

KURUKSHETRA UNIVERSITY
KURUKSHETRA

Department of Tourism and Hotel Management
Kurukshetra University, Kurukshetra

Scheme of Examination and Syllabus for
Undergraduate Programme
Multidisciplinary Scheme -A

SUBJECT : TOURISM AND TRAVEL MANAGEMENT
as per NEP 2020

(Multiple Entry-Exit, Internships and Choice Based Credit System)

w.e.f.
Session: 2023-2024

GENERAL INSTRUCTIONS FOR EXAMINERS / PAPER SETTERS / SUBJECT TEACHERS

EVALUATION AND EXAMINATION

- The students will be assessed through a system of Continuous Comprehensive Assessment (CCA).
- Evaluation will be done by Internal assessment (broadly 30% of total weightage) and by end term exam for rest 70%).

Theory Internal Assessment shall broadly based on the following defined composition:

- a) Class Participation
- b) Seminar/Presentation/Assignment/Quiz/Class Test, etc.
- c) Mid-Term Exam

Total Internal Assessment Marks (Practical)	Class Participation	Seminar/Demonstration/Viva-Voce/Lab Record etc.	Mid-Term Exam
10	04	-	06
15	04	04	07
20	05	05	10
25	05	07	13
30	05	10	15

Practical Internal Assessment shall be broadly based on the following defined composition:

- a) Class Participation
- b) Seminar/Presentation/Viva-voce/Lab Records, etc.
- c) Mid-Term Exam

Total Internal Assessment Marks (Practical)	Class Participation	Seminar/Demonstration/Viva-Voce/Lab Record etc.	Mid-Term Exam
05	-	05	NA
10	-	10	NA
15	05	10	NA
30	05	10	15

MODE OF PAPER SETTING FOR END-TERM EXAMINATION:

Every course irrespective of credit will have an End-Term Examination with every course paper having 09 questions in all. Question No. 1 will be compulsory. Duration of the exam will be 3 hours irrespective of credit. These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions.

FIRST YEAR: SEMESTER-1

Remarks	Course	Paper(s)	Nomenclature of Paper	Credits	Hours/Week	Internal marks	External Marks	Total Marks	Exam Duration
Scheme A & C	CC-1 MCC-1	B23- TTM-101	Introduction to Tourism	4	4	30	70	100	3 hrs.
Scheme C only	MCC-2	B23- TTM-102	Tourism Business Environment	4	4	30	70	100	3 hrs.
Scheme A	CC-M1	B23- TTM-103	Transport Management	2	2	15	35	50	3 hrs.
Scheme A & C	MDC-1	.	Students will opt from the pool available in College/Institute/ Department	3	3	25	50	75	3 hrs.

FIRST YEAR: SEMESTER-2

Remarks	Course	Paper(s)	Nomenclature of Paper	Credits	Hours/Week	Internal marks	External Marks	Total Marks	Exam Duration
Scheme A & C	CC-2 MCC-3	B23- TTM-201	Travel Agency and Tour Operations Business	4	4	30	70	100	3 hrs.
Scheme C only	DSEC-1	B23- TTM-202	ICT in Tourism	4	4	30	70	100	3 hrs.
Scheme A only	CC-M2	B23- TTM-203	Field Trip Report	2	2	15	35	50	3 hrs.
Scheme A & C	MDC-2	.	Students will opt from the pool available in College/Institute/ Department	3	3	25	50	75	3 hrs.

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Remarks	Course	Paper(s)	Nomenclature of Paper	Credits	Hours/Week	Internal marks	External Marks	Total Marks	Exam Duration
Scheme A, B & C	CC-3 MCC-4	B23-TTM- 301	Cultural Tourism Resources of India	4	4	30	70	100	3 hrs.
Scheme B & C	MCC-5	B23-TTM- 302	Hotel Business	4	4	30	70	100	3 hrs.
Scheme A, B & C	MDC-3	.	Students will opt from the pool available in College/Institute/ Department	3	3	25	50	75	3 hrs.

SECOND YEAR: SEMESTER-4

Remarks	Course	Paper(s)	Nomenclature of Paper	Credits	Hours/Week	Internal marks	External Marks	Total Marks	Exam Duration
Scheme A, B & C	CC-4 MCC-6	B23-TTM-401	Natural Tourism Resources of India	4	4	30	70	100	3 hrs.
Scheme B & C	MCC-7	B23-TTM-402	International Tourism	4	4	30	70	100	3 hrs.
Scheme B & C	MCC-8	B23-TTM-403	Tourism Organizations	4	4	30	70	100	3 hrs.
Scheme B & C	DSE-1 Select one option	B23-TTM-404	Tourism Documentation	4	4	30	70	100	3 hrs.
		B23-TTM-405	Eco Tourism	4	4	30	70	100	3 hrs.

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THIRD YEAR: SEMESTER-5

Remarks	Course	Paper(s)	Nomenclature of Paper	Credits	Hours/Week	Internal marks	External Marks	Total Marks	Exam Duration
Scheme A, B & C	CC-5 MCC-9	B23-TTM-501	Event Management	4	4	30	70	100	3 hrs.
Scheme B & C	MCC-10	B23-TTM-502	Impacts of Tourism	4	4	30	70	100	3 hrs.
Scheme B & C	DSE-2 Select one Option	B23-TTM-503	Online Tourism Business	4	4	30	70	100	3 hrs.
		B23-TTM-504	Rural Tourism	4	4	30	70	100	3 hrs.
Scheme B & C	DSE-3 Select one Option	B23-TTM-505	Haryana Tourism	4	4	30	70	100	3 hrs.
		B23-TTM-506	Tourism Planning and Policies	4	4	30	70	100	3 hrs.

