roles in the tourism industry.

UNIT TOPIC / SUB-TOPIC	Hrs.
1.0 INTRODUCTION	6
<ul style="list-style-type: none">• Evolution of Transport Systems and its historical development.• Importance of Transport in Tourism Industry;• Major transportation systems – railways, roadways, airways and water transport.• Intercontinental travel and Grand Tour	
2.0 AIR TRANSPORT	8
<ul style="list-style-type: none">• Air transport and its evolution;• Present policies and regulations pertaining to airlines.• Evolution of Civil Aviation in India, A case study on the formation of Indian Airlines and Air-India in India.• Future of Air transportation in India;• Emergence of no-frill airlines and its prospects.• Airline codes of important international and domestic airlines of India.	
3.0 SURFACE TRANSPORT	8
<ul style="list-style-type: none">• Surface Transport System.• Growth and development of Roadways in India.• Approved Transit Transport.• Document connected with Road Transport.• RTO.• Recreational Vehicle.• Major Highways across India and abroad.	
4.0 RAIL TRANSPORT	8

- Rail Transport System and its emergence.
- Major Railway System of world, Amtrak, Eurail, Brit Rail, Indian Railways.
- Tourist Trains of India viz Palace on wheels, Royal Orient, Himalayan Queen.
- Facilities offered by Indian Railways to passengers.
- International Luxury trains : The Orient Express , Trans Siberian railway
- Important station codes of Indian railways

5.0 WATER TRANSPORT

8

- Water Transport System – A Historical background.
- Important water transportation systems of the world.
- Types of water transportation.
- Importance of water transportation.
- Future of water transportation in India.
- Major Cruise liners of the world.

6.0 TRANSPORT RELATED ORGANISATIONS

6

- Organisations related with transportation sectors.
- Function of ICAO, DGCA, IATA, AAI
- Role of Government to promote transportation in India.

REFERENCE BOOKS :

1. Transport for tourism: Stephen Page
2. Tourism system : Mill, R.C. and Morrison
3. Travel Agency and tour operation: Negi; Jagmohan.

INTRODUCTION TO HOSPITALITY

L T P
3 1 0

Curri. Ref. No.: TTM 206

Total Contact hrs.: 45

Total marks: 100

Theory: 100

Theory: 45

End Term Exam: 75

Practical: 15

P.A.: 25

Prerequisite:

Practical: 0

Credit: 4

RATIONALE:

This course will give the students a comprehensive idea about the hospitality industry in brief along with its various functionaries. This paper also look upon the current status of the industry and emphasizes on the various products on offer to the guests.

DETAILED COURSE CONTENTS:

UNIT TOPIC / SUB-TOPIC	Hrs
1 HOSPITALITY INDUSTRY	6
• Meaning and definition	
• Hospitality as an industry	
• Contribution of the Hospitality industry to Indian and Global economy	
2 HOTEL AS A PART OF HOSPITALITY	10
• History and development of hotel industry (Western & Indian)	
• Defining the term hotel	
• Classifying hotels, types of hotels	
• Core hotel areas	
• Functions of the major departments	
• Linkage between various departments of the hotel	
• Organisational structure of a large hotel	
3 HOSPITALITY PRODUCTS AND SERVICES	8
• Hospitality accommodation	
• Food and beverage facilities	
• Ancillary services	

SOFT CORE COURSES

LANGUAGE(FRENCH)

L T P
3 0 0

Curri. Ref. No. TTM 301

Total Contact hrs.:

Total marks: 100

Theory:

Theory: 45

End Term Exam: 75

Tutorial : 0

P.A.: 25

Practical : 0

Credit: 3

RATIONALE

Tourism is on the increase all over the world. It is essential for a student of Travel, Tourism & Hotel Management to know an additional European language, especially French, which is widely spoken in Europe, Africa, Canada and Far East. Many tourists from these countries visit India.

French cuisine is world-renowned. Most of the names on the menu-card of a five star hotels are termed in French. The student of Travel, Tourism & Hotel Management has to know the correct pronunciation and meaning of these terms.

After completing this short course in French the students would be able to attempt simple polite conversation in French. They would acquire an adequate range of vocabulary to enable them to assist French speaking tourists, pertaining to hotels, restaurants, food, travel documents, ticket reservations, places of interest etc.

DETAILED COURSE CONTENT

THEORY:

UNIT TOPIC / SUB-TOPIC

Lecture Hrs.

1.0 GENERAL IDEA AND SPECIAL FEATURES OF FRENCH LANGUAGE 2L

- Alphabets and their pronunciations
- Vowels and combination of vowels and their pronunciations
- Basic phonetic rules
- Liaison

2.0 NOUNS ALONG WITH DIFFERENT TYPES OF ARTICLES

3L

- Masculine and feminine nouns-singular
- Indefinite and definite articles
- Contracted articles.
- Partitif articles

3.0 FORMATION OF SIMPLE SENTENCES	4L
<ul style="list-style-type: none"> • Affirmative • Negative • Interrogative 	
4.0 PREPOSITIONS AND ADJECTIVES	4L
<ul style="list-style-type: none"> • Prepositions and how to use them. • Adjectives of colour • Qualifying adjectives • Demonstrative adjectives • Possessive adjectives • Interrogative adjectives 	
5.0 VERBS AND THEIR CONJUGATIONS INTO VARIOUS TENCES (present, past, future)	4L
<ul style="list-style-type: none"> • e'tre and avoir (to be and to have) • Verbs of 1st group • Verbs of 2nd group • Verbs of 3rd group • Reflexive verbs 	
6.0 NUMBERS, DAYS AND MONTHS, TIME, SEASONS	4L
<ul style="list-style-type: none"> • Numbers 1 to 1,000 • Seven days of the week • Months and year • How to read time • Four seasons • Weather (Climate) 	
7.0 BASIC COMMUNICATION	2L
<ul style="list-style-type: none"> • What? Where? Of what colour? • When? How? How much? • Why? Who? Etc. 	
8.0 VOCABULARY ABOUT FAMILY, HOUSE	2L
<ul style="list-style-type: none"> • Family members • Drawing room, dinning room, bedroom • Bathroom, kitchen 	
9.0 RESTAURANT AND HOTEL	4L
<ul style="list-style-type: none"> • Vocabulary about restaurants. • Table ware • How to lay the table? 	

- Vocabulary used in front office and house keeping

10.0 MEALS AND DRINKS SERVED IN RESTAURENTS 4L

- Breakfast
- Lunch
- Dinner
- List of vegetables & fruits commonly used
- List of different types of drinks, wines & cheese

11.0 UNDERSTANDING BASIC COOKING TERMS AND MENUS 4L

- Basic cooking terms
- Poultry, meat, different parts of meat
- Spices
- Nouns and verbs required to translate and understand a French recipe

12.0 TRAVEL (BASIC VOCABULARY) 3L

- Travel documents
- Travel by bus
- Travel by train
- Travel by air
- Public transport

13.0 DIFFERENT COUNTRIES /TICKET BOOKING, HOTEL RESERVATIONS 4L

- French names of different countries and the people & currency.
- Making ticket reservations & hotel reservations.
- How to read and write passport details in French.
- Itinerary planning.

14.0 SHOPES / PLACES OF INTERESTS 2L

- Shops/places of interest like temples, monuments, museums, Paris garden
- Different types of shops required by the tourist.
- How to visit different places of interest in town & their French terms.

SUGGESTED IMPLEMENTATION STRATEGIES

1. Basic grammar skills to be emphasised
2. Knowledge of necessary vocabulary with correct spellings & pronunciation to be practised.
3. Work-book or manual to be prepared for testing the language
4. Simple translation & simple oral communication to be practised

LEARNING RESOURCES SUGGESTED TO BE USED

1. Video cassettes
2. Audio cassettes
3. Maps
4. Work-book

SUGGESTED LIST OF ASSIGNMENTS:

In practical classes oral skills should be practiced.
Stress on correct pronunciations
Reading skills to be practiced
Simple conversation to be carried out

SUGGESTED LEARNING RESOURCES:

Reference Books:

S. No.	Title	Author/Publisher
1	La Langue et la civilization Franc aise	Blue Book No. 1 Mauyer (Alliance Franc aise
2	French for Hotel Management & Tourism Industry	S. Bhattacharya Published by Frank Bros. Ltd. , 4675-1 Ansari Road, 21 Daryaganj, New Delhi 110 002
3	Any available French Grammar Book	
4	Any available dictionary French to English/English to French	

INTRODUCTION TO SOCIOLOGY

L T P
3 0 0

Curri. Ref. No. TTM 302

Total Contact hrs.:

Total marks: 100

Theory:

Theory: 45

End Term Exam: 75

Tutorial : 0

P.A.: 25

Practical : 0

Credit: 3

RATIONALE

In order to become a trained and efficient tourist guide, the student must be exposed to some basic sociological concepts. This course has been designed to give the student an overview of the society they belong to as also some related concepts.

DETAILED COURSE CONTENT

THEORY:

UNIT TOPIC / SUB-TOPIC	Hrs.
1.0. INTRODUCTION	10
Definition of Sociology – Relation with other social sciences – History, Economics, Geography, Fundamental concepts of community, society and difference between them.	
2.0 SOCIALIZATION	8
Meaning – Agency of socialization – Family, school and state	
3.0 SOCIETY AND ENVIRONMENT	10
Influence of Physical and social Environment Culture – Meaning – Cultural Diffusion and cultural lag	
4.0 SOCIAL ISSUES	16
Poverty, unemployment, Tourism and related problems – Agencies working to promote social welfare, Rural and Urban community in India – Ways of promoting Tourism – Role of ITDC and State Tourism Corporations – Heritage sites in India – Importance of Tourism in Economic and social Development of state/India.	
Information kiosks of places of tourist attraction in the state. Training youth as Tourist Guide – Factors in Tourism Management.	

SUGGESTED LEARNING RESOURCES:

REFERENCE BOOKS

Vidya Bhushan and D.R. Sachdeva: Introduction to Sociology Allahabad: Kitab Mahal (2000)

RENEUABLE ENERGY SOURCES

L T P
3 0 0

Curri. Ref. No. TTM 303

Total Contact hrs.:

Total marks: 100

Theory:

Theory: 45

End Term Exam: 75

Tutorial : 0

P.A.: 25

Practical : 0

Credit: 3

RATIONALE

In view of the fast depleting resources of conventional energy, it has become imperative to search for alternative sources of energy, which are not only renewable, but environment friendly and economically viable also. Solar energy, wind energy, biomass energy and hydropower energy etc. are some of the alternatives, which could be banked upon to meet the energy crisis. This course is intended to provide the requisite knowledge and skills of different aspects of these technologies to cope up with the present energy crisis and challenges of the future.

