

Bachelor in Arts(Vocational)

Tourism and Travel Management (T.T.M.)

Under

Choice based credit system

(CBCS/LOCF)

w.e.f.

session: 2020-2023

Program Outcomes for the Faculty of Commerce and Management

On successful completion of a program under Faculty of Commerce and Management, students will be able to develop:

- PO1. Soft skills and Working Skills: To comprehend, communicate and execute effectively and efficiently in all of their dealings.
- PO2. Leadership: To develop abilities to both lead and respect the views, positions and beliefs of others and to plan and manage effectively
- PO3. Innovativeness and Entrepreneurship: To explore issues and problems that needs solutions with entrepreneurial orientation
- PO4. Ethics and Values: To recognize, appreciate and follow ethical standards in all walks of life
- PO5. Adaptability and Sociability: Ready to understand and adapt the changing environment.
- PO6. Research and Analytical abilities: To Explore, analyses and provide solutions on emerging issues concerning various fields including public policy.
- PO7. Practical exposure and Employability: Exposure to actual working environment leading to employability
- PO8. Environmental Consciousness: In every action, dealing, service and manifestation

Programme Specific Objectives (PSO)
of
B.A.(Vocational) T.T.M.

- To prepare students with professional and academic inputs to adapt the changing requirements of tourism industry.
- To demonstrate knowledge and skills required to work in different departments of tourism industry.
- Apply the concepts and skills necessary for different job functions and ethics.
- To demonstrate knowledge about the cultural respect of host culture viz. values, traditions and practices as important aspect for the foundation of tourism at any destination.
- Use knowledge of best practices to further sustainability (economic, social and environmental) in Tourism sector.

Bachelor In Arts (Vocational)
Tourism and Travel Management(T.T.M.)
Scheme
w.e.f.
Session 2020-2023

Proposed syllabus Structure of B.A. Vocational T.T.M. under Choice based credit system (CBCS)

Semester	CORE COURSE (CC) @6 CREDITS	Ability Enhancement Compulsory Courses (AECC) @2 CREDITS	Skill Enhancement Courses (SEC) @2 CREDITS	Discipline Specific Elective (DSE) @6 CREDITS	Generic elective (GE) @6credits
1 st	CC-1A (English)	AECC-1 (Functional English/ functional MIL)Environmental Studies			
	CC-2A (Hindi)				
	CC-3A(discipline)				
	CC-4A(Discipline)				
2 nd	CC-1B (English)	AECC-2 (Functional English/ functional MIL)Environmental Studies			
	CC-2B (Hindi)				
	CC-3B(discipline)				
	CC-4B(discipline)				
3 rd	CC-1C (English)		SEC-1 Computer science Level - 1 personality development/ mooc**		
	CC-2C (Hindi)				
	CC-3C(discipline)				
	CC-4C(discipline)				

4 th	CC-1D (English)		SEC-1 Computer science Level - 1 personality development/ mooc**		
	CC-2D (hindi)				
	CC- 3D(discipline)				
	CC- 4D(discipline)				
5 th			SEC- discipline -3	DSE—1 DSE--2	GE-1
6 th			SEC- discipline -4	DSE--3 DSE--4	GE-2

AECC will be offered according to the time table adjustments in the institute

*MOOC course from swayam Portal

**SEC can be offered in 3rd /4th/5th semester according to the time table adjustments in the institute

*** options in Generic courses will be offered depending upon the availability of faculty/infrastructure in the institute .

GE courses can be **History/Geography/Psychology /economics** offered by the institute/college depending upon the availability of faculty/Infrastructure in the institute .

General instructions

1. One credit equivalent to 1 hour of teaching/2 hours of practical work
2. One credit equivalent to 25 marks
3. Teaching workload will be calculated on the basis of teaching contact hours of the course

B.A.(voc) T.T.M.
(Detail Syllabus)

w.e.f

Session: 2020-2023

Semester	Course	Paper	Nomenclature of the paper	Credits			Internal Marks	External Marks
					Theory/teaching hours	Tutorial/practicals		
1st								
	AECC-1		Functional English/Environmental Studies	2	2		10	40
	CC-1A		English	6	5	1	30	120
	CC-2A		Hindi	6	5	1	30	120
	CC-3A	I	Introduction to tourism business	6	5	1	30	120
	CC-4A	II	Transport and Tourism	6	5	1	30	120
			Total	26				
2nd								
	AECC-2		Functional English/Environmental Studies	2	2		10	40
	CC-1B		English	6	5	1	30	120
	CC-2B		Hindi	6	5	1	30	120
	CC-3B	III	Tourism product of India (natural)	6	5	1	30	120
	CC-4B	IV	Tourism product of India (cultural)	6	5	1	30	120
			Total	26				
3rd								
	SEC-1		SEC-1 Computer science Level - 1 personality development/moc**	2	2		10	40
	CC-1C		English	6	5	1	30	120
	CC-2C		Hindi	6	5	1	30	120

	CC-3C	V	Major Destinations Of India	6	5	1	30	120
	CC-4C	VI	An Introduction to Travel Agency & Tour Operation Business in India	6	5	1	30	120
			Total	26				
4th								
	SEC-2		SEC-1 Computer science Level- 1 personality development/ mooc**	2	2		10	40
	CC-1D		English	6	5	1	30	120
	CC-2D		Hindi	6	5	1	30	120
	CC-3D	VII	Hotel business	6	5	1	30	120
	CC-4D	VIII	Haryana tourism	6	5	1	30	120
			Total	26				
5th								
	SEC-3		Writing of Tourism field trip report viva/voce	2	2		10	40 (Viva-Voce)
	GE1			6	5	1	30	120
DSE-1		IX	International Tourism – Asia & Australia	6	5	1	30	120
			OR					
		X	Adventure Tourism- water and land based	6	5	1	30	120
DSE-2		XI	Tourism Marketing	6	5	1	30	120
			OR					
		XII	Sustainable Tourism	6	5	1	30	120
			Total	20				

6 th								
	SEC-4		(Writing of Industrial Report) On –the-job training Report & Viva-Voce	2	2		10	40
	GE2			6	5	1	30	120
DSE-3	XIII	International Tourism Destinations – Europe & North America	6	5	1	30	120	
		OR						
	XIV	Adventure Tourism – Air based	6	5	1	30	120	
DSE-4	XV	Salesmanship in Tourism	6	5	1	30	120	
		OR						
	XVI	Impacts of Tourism	6	5	1	30	120	
		Total	20					

CC- Core, T-Theory, P- Practical, Tu. – Tutorial, C-Credits, AECC - Ability Enhancement Compulsory Course, DSE – Discipline Specific Elective