DETAILED COURSE CONTENT

THEORY:

UNIT TOPIC / SUB-TOPIC	Lecture Hrs.
1.0 INTRODUCTION	4L
<ul style="list-style-type: none">• Over view of the aspect of renewable energy sources<ul style="list-style-type: none">- Need & importance- Scope & limitations of its use• Types of renewable energy<ul style="list-style-type: none">- Solar energy- Wind energy- Macro Hydro power plants- Bio mass- Gas thermal Energy- Ocean Energy• Government support & incentive for budget in North-Eastern states<ul style="list-style-type: none">- Types of incentive- Product range covered• Advantages and disadvantages of renewable energy sources	

2.0 SOLAR ENERGY

12L

- Basic principles of harnessing solar energy
- Solar energy for heating water
 - Consideration and installation
 - Specification and list of materials required
 - Repair and maintenance
- Solar energy systems and its application
 - Street lights
 - Solar pumps
 - Solar lanterns
 - Calculation of energy consumption
- Installation, operation and maintenance of solar PV modules

3.0 WIND ENERGY SYSTEMS

8L

- Concept of wind energy
- Wind resource assessment of India and Arunachal Pradesh
- Various components of horizontal and vertical axis wind turbines
- Wind turbines:
 - Types, basic terminology like mean wind speed, power coefficient, cut-in speed, cut-out speed, torque and torque coefficient, solidity ratio, swept area, air mass density, velocity index, roughness index of terrain, power curve of wind turbine
- Small wind turbine – Construction & Working
- Electric generators in small wind turbines
- Electric generators in large wind turbines
- Maximum power in the wind- Betz coefficient
- Basic statistics- Weibull distribution
- Local effects on wind flow
- Operation and maintenance of horizontal and vertical axis wind turbines
- Selection of site for siting of wind turbines
- Planning the layout of a wind farm in the hilly terrain of Arunachal Pradesh

4.0 BIO-MASS ENERGY

8L

- Concept of Bio-mass energy
 - Classification of Bio –mass
 - Sources of Bio-mass
 - Energy content in Bio-mass
- Energy Plantation
- Chemical process of converting biomass into useful energy
 - Anaerobic fermentation, Pyrolysis, gassification
- Mechanical process of converting biomass into useful energy
 - Biomass briquetting, Mixing of biomass with coal

- Basics of anaerobic fermentation
- Types of Bio-gas plant based on
 - Construction, Feed materials, Use pattern
- Factors affecting Bio-gas yield
 - Temperature, C.N ratio, pH value, total dissolved solid, Moisture content
- Commonly used feed stock
- Properties & application of Bio gas
- Construction details with sketches
 - Fixed-Dome bio-gas plant
 - Floating-Drum bio-gas plant
- Specification and quantity of construction materials required for bio- gas plant
- Advantages and disadvantages of each type of bio-gas plant
- Overall operation and maintenance of plant, gas appliances & fittings; Charging feed materials, disposal of slurry, cleaning of gas digester
- List of safety precautions at bio-gas plant and for end users of bio-gas
- Cost analysis of overall construction and operation of bio-gas plant

5.0 OVERVIEW OF OTHER RENEWABLE ENERGY SOURCES

6L

- Mini and Micro-hydro power plant
 - Advantages of Mini and Micro-hydro power plants
 - Construction details with sketches of the plants
 - Operation of Mini and Micro-hydro power plants
 - Working principle of Hydram
- Incineration power plant
 - Working principle of Incineration power plant
 - Sources of feed materials for this plant
 - Advantages of Incineration power plant
- Geo-thermal energy systems
 - Working principle of geothermal power plant
 - Advantages of geothermal energy systems
 - Geothermal energy systems being used in India
- Hydrogen energy
 - Hydrogen energy as sustainable future fuel
 - Advantages and disadvantages of hydrogen energy
 - Present applications of hydrogen energy in India and abroad
- Tidal and Ocean energy
 - Working principle of tidal and ocean energy power plant
 - Advantages and disadvantages of tidal and ocean energy power plant
- Scope of tidal and ocean energy development in India

6.0 INTRODUCTION TO RENEWABLE ENERGY SYSTEM MANAGEMENT

6L

- Factors affecting production utilization
- Government policies
- Procedure for adoption of Renewable Energy Sources as effective alternative for conventional system
- Evaluation and analysis procedures for cost effectiveness
- Definition of terms and glossary

SUGGESTED IMPLEMENTATION STRATEGIES

- Lecture sessions
- Use of audio visual cassettes
- Site visit to various power plants/projects
- Assignments on various topics

a) Study Visit

Study visit to renewable energy development agencies, power plants, other resource institutes of the states in the North Eastern region and Nearby Eastern region and other parts of the country. Students should submit a report based on their observation during study visit.

b) Seminar

The topic for Seminars may be given to the students and they shall be asked to defend the seminar in presence of teacher and other students.

SUGGESTED LEARNING RESOURCES

- Text book mentioned in the references
- Conventional chalkboard
- Audio-visual aids-e.g. videocassettes, OHP, models, charts, slides etc.
- Case studies
- Internet web sites (if access is possible) for detailed and further learning

SUGGESTED LEARNING RESOURCES:

REFERENCE BOOKS :

S. No.	Title	Author/Publisher
1	Renewable energy: power for a sustainable future	Boyle G, /Oxford University Press, New Delhi
2	Renewable energy: Environment & Development	Dayal M./ Konark Publisher Pvt. Ltd., New Delhi
3	Solar Energy System utilization	G.D Rai / R.K KhannaPublishers, New Delhi

4	Solar energy fundamentals and applications	H.P.Garg& J.Prakash/ Tata Mcgraw Hill; New Delhi
5	Renewable Energy	Island Press Earthscan/Kogan Page
6	Bio gas Technology, A practical hand book	Khandelwal K.C.& Mehdiss/ Tata Mc Graw Hill; New Delhi
7	Bio gas systems: Principles and application	Mittal K.M./New age International Ltd.New Delhi
8	Renewable energy sources and conversion technology	N.K Bansal, Manfred Kleemann, Michael Maliss/ Tata Mcgraw Hill; New Delhi
9	Advances in Biogas technology	O.P Chawla / ICAR, New Delhi
10	Institutional finance for renewable energy development in India	Sekhar R.C./ Urja Bharti

ORGANIZATIONAL BEHAVIOUR

L T P
3 0 0

Curri. Ref. No.: G302D

Total Contact hrs.: 45

Total marks: 100

Theory: 100

Theory: 45

End Term Exam: 75

Practical: 0

P.A.: 25

Prerequisite: Nil

Practical: 0

Credit: 3

RATIONALE:

Knowledge in behavioural principles in an organization is an important requirement because concepts such as work motivation, behavioural patterns of individuals as also those of group of individuals etc are intimately related to it. Organizational Behavioural principles, its scopes, applicability etc. are therefore important to know by the students irrespective of the branch of specialization. Based of the above facts following content details of the subject on Organizational Behaviour has been suggested.

DETAILED COURSE CONTENT

THEORY:

UNIT TOPIC / SUB-TOPIC	Hrs.
1. ORGANIZATION:	8
Concept and Definition	
Structures (line, staff, functional divisional, matrix)	
2. MOTIVATION:	10
Principles of Motivation	
Aspects of Motivation	
Job motivation	
Theories of motivation (Maslow, Herzberg, Theory of X&Y of Mc. Gregar)	
3. DEVELOPING OF GOOD WORK HABITS:	10
Principles of habit formation	
Attitude and values	
Personality-	

- Concepts
- Theories
- Personality and Behaviour

4. ORGANIZATIONAL CULTURE: 8

Concepts and its importance

Determinants of organizational culture

Rules & regulations

5. TEAM BUILDING: 9

Concepts

Team and Group

Formation of Team building

REFERENCE BOOKS:

1. Organisational Behaviour — An introductory Text – Huezynski A. & Bucheman C. (Prentice Hall of India)
2. Image of Organisation — Morgan G. (Sage)
3. Understanding Management — Linstoand S. (Sage)
4. Organizational Behaviour — Robbins (Prentice Hall of India)
5. Understanding and Managing – Organizational Behavior — George & Jones
6. Organisational Behaviour, L.M. PRASAD, New Delhi, Sultan Chand & Sons
7. Essentials of Management — Koontz (Tata McGraw Hill)

BASIC TECHNOLOGY COURSES

TRAVEL AGENCY AND TOUR OPERATIONS

L T P
3 1 4

Curri. Ref. No.: TTM 401

Total Contact hrs.: 45

Total marks: 200

Theory: 100

Theory: 45

End Term Exam: 75

Tutorial: 15

P.A.: 25

Practical: 60

Practical: 100

Prerequisite:

End Term Exam: 50

Credit: 6

P.A.: 50

RATIONALE

Not all tourists/travelers are able to plan and organize their journey and need the help of travel agents and tour operators. The suppliers of tourism services also depend on these intermediaries for marketing their services. In the earlier courses, students were introduced to the role and functions of travel agencies and tour operators, as well as the linkage with other service providers. This course will highlight the procedures for setting up a travel agency or a tour operation. The students will understand the managerial skills and learn how to apply various concepts and functions of management in this business. They will also appreciate the skills needed in handling business correspondence and caring for customers.

DETAILED COURSE CONTENT

THEORY:

UNIT TOPIC / SUB-TOPIC	Hrs.
1.0 THE TRAVEL AGENT AND TOUR OPERATOR	8
• Concept & Definition	
• Role and functions of Travel agents & tour operators	
• Differences between a travel agent and tour operator	
• Qualities of a tour operator	
• Services offered	
• Major Travel Agents & Tour operators in India	
• Classification of Travel Agents & Tour operators	
• Organizational structure of a Travel Agency	
2.0 TRAVEL AGENCY OPERATIONS MANAGEMENT	6
• Ticketing	
• Travel vouchers-Hotels & transports	
• Sources of income	
• Major constraints in T.A Operations	

3.0	CUSTOMER CARE	6
	<ul style="list-style-type: none"> • Concept & Definition • Importance of customer care in tourism • Providing quality service • Handling customer complaints 	
4.0	ORGANISING PICK UP, TRANSFERS AND HOTEL CHECK IN	8
	<ul style="list-style-type: none"> • Preparing various checklists • Receiving your guests <ul style="list-style-type: none"> -Preparations required for receiving guests -Lost or damaged baggage • Arrival transfer checklist • Departure transfers <ul style="list-style-type: none"> -Missing passengers 	
5.0	SECURITY & ETHICS	6
	<ul style="list-style-type: none"> • Physical • Financial • Consumer protection • Abiding by rules 	
6.0	TOUR OPERATION	6
	<ul style="list-style-type: none"> • Concept of tour operations • Tour managers & their role, major qualities • Package tour-Definition & Types • Designing a tour program • Advertisement & publicity of Tour Operators • Tour Brochure 	
7.0	TRAVEL FORMALITIES	6
	<ul style="list-style-type: none"> • Passport • Visa • Health regulations • Taxes • Custom • Currency • Travel Insurance 	

IMPLEMENTATION STRATEGIES

1. Important concepts should be emphasized
2. Travel agency terms and abbreviations should be practiced in Tutorial classes.
3. A mock travel agency should be set up to understand operations and management.
4. A tour should be planned and actually implemented
5. Relevant visits should be organized to any tour operators or a travel agency

LEARNING RESOURCES SUGGESTED TO BE USED

1. Actual Tour Package Brochures
2. Ticket Formats
3. Travel voucher formats
4. Checklists

SUGGESTED LIST OF LABORATORY EXPERIMENTS/DEMONSTRATIONS

- Itinerary planning
 - Steps to plan a tour
 - Route map
 - Transport booking – Reservation
 - Food facilities
 - Local guide/transport
 - Climate
 - Shopping and cultural shows
 - Costing
- Brochure presentation and promotion
Minimum 4 itineraries should be prepared
- Prepare a tour programme for the following:
 - One day
 - Weekend (2 nights)
 - 1 Week to 3 Weeks
- Setting up a mock travel agency and tour operator office

LIST OF REFERENCE BOOKS/JOURNALS/MANUALS/OTHERS

S. No.	Title	Author/Publisher
1.	An Introduction to Travel and Tourism	Foster Dennis L/McGraw Hill
2.	Travel Agency and Tour operation, Concepts & principles	Jag Mohon Negi/Kanishka
3	Tourism Management and Marketing	A.K. Bhatia/Sterling Publishers Pvt. Ltd.
4	Tour Brochures	

TRAVEL FORMALITIES AND LEGAL ISSUES

L T P
3 1 4

Curri. Ref. No.: TTM 402

Total Contact hrs.: 45

Total marks: 100

Theory: 100

Theory: 45

End Term Exam: 75

Practical: 60

P.A.: 25

Prerequisite:

Practical: 100

Credit: 6

End Term Exam: 50

P.A.: 50

RATIONALE

This course is designed in such a way that a tourism professional becomes aware about the different travel formalities practiced in India. The travel formalities are the important component for travel for an individual. This course will provide all legal information that a person need to know for facilitating travel and preparing travel formalities.