**CC-3A Paper I B.A.(Vocational) TOURISM AND TRAVEL MANAGEMENT
INTRODUCTION TO TOURISM BUSINESS**

**Credits – 5+1
External Marks - 120
Internal Marks - 30
Total marks – 150**

COURSE OBJECTIVES: Co 1 : Familiarizing with basic concept and terminology used in Tourism Co 2 : Knowledge of various Types of Tourism and Factors of Development of Tourism Co 3 : Ability to identify different Components of Tourism Co 4 : Knowledge of various Tourism Services and Tourism Chain		
UNIT- I	Basic Concept and Terminology used in Tourism: <ul style="list-style-type: none"> • Meaning and Nature of Tourism • Concept and terminology in Tourism Tourism; Tourist; Tourism Market; Tourism Resources; Tourism Product; Destination; Recreation; Pleasure and relaxation 	CO 1
UNIT- II	Types of Tourism and Factors of Development of Tourism: <ul style="list-style-type: none"> • Types and Characteristics of Tourism • Motivations in Tourism - Push and Pull factors 	CO 2
UNIT-III	Components of Tourism: <ul style="list-style-type: none"> • Transportation: Types and their significance for tourism • Accommodation: Types and their significance for tourism • Travel Agencies & Tour Operators: Types and their significance for tourism 	CO 3
UNIT- IV	Tourism Services and Tourism Chain: <ul style="list-style-type: none"> • Tangible and intangible services in tourism sector • Tangible and Intangible services in Hotel sector • Tourism Chain: Vertical and Horizontal Integration 	CO4

REFERENCE :

- Christopher J. Holloway- The Business of Tourism Macdonald and Evans.
- A.K. Bhatia- Tourism Development Principles and Practices Sterling Publishers, New Delhi.
- Anand M.M.- Tourism and Hotel Industry in India: Sterling Publishers, New Delhi.
- Kaul R.H. Dynamics of Tourism: A Terilogy, Sterling Publishers, New Delhi.
- Malra R.-Fundamentals of Tourism, Amiga Press, Delhi

MAPPING OF COURSE OBJECTIVE AND PROGRAM OBJECTIVE

Mapping: CO-PO								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8
Co 1	3	1	2	1	1	1	2	1
Co 2	3	2	2	1	2	3	1	3
Co 3	3	2	2	2	1	1	3	1
Co 4	3	1	2	1	2	2	3	2
	3	1.50	2	1.25	1.50	1.75	3	1.75

MAPPING OF COURSE OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE

Mapping: CO-PSO					
	PSO1	PSO2	PSO3	PSO 4	PSO 5
Co 1	3	3	3	2	2
Co 2	3	3	3	2	2
Co 3	3	3	3	2	2
Co 4	3	3	3	2	2
	3	3	3	2	2

MAPPING OF COURSE OBJECTIVE, PROGRAM OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE

Mapping: CO-PO-PSO													
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
Co 1	3	1	2	1	1	1	2	1	3	3	3	2	2
Co 2	3	2	2	1	2	3	1	3	3	3	3	2	2
Co 3	3	2	2	2	1	1	3	1	3	3	3	2	2
Co 4	3	1	2	1	2	2	3	2	3	3	3	2	2
	3	1.50	2	1.25	1.50	1.75	3	1.75	3	3	3	2	2

**CC-4A Paper II B.A.(Vocational) TOURISM AND TRAVEL MANAGEMENT
TRANSPORT AND TOURISM**

**Credits – 5+1
External Marks - 120
Internal Marks - 30
Total marks – 150**

COURSE OBJECTIVES:

- CO 1: Introducing about the concept of Transportation sector.
 CO 2: Understanding about the air transport and water transport.
 CO 3 : Ability to identify relationship between surface transport and tourism
 CO 4 : Familiarizing with the relationship between railway and tourism

UNIT- I	<p>Introduction to Transportation Sector</p> <ul style="list-style-type: none"> • Transportation as important element of tourism industry. • History of different modes of transportation. • The physiographic & socio- economic factors affecting development of different modes of transportation with special reference to India. 	CO 1
UNIT- II	<p>Air Transport and Water Transport</p> <ul style="list-style-type: none"> • Airlines & Tourism, History of Airlines in India. IATA, DGCA: Organizational structures and functions. Air India and Private Airlines. Role of airlines in tourism promotion. • Water transport- Limitation & scope of water transport in India. Cruise ships. The role of water transport in tourism. 	CO 2
UNIT-III	<p>Surface transport & Tourism</p> <ul style="list-style-type: none"> • Importance of surface transportation. • Coaches, Car rental system in India. • Roads system in India: National and State Highways 	CO 3
UNIT- IV	<p>Railway & Tourism</p> <ul style="list-style-type: none"> • History & present status of Indian railway • Special trains for tourists: Different packages & facilities given by Railway. • Problems of Indian Railway. • Role of Railway in tourism. 	CO4

REFERENCE :

- Aggarwal Surinder: 'Travel Agency Management', Communication India, New Delhi
- Hannel Christine, Robert Harshman&Graham Draper- 'Travel & Tourism: A world Regional geography, John Wiley & Sons, New York
- Hurst, Elist, 'Transporation Geography' McGraw Hill, New York
- Mohinder Chand, Travel Agency Management – An Introductory Text. Anmol Publications, New Delhi. 2006
- OAG, Airlines time table
- OAG, Cruise lines time table
- Indian Railway Time table

MAPPING OF COURSE OBJECTIVE AND PROGRAM OBJECTIVE

Mapping: CO-PO								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8
Co 1	2	2	2	2	1	2	2	3
Co 2	2	2	2	2	1	2	2	3
Co 3	2	2	2	2	1	2	2	3
Co 4	2	2	2	2	1	2	2	3
	2	2	2	2	1	2	2	3

MAPPING OF COURSE OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE

Mapping: CO-PSO					
	PSO1	PSO2	PSO3	PSO 4	PSO 5
Co 1	3	3	3	1	2
Co 2	3	3	3	1	2
Co 3	3	3	3	1	2
Co 4	3	3	3	1	2
	3	3	3	1	2

MAPPING OF COURSE OBJECTIVE, PROGRAM OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE

Mapping: CO-PO-PSO													
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
Co 1	1	2	1	2	1	3	2	3	3	2	2	1	2
Co 2	1	2	1	2	1	3	2	3	3	2	2	1	2
Co 3	1	2	1	2	1	3	2	3	3	2	2	1	2
Co 4	1	2	1	2	1	3	2	3	3	2	2	1	2
	1	2	1	2	1	3	2	3	3	2	2	1	2

**CC-3B Paper III B.A.(Vocational) TOURISM AND TRAVEL MANAGEMENT
TOURISM PRODUCT OF INDIA (NATURAL)**

**Credits – 5+1
External Marks - 120
Internal Marks - 30
Total marks – 150**

COURSE OBJECTIVES:

CO 1: Introducing about physiography of India with special reference to mountain tourism.

CO 2 : Knowledge of the central plains and its prospects for tourism development

CO 3 : Familiarizing with the peninsula and its tourism significance

CO 4 : Knowledge about the coastal plains and islands and its tourism importance:

UNIT- I	<p>General Introduction about Physiography of India with special reference to Mountain Tourism</p> <ul style="list-style-type: none"> • India: General Introduction of physiographic units. • The Northern Mountains: General introduction of the Himalayas & other ranges, their importance for religious, hill station & adventure tourism. • A case study of Sri Nagar, Shimla, Nainital, Darjeeling & Gangtok. 	CO 1
UNIT- II	<p>The Central Plains and its prospects for Tourism Development</p> <ul style="list-style-type: none"> • The Central Plains: General introduction of deserts & central plains, their importance for cultural, religious & adventure tourism. • A case study of Amritsar, Jaipur, Delhi, Lucknow, Kolkata. 	CO 2
UNIT-III	<p>The Peninsula and its Tourism Significance</p> <ul style="list-style-type: none"> • The Peninsula: General features of Indian peninsula with their tourism significance. • A case study of Bhopal, Khajuraho, Hyderabad, Bangalore, Ooty. 	CO 3
UNIT- IV	<p>The Coastal Plains and Islands and its Tourism Importance:</p> <ul style="list-style-type: none"> • The coastal plains and islands: General features of coastal regions, their importance for religious, cultural & beach tourism. • A case study of Mumbai, Goa, Cochin, Chennai, Andaman & Nicobar. 	CO4