DETAILED COURSE CONTENT

THEORY:

UNIT TOPIC / SUB-TOPIC	Hrs.
1.0 NEED FOR TOURISM REGULATIONS	4
• International Agreements	
• Impact of Barriers on Tourism	
• Ethical Responsibilities	
2.0 INBOUND – OUTBOUND TRAVEL REGULATIONS	6
• Passport requirement	
• Visa requirements	
• Types of visas	
• Special Permits	
• Custom Regulations	
3.0 ECONOMIC REGULATIONS	4
• Currency	
• Insurance	
• Income-tax	
• Foreign travel tax	
4.0 HEALTH REGULATIONS	2
• Vaccination	
• Health Insurance	
5.0 BOOKING AND RESERVATION OF TRANSPORT AND ACCOMMODATION	
• Reservation and cancellation procedures	4

	<ul style="list-style-type: none"> • Discounts and special rates/fares/circuits offered by railways, road transporters and hotels. 	
6.0	CREDIT CARDS	2
	<ul style="list-style-type: none"> • Advantages • Honouring credit cards 	
7.0	HOTEL VOUCHERS	2
	<ul style="list-style-type: none"> • Advantages 	
8.0	LAW AND ORDER REGULATIONS	4
	<ul style="list-style-type: none"> • Police and District officials • Law on Cheating • Law on Antiquities • Shopping Malpractice regulations 	
9.0	ACCOMMODATION AND CATERING REGULATIONS	6
	<ul style="list-style-type: none"> • Legislation for hospitality sector • Catering regulations <ul style="list-style-type: none"> - Laws pertaining to food production - Laws pertaining to hygiene & sanitation - Laws pertaining to energy & pollution 	
10.0	OTHER TOURISM LEGISLATION	6
	<ul style="list-style-type: none"> • Regulations governing Travel agencies & Tour operators • Laws relating to airways • Emigration and Immigration laws • Taxation laws and tax rebates available to the tourism industry • Legal aspects relating to employer / employee relationship 	
11.0	ENVIRONMENT PROTECTION AND CONSERVATION	4
	<ul style="list-style-type: none"> • Indian Wild life protection Act • Conservation and Pollution control measures suggested by WTO 	

IMPLEMENTATION STRATEGIES

Important concepts will be explained.

- 1 Students will be shown actual forms and asked to fill in the same.
- 2 The importance of this subject will be emphasized with relevant examples

SUGGESTED LIST OF LABORATORY EXPERIMENTS/ DEMONSTRATIONS

1. Study of various forms/formats for documents covered in theory
2. Filling up various forms
3. Applying for passport and visa
4. Booking tickets, filling reservation forms and cancelling tickets for rail and road journey
5. Using a credit card

6. Using a hotel voucher

LIST OF REFERENCE BOOKS / JOURNALS / MANUALS / OTHERS

S.No.	Title	Author / Publisher
1.	Sales and Marketing for Travel and Tourism	P.G. Davidoff & Doris S. Davidoff, Prentice Hall Career & Technology, New Jersey
2.	A Practical guide to Selling Travel	Gerald P. Jung, Regents/Prentice Hall

HUMAN RESOURCE MANAGEMENT

L T P
3 0 0

Curri. Ref. No. TTM403

Total Contact hrs.:

Total marks: 100

Theory:

Theory: 45

End Term Exam: 75

Tutorial :0

P.A.: 25

Practical : 0

Credit: 3

RATIONALE

It is important to understand the roles and functions of the Human Resource Department, its relations to the organization. Polytechnic pass outs are generally placed in supervisory position, apart from technical knowledge they should know something about Human Resource Management to supervise people in place of work.

DETAIL COURSE CONTENT

THEORY:

UNIT TOPIC / SUB-TOPIC	Lecture Hrs.
1.0 INTRODUCTION	2
• Meaning, scope:	
2.0 MANPOWER PLANNING	9
• Manpower planning, important and the process, Cost analysis and control	
• Preparing personnel manuals and employee handbook	
• Personnel records and statistics for management decisions	
3.0 RECRUITMENT AND SELECTION	8
• Job analysis, job description and specifications	
• Recruitment and selection process	
• Interviewing techniques, the do's and don'ts for interviewing	
4.0 TRAINING AND DEVELOPMENT	8
• Importance of training, retraining and motivating staff.	
• Orientation / induction training,	
• Training process- Training Needs Analysis (TNA) to assessment and control	

- Personnel records and statistics

5.0 APPRAISAL AND COMPENSATION

9

- Need of performance appraisal, Performance appraisal methods
- Relations between appraisal and salary increase
- Compensation and employee benefits

6.0 INDUSTRIAL RELATIONS AND LAWS

9

- Law of contract, employee contract
- Concepts of industrial relations, Handling employee complaints and labour disputes.
- Conflict Management

SUGGESTED LEARNING RESOURCES

Reference Books:

1. Managing Human Resources – Monappa
2. HRD Audit – TV Rao, Response Books.
3. Management– S. Shiva Ramu, New Delhi Wheeler Publishing 2000
4. Organizational Development for Excellence – Kesho Prasad (McMillan)
5. Organizational Behaviour – S.P. Robbins (Prentice Hall of India)
6. Personnel and Human Resource Management – Text & Cases – P. Subba Rao
Mumbai, Himalaya Publishing House 2000.

TOURISM ECONOMICS

L T P
3 0 0

Curri. Ref. No.:TTM 404

Total Contact hrs.: 45

Total marks: 100

Theory: 100

Theory: 45

End Term Exam: 75

Practical: 0

P.A.: 25

Prerequisite:

Practical: 0

Credit: 3

RATIONALE

This course will equip the students with the basics to economics with stress on the tourism management. The students will understand about the various types of tourist demand and supply. They will further gain knowledge about the various types of pricing methods practiced in the tourism industry.

DETAILED COURSE CONTENT

THEORY:

UNIT TOPIC / SUB-TOPIC	Hrs.	Total hrs.
1. Definition of Economics, Concepts of Economics: Wealth Oriented View, Welfare View, Scarcity View, Development View. Definition of tourism economics; Nature of tourism products.	7	7
2. Tourism demand forecasting- methods of forecasting in public and private sectors in Tourism Government's role in tourism- the need for public and private sector cooperation in tourism.	7	7
3. Nature, scope and importance of economic analysis .Foundations of tourism demand, changes in demand –short term & long term effects.	6	6
4. Theory of tourism supply and changes. Elasticity and its application, Demand forecasting in reference to tourism products.	6	6
5. Cost of production, Pricing methods of tourism. Price discrimination, Multiplier process.	6	6
6. The impact of macro economy on tourism industry. Banking systems in vogue. International trade, land , labour and capital	6	6
7. Macro economic environment in Economic transition in India- A quick review- Liberalization, Privatization and Globalization.	6	6

REFERENCE BOOKS :

1. The Economics of tourism : M.Thea Sinclair & Mike Stabler
2. Managerial Economics : Chopra; O. P
3. Micro Economics : Jeoldean
4. Elementary Economics : Sampat Mukherjee
5. Economics of Tourism & Development; Romila Chawla, Sonali Publications, New Delhi,2004

TOURISM MARKETING

L T P
3 0 0

Curri. Ref. No.: TTM405

Total Contact hrs.: 45

Theory: 45

Practical: 0

Prerequisite:

Credit: 3

Total marks: 100

Theory: 100

End Term Exam: 75

P.A.: 25

Practical: 0

RATIONALE

This course will bring forth the basics of tourism marketing. The concepts of tourism marketing, services marketing and the various ways of segmenting the market is the core area of study. The students will become aware of the various market situations in the tourism industry and along with them will become accustomed with the fundamentals of launching a new tourism product in the market.

DETAILED COURSE CONTENT

THEORY:

UNIT TOPIC / SUB-TOPIC	Hrs.
1.0 INTRODUCTION TO TOURISM MARKETING	7
<ul style="list-style-type: none">• Definition Marketing of Tourism & travel services,• Core concepts in marketing;• Needs, Wants, Demands, Products markets.• Tourism Marketing : special features• Characteristics of tourism marketing• Difference between tourism marketing and general marketing.• Marketing management philosophies-Production, Product, Selling, Marketing and societal perspectives.• Economic importance of marketing.	
2.0 INTRODUCTION TO SERVICE MARKETING	6
<ul style="list-style-type: none">• Service Characteristics• Concept of service :• Types of service,• Classifications of services & impact of service in daily life	
3.0 MARKET SEGMENTATION IN TOURISM	7
<ul style="list-style-type: none">• Tourism Market segmentation• Market identification & selection• 8P's of Marketing in tourism.	

	<ul style="list-style-type: none"> • Market research and market segmentation. • Importance of market research in tourism 	
4.0	MARKETING MIX IN TOURISM	7
	<ul style="list-style-type: none"> • Market research and its different types • Advertising and public relations • Destination Life Cycle • Service Quality. 	
5.0	QUALITY MANAGEMENT IN TOURISM	6
	<ul style="list-style-type: none"> • The Concept of TQM in tourism, • Branding & packaging decisions 	
6.0	PRICING	6
	<ul style="list-style-type: none"> • Pricing Policies & practices, Advertising & publicity 	
7.0	MARKETING	6
	<ul style="list-style-type: none"> • Marketing of Airlines, Hotel, Resort, Travel Agencies and other tourism related services- Challenges and strategies. 	

REFERENCE BOOKS:

- Kotler, Philip : Marketing Management & Hospitality and Tourism Marketing
- Sinha, P.C : Tourism marketing
- Vearne, Morrison Alison: Hospitality marketing
- Kotler, Philip and Armstrong Philip, Principle of Marketing, 1999, Prentice-Hall India, 1999
- Assael H., Consumer Behavior and Marketing Action (2nd edn. 1985) kent, Boston.
- Crough, Marketing Research for Managers.
- Singh Raghubir, Marketing and Consumer Behaviour.
- Patel, S.G., Modern Market Research, Himalaya Publishing

FINANCIAL MANAGEMENT

L T P
3 0 0

Curri. Ref. No.: TTM 406

Total Contact hrs.:

Total marks: 100

Theory:

Theory: 45

End Term Exam: 75

Tutorial :0

P.A.: 25

Practical: 0

Credit: 3

RATIONALE

The importance of financial management in business and engineering industries is undeniable. As such it is very essential that this subject and its basic concepts are required to be clearly understood by all those who are or will be operating in business/ industries. This subject inculcates the values of money and management of money as well as it gives a direction and ideas for money drives. A good businessman without knowledge of finance is worth nothing. Financial management explains the features of money and financial policies to lead the business towards the great success. Financial management provides the information to the business, which are required for managers and developing the business.

DETAIL COURSE CONTENT

THEORY:

UNIT TOPIC / SUB-TOPIC	Hrs.
1.0 INTRODUCTION TO FINANCE Need & source of finance	8
2.0 FINANCIAL STATEMENT ANALYSIS Comparative financial statement Common size financial statement Ratio analysis	10
3.0 WORKING CAPITAL MANAGEMENT Components of working capital Factors influencing working capital Management of cash, including cash budget preparation Management of inventory	10
4.0 ASSESSMENT OF CAPITAL PROJECT Payback method Return on investment method Discounted cash flow method Net present value method	8

Internal rate of return method (practical problems, simple)

6.0 PREPARATION OF FUNDS FLOW STATEMENT

8

Simple practical problems

Students may be assigned problems and exercises related to financial statement analysis, Assessment of capital projects and preparation of fund flow statements.

REFERENCE BOOKS

S. No.	Title	Author / Publisher
1.	Fundamentals of financial management	R.P.Rustogi, Galgotia Publishing Co., New Delhi.
2.	Financial management	I.M. Pandey, Vikas Publishing House, New Delhi
3.	Financial accounting	Jawahar Lal, Wheeler Publishing
4.	Understanding financial statement	A.A.Gopala Krishnan, Abhinav Publishing

CULTURAL HERITAGE OF INDIA

L T P
3 1 4

Curri. Ref. No.: TTM 407

Total Contact hrs.: 45

Total marks: 100

Theory: 100

Theory: 45

End Term Exam: 75

Practical: 60

P.A.: 25

Prerequisite:

Practical: 0

Credit: 6

RATIONALE

This course will provide a thorough knowledge about the rich pluralistic cultural heritage of India. The students will get an idea about the historical development of the country, its architectural beauty, rich living culture, handicrafts, fairs and festivals of the country. They will learn about the various tourism products of the country which will enable them to become resource persons in the various areas of the tourism industry.

DETAIL COURSE CONTENT

THEORY:

UNIT TOPIC / SUB-TOPIC	Hrs.
1.0 INTRODUCTION	4
- Outline on India as a destination	
- Concept of culture	
- Characteristics of culture	
- Preservation of culture	
- Heritage :-Concept & Definition	
- Need for preservation of heritage	
2.0 RELIGIONS OF INDIA	4
- Growth of religions in India	
- Hinduism, Buddhism, Islam, Christianity, Sikhism, Zoroastrianism	
- India's secular nature.	
3.0 INDIAN ARCHITECTURE	6
- Harappan civilization	
- Sultanate architecture	
- Mughal architecture- Role of Shajahan & Akbar	
- Christian Architecture	
- Indian temples	
- Major differences between North Indian & South Indian temple architecture	

4.0 MUSEUMS & MONUMENTS OF INDIA	6
- Museum: Definition	
- Importance in tourism	
- Types of museums	
- Role of museums in preserving Indian Culture	
5.0 PERFORMING ARTS	8
- Definition & concept. Types and varieties Dance, Music, Theatre, Films.	
- Dance- Types	
• Essential features of classical dance	
• Different forms of classical dance	
• Folk dance of India	
- Indian Music	
- Characteristic features- Raga, Nada, Shruti	
- Differences between western & Indian music	
- Theatres & films characteristic features	
- Role of theatres & films in Indian society	
6.0 HANDICRAFTS OF INDIA	6
- Characteristics	
- Types of Indian handicrafts	
- Importance of handicrafts in cultural conservation	
- Handicraft market in India	
7.0 FAIRS & FESTIVALS	6
- Definition of fairs & festivals	
- Types and varieties	
- Major Indian Festivals	
- Importance of fairs & festivals	
- Fairs & festivals & Tourism	
- Festivals of N.E. India	
8.0 INDIAN PAINTINGS	4
- Characteristics	
- Any two styles of painting	
- Famous painters	

REFERENCE BOOKS

1. The wonder that is India A. L. Basham, Picador India (2004)
2. Cultural Heritage of India; Bhandari, N.K. Year: 2007 ISBN: 978-8179102183
3. Cultural Heritage of India; Haridas Bhattacharya

DESTINATION DEVELOPMENT IN TOURISM

L T P
3 0 0

Curri. Ref. No.: TTM 408

Total Contact hrs.: 45

Total marks: 100

Theory: 100

Theory: 45

End Term Exam: 75

Practical: 0

P.A.: 25

Prerequisite:

Practical: 0

Credit: 3

RATIONALE

This course will provide an elaborate idea about the concept, need and importance of destination development for the purpose of tourism. Apart from its development part, it will also highlight the various issues regarding the preservation and conservation of destinations with special reference to India.

DETAIL COURSE CONTENT

THEORY:

UNIT TOPIC / SUB-TOPIC	Hrs.
1.0 DESTINATION: A GENERAL OUTLINE	12
<ul style="list-style-type: none">• Destination- Concept and definition• Types and classifications• Destination as a tourism product• Importance of Destination• Development in tourism destinations• Popular tourist destinations of India	
2.0 PRESERVATION OF DESTINATIONS	12
<ul style="list-style-type: none">• Concept of carrying capacity- Definition and importance in destination management• Sustainable development.- Definition and importance• Sustainable tourism and development• Roles and responsibilities• Eco – tourism and community development.	
3.0 TOURISM IMPACTS ON DESTINATIONS	10
<ul style="list-style-type: none">• Tourism impacts- Different types• Types of impacts in different destinations	

- Measures to minimize negative tourism impacts on destinations
- Roles and responsibilities of stake holders
- Environmental impacts on mountains and hills

4.0 TOURISM PRODUCT DEVELOPMENT 10

- Concept
- Tourism Product Designing
- Developmental issues in Tourism
- Destination Life Cycle (DLC)
- Development of a destination- Destination planning
- Stages of tourist destination development

REFERENCE BOOKS:

1. Annual Report: Ministry of Tourism: Government of India
2. The Holidaymakers; J. Krippendorf; Oxford
3. Park; C.C: Ecology and Environment Management

GUIDING TECHNIQUES IN TOURISM

L T P
3 0 0

Curri. Ref. No.: TTM 409

Total Contact hrs.: 45

Total marks: 100

Theory: 100

Theory: 45

End Term Exam: 75

Practical: 0

P.A.: 25

Prerequisite:

Practical: 0

Credit: 3

RATIONALE

This subject deals with detailed descriptions with guiding techniques as tour operators / tour guides. Duties and responsibilities, services offered by the guides / tour operators, training exposure to be required for tour operators to act as tour guide.

DETAIL COURSE CONTENT

THEORY:

UNIT TOPIC / SUB-TOPIC	Hrs.
1.0 TOURIST GUIDE	9
• Concept and definitions	
• Types of tourist guide	
• Importance of tourist guide	
• Guiding as profession	
2.0 DUTIES AND RESPONSIBILITIES OF A TOURIST GUIDE	10
• Guiding in monument	
• Guiding in wild life parks	
• Guiding in adventure sports activities	
• Guiding in museums	
3.0 EARNING OF A TOURIST GUIDE	8
• Various ways of income	
• Govt. rates for income	
• Foreign language allowance	
• Lunch charges	
4.0 SERVICES OFFERED TO THE TOURIST	13
• Guide services	
• Courier service/ tour escorts	
• Financial services	
○ Insurance	
○ Foreign exchange	
○ Credits	

- Duty free shopping
- Education & training service
- Travel trade press service
- Marketing service
- Car rental service
- Travel document facilities

5.0 GUIDE TRAINING

5

- Training to tourist guide
- Guide training courses
- Career enhancement / promotional guide
- Guides & escorts
- Major differentiation

REFERENCE BOOKS:

1. J.M.Negi: Travel & Tour Operation Concepts & Principles

ADVENTURE TOURISM

L T P
3 0 0

Curri. Ref. No.:TTM 410

Total Contact hrs.: 45

Total marks: 100

Theory: 100

Theory: 45

End Term Exam: 75

Practical: 0

P.A.: 25

Prerequisite:

Practical: 0

Credit: 3

RATIONALE

Students of TTM course will be able to know the various issues relating to the importance of adventure tourism in India. The course also includes different types of adventure tourism activities prevalent in India and its role in Indian tourism.

DETAIL COURSE CONTENT

THEORY:

UNIT TOPIC / SUB-TOPIC	Hrs.
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DETAILED COURSE CONTENTS

1 ADVENTURE & SPORTS	6
▪ Introduction	
▪ Adventure & Sports	
2 SPORTS & RECREATION	8
▪ Adventure tourism: Types & Classification Definition	
▪ Importance of Adventure tourism	
▪ Future of Adventure tourism in India	
3 AERIAL ADVENTURE SPORTS	10
▪ Aerial Adventure Sports	
▪ Parachuting	
▪ Sky Diving	
▪ Hand Gliding	
▪ Para Sailing	
▪ Bungee Jumping	
▪ Hot air ballooning	
▪ Places of adventure aerial based tourism in India	
4 WATER ADVENTURE SPORTS	10
▪ White Water Rafting	
▪ White Water Kayaking	
▪ White Water Canoeing	
▪ Flat water adventure sports	
○ Water skiing	

- Wind Surfing
- Surfing
- SCUBA Diving
- Deep sea diving
- Importance of Andaman & Nicobar Islands in water adventure sports

5 LAND BASED ADVENTURE SPORTS

10

- Trekking
- Mountaineering
- Skiing
- Hell-skiing
- Rock Climbing
- Jungle Safari
- Jeep safari
- Camel Safari
- Destinations in India for Land Based Adventure Sports with special emphasis on the Himalayas

IMPLEMENTATION STRATEGIES

1. Students should be asked to collect photographs from magazines & internet of various types of adventures & sports tourism
2. Visit any nearest destination where this type of tourism is undertaken.

SUGGESTED LIST OF LABORATORY EXPERIMENTS/DEMONSTRATIONS

1. Make a list of places near your locality where such adventure & sports or other recreational facilities could be developed.
2. Draw a map of India and highlight the places or destinations where such adventure tourism is carried out.

LIST OF REFERENCE BOOKS/JOURNALS/MANUALS/OTHERS

S. No.	Title	Author/Publisher
1.	Tourist guides	Issued by the tourist offices
2.	Tourism in India	Dharamarajan & Seth
3.	Tourism Development in India	Sunita Chopra

COMPUTER APPLICATION

L T P
3 1 4

Curri. Ref. No.: TTM411

Total Contact hrs :

Theory: 45

Tutorial: 15

Practical: 60

Credit : 6

Total marks: 200

Theory:

End Term Exam: 75

P.A.: 25

Practical:

End Term Exam: 50

PA : 50

RATIONALE

This course is introduced for Students of Travel and Tourism Management in order to make them able to create database, tables, records, various forms related to tourism. They will also be able to handle Tally for tourism accounting and computer reservation system.

DETAIL COURSE CONTENT

THEORY:

UNIT	TOPIC/SUB-TOPIC	Lecture Hrs.
1.0	DATABASE BASICS	4
	<ul style="list-style-type: none">• Concept of database, concept of DBMS• Terminology used: Table, Field, Record, Query, Form, Report	
2.0	TABLE	6
	<ul style="list-style-type: none">• Creating structure of table, Adding various fields, Decide the field type (Text, Number, Yes/No, Date. Memo)• Decide Field properties (like field size, default value, validation rule), saving Table• Concept of primary key• Modifying Table structure: Adding/ Deleting fields, Changing Field, Name, Data type, and Properties)• Adding Data to Table: Entering data, Adding, Deleting and editing records.• Sorting the table in data sheet view• Finding records• Filtering records: Filter by selection• Printing Table: Print preview and Print	
3.0	QUERIES	4
	<ul style="list-style-type: none">• Creating query in design view, Adding table, Selecting fields, Running the query, Specifying a sort order. Specifying criteria, Adding calculated fields.	
4.0	FORMS	6
	<ul style="list-style-type: none">• Use of forms. Creating simple form using form using from wizard. Adding /modifying/finding data, navigating records using the form.	