REFERENCE :

- Ahmad, Aizaz: General Geography of India, NCERT, New Delhi
- Goh Cheong Long: An Economics Atlas of India, Oxford University.
- National Atlas of India, Govt. of India Publication, Calcutta 1997.
- Atlas of World Oxford Press, New Delhi.
- Singh, R.L.(ed) India: A Regional Geography National Geographical Society of India, Varanasi, 1989.
- Manorama Year Book 2009
- India Year Book 2009, Publication Division. Govt. of India, New Delhi
- Tourism Planner
- Tour Brochures etc.
- Lonely Planet – India
- Kumar, Ravi Bhushan: Coastal Tourism & Environment, AOH Publishing Corporation, New Delhi
- Pilgrimage in India, R.N.Pillai
- Kohli, M.S.: Mountaineering in India, Vikas Publishing House, and New Delhi.

MAPPING OF COURSE OBJECTIVE AND PROGRAM OBJECTIVE

Mapping: CO-PO								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8
Co 1	2	2	2	1	3	3	2	3
Co 2	2	2	2	1	3	3	2	3
Co 3	2	2	2	1	3	3	2	3
Co 4	2	2	2	1	3	3	2	3
	2	2	2	1	3	3	2	3

MAPPING OF COURSE OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE

Mapping: CO-PSO					
	PSO1	PSO2	PSO3	PSO 4	PSO 5
Co 1	3	2	2	3	2
Co 2	3	2	2	3	2
Co 3	3	2	2	3	2
Co 4	3	2	2	3	2
	3	2	2	3	2

MAPPING OF COURSE OBJECTIVE, PROGRAM OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE

Mapping: CO-PO-PSO													
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
Co 1	2	2	2	1	3	3	2	3	3	2	2	3	2
Co 2	2	2	2	1	3	3	2	3	3	2	2	3	2
Co 3	2	2	2	1	3	3	2	3	3	2	2	3	2
Co 4	2	2	2	1	3	3	2	3	3	2	2	3	2
	2	2	2	1	3	3	2	3	3	2	2	3	2

**CC-4B Paper IV B.A.(Vocational) TOURISM AND TRAVEL MANAGEMENT
TOURISM PRODUCT OF INDIA (CULTURAL)**

**Credits – 5+1
External Marks - 120
Internal Marks - 30
Total marks – 150**

COURSE OBJECTIVES:		
CO 1: Introducing about concept of culture and its significance for tourism.		
CO 2 : Knowledge of the Indian Architecture (Buddhist architecture and Hindu architecture) and its tourism significance.		
CO 3 : Familiarizing with the Indian Architecture (Medieval architecture and Modern architecture) and its tourism importance.		
CO 4 : Knowledge about the classical dances and music of india. major fairs and festivals of india and their significance for tourism		
UNIT- I	Introduction to Culture <ul style="list-style-type: none"> ● Culture: Concept and its essential Features ● Indian Culture: Fundamentals of Indian Culture; Indian culture through the ages ● Culture and tourism relationship with special reference to India 	CO 1
UNIT- II	Indian Architecture – I <ul style="list-style-type: none"> ●Buddhist Architecture: Ajanta, Ellora and Sanchi ●Hindu Architecture: Khajuraho temples, Sun temple of Konark, Shore temple of Mamallapuram and Brihadisvara temple at Thanjavur 	CO 2
UNIT-III	Indian Architecture – II <ul style="list-style-type: none"> ● Medieval Architecture: TajMahal, Red Fort of Delhi, FatehpurSikri and QutubMinar ● Modern Architecture: Gate Way of India, parliament house,New Delhi. Bahai’s Lotus temple in Delhi 	CO 3
UNIT- IV	Classical Dances and Music of India. Major Fairs and festivals of India and their significance for tourism Holi, Dussehra, Diwali, Baisakhi, Pongal, Bihu, Desert festival – Jaisalmer, Surajkund Craft fair, International Trade Fair - New Delhi.	CO4

REFERENCE :

- Gupta, S.P.et.al 2002, Cultural Toursim in India, D.K. Printworld, New Delhi
- Upadhyaya, B.S. 1989, (reprint), Feeders of Indian Culture People,s Publishing House.
- Sharma, Chandradhar, 1991 (reprint), A Critical Survey of Indian Philosophy MotiLalBanarasi Das Publishers, Delhi
- Basham, A.L. 1985 (reprint) The Wonder That was India Rupa& Co., Delhi
- Sivaramamurti, C.2002 (reprint) Indian Painting, National Book Trust, Delhi
- Krishana Deva, 2002 (reprint) Temples of North India. National Book Trust, Delhi
- Pande, G.C. 1990 (2nd ed.) Foundations of Indian Culture, 2 vols. MotiLalBanarasi Das Publishers, Delhi
- Radhakrishnan, S. 1999 (Oxford India Paperbacks), Indian Philosophy, 2 vols. Oxford university press, New Delhi
- Hay,Stephen (Ed.) 1992, Sources of Indian Tradition, 2 vols, Penguin Books, Delhi
- Deshpande, Satish 2003, Contemporary India : A Sociological View, Penguin Books, Delhi
- Raju, P.T. 1985 Structural Depths of Indian Thought. South Asian Publishers, New Delhi
- Malik, S.C. Understanding Indian Civilization. Indian Institute of Advanced Study, Shimla
- Yogendra Singh, 1997. Social Stratification and Change in India. Manohar New Delhi. The observation made in the Human Development Report provides lose linkage regarding establishment of relationship between economic development and cultural growth.
- Banerji, S.C. 1993. Society in Ancient India, D.K. Printword (P) Ltd., New Delhi
- AbidHussain, S. 2003 (reprint) The National Cultural of India. National Book Trust, Delhi.
- Dube, Dina Nath, 1993, Bharat KeDurg, Publication Division, Ministry of Information & Broad Casting, Govt. of India, New Delhi
- Samson, Leela, 2002. The joy of Classical Dances of India, National Book Trust, India, New Delhi
- Thomas, P. 1990, Chruches in India, Publication Division, May IPB, GOI, New Delhi
- Desai, Ziyud- din, 1986, Indo-Islamic Architecture, Publication Division, GOI
- Aspects of Indian Music, 2006, Publication Division GOI, New Delhi.

MAPPING OF COURSE OBJECTIVE AND PROGRAM OBJECTIVE

Mapping: CO-PO								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8
Co 1	2	2	1	3	3	3	2	3
Co 2	2	2	1	3	3	3	2	3
Co 3	2	2	1	3	3	3	2	3
Co 4	2	2	1	3	3	3	2	3
	2	2	1	3	3	3	2	3

MAPPING OF COURSE OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE

Mapping: CO-PSO					
	PSO1	PSO2	PSO3	PSO 4	PSO 5
Co 1	3	3	2	3	3
Co 2	3	3	2	3	3
Co 3	3	3	2	3	3
Co 4	3	3	2	3	3
	3	3	2	3	3

MAPPING OF COURSE OBJECTIVE, PROGRAM OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE

Mapping: CO-PO-PSO													
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
Co 1	2	2	1	3	3	3	2	3	3	3	2	3	3
Co 2	2	2	1	3	3	3	2	3	3	3	2	3	3
Co 3	2	2	1	3	3	3	2	3	3	3	2	3	3
Co 4	2	2	1	3	3	3	2	3	3	3	2	3	3
	2	2	1	3	3	3	2	3	3	3	2	3	3

**CC-3C Paper V B.A.(Vocational) TOURISM AND TRAVEL MANAGEMENT
MAJOR DESTINATIONS OF INDIA**

**Credits 5+1
External Marks - 120
Internal Marks - 30
Total marks – 120**

COURSE OBJECTIVES:

CO 1: Familiarizing with the Religious and cultural destinations

CO 2 : Enabling to identify Historical and Architectural destinations

CO 3 :Knowledge about Coastal destinations and Islands

CO 4 : Familiarizing with the Hill Stations

UNIT- I	Religious and cultural destinations <ul style="list-style-type: none">• Kedarnath• Puri• Dwarka• Rameshwaram	CO 1
UNIT- II	Historical and Architectural destinations <ul style="list-style-type: none">• Delhi• Agra• Ajanta• Khajuraho	CO 2
UNIT-III	Coastal destinations and Islands <ul style="list-style-type: none">• Mumbai• Kolkata• Goa• Andaman and Nicobar	CO 3
UNIT- IV	Hill Stations <ul style="list-style-type: none">• Shimla• Darjeeling• Ooty• Mussourie	CO4

REFERENCE : REFERENCES:

- Ahmad, Aizaz: General Geography of India, NCERT, New Delhi
- Goh Cheong Long: An Economics Atlas of India, Oxford University.
- National Atlas of India, Govt. of India Publication, Calcutta 1997.
- Atlas of World Oxford Press, New Delhi.
- Singh, R.L.(ed) India: A Regional Geography National Geographical Society of India, Varanasi, 1989.
- Manorama Year Book 2009
- India Year Book 2009, Publication Division. Govt. of India, New Delhi
- Tourism Planner
- Tour Brochures etc.
- Lonely Planet – India
- Kumar, Ravi Bhushan: Coastal Tourism & Environment, AOH Publishing Corporation, New Delhi
- Pilgrimage in India, R.N.Pillai
- Kohli, M.S.: Mountaineering in India, Vikas Publishing House, and New Delhi.

MAPPING OF COURSE OBJECTIVE AND PROGRAM OBJECTIVE

Mapping: CO-PO								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8
Co 1	3	2	3	1	1	1	3	3
Co 2	3	2	3	1	1	1	3	3
Co 3	3	2	3	1	1	1	3	3
Co 4	3	2	3	1	1	1	3	3
	3	2	3	1	1	1	3	3

MAPPING OF COURSE OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE

Mapping: CO-PSO					
	PSO1	PSO2	PSO3	PSO 4	PSO 5
Co 1	3	3	3	1	2
Co 2	3	3	3	1	2
Co 3	3	3	3	1	2
Co 4	3	3	3	1	2
	3	3	3	1	2

MAPPING OF COURSE OBJECTIVE, PROGRAM OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE

Mapping: CO-PO-PSO													
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
Co 1	3	2	3	1	1	1	3	3	3	3	3	1	2
Co 2	3	2	3	1	1	1	3	3	3	3	3	1	2
Co 3	3	2	3	1	1	1	3	3	3	3	3	1	2
Co 4	3	2	3	1	1	1	3	3	3	3	3	1	2
	3	2	3	1	1	1	3	3	3	3	3	1	2

CC-4C Paper VI B.A.(Vocational) TOURISM AND TRAVEL MANAGEMENT AN INTRODUCTION TO TRAVEL AGENCY & TOUR OPERATIONS BUSINESS IN INDIA		
		Credits – 5+1 External Marks - 120 Internal Marks - 30 Total marks – 150
COURSE OBJECTIVES: CO 1: Introducing about the concept of travel agency and tour operation CO 2 : Enabling to identify functions and linkages in travel agencies and tour operators CO 3 :Knowledge about significance of travel agency and procedure to follow for government approval CO 4 : Familiarizing with the tour packaging		
UNIT- I	Introduction to Travel Agency and Tour Operation <ul style="list-style-type: none"> • Travel Agency and Tour Operations: meaning, definition, types, significance and growth over the years. 	CO 1
UNIT- II	Functions and Linkages in Travel Agencies and Tour Operators <ul style="list-style-type: none"> • Functions of Travel Agencies and tour operators. • Linkages and integrations in tour operation business. 	CO 2
UNIT-III	Significance of Travel agency and Procedure to follow for Government Approval <ul style="list-style-type: none"> • Travel Agency: Organization Structure and significance in tourism growth • Procedure for recognitions of Travel Agency and tour operations from Ministry of tourism, Govt. of India. 	CO 3
UNIT- IV	Tour Packaging <ul style="list-style-type: none"> • Tour Packaging – Concept, meaning, types. • Case Study: <ul style="list-style-type: none"> - Railways tour packages - Golden Triangle Tour Package - Char Dham Tour Package - Buddhist Tour Packages 	CO4

REFERENCE :

- Foster, D., the Business of Travel Agency, Pitman, 1990.
- Aggarwal, Surrender, Travel Agency Management (Communication India, 1983).
- Geo, Chack, Professional Travel Agency Management: (Prentice Hall, London, 1990).
- Mohinder Chand , Travel Agency Management – An Introductory Text, Anmol Publications, New Delhi, 2006
- IATA, IATO, TAAI manual./
- Jag Mohan, Negi, Travel Agency and tour operation, Kanishka Publication New Delhi, 1990.

MAPPING OF COURSE OBJECTIVE AND PROGRAM OBJECTIVE

Mapping: CO-PO								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8
Co 1	3	2	3	1	1	1	3	3
Co 2	3	3	3	2	2	2	3	3
Co 3	3	2	3	2	2	3	3	3
Co 4	3	2	3	2	3	3	3	3
	3	2.25	3	2.25	2	2.75	3	3

MAPPING OF COURSE OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE

Mapping: CO-PSO					
	PSO1	PSO2	PSO3	PSO 4	PSO 5
Co 1	3	3	3	1	2
Co 2	3	3	3	2	2
Co 3	3	3	3	2	2
Co 4	3	3	3	3	3
	3	3	3	2	2.75

MAPPING OF COURSE OBJECTIVE, PROGRAM OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE

Mapping: CO-PO-PSO													
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
Co 1	3	2	3	1	1	1	3	3	3	3	3	1	2
Co 2	3	3	3	2	2	2	3	3	3	3	3	2	2
Co 3	3	2	3	2	2	3	3	3	3	3	3	2	2
Co 4	3	2	3	2	3	3	3	3	3	3	3	3	3
	3	2.25	3	2.25	2	2.75	3	3	3	3	3	2	2.75

**CC-3D Paper VII B.A.(Vocational) TOURISM AND TRAVEL MANAGEMENT
HOTEL BUSINESS**

**Credits – 5+1
External Marks - 120
Internal Marks - 30
Total marks – 150**

COURSE OBJECTIVES:

- CO 1 : Introducing about the concept of hotel
 CO 2 : Enabling to identify major hotel chains in India
 CO 3 : Knowledge about major departments of hotels
 CO 4 : Familiarizing with the various forms of ownership of hotels