5.0	REPORTS	6
	<ul style="list-style-type: none"> • Creating simple reports using report wizard. Reports based on tables/ queries. Modifying Report Header, Save, Preview, Print reports. 	
6.0	TALLY FOR TOURISM ACCOUNTING	8
	<ul style="list-style-type: none"> • Cash Book • Bank book • Ledger account • Creditors • Sale register • Balance sheet 	
7.0	COMPUTERS RESERVATION SYSTEM	10
	<ul style="list-style-type: none"> • Sign on – sign off • Encode, decode, Airlines, city & aircraft types • Request schedule & air availability • Create booking files with mandatory fields • Request servicing from airlines • Add optional field to BF • Queue and history • Fare quote an itinerary • Display fare information and fare rules & FQ planner • Itineraries printing • Overview of view point 	

PRACTICAL

1. Decide fields for:

- Employee database table
- Student database table
- Library books database table

2. Create Employee, Student, Library books table and perform above mentioned activities.

3. Create and run queries on above tables.

4. Create and use forms for above tables.

5. Create and use forms for above tables/queries.

6. Maintaining of accounts

7. Fare construction for various routes.

REFERENCE BOOKS:

1. Greg Perry, MS OFFICE 2000- Techmedia- 1998

APPLIED TECHNOLOGY COURSES

ENTREPRENEURSHIP DEVELOPMENT

L T P
3 2 0

Curri. Ref. No.: TTM 501

Total Contact hrs.:

Total marks: 100

Theory:

Theory: 45

End Term Exam: 75

Tutorial :0

P.A.: 25

Practical: 0

Credit: 5

RATIONALE

The course intends to provide the fundamental aspects of entrepreneurship as a means for self employment and culminating in economic development of the country. It deals with basic issues like entrepreneurial characteristics and quality, governmental policy support and overall scenario along with opportunities and the facilities available for entrepreneurship development.

DETAIL COURSE CONTENT

THEORY:

UNIT TOPIC / SUB-TOPIC	Lecture Hrs.
1.0 INTRODUCTION	10
1.1 Definition and functions of Entrepreneur, entrepreneurship quality, entrepreneurial spirit, need for entrepreneurship.	
1.2 Individual and social aspects of business – achievement motivation theory	
1.3 Social responsibilities of Entrepreneurs	
2.0 FORMS OF BUSINESS ORGANISATION	4
2.1 Types of company	
2.2 Merits and demerits of different types	
2.2 Registration of small scale industries	
2.4 Conglomeration.	
3.0 SMALL SCALE AND ANCILLARY INDUSTRIES	8
3.1 Definition – scope with special reference to self employment.	
3.2 Procedure to start small scale and Ancillary industries	
3.3 Pattern on which the Scheme/Project may be prepared	
3.4 Sources of finance - Bank, govt., and other financial institutions.	
3.5 Selection of site for factory	
3.6 Factors of selection	
3.7 N.O.C. from different authorities, e.g., Pollution Control Board, Factories Directorate etc.	
3.8 Trade License.	

4.0	SYSTEM OF DISTRIBUTION	1
4.1	Wholesale Trade	
4.2	Retail trade	
5.0	SALES ORGANISATION	3
5.1	Market survey, marketing trends, knowledge of competitors, product selection & its basis .	
5.2	Sales promotion	
5.3	Advertisement	
5.4	Public relations and selling skills	
6.0	PRICING THE PRODUCT	1
6.1	Basic guidelines	
7.0	INTRODUCTION TO IMPORT AND EXPORT	6
7.1	Procedures for export	
7.2	Procedures for import	
7.3	Technical collaboration – international trade	
7.4	Business insurance	
7.5	Rail and road transport	
7.6	Forwarding formalities, FOR, FOB, CIF, etc.	
8.0	BUSINESS ENQUIRIES	4
8.1	Enquiries: From SISI, DIC, SFC Dept. of Industrial Development Banks.	
8.2	Offers and Quotations	
8.3	Orders	
9.0	PROJECT REPORT	6
9.1	Project Report on feasibility studies for small scale industries, proposal for finances from bank and other financial institutions for establishing new industries and its extension, obtaining License enlistment as suppliers, different vetting organizations for Techno Economic feasibility report. Breakeven analysis, Breakeven point.	
10.0	ENVIRONMENT LEGISLATION	2
10.1	Air Pollution Act	
10.2	Water Pollution Act	
10.3	Smoke Nuisance Control Act	
10.4	ISO: 14000, OSHA	

SUGGESTED LEARNING RESOURCES:

REFERENCE BOOKS:

1. Entrepreneurship Development
Prepared by CTSC Manila Publishers by Tata Mc Graw Hill Publishing Co. Ltd.
2. Small Enterprise Management Published by ISTE, Mysore
3. Motivation Published by ISTE, Mysore
4. S.S.M. in Environmental Engineering Published by ISTE, Mysore
5. Entrepreneurship New Venture Creations, Holt, Prentice Hall, India.
6. Essence of TQM by John Bank
7. Rathore, B.S. and J.S. Saini(ed), A Handbook of Entrepreneurship – Panchkula :
Aapga, 1997
8. Jose Pauletal, Entrepreneurship Development, Mumbai : Himalaya Publishing
House, 1996
9. Khanka, S.S., Entrepreneurship Development, New Delhi : S. Chand and Co.,
2001
10. Nagarazan, R.S. and A.A. Arivalagar, TQM New Delhi : New Age International
Publishers, 2005
11. Bhatia, R.C., Marketing Communication and Advertising, New Delhi : Galgotia
Publishing Co., 2003
12. Sinha, J.C., and V.N. Mugali : A Textbook of Commerce, New Delhi : R. Chand
and Co., 1994

TOURISM SERVICES & OPERATIONS

L T P
3 1 0

Curri. Ref. No.: TTM 502

Total Contact hrs.: 45

Total marks: 100

Theory: 100

Theory: 45

End Term Exam: 75

Practical: 0

P.A.: 25

Prerequisite:

Practical: 0

Credit: 4

RATIONALE

This subject deals with the various tourism related operations. The student should know the various services and operations related to tourism. A tourism professional should be able to handle different situations & train staff in relation to tourism services.

DETAIL COURSE CONTENT

THEORY:

UNIT TOPIC / SUB-TOPIC	Hrs.
1 UNDERSTANDING TOURISM OPERATIONS	8
▪ Introduction	
▪ Tourism operation : Concept & definition	
▪ Development of means of transport	
▪ Modes of transportations in tourism	
▪ Inter-sectoral linkages	
▪ Elements of tourism operations	
2 TOURIST TRANSPORT	5
▪ Introduction	
▪ Role of transport in tourism	
▪ National transport policy	
3 TOURIST ACCOMMODATION	4
▪ Various types of accommodation	
▪ Supplementary accommodation available in India	
4 INFORMATION SERVICES IN TOURISM	8
▪ Introduction: Concept	
▪ Dimensions of the informal sector	
▪ Souvenir sellers & street guides	
▪ Problems of quality control in informal services.	

5. SUBSIDIARY SERVICES 8
- Eating joints & Bars
 - Entertainment & Recreation
 - Tourist police
 - Communication (Telephonic booths & cyber café)
 - Shops
 - Emporiums
 - Malls
 - Libraries
 - Handicraft fairs, Delli, Hoat etc
- 6 MANAGING TOUR OPERATIONS-I 8
- Acquiring complete product knowledge
 - Managing linkages with service suppliers
 - Itinerary preparation
 - Costing a tour package
 - Selling in tourism through distribution chains
 - Logistics in tour operations.
 - Managing distribution system in tour operations.
- 7 MANAGING A TOUR OPERATION II 4
- Introduction
 - Managing escort services
 - Considerations for an escorts
 - The preparations
 - Managing special situations

IMPLEMENTATION STRATEGIES

1. The basic theoretical knowledge should be imparted through lectures.
2. Mock operations should be practiced in the classroom set up to develop managing skills.
3. Actual tour could be organized in a state level.

SUGGESTED LIST OF LABORATORY EXPERIMENTS/DEMONSTRATIONS

1. Make a list of all the various types of tourist transport facilities available in your city
2. Make a chart of various types of tourist accommodation existing in your city.
3. Make visits to different subsidiary services
4. Prepare a itinerary for tourist and calculate the cost.

LIST OF REFERENCE BOOKS/JOURNALS/MANUALS/OTHERS

S. No.	Title	Author/Publisher
1.	The Travel Trade	Lickorish L.J. & Kershaw A.G Practical Pres
2.	Conducting Tours	Masni Mare South Western
3.	Tourism	Role Davidson
4.	Tourist Business	Donald Lundberg
5.	Travel Agency & Tour Operations	Jagmohone Negi

EVENT MANAGEMENT

L T P
3 0 0

Curri. Ref. No. TTM 503

Total Contact hrs.:

Total marks: 100

Theory:

Theory: 45

End Term Exam: 75

Tutorial : 0

P.A.: 25

Practical : 0

Credit: 3

RATIONALE

The purpose of this course is to acquire an indepth knowledge about the specializes field of “event management” and to become familiar with management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events within Hotel Management and catering context.

DETAILED COURSE CONTENT

THEORY:

UNIT TOPIC / SUB-TOPIC	Hrs.
1.0 INTRODUCTION TO EVENT MANAGEMENT	6L
<ul style="list-style-type: none">• Size of events• Types of events• The event team• Code of ethics	
○ CONCEPT AND DESIGN	
<ul style="list-style-type: none">○ Developing the concept○ Analyzing the concept○ Designing the event○ Logistics of the concept	
2.0 FEASIBILITY	8L
<ul style="list-style-type: none">• Key to success• The SWOT analysis	
○ LEGAL COMPLIANCE	
<ul style="list-style-type: none">○ Relevant legislation	

- Liquor licensing
- Federal trade commission act
- Stakeholders and official bodies
- Contracts

3.0 MARKETING

10L

- Nature of event marketing
- Process of event marketing
- The marketing mix
- Sponsorship
- PROMOTION
 - Image and branding
 - Advertising
 - Publicity
 - Public relation

4.0 FINANCIAL MANAGEMENT

10L

- The budget
- Breakeven point
- Cash flow analysis
- Profit and loss statement
- Balance sheet
- Financial control system
- Panic payment
- RISK MANAGEMENT
 - Process of risk management
 - Incident reporting
 - Emergency response plans
 - Standards of risks management

5.0 PLANNING

10L

- Develop a mission and purpose statement
 - Establish the aims of the event
 - Establish the objective
 - Prepare an event proposal
 - Make use of planning tool
- PROTOCOL
 - Titles
 - Dress for formal occasion
 - Protocol for speakers
 - Religious and cultural protocol
 - Protocol for sporting ceremonies
 - Preparing for dignitaries
 - Rules of flag flying

SUGGESTED LEARNING RESOURCES:

REFERENCE BOOKS

- Event management, by: Lynn Van Der Wagen and Brenda R Carlos
- Events special events: By Dr. Joe Goldblatt, CSEP

MICE IN TOURISM

L T P
3 1 4

Curri. Ref. No.:TTM504

Total Contact hrs.: 45

Total marks: 200

Theory: 100

Theory: 45

End Term Exam: 75

Practical: 60

P.A.: 25

Prerequisite:

Practical: 100

Credit: 6

Rationale: Conference and conventions are very closely associated with tourism. They have a bearing on a destination in relation to both economy as well as society. Today organizing conferences & conventions is not only a specialized task but it's a full fledge business for the service provider. Thus a tourism professional should know how conferences & conventions are managed.