<p>UNIT - I</p>	<p>Introduction to Hotel</p> <ul style="list-style-type: none"> • Relationship between Tourism and Hotel. • Tourism Accommodation: Types of Tourist Accommodation. • Categorization of accommodation sector: Basis and Features. • Role of government in developing hotel Industry. • Challenges in hotel industry • Future of hotel industry in India. 	<p>CO 1</p>
<p>UNIT - II</p>	<p>Major Hotel Chains in India</p> <ul style="list-style-type: none"> • Growth and development of Hotel Industry. • Case Study of major hotel chains in India : <ul style="list-style-type: none"> - The Taj Hotels - The Oberoi Hotels - The ITC Hotels 	<p>CO 2</p>
<p>UNIT -III</p>	<p>Major Department of Hotels</p> <ul style="list-style-type: none"> • Major departments of hotels: <ul style="list-style-type: none"> - Front Office Department - Housekeeping Department - Food & Beverage (Service & Production) Department - Engineering & Maintenance Department - Human Resource Department - Sales & Marketing Department 	<p>CO 3</p>
<p>UNIT - IV</p>	<ul style="list-style-type: none"> • forms of hotel ownership: <ul style="list-style-type: none"> - Sole – Proprietorship - Partnership - Joint stock companies - Referral Organizations - hotel chain - Lease Agreements - Management contracts - Franchise Organizations. 	<p>CO4</p>

REFERENCE :

- Negi, Jagmohan: Hotels for Tourism Development (2nd Edition); Metropolitan, New Delhi, 2000.
- Gee, Chuck Y.: International Hotel Management. Educational Institute, America, 1998
- Kaul, R.N.: Dynamics of Tourism: a trilogy. Vol. 2: Accommodation. Sterling Publishers Pvt.Ltd. New Delhi,2001.
- Mohinder , Chand , Managing Hospitality Operations , Anmol publications , New Delhi, 2009.
- Anand M.M. – Tourism and Hotel Industry in India: Sterling Publishers, New Delhi
- Madlik, S. – Hotel Business, Heinemann, London
- Brymer, Robert A. –Introduction of Hotel and Restaurant Management: HUB Publication, Co., Iowa, 1984
- John R. Walker : Introduction to Hospitality
- Tiwari, J. R. : Hotel Front Office: Operation and Management, Oxford University Press

MAPPING OF COURSE OBJECTIVE AND PROGRAM OBJECTIVE

Mapping: CO-PO								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8
Co 1	2	2	2	1	1	1	2	3
Co 2	3	3	3	2	2	2	3	3
Co 3	3	3	3	2	2	3	3	3
Co 4	2	2	3	2	3	3	3	3
	2.50	2.50	2.75	1.75	2	2.25	2.75	3

MAPPING OF COURSE OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE

Mapping: CO-PSO					
	PSO1	PSO2	PSO3	PSO 4	PSO 5
Co 1	3	3	3	2	2
Co 2	3	3	3	2	2
Co 3	3	3	3	2	2
Co 4	3	3	3	2	2
	3	3	3	2	2

MAPPING OF COURSE OBJECTIVE, PROGRAM OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE

Mapping: CO-PO-PSO													
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
Co 1	2	2	2	1	1	1	2	3	3	3	3	2	2
Co 2	3	3	3	2	2	2	3	3	3	3	3	2	2
Co 3	3	3	3	2	2	3	3	3	3	3	3	2	2
Co 4	2	2	3	2	3	3	3	3	3	3	3	2	2
	2.50	2.50	2.75	1.75	2	2.25	2.75	3	3	3	3	2	2

**CC-4D Paper VIII B.A.(Vocational) TOURISM AND TRAVEL MANAGEMENT
HARYANA TOURISM**

**Credits – 5+1
External Marks - 120
Internal Marks - 30
Total marks – 150**

COURSE OBJECTIVES:

- Co 1 : Understand the geographical and historical importance of Haryana
Co 2 : Familiarisation with the culture , religion , music and dances of Haryana
Co 3 : Analyse tourist infrastructure in Haryana
Co 4 : Promote tourism in Haryana

UNIT- I	Geographical and historical background of Haryana ; <ul style="list-style-type: none"> • Geographical importance of Haryana • Historical importance of Haryana • Religious & cultural tourism potential in Haryana 	CO 1
UNIT- II	Tourist Resources of Haryana: <ul style="list-style-type: none"> • Monuments of touristic significance in Haryana • Museums in Haryana • Music, dance, fairs & festivals in Haryana 	CO 2
UNIT-III	Tourism Infrastructure in Haryana <ul style="list-style-type: none"> • Transportation and accommodation sector in Haryana • Recreational and entertainment facilities at the tourism complexes/resorts in Haryana • Haryana Tourism Policy - 	CO 3
UNIT- IV	Tourism Trends in Haryana: <ul style="list-style-type: none"> • Major types of tourism in Haryana • Major tourist destinations of Haryana • Highway tourism in Haryana 	CO4

References :

- Archaeological survey of India Monuments and sites in Haryana
(India travelblog.com) Best tourist places in Haryana
K.C. Yadav History of Haryana
Manju Sharma diamond books Mera Haryana
S C Mittal Haryana a historical perspective
Swati Mitra Haryana travel guide Eicher goodearth pvt. Ltd.
Vinay kumar, An archaeological history of Haryana Kaveri books
Haryana tourism policy Haryana Tourism Official Website. Available from: <http://www.haryanaturism.com>

MAPPING OF COURSE OBJECTIVE AND PROGRAM OBJECTIVE

Mapping: CO-PO								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8
Co 1	3	3	3	3	3	1	3	3
Co 2	3	3	3	3	3	1	3	3
Co 3	3	3	3	3	3	1	3	3
Co 4	3	3	3	3	3	1	3	3
	3	3	3	3	3	1	3	3

MAPPING OF COURSE OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE

Mapping: CO-PSO					
	PSO1	PSO2	PSO3	PSO 4	PSO 5
Co 1	3	3	3	2	2
Co 2	3	3	3	2	2
Co 3	3	3	3	2	2
Co 4	3	3	3	2	2
	3	3	3	2	2

MAPPING OF COURSE OBJECTIVE, PROGRAM OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE

Mapping: CO-PO-PSO													
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
Co 1	3	3	3	3	3	1	3	3	3	3	3	2	2
Co 2	3	3	3	3	3	1	3	3	3	3	3	2	2
Co 3	3	3	3	3	3	1	3	3	3	3	3	2	2
Co 4	3	3	3	3	3	1	3	3	3	3	3	2	2
	3	3	3	3	3	1	3	3	3	3	3	2	2

SEC--3

Writing of Tourism FIELD TRIP REPORT & VIVA VOCE

Credits – 2
Viva voce - 40
Internal Marks - 10
Total marks – 50

Course Objective:

To give practical exposure to students at the places of tourist attractions to enable the student to record his/her experience and observation along with suggestions and conclusions regarding the destination/s visited from

The students of B.A (Vocational) T.T.M. are to undergo a Field Study Tour to gain practical knowledge of tourist resources of India **comprising cultural and natural places** to analyze the existing infrastructure and amenities and to see what problems a tourist faces at the destination and **interacting with vendors of service providers and local community members** and to further examine future prospects for tourism promotion, as a student and as a tourist to suggest measures. After the completion of the study tour each student is required to submit Field Study Tour Report for evaluation. The viva-voce will be conducted by a panel of external and internal examiners through viva voce. The external examiner shall be appointed by the university.