DETAILED COURSE CONTENT

THEORY:

UNIT TOPIC / SUB-TOPIC	Hrs.
1 THE CORPORATE SECTOR & BUSINESS TRAVELER	4
<ul style="list-style-type: none">• Introduction• Business travel• Needs of a business travel• Service quality issue in business travel.	
2 INCENTIVE TRAVEL	6
<ul style="list-style-type: none">• Introduction• Growth in incentive travel sector• Motivational factors• Types of incentive organisation	
3 CONFERENCES & SEMINARS	6
<ul style="list-style-type: none">• Introduction• Conference centres• Meeting planners• Meeting technology	
4 EVENTS	8
<ul style="list-style-type: none">• Definitions• Types of events<ul style="list-style-type: none">– Meeting– Incentive travel	

- Conferences/ workshops/ seminars/ conventions
- Exhibitions/ Trade fairs
- Cultural events
- National events
- Entertainment events
- Sports events

5 CONFERENCE & CONVENTIONS 6

- Site selection
- Convention centres
- Marketing of conferences & conventions
- Process of convention management
- Spot management
- Evaluation

6 PRODUCT DESIGNING 6

- Design the product for events
- Planning of events
- Comparison with competitors products
- Quality control
- Challenges & issues related to developing the product for events

7: EVENT OPERATIONS 6

- Site selection
- Designing the programme
- Negotiations & Contracts
- Design printing & Mailing of event material
- Set designing
- On-site management
- On site registration
- Providing services at the functions

8: POST EVENT MEETINGS 3

- Assessment of the event
- Evaluation

IMPLEMENTATION STRATEGIES

1. The care concept should be imparted to the students through lectures.
2. Assignment could be given to student regarding booking of conventions.
3. Visit of any conference and convention center.

LEARNING RESOURCES TO BE USED

1. OHP transparencies
2. Books & CD's
3. Internet
4. Photographs
5. Printed brochures on conferences & conventions.

SUGGESTED LIST OF LABORATORY EXPERIMENTS / DEMONSTRATIONS

1. Visit any conference or convention, talk to meeting planner and make notes on the marketing procedures followed by him/ her.
2. Plan an incentive tour to the North-East for a group of executives working in Delhi.
3. Prepare a simple questionnaire to find out the level of satisfaction of the participants of a conference or convention.

LIST OF REFERENCE BOOKS / JOURNALS / MANUALS/ OTHERS

S. No.	Title	Author/ Publisher
1.	Understanding Conference Centres	Haigh & Hudson
2.	Handbook for Events	Price, Catherine
3.	How to get the most out of trade shows	Miller S.
4.	Convention Management	Price, Herd

TOURISM PLANNING & POLICY

L T P
3 1 0

Curri. Ref. No.:TTM505

Total Contact hrs.: 45

Total marks: 100

Theory: 100

Theory: 45

End Term Exam: 75

Practical: 0

P.A.: 25

Prerequisite:

Practical: 0

Credit: 3

RATIONALE

For the effective growth of tourism, its planning has to be very productive. This subject has been designed to each students the basic of tourism policy & plans. This will help students to identify areas and see how these concepts can be implemented to achieve the planning objectives.

DETAILED COURSE CONTENT

THEORY:

UNIT TOPIC / SUB-TOPIC	Hrs.
1.0 THE EVOLUTION OF TOURISM PLANNING • Introduction • Importance of tourism planning • Planning – definition • Planning process • Tourism planning approach • Steps in Tourism planning • SWOT analysis	7
2.0 INFRASTRUCTURE DEVELOPMENT • Introduction • Infrastructure • International standards • Management of infrastructure	7
3.0 LOCAL BODIES, OFFICIAL & TOURISM • Introduction • Local bodies in India • Local bodies & tourism • Reasons for poor performance • Measures for improvement	7

4.0	PLANNING TOURIST ATTRACTIONS (NATURAL, CULTURAL & SPECIAL INTEREST) <ul style="list-style-type: none"> • Types of tourist attraction • Planning and managing natural attractions <ul style="list-style-type: none"> - Planning approach - Planning process • Planning & Managing cultural attraction <ul style="list-style-type: none"> - Historical sites - Arts & handicrafts - Other cultural resources • Planning of special tourist attraction <ul style="list-style-type: none"> - Theme parks - Convention facility planning 	8
5.0	IMPLEMENTATION OF PLANS <ul style="list-style-type: none"> • Introduction • Approach to implementation • Elements of plan implementation • Monitoring 	7
6.0	TOURISM POLICY <ul style="list-style-type: none"> • Towards a policy in Tourism • Nation Action Plan • Tourism policy of India 	7

IMPLEMENTATION STRATEGIES

1. Assignments to be given to check the progress in the implementation of the planning approach.
2. Visit to any project under development.
3. Discussions on the assignment
4. Study the planning development of any tourism component of your choice.

LEARNING RESOURCES TO BE USED

1. Books
2. CD's & OHP
3. Magazines & guides on tourism planning and policy of the government
4. Internet

SUGGESTED LIST OF LABORATORY / XPERIMENTS/DEMONSTRATIONS

1. Strategically plan the revival of any tourist circuit.
2. Carry out a SWOT analysis of a destination of your choice.
3. Discuss case, study in reference to the development of any tourist destination on sites.

REFERENCE BOOKS

1. Tourism: Past, present & Future; A.J. Buakart and S. Medlik
2. Tourism Planning; Clare Gunn
3. Sustainable Tourism: A Marketing Perspective; Victor. T.C. Middleton
4. Tourism Today, A Geographical Analysis; Pearce Douglas

TOURISM PROMOTION

L T P
3 1 4

Curri. Ref. No.: TTM 506

Total Contact hrs.: 45

Total marks: 200

Theory: 100

Theory: 45

End Term Exam: 75

Practical: 60

P.A.: 25

Prerequisite:

Practical: 100

Credit: 6

RATIONALE

To succeed in the Hospitality and Tourism market, it is necessary that students are able to interpret the needs of the customer, develop and launch products with the right product market fit and communicate effectively with potential customers. These issues form the basis of the marketing interface for which knowledge of advertising and sales promotion is very essential.

Advertising is an important component of the promotional mix. Students need to know the various media, which are available before determining an advertising strategy and understanding of the market to be reached, and nature of message to be conveyed is equally important. The student should be able to apply the key concepts involved in communicating marketing information to the targeted audience through the appropriate media and have a detailed knowledge of various channels of advertisement and the methods to promote the product.

DETAILED COURSE CONTENT

THEORY:

UNIT TOPIC / SUB-TOPIC	Hrs.
1.0 PROMOTION IN TOURISM	8
<ul style="list-style-type: none">▪ Concept & Definition of Tourism Promotion▪ Importance of Tourism Promotion▪ Tour Brochures and itinerary▪ Characteristics of promotional tools▪ Related costs▪ Factors in setting the marketing communications mix▪ Measuring results	
2.0 INTRODUCTION TO ADVERTISING AND PROMOTION	10
<ul style="list-style-type: none">▪ Definition▪ Goals and Objectives of Advertising and Promotion▪ Functions▪ Advertising and Promotion activities▪ The process of Advertising and Promotion▪ Difference between advertising and promotion	

	<ul style="list-style-type: none"> ▪ Promotion mix in tourism 	
3.0	PLANNING, ADVERTISING AND PROMOTION	10
	<ul style="list-style-type: none"> ▪ Setting the objectives ▪ Deciding on the budget ▪ Choosing the advertising message ▪ Advertisers pyramid ▪ Methods of media selection ▪ Evaluating Advertising effectiveness ▪ Cost benefit Analysis of reach ▪ Frequency and impact ▪ Point of sale ▪ Tourism fairs ▪ Role of government in Tourism Promotion NTO's & STO's 	
4.0	MANAGING MARKETING COMMUNICATIONS	8
	<ul style="list-style-type: none"> ▪ The communication Process ▪ Identifying the target audience ▪ Determining communication objectives ▪ Designing the message ▪ Message structure 	
5.0	SALES PROMOTION IN TOURISM	8
	<ul style="list-style-type: none"> ▪ Displays, shows, exhibitions & demonstrations ▪ Using print & broadcast media effectively ▪ Tele marketing ▪ Web marketing ▪ Message content ▪ Message format ▪ The communication channels ▪ Merits and demerits of the various communication channels 	

IMPLEMENTATION STRATEGIES

1. Knowledge of core concepts to be imparted through lectures.
2. Group assignments and individual assignments be given to students and then encouraged to share their knowledge about important issues.
3. Designing of media ads for various hospitality products
4. Discussion and debate of live situations or cases.

LEARNING RESOURCES SUGGESTED TO BE USED

1. OHP transparencies
2. Best practices of advertising
3. Case Studies references

SUGGESTED LIST OF LABORATORY EXPERIMENTS/DEMONSTRATIONS

1. Select any five print media advertisements of various hotels and discuss their salient features with regards to message content, format and media selection.
2. Design and advertisement campaign for any hospitality product and carry out a cost benefit analysis for the same.
3. Discuss promotional tools used by the top three hotels in India.

LIST OF REFERENCE BOOKS/JOURNALS/MANUALS/OTHERS

S. No.	Title	Author/Publisher
1.	Contemporary/Advertising	Arens & Bovee
2.	Marketing Management	Philip Kotler/Prentice-Hall India
3.	Hospitality sales and Advertising	James Abbey
4.	Advertising managers handbook	Robert W Bly
5.	Tourism Marketing	S.M. Jha

ECO TOURISM & SUSTAINABLE DEVELOPMENT

L T P
3 1 0

Curri. Ref. No.: TTM 507

Total Contact hrs.: 45

Total marks: 100

Theory: 100

Theory: 45

End Term Exam: 75

Tutorial: 15

P.A.: 25

Practical: 0

Practical: 0

Prerequisite:

Credit: 4

RATIONALE

As tourism is developing by leaps and bounds throughout the globe, so it has become necessary to protect our environmental resources in order to maintain the fragile. Balance between development & ecology. This subject will help to understand the importance and how to protect it.

DETAILED COURSE CONTENT

THEORY:

UNIT TOPIC / SUB-TOPIC	Hrs.
1.0 ECOTOURISM	8
<ul style="list-style-type: none">• Concept & definition• Importance of eco-tourism• Future prospects• Eco- tourism activities like:<ul style="list-style-type: none">○ Eco-culture○ Health tourism○ Heritage tourism○ Adventure tourism○ Farm tourism○ Water sports tourism	
2.0 BASIC PROPERTIES OF ECOLOGY	8
<ul style="list-style-type: none">▪ Definition of ecology▪ Environment eco-system▪ Cultural ecosystem▪ Sustainability & Sustainable development<ul style="list-style-type: none">○ Concept & definition▪ Role of sustainable development in tourism	
3.0 RELATIONSHIP OF ECOLOGY TO TOURISM	5

	<ul style="list-style-type: none"> ▪ Tourism activities and their linkages to ecology ▪ Environment- Biosphere, Pollution 	
4.0	GLOBAL CONCERN	6
	<ul style="list-style-type: none"> ▪ Factors- <ul style="list-style-type: none"> - Rise in temperature - Melting of snow caps - Rise in sea level - Monsoon and its changes - The impact of global concern on tourism - Prevention of hazards 	
5.0	ENVIRONMENTAL IMPACT ASSESSMENT (EIM)	5
	<ul style="list-style-type: none"> ▪ The need ▪ Steps of EIA ▪ Usage in conserving Ecology & Environment 	
6.0	CONSERVATION OF ECOLOGY	5
	<ul style="list-style-type: none"> ▪ Definition ▪ Codes & Conduct of conservation in accordance with the culture & tradition of the habitat 	
7.0	ECOLOGICAL PLANNING	4
	<ul style="list-style-type: none"> ▪ UN initiatives on Ecology & Environment ▪ National Policy on Ecology 	
8.0	BUSINESS OF ECO-TOURISM	4
	<ul style="list-style-type: none"> ▪ Farms of recreation & related activity ▪ Developing new tourism activities without affecting existing ecology & environment 	

IMPLEMENTATION STRATEGIES

1. Core concept will be explained in lectures
2. Visits to places of eco-tourism should be organized
3. Internet surfing
4. Related project work should be given to student

SUGGESTED LIST OF DEMONSTRATIONS

1. Students should make a plan to develop an area into a eco-tourism site. It may include setting up of adventure sports, eco-friendly accommodation and other aspects without disturbing the eco-friendly nature of the area.
2. Take a case and study its impact on environment.

LIST OF REFERENCE BOOKS/JOURNALS/MANUALS/OTHERS

S. No.	Title	Author/Publisher
1.	Principles of ecology	P.S. Verma, V.K. Agarwal
2.	Tourism Development & Resource Conservation	J. Negi
3.	Eco-Tourism-The Potential & Pit tells	Boo E.

SEMINAR

L	T	P
0	0	6

Curri. Ref. No.: TTM508

Total Contact hrs.:

Lecture:0

Tutorial:0

Practical: 90

Credit : 3

Total marks: 100

Practical:

End Term Exam: 50

P.A: 50

RATIONALE

Students need to develop skill of presenting the fact and data related to technical matter through vocal presentation and hence the arrangement of seminar is necessary. This will enable the student to develop the skill of effective presentation of a technical topic in a gathering and also be able to interact with the audience during questionnaire session.

SUGGESTED IMPLEMENTATION STRATEGIES

- Individual has to speak for minimum fifteen minutes during examination and explain the related questions at time of oral examination to a panel of three members out of which one will be external.
- Soft copy of Presentation should be submitted for evaluation in due time.
- Concerned faculty member should do continuous assessment.

TOUR & PROJECT

L	T	P
0	0	8

Curri. Ref. No.: TTM509

Total Contact hrs.:

Lecture: 0

Tutorial: 0

Practical: 120

Credit : 4

Total marks: 150

Practical:

End Term Exam: 100

P.A: 50

RATIONALE

Students are required to carry out project work on a selected topic. Sample themes for the projects will be provided to the students by the concerned faculty. It is expected that the students under this course will try to integrate the knowledge and skills learnt in the previous courses. Such an experience provides an opportunity to the students to collect information from various sources for the topic selected and finally present the same after analysis in the prescribed format. Being a practical oriented course, there will be no theory exams however for guidance, consultation and finalization tutorial sessions can be utilized. The topic selected by the student shall be relevant to travel & tourism industry or may comprise of any subsidiary subject related to tourism.

INDUSTRIAL TRAINING

L T P
0 0 0

Curri. Ref. No.: TTM510

Total Contact hrs.:

Lecture: 0

Tutorial: 0

Practical: 0

Credit : 10

Total marks: 200

Practical:

End Term Exam: 100

P.A: 100

RATIONALE

The purpose of industrial training is to expose students to the latest practices, equipments and techniques used in the field and to provide opportunities for hands on experiences in their field. Such opportunities expose them to the intricacies of the world of work. The basic purpose of this course is to provide an opportunity to student during their course of study for such experiences. This would not only improve their technical competency but at also develop non technical skills such as planning, scheduling, problem solving, team work, decision making, time management etc. The nature of training may vary with the discipline and the area selected. Some of the widely used forms of industrial training in the country are: Designing a component/part/machine for a specific purpose, Engineering Analysis, Innovative Product Development, Feasibility Study and Generating solution/s for real life problems.

On the basis of the electives and the courses/subjects completed student can undergo training of six week duration in any of the following areas in consultation with faculty. For example in Travel Tourism the areas could be

- Travel agency operation and management
- Adventure Tourism
- Domestic and International Ticketing
- Event Management
- Incentive Tourism

The students may also be given special projects with in the institute in case it is not feasible to place them in various industries/agencies. The special projects could be

- Organize adventure sports
- Preparing a feasibility report to start a travel agency
- Prepare a report to enhance tourism in the state through incentives
- Plan a tour for students during summer outside the state and prepare a comprehensive report.

The Industrial Training has basically the following three components: -

1. Orientation Programme
2. Training in the Industry
3. Report Writing and
4. Evaluation

Note:

Orientation programme: During the orientation programme complete guidelines will be provided to the students regarding planning, implementation and evaluation of industrial training.

Training in industry: During the training student will have to maintain a daily diary to record his observations and experiences in various department/section and on the basis of daily diary student will prepare and submit the Industrial Training Report. Competent faculty / staff member shall follow-up the students' progress regularly. The student should be encouraged to seek & collect relevant forms; brochures; & other print material from the various organization related to training/project.

Report writing: Daily diary will form the basis for report writing. The formats for the report preparation will vary depending upon the type of training/project and will be generated by the teacher guide.

Evaluation : For the industrial training as per teaching and assessment scheme equal weightage is given for end of term and progressive assessment.

For the end of term evaluation each student has to prepare and present a seminar paper related to experience gained during the industrial training. Each student will be evaluated on the basis of training report, seminar presentation and viva voce.

For progressive assessment proper recording of events in daily diary and generation of weekly reports will form the basis.

ELECTIVE COURSES

AIR FARE & TICKETING

L T P
3 1 2

Curri. Ref. No.:TTM 601

Total Contact hrs.: 45

Total marks: 150

Theory: 100

Theory: 45

End Term Exam: 75

Tutorial:15

P.A.: 25

Practical: 30

Practical: 50

Prerequisite:

End Term Exam: 25

Credit: 5

P.A.: 25

RATIONALE

This course is the key area in the tourism industry and introduces the students to the basic fare construction principles and general ticketing rules. They will also understand and apply various concepts to calculate one way, round trip, circle trip and special fares. They will appreciate how internal agreements between airlines give passengers the best routing. The major focus will be on airfares and ticketing as it is the most popular, economical and fastest means of transport. Students will also study cruise line costs & booking and their liaison with airlines.

DETAILED COURSE CONTENT

THEORY:

UNIT TOPIC / SUB-TOPIC	Hrs.
1 WORLD MAP	4
▪ IATA area wise division (revision)	
▪ Countries in each area	
▪ International city codes	
▪ Names of international airports	
▪ Airport codes	
2 MANUALS, TARIFF GUIDES AND DIRECTORIES	4
▪ Introduction to air tariff book	
▪ Introduction to worldside timetables	
▪ Introduction to Cruise and Ship line guides	
3 TRANSACTION CODES	6
▪ International sales Indicator (ISI) (Definition of SITI, SITO, SOTI, SOTO)	
▪ Global indicators (GI)	
4 PLAYERS INVOLVED IN TICKETING (INTERNATIONAL)	6
▪ Agents (GSA, PSA, DSA & Subagents) (General agent & Passenger sales)	
▪ Commission system for each agents	

5	FARE FORMULAS	8
	<ul style="list-style-type: none"> ▪ Published fares ▪ Mileage system ▪ Stopover and transfer points ▪ Add on fares ▪ Higher intermediate fare rule ▪ Limitation of indirect travel rule ▪ Types of journeys <ul style="list-style-type: none"> - Round trip journeys - Circle trip journeys - One way back halt rule ▪ Special fares ▪ Mixed class journeys 	
6	DOCUMENTS TO BE WRITTEN	6
	<ul style="list-style-type: none"> ▪ Ticket writing ▪ Miscellaneous Charges order (MCO) ▪ Prepaid Ticket Advice (PTA) ▪ Principles of issuing re-routing, re-issuing and stickering ▪ Ticket sales taxes and charges 	
7	CRUISE LINERS & RAILWAYS	6
	<ul style="list-style-type: none"> ▪ Cruise costs ▪ Cruise bookings ▪ Cruise line policies pertaining to airfares and discount rates ▪ Popular cruise destinations and itineraries ▪ Railway zones in India ▪ On line ticket booking system of Indian railways IRCTC 	
8	BAGGAGE ALLOWANCE	4
	<ul style="list-style-type: none"> ▪ Free baggage allowance ▪ Excess baggage ▪ Baggage shipped as cargo ▪ Excess value charges 	
9	TIME CALCULATION	1

IMPLEMENTATION STRATEGIES

1. Visit to Travel agencies, Airlines and GSA (General Sales Agent) of particular airlines
2. Computerized Reservation Systems (CRS)

LEARNING RESOURCES SUGGESTED TO BE USED

1. World Map/Globe
2. Air tariff books
3. OAG guides
4. Cruise Directory
5. OHP transparencies

LIST OF REFERENCE BOOKS/JOURNALS/MANUALS/OTHERS

S. No.	Title	Author / Publisher
1	World Airways Guide (The complete guide to Air Travel) Blue book (A-M), Red Book (N-Z)	OAG Worldwide
2	Air tariff books (AT)	Each Airline has its own AT book
3	OAG Worldwide cruise & ship line guide	OAG Worldwide
4	OHRG Cruise Directory	
5	Official Steamship guide international	

INFORMATION AND COMMUNICATION TECHNOLOGY IN TOURISM

L T P
3 1 2

Curri. Ref. No.: TTM 602

Total Contact hrs.: 45

Total marks: 150

Theory: 100

Theory: 45

End Term Exam: 75

Tutorial: 15

P.A.: 25

Practical: 30

Practical: 50

Prerequisite:

End Term Exam: 25

Credit: 5

P.A.: 25

RATIONALE

At present in our country as also elsewhere in the world travel & tourism as an Industry is gaining huge momentum for growth unlike ever before. This scope of travel & tourism for entrepreneurship development and generation of gainful employment has increase tremendously. The scope has further increased with the advent of information super highway i.e., internet. The students of the important field therefore, should learn the basis of internet in particular and Information Communication Technology (ICT) in general. So that on becoming professional qualified graduates they can serve the intended clientele from far and wide, with more facility.

DETAILED COURSE CONTENT

THEORY:

UNIT	TOPIC / SUB-TOPIC	Hrs.
1.	INTRODUCTION TO INFORMATION TECHNOLOGY <ul style="list-style-type: none">• Definition and concept• Role of Information technology in Tourism• Growth of Information technology in Tourism	5
2.	COMMUNICATION <ul style="list-style-type: none">• Definition and concept• Types of communication• Characteristics of Communication• Communication model• Need and importance of Communication• Communication and tourism	10
3.	COMMUNICATION TOOLS <ul style="list-style-type: none">• Communication tools- Definition and concept	10

- Various communication devices and its importance
 - Components of computers
 - Role of Computers in tourism
 - Hardware—Monitor-CPU-Input devices
 - Software
 - Computer virus
 - Role of Operating System
4. COMPUTER COMMUNICATION INTERFACE 10
- Introductory concepts of Networking
 - Transmission of Media -- Wired and wireless
 - Use of modem
 - Concepts of LAN, WAN, Internet, Intranet, and E-mail.
5. INTERNET AND TOURISM 10
- Website of popular organizations offering online ticketing & Tour Packages: Make My Trip, Via.com
 - Online ticketing system of Indian Railways—Role of IRCTC
 - Bus booking: Online sites and its booking procedures.
 - Airlines and Ticketing system software—Need and importance
 - Amadeus and Galileo
 - Hotel Reservations and computers
 - Role of Plastic money in the reservation system like Credit cards, debit cards and cash cards etc.