DSE -1 PAPER – IX B.A.(Vocational) TOURISM AND TRAVEL MANAGEMENT
International Tourism Destinations -Asia &Australia

Credits – 5+1
External Marks - 120
Internal Marks - 30
Total marks – 150

COURSE OBJECTIVES:

Co 1 : To understand the nature of international tourism in UNWTO Regions.

Co 2 : To familiarize the students with the tourism destinations of Asia.

Co 3 : To familiarize the students with the tourism destinations of Australia.

Co 4 : To study the role and functions of International tourism organizations

UNIT- I	<p>International Travel and UNWTO Regions</p> <ul style="list-style-type: none"> • International Tourism meaning, definition & types. • Domestic vs. international tourism, • Region wise distribution of tourist arrivals & tourism receipts, • Leading tourist Generating regions of world.
UNIT- II	<p>Asia Tourist Destinations</p> <ul style="list-style-type: none"> • Tourism Destinations in Asia: Major Tourism Places of Interest in Singapore, Thailand, Malaysiya.China & India.
UNIT-III	<p>Australia Tourist Destinations</p> <ul style="list-style-type: none"> • Tourism Destinations in Australia: Major Tourism Places of Interest in Sydney, Melbourne, Gold Coast, Perth & Queensland.
UNIT- IV	<p>The Role of the Government and international Tourism Bodies</p> <ul style="list-style-type: none"> • International Tourism Institutions and organizations, and their role in promoting International movement- • PATA , TAAI, IATO, FHRAI

REFERENCE :

Suggested Readings:

1. Chand Mohinder, Kamra K.K : Basics of Tourism
2. Tourism Statistics at a Glance 2008 & 2009 by Ministry of tourism Govt. Of
3. India
4. Lonely Planet – Singapore, Malaysia, Thailand, China, Hong Kong, Australia.
5. Various Tourism Board Websites such as.
 - a. <http://www.yoursingapore.com>
 - b. <http://www.tourism.gov.my/>
 - c. <http://www.tourismthailand.org/>
 - d. <http://www.tourismchina.org/>
 - e. <http://www.discoverhongkong.com/login.html>
 - f. <http://www.tourism.australia.com/en-au/>

DSE -1 PAPER- X B.A.(Vocational) TOURISM AND TRAVEL MANAGEMENT

ADVENTURE TOURISM (Land & Water Based)

Credits – 5+1

External Marks - 120

Internal Marks - 30

Total marks – 120

COURSE OBJECTIVES:

- 1.** Familiarize with Concept, History, Nature & Scope of Land & Water Based Adventure Tourism in India.
- 2** To explain minimum requirements for Land & Water based Adventure Tourism
- 3.** To Introduce various Land Based Adventure Activities.
- .4** To Discuss about Air Based Adventure Organisations and Impacts

UNIT- I

Introduction to Land & Water Based Adventure Tourism

- Meaning and Definition of Land and Water Based Adventure Activity. Classification of Land based and Water based adventure
- Activities. Nature and Scope for Land & Water Based Adventure Tourism in India. Topographical features for Land & Water Based Adventure Tourism in India

UNIT- II

Basic Standards & Requirements For Land & Water Based Adventure Tourism

- Basic minimum standard for Land and Water Based Adventure Activities
- Air based adventure tourism related activities like parasailing Land Based
- Adventure Activity: Mountain climbing, trekking, skiing, ice skating, motor car rally, rock climbing, camel safari, bungee jumping. HMI, NIM.

UNIT-III	<p>Various land Based Adventure Activities</p> <ul style="list-style-type: none"> • Land Based Adventure Activities: Rock Climbing : Principles, Route Planning, Holds, Equipment, Clothing Knots: Thumb, Reef, Clove Hitch, Fisherman, Simple Bowline, • Trekking: Trekking sites in India. River/Valley Crossing Techniques, Tent Pitching, Techniques: Abseiling (Rappelling)
UNIT- IV	<p>Various Water Based Adventure Activities</p> <ul style="list-style-type: none"> • Water Based adventure Activities: Canoeing, Kayaking, Rafting, Scuba Diving, Snorkelling, Surfing, Water Skiing, Sites in India, • Rafting & Kayaking: Equipment, Clothing & Techniques, Scuba Diving & Snorkeling : Equipment, Clothing & Techniques

REFERENCE :

1. Pearce, D.G. and Butler, R.W. Contemporary issues in tourism development. Routledge
2. Satyendra Malik. Adventure Tourism.
3. Hall, CM and Page, SJ. The Geography of Tourism and Recreation. Routledge.
4. Dixit, M. Tourism Products. Royal Publishers.
5. Weare G, Trekking in the Indian Himalayas, Lonely Planet Pub,Hong Kong, Hand book of National Parks, Wildlife Sanctuaries

**DSE—2 PAPER XI B.A.(Vocational) TOURISM AND TRAVEL MANAGEMENT
TOURISM MARKETING**

**Credits – 5+1
External Marks - 120
Internal Marks - 30
Total marks – 150**

COURSE OBJECTIVES:

- CO 1: Introducing about the concept of tourism marketing
 co 2 : Enabling to identify different challenges of tourism marketing
 co 3 : Knowledge about tourism marketing environment
 co 4 : Familiarizing with tourism pricing and promotion

UNIT- I	Introduction to Tourism Marketing <ul style="list-style-type: none"> • Tourism Marketing: Nature, Process and Growth. • Services and their Marketing • Tourism Marketing and Development: Socially Responsible Marketing, Social Marketing, Participants in Socially Responsible Marketing and their Roles. 	CO 1
UNIT- II	Challenges of Tourism Marketing <ul style="list-style-type: none"> • Nature and Characteristics of Tourism Offers: Tangibility and Intangibility, Non-perishability and Perishability, Homogeneity and Heterogeneity, Separability and Inseparability, Ownership and Non-ownership. • Issues and Challenges in Tourism Marketing • Marketing Strategies to overcome limitations of Tourism 	CO 2
UNIT-III	Tourism Marketing Environment <ul style="list-style-type: none"> • Concept of Marketing Mix • Developing Marketing Mix • Tourism Markets : Types of Tourism Markets • Tourist Behavior: Tourist Buying Process, Factors Influencing Tourists' Buying Process, Tourism Product and Distribution- Concept of Tourism Product Tourism as a packaged Product • Destination as a Product • New Product Development • Product Life Cycle 	CO 3
UNIT- IV	Tourism Pricing and Promotion <ul style="list-style-type: none"> • Tourism Pricing and Promotion : Concept, Importance and Process of Pricing, Factors influencing Tourism Pricing, Methods of Price Fixation, Pricing Strategies, Price Fixation. • Tourism Promotion and Communication: Objectives of Promotion, Promotion Mix, Factors affecting Promotion Mix, Components of Promotion Mix • Important Promotional Tools in Tourism- Brochures, Events, Movies and Cinema 	CO4

REFERENCE :

- Burkart, A.J., Medlik, S.(1981). *Tourism, Past, Present and Future*, Heinemann, London.
- Chris Cooper, Fletcher John, Gilbert David, Wanhill Stephen (1993). *Tourism Principles and Practice*, Pitman Publishing London.
- Christopher Lovelock and JochenWirtz.(2004), *Services Marketing-People, Technology, Strategy*, Pearson Education, India.
- Holloway, J.C., Plant, R.V. (1988). *Marketing for Tourism*, Pitman, London.
- Kotler, Philip, Bowen John, Makens James (2004). *Marketing for Hospitality and Tourism*, Pearson Education, India.
- Kotler Philip (1995). *Marketing Management-Analysis ,Planning, Implementation and Control*, Prentice Hall of India.
- Kotler Philip (2003). *Marketing Insights from A to Z: 80 concepts every manager needs to know*. John Wiley and sons, USA.
- Kotler Philip and Armstrong Gary (1991). *Principles of Marketing*, Prentice Hall of India.
- Majaro, Simon (1995). *The Essence of Marketing*, Prentice Hall of India.
- Middleton, V.T.C.(1988). *Marketing in Travel and Tourism*, Heinemann, Oxford.
- Schiffman G. Leon, KanukLazer Leslie (1992). *Consumer Behaviour*, Prentice Hall of India.
- Witt F Stephen, MoutinhoLuiz (1989). *Tourism Marketing and Management Handbook*, Prentice Hall International UK.
- Zeithaml, V.A. &Bitner, M.J.(1996).*Services Marketing: Integrating Customer Focus Across theFirm*,US:McCraw-Hill Higher Education.

DSE -2 PAPER-XII B.A.(Vocational) TOURISM AND TRAVEL MANAGEMENT
Sustainable Tourism

Credits – 5+1
External Marks - 120
Internal Marks - 30
Total marks – 150

COURSE OBJECTIVES:

- 1 :To understand about sustainable tourism ,sustainable development and social responsibility
- 2 : To get knowledge of eco tourism and carrying capacity
- 3 : To identify differentiate among various dimensions of sustainable development
- 4 : To apprise about the role of govt, tourism industry and voluntary organisations for sustainable development

UNIT- I	<p>Sustainable Tourism-</p> <ul style="list-style-type: none"> • meaning, definition, scope, sustainable development components, • major issues in understanding sustainable development, • principles of sustainable tourism management, • aspects of ethics and social responsibility Key Stake holders
UNIT- II	<p>Key issues of sustainable tourism development</p> <ul style="list-style-type: none"> • Ecotourism, carrying Capacity, • De-marketing, fair pricing, transportation, education, • Role of Industry , Role of public and private sector, community involvement and local control and linkages therein.
UNIT-III	<p>dimensions of Sustainable tourism</p> <ul style="list-style-type: none"> • . Environment, economic life, social aspects. • Environment-scope of the concept of environment, major potential impacts of tourism on environment, • Economic Dimension-scope of the concept, and major impacts of tourism on it, • Social Dimension-scope of the concept of socio -cultural environment and impacts of tourism on socio cultural issues
UNIT- IV	<p>Key Actors in sustainable tourism</p> <ul style="list-style-type: none"> • Public sector, government bodies, local authorities, • Tourism industry, voluntary organisations host community, • Media, and tourists Books:

Suggested Readings:

1. swarbooke, J-sustainable Tourism Management-Rawat publication, Jaipur
2. William Theobald-Global Tourism: The Next Decade-Butterworth Heinemann.
3. <http://www.environment.gov.au/heritage/publications/strategy/pubs/steps.pdf>.
4. http://sanctuaries.noaa.gov/management/international/pdfs/day1_concepts_manual.pdf.
5. <http://www.unep.fr/shared/publications/pdf/DTx0592xpA-TourismpolicyEfv.pAf>.
6. http://www.nwhf.no/files/File/culture_fulltext.pdf
7. http://www.rainforest-alliance.org/tourism/documents/tourism_practices_guide.pdf
8. http://unctad.org/en/Docs/ditctn20065_en.pdf
9. http://ec.europa.eu/enterprise/sectors/tourism/files/docs/tsg/tsg_final_report_en.pdf
10. <http://www.visitcalifornia.com/media/uploads/files/edito-rlcTTC%20sustainableTo20Tourism%20Handbook.pdf>

SEC 4

Writing of Industrial Report On –the-job training Report & Viva-Voce

Credits – 2
Viva voce - 40
Internal Marks - 10
Total marks – 50

Course Objective:

Objectives: To provide basic and first hand experience of the tourism industry. Summer Training Report and Presentation majorly aims to review the knowledge and skills acquired by the candidate during four weeks of industrial training. Also it will act as a platform for sharing of information regarding experience of students in various organizations of the industry

Each student of B.A (Vocational) T.T.M. shall have to go for four to six weeks On The Job training /Practical Internship during the vacations after fourth semester in an approved Travel Agency, Business/Industrial/Govt./Service organization. The objective of this training is to make the student acquainted with the industrial / business working environment. After completion of the training they will have to submit a training report.. It is to be submitted by the date fixed by the university. The students will also have to submit an experience certificate from the company where he/she undertook the training. It will be evaluated by two examiners one internal and one external through viva voce .The external examiner shall be appointed by the university. The training report is part of the sixth semester.

DSE -3 PAPER -XIII B.A.(Vocational) TOURISM AND TRAVEL MANAGEMENT
International Tourism Destinations Europe & North America

Credits – 5+1
External Marks - 120
Internal Marks - 30
Total marks – 150

COURSE OBJECTIVES:

- Co 1 : To understand the nature of international travel motives and travel statistics.
 Co 2 : To familiarize the students with the tourism destinations of Europe.
 Co 3 : To familiarize the students with the tourism destinations of North America.
 Co 4 : To study the role and functions of International tourism organizations

UNIT- I	<p align="center">International Travel and Tourism Statistics</p> <ul style="list-style-type: none"> • International Tourism meaning, definition & types. Travel motivators & deterrents, Pull & Push forces in Tourism, • Tourism trends at international level: Tourist arrivals and tourism receipts, Factors affecting growth of international tourism.
UNIT- II	<p align="center">Europe Tourist Destinations</p> <ul style="list-style-type: none"> • Tourism Destinations in Europe: Major Tourism Places of Interest in UK, France, Spain, Switzerland, and Italy.
UNIT-III	<p align="center">North America Tourist Destinations</p> <ul style="list-style-type: none"> • Tourism Destinations in North America: Major Tourism Places of Interest in USA, Canada, Mexico, Cuba.
UNIT- IV	<p align="center">International Tourism Organizations</p> <ul style="list-style-type: none"> • International Tourism Organizations: UFTAA, UNWTO, ICAO. IATA • Challenges before international tourism

REFERENCE :

Suggested Readings:

1. Chand Mohinder, Kamra K.K : Basics of Tourism
2. Tourism Statistics at a Glance 2008 & 2009 by Ministry of tourism Govt. Of India
3. Lonely Planet – Singapore, Malaysia, Thailand, China, Hong Kong, Australia.
4. Various Tourism Board Websites such as.
 - a. <http://www.yoursingapore.com>
 - b. <http://www.tourism.gov.my/>
 - c. <http://www.tourismthailand.org/>
 - d. <http://www.tourismchina.org/>
 - e. <http://www.discoverhongkong.com/login.html>
 - f. <http://www.tourism.australia.com/en-au/>