PRACTICALS:

Students will be asked to prepare presentations, report, assignments based on application of ICT in tourism.

Teaching tools: Software packages for Galileo and Amadeus

INTERNATIONAL TOURISM

L T P
3 1 2

Curri. Ref. No.: TTM 603

Total Contact hrs.: 45

Total marks: 150

Theory: 100

Theory: 45

End Term Exam: 75

Tutorial: 15

P.A.: 25

Practical: 30

Practical: 50

Prerequisite:

End Term Exam: 25

Credit: 5

P.A.: 25

RATIONALE

The main thrust in this course is to make the students aware about rules and protocols prevalent for International travel. The students will also learn about the basics of the different trends in international tourism, political factors and the various international conventions pertaining to international tourist movement.

DETAILED COURSE CONTENT

THEORY:

UNIT TOPIC / SUB-TOPIC	Hrs.
1 CONCEPTS AND PRINCIPLES	5
• Definition of International Tourism: • Importance of international tourism • Nature and scope of Domestic and International Tourism. • Types of International and Domestic Tourism • Role of Government in promotion of Domestic and International tourism in India.	
2 TRENDS IN INTERNATIONAL TOURISM	8
• Economic determinants of international tourism. • Factors affecting Global & regional tourist movements, • Contemporary trends in international tourist movements, • Characteristics of Inbound tourism and patterns of India's major international market. • Long -term tourism growth trends, • Tourism growth in major regions.	
3 POLITICS IN TOURISM	8
• Political aspects of the international travel. • Barriers to travel, • Political Risk and Crisis management.	

	<ul style="list-style-type: none"> • Tourist typology • Role of Tourism in International Relations 	
4	INDIA'S OUTBOUND TOURISM	6
	<ul style="list-style-type: none"> • Patterns and characteristics of India's outbound tourism. • Outbound tourism destinations for Indian outbound tourists • Major tourism generating states in India • Reasons for development 	
5	INTERNATIONAL CONVENTIONS	4
	<ul style="list-style-type: none"> • Warsaw 1924, Chicago 1944, Brussels 1961, 1966 & 1970, Athens 1974, Helsinki 1976. 	
6	INTERNATIONAL ORGANIZATIONS	8
	<ul style="list-style-type: none"> • International organizations : Need and concept: • UNWTO, • WTTC, • IATA . • National tourism organizations viz DOT, TAAI, • Global competition & the future. • Developmental issues, • Tourism & the environment 	
7	OUTBOUND AND INBOUND TOURISM TRENDS	6
	<ul style="list-style-type: none"> • Introduction to Demand for Tourism Patterns: • Measuring the Tourism Demand. • Tourism Statistics: Types of Tourist Statistics and their sources and limitations, • Domestic Tourism sources, methods and dimensions. • International Tourism: sources, methods, dimension. • Emerging trends, cause of variation of tourism trends. • Some important outbound and inbound Tourism packages & Destinations 	

PRACTICALS:

Students will be asked to prepare presentations, report, assignments, case studies related to recent issues on International Tourism

SUGGESTED BOOKS:

1. International Tourism: Bhatia; A. K; Sterling publications
2. Tourism System : Mill R.C. & Morrison

WILDLIFE TOURISM IN INDIA

L T P
3 1 2

Curri. Ref. No.: TTM 604

Total Contact hrs.: 45

Total marks: 150

Theory: 100

Theory: 45

End Term Exam: 75

Tutorial: 15

P.A.: 25

Practical: 30

Practical: 50

Prerequisite:

End Term Exam: 25

Credit: 5

P.A.: 25

RATIONALE

The subject will provide an elaborate knowledge about the wildlife of India and the possible potential perspectives of wildlife tourism in India. This subject will also provide necessary information about the preservation and conservation of wildlife in India.

DETAILED COURSE CONTENT

THEORY:

UNIT TOPIC / SUB-TOPIC		Hrs.
1.	SPECIAL INTEREST TOURISM <ul style="list-style-type: none">• Concept• Definition• Importance• Types and varieties• Growth of SIT	8
2.	BIOGRAPHIC ZONES OF INDIA <ul style="list-style-type: none">• The biographic zones<ul style="list-style-type: none">○ Trans Himalaya○ Himalaya○ Indian Desert○ Semi- Arid○ Western Ghats○ Deccan○ Gangetic Plains○ North – East India○ The Coast	10
3	WILD LIFE IN INDIA <ul style="list-style-type: none">• The value of Wildlife• Impact of Tourism on Wildlife• Concept of Endangered species• Preservation and conservation issues	8
4	CONSERVATION OF WILD LIFE IN INDIA	10
		120

- Conservation- Meaning & concept
- Preservation- meaning & concept
- Differences between conservation and preservation
- National parks and Wildlife sanctuaries of India
- Different wildlife sanctuaries and national Parks
- Sources of income
- Various conservation projects of the Government

5

WILDLIFE TOURISM

8

- Concept and definition
- Importance in tourism
- Tools for wildlife tourism
- Jungle safari
- Elephant/Jeep/Camal safari
- Major key areas in wildlife tourism
- Ecotourism in the forest

PRACTICALS:

Students will be asked to prepare presentations, report, assignments, case studies related to recent issues on wildlife tourism.

REFERENCE BOOKS:

1. A Treatise on Wildlife Conservation in India / Das, Chhanda - 2007
2. Sunderbans : The Mystic Mangrove / Biswajit Roy Chowdhury & Pradeep Vyas – 2007
3. Wild Wonders of India / Biswajit Roy Chowdhury – 2008
4. Wildlife Facts / Malhotra, Ashok Kumar – 2005
5. India Wild & Wonderful / Oberai, C.P. - 2001_
6. Conserving Wildlife / Jacobson, S.K. – 2002

TOUR PACKAGE OPERATIONS

L T P
3 1 2

Curri. Ref. No.: TTM 605

Total Contact hrs.: 45

Total marks: 150

Theory: 100

Theory: 45

End Term Exam: 75

Tutorial: 15

P.A.: 25

Practical: 30

Practical: 50

Prerequisite:

End Term Exam: 25

Credit: 5

P.A.: 25

RATIONALE

The course is so designed that the student will be able to prepare and package tours for the tourists. It concentrates on the basics of tour package designing and preparing package tours for different types of tourists with various special interests. The major area is itinerary preparation and management of a tour operator's office. It also deals with the tour operation documents which covers the documentation part.

DETAILED COURSE CONTENT

THEORY:

UNIT TOPIC / SUB-TOPIC

Hrs.

DETAILED COURSE CONTENT- TOUR PACKAGES OPERATIONS

1	TOUR PACKAGE DESIGNING	6
	<ul style="list-style-type: none">• Definition of tour package ,• types & forms of Package Tours,• Planning for a tour package,• Components of a tour package.• Product oriented package tours	
2	SPECIAL INTEREST TOURS	4
	<ul style="list-style-type: none">• Concept of FIT• Tailor made tour packages• Advantages & limitations of tailor-made tour packages.	
3	TOUR PACKAGE DESIGNING	6
	<ul style="list-style-type: none">• Factors in tour package designing• Steps in Tour package designing – Destination Survey, properly survey, seasonal consideration,• confidential tariff arrangements,• payment procedures,• Ground handling etc.	

- Hotel & airline Vouchers,
- Pax docket,
- daily sales record,
- AGT statements,
- Communication for Reservation & Cancellation.
- Closing the sales :
- Client complaint handling,
- Concept selling Indicators,
- hurdles & solution of closing a sales

PRACTICALS:

Students will be asked to prepare presentations, report, assignments, case studies related to tour package operation.

LIST OF REFERENCE BOOKS/JOURNALS/MANUALS/OTHERS

S. No.	Title	Author/Publisher
1.	An Introduction to Travel and Tourism	Foster Dennis L/McGraw Hill
2.	Travel Agency and Tour operation, Concepts & principles	Jag Mohon Negi/Kanishka
3	Tourism Management and Marketing	A.K. Bhatia/Sterling Publishers Pvt. Ltd.
4	Tour Brochures	Department of Tourism, GOI

TRAVEL AGENCY MANAGEMENT

L T P
3 1 2

Curri. Ref. No.: TTM 606

Total Contact hrs.: 45

Total marks: 150

Theory: 100

Theory: 45

End Term Exam: 75

Tutorial: 15

P.A.: 25

Practical: 30

Practical: 50

Prerequisite:

End Term Exam: 25

Credit: 3

P.A.: 25

RATIONALE

This paper deals with the various issues related with the management and operations of a travel agency in India. The major thrust is in the area of Operations of a Travel Agency, recognitions and licences. The paper throws light in the area of different functions of a travel agency. The paper also concentrates on the marketing issues pertaining to travel agency. The case studies of ITDC, TAAI and other similar organizations of the kind will enhance the knowledge of the students pursuing the course.

DETAILED COURSE CONTENT

THEORY:

UNIT TOPIC / SUB-TOPIC	Hrs.
1.0 THE TRAVEL AGENT AND TOUR OPERATORS	8
<ul style="list-style-type: none">• Origin of Travel Agency, Development of Travel agency Business.• Present status of Travel Agency• Role and functions of Travel agents & tour operators• Services offered• Classification of Travel Agents & Tour operators	
2.0 TRAVEL AGENCY OPERATIONS MANAGEMENT	8
<ul style="list-style-type: none">• Setting up of a travel agency – infrastructure & financial requirements• Approval of Travel agency – rules – IATA, Dept. of Tourism , Govt. of India• Recognition & licenses• Ticketing• Travel vouchers-Hotels & transports• Sources of funding, related documentations, sources of earnings: commissions, service charges.• Major constraints in T.A Operations	
3.0 FUNCTIONS OF TRAVEL AGENTS	6
<ul style="list-style-type: none">• Liaisoning with principles• Itinerary planning,• Reservations,• Hotel booking,• Car rental services and others	

- Handling business/corporate clients including conference and conventions.

4.0 TRAVEL AGENCY MARKETING 8

- Need for marketing for travel agency
- Marketing of Tour packages
- Marketing mix
- Market segmentation
- Product development

5.0 TRAVEL FORMALITIES 8

- Passport
- Visa
- Health regulations
- Currency
- Travel Insurance
- baggage and airport information.

6.0 PUBLIC AND PRIVATE SECTOR IN TRAVEL AGENCY BUSINESS 6

- Organizational Structure and various Departments of a Travel Agency.
- Case study of ITDC.
- National Trade Associations: IATO and TAAI.

PRACTICALS:

Students will be asked to prepare presentations, report, assignments, case studies related to travels agency management.

LIST OF REFERENCE BOOKS/JOURNALS/MANUALS/OTHERS

S. No.	Title	Author/Publisher
1.	An Introduction to Travel and Tourism	Foster Dennis L/McGraw Hill
2.	Travel Agency and Tour operation, Concepts & principles	Jag Mohon Negi/Kanishka
3	Tourism Management and Marketing	A.K. Bhatia/Sterling Publishers Pvt. Ltd.
4	Tour Brochures	Different STA offices