DSE -3 PAPER –XIV B.A.(Vocational) TOURISM AND TRAVEL MANAGEMENT

ADVENTURE TOURISM (AIR BASED)

Credits – 5+1
External Marks - 120
Internal Marks - 30
Total marks – 150

COURSE OBJECTIVES:

- 1.** To Familiarize with Concept, History, Nature & Scope of Adventure Tourism.
- 2.** To explain minimum requirements for Air based Adventure Tourism
- 3** To Introduce various Air Based Adventure Activities.
- 4.** To Discuss about Air Based Adventure Organisations and Impacts

UNIT- I	Introduction to Adventure Tourism <ul style="list-style-type: none">• Adventure Tourism: Meaning, Definition and Concept of adventure tourism Historical Background of Adventure Tourism, Nature and scope of Adventure tourism in India.• Geographical diversities for adventure tourism in India.• Classification of Adventure tourism, various forms and types of Adventure Tourism.
UNIT- II	Basic Standards & Requirements For Air Based Adventure Tourism <ul style="list-style-type: none">• Basic minimum standard for air based adventure tourism related activities like parasailing, paragliding, Bungee Jumping,• Tools & Equipments used in Air based Adventure Tourism, Air Based Adventure Tourism in India- Facilities Offered, Issues and considerations.
UNIT-III	Various Air Based Adventure Activities <ul style="list-style-type: none">• Air Based Adventurous Activities-- Ballooning, Hang gliding, Paragliding, Parasailing, Skydiving, Hang gliding & Paragliding:• Equipment-- Parasailing: Equipment, Clothing & Techniques, Sky diving: Equipment, Clothing & Techniques for each & every activity
UNIT- IV	Impact of Air Based Adventure Tourism <ul style="list-style-type: none">• Air Based adventure tourism Organisations & training Institutes in India,• Impacts of Adventure Tourism-Socio- cultural, economic & environmental. Issues from the perspective of different stakeholders (Government, Local people, Tourists & Tourism Businesses)

REFERENCE :

1. Pearce, D.G. and Butler, R.W. Contemporary issues in tourism development. Routledge
2. Satyendra Malik. Adventure Tourism.
3. Hall, CM and Page, SJ. The Geography of Tourism and Recreation. Routledge.
4. Dixit, M. Tourism Products. Royal Publishers.
5. Weare G, Trekking in the Indian Himalayas, Lonely Planet Pub,Hong Kong,
Hand book of National Parks, Wildlife Sanctuaries.

DSE -4 PAPER- XV B.A.(Vocational) TOURISM AND TRAVEL MANAGEMENT
Salesmanship in tourism

Credits – 5+1
External Marks - 120
Internal Marks - 30
Total marks – 150

COURSE OBJECTIVES:

- 1 To understand the concept of sales management and theories of selling
- 2 To have knowledge of sales forecasting, sales planning and sales organisation
- 3 To have awareness about recruitment selection and sales quota
- 4 To apprise about the ethical issues and role of I T in sales management

UNIT- I	<p>Sales Management:</p> <ul style="list-style-type: none"> • Concept, Objectives and Functions; • Personal Selling Concept & Importance, Personal Selling process; • Theories of selling. • Sales Management challenges in tourism.
UNIT- II	<p>Sales Planning:</p> <ul style="list-style-type: none"> • Importance, Approaches and Process of Sales Planning; • Sales Forecasting; Sales Budgeting, Sales Organization: Purpose, • Principles and Process of setting up a Sales Organization; Sales Organization Structures; Organizing for Global Sales, Determining Size of Sales Force
UNIT-III	<p>Managing the Sales Force:</p> <ul style="list-style-type: none"> • Recruitment, Selection, Training, Compensation, Motivation, • Territory and Quota Management: Need, Procedure for setting up Sales Territories; • Time Management; • Sales Quotas: Purpose, Types of Quotas, Administration of Sales Quota.
UNIT- IV	<p>Control process:</p> <ul style="list-style-type: none"> • Analysis of Sales Volume, Cost and Profitability; • Management of Sales Expenses, Evaluating Sale-Force Performance; • Ethical Issues in Sales Management. Role of IT in Sales Management

Suggested Readings:

1. Spiro, Stanton & Rich (2003), Management of a Sales Force 11th edition. Tata McGraw-Hill:
2. Still, Cundiff & Govoni (2007), Sales Management, 5th edition, Sage publications New Delhi.
3. Tapan k. Panda, Sunil Sahadev (2008), Sales and Distribution Management, Oxford University Press, New Delhi.
4. Tanner, Honeycutt, Erffmeyer (2009), Sales Management, Pearson Education India, New Delhi.
5. S.A. Chunawala (2008), Sales and Distribution Management, Himalaya Publishing House, New Delhi.
6. Gupta, S. L. (2005), Sales and Distribution Management, Excel Books, 1st Edition, New Delhi.
7. David Jobber, Geoff Lancaster (2003), Selling and Sales Management, Pearson Education India, New Delhi.

DSE -4 PAPER - XVI B.A.(Vocational) TOURISM AND TRAVEL MANAGEMENT**Impacts Of Tourism****Credits – 5+1****External Marks - 120****Internal Marks - 30****Total marks – 120****COURSE OBJECTIVES:**

- 1 : To understand the pattern of tourism development in different countries
- 2 : To have awareness about the economic significance of Tourism
- 3 : To familiarise with the socio cultural dimension of the Tourism
- 4 : To apprise about the environmental significance of tourism

UNIT- I	Patterns of tourism development in the developed and the developing countries <ul style="list-style-type: none">• comparative analysis in terms of volume of tourist arrivals and earnings from tourism• Tourism Development in the regions – Europe, Americas, Asia-Pacific region, Middle East and Africa in terms of volume of tourist arrivals and earnings from tourism• Characteristics of mass tourism
UNIT- II	Economic significance of tourism <ul style="list-style-type: none">• Direct, Indirect and Induced Economic Impacts of tourism• Negative Economic Impacts of Tourism• Economic Impact Analysis
UNIT-III	Socio-cultural dimensions of tourism <ul style="list-style-type: none">• Positive Social & cultural Impacts of Tourism• Negative Social & Cultural Impacts of Tourism• Social Change and growth of tourism
UNIT- IV	Environmental significance of tourism <ul style="list-style-type: none">• Major Impact Areas – Natural Resources, Pollution and Physical Impacts• Tourism development in relation to global warming, Climate Change, natural resource exploitation & Biodiversity loss• Environmental Impact Assessment

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- Bartelmus, P. (1994). *Environment, Growth and Development: The Concepts and Strategies of Sustainability*. London, Routledge.
- Burns, P. and Holden, A. (1995). *Tourism: A New Perspective*. London, Prentice Hall.
- Butler, R. W. (1991). Tourism, environment and sustainable development. *Environmental Conservation*, **18**, 201–9.
- Cater, E. (1994). Introduction. In *Ecotourism: A Sustainable Option?* (E. Cater and G. Lowman, eds). London, John Wiley and Sons.
- Cooper, C., Fletcher, J., Gilbert, D. and Wanhill, S. (1998). *Tourism: Principles and Practice*. London, Longman.
- Davison, R. (1996). The impacts of tourism. In *Tourism Destinations* (R. Davison and Maitland, eds), pp. 18–45. London, Hodder and Stoughton
- Peter Mason, 2009, *Tourism Impacts, Planning and Management*, Butterworth Publication, NEW YORK