THIRD YEAR: SEMESTER-6

Remarks	Course	Paper(s)	Nomenclature of Paper	Credits	Hours/Week	Internal marks	External Marks	Total Marks	Exam Duration
Scheme A, B & C	CC-6 MCC-11	B23-TTM-601	Airline Ticketing	4	4	30	70	100	3 hrs.
Scheme B & C	MCC-12	B23-TTM-602	Adventure Tourism	4	4	30	70	100	3 hrs.
Scheme B & C	DSE-4 Select one Option	B23-TTM-603	Emerging Trends In Tourism	4	4	30	70	100	3 hrs.
		B23-TTM-604	Relationship Marketing	4	4	30	70	100	3 hrs.
Scheme B & C	DSE-5 Select one Option	B23-TTM-605	Sustainable Tourism	4	4	30	70	100	3 hrs.
		B23-TTM-606	Business Tourism	4	4	30	70	100	3 hrs.

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FOURTH YEAR: SEMESTER-7 (FOR HONOURS/HONOURS WITH RESEARCH IN TOURISM)

Remarks	Course	Paper(s)	Nomenclature of Paper	Credits	Hours/Week	Internal marks	External Marks	Total Marks	Exam Duration
For Honours in Tourism/Honours with Research in Tourism (For Scheme B & C)	CC-H1 4 credit	B23-TTM-701	Destination Planning and Development	4	4	30	70	100	3 hrs.
	CC-H2 4 credit	B23-TTM-702	Tourist Behavior	4	4	30	70	100	3 hrs.
	CC-H3 4 credit	B23-TTM-703	Tourism Economics	4	4	30	70	100	3 hrs.
	DSE-H1 4 credit Select one Option	B23-TTM-704	Tourism Geography	4	4	30	70	100	3 hrs.
		B23-TTM-705	Special Interest Tourism	4	4	30	70	100	3 hrs.
	PC-H1 4 credit	B23-TTM-706	Itinerary Preparation and Tour Packaging	4	8	30	70	100	3 hrs.

SEMESTER-8 (FOR HONOURS IN TOURISM)

Remarks	Course	Paper(s)	Nomenclature of Paper	Credits	Hours/Week	Internal marks	External Marks	Total Marks	Exam Duration
Honours in Tourism (For Scheme B & C)	CC-H4 4 credit	B23-TTM-801	Entrepreneurship in Tourism	4	4	30	70	100	3 hrs.
	CC-H5 4 credit	B23-TTM-802	Organizational Behavior	4	4	30	70	100	3 hrs.
	CC-H6 4 credit	B23-TTM-803	Successful Tourism Business case studies	4	4	30	70	100	3 hrs.
	DSE-H2 4 credit Select one option	B23-TTM-804	Environment and Tourism	4	4	30	70	100	3 hrs.
		B23-TTM-805	Project Management	4	4	30	70	100	3 hrs.
	PC-H2 4 credit	B23-TTM-806	Soft Skills for Tourism Professionals	4	8	30	70	100	6 hrs.

OR SEMESTER-8 (FOR HONOURS WITH RESEARCH IN TOURISM)

Remarks	Course	Paper(s)	Nomenclature of Paper	Credits	Hours/Week	Internal marks	External Marks	Total Marks	Exam Duration
Honours with Research in TOURISM (For Scheme B & C)	CC-H4 4 credit	B23-TTM-801	Entrepreneurship in Tourism	4	4	30	70	100	3 hrs.
	CC-H5 4 credit	B23-TTM-802	Organizational Behavior	4	4	30	70	100	3 hrs.
		B23-TTM-807	Project / Dissertation	8+4	-	-	-	300	-

SCHEME -A

SEMESTER I

Session: 2023-24			
Part A - Introduction			
Subject	TOURISM AND TRAVEL MANAGEMENT		
Semester	1		
Name of the Course	INTRODUCTION TO TOURISM		
Course Code	B23-TTM-101		
CourseType: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-1		
Level of the course (As per Annexure-I	100-199		
Pre-requisite for the course (ifany)	NA		
CourseLearningOutcomes(CLO):	After completing this course, the learner will be able to: <ol style="list-style-type: none"> 1. To familiarize with the basic concepts and terminology used in tourism 2. : To know about various types of tourism and factors responsible for the development 3. To be able to identify different components of tourism 4. To be able to work with and for tourism services in tourism chain <hr style="border-top: 1px dashed black;"/> 5. Applicable for courses having practical component.		
Credits	Theory	Practical	Total
	4	NA	4
Contact Hours	4		4
Max. Marks: 100		Time: 3 Hours 3 Hours	
Internal Assessment Marks:30			
End Term Exam Marks: 70			
Part B-Contents of the Course			
<u>Instructions for Paper- Setter</u>			
Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 14 marks. All question carry equal marks. Final theory exam time allowed will be of 3 hours.			
Unit	Topics		Contact hours

I	Basic Concept and Terminology used in Tourism Tourism, tourist, visitors, traveler, excursionist as per UNWTO classification and Ministry of Tourism, Govt. of India. Impacts of Tourism (Economic, Socio-cultural and Environmental)	15
II	Types of Tourism and Factors of Development of Tourism Approaches to study tourism, Travel Agency and Tour Operators – Meaning and Types. Linkages in Tourism Industry, Push and Pull factors in Tourism,	15
III	Components of Tourism Attractions: Types and their significance for tourism Transportation: Types and their significance for tourism Accommodation: Types and their significance for tourism	15
IV	Tourism Services and Tourism Chain Characteristics of tourism and hospitality services- Perishability, Variability, Inseparability, Intangibility, Seasonality. Vertical, Horizontal and Diagonal Integration in Tourism	15
Suggested Evaluation Methods		
Internal Assessment:30 ➤ Theory • Class Participation: 5 • Seminar/presentation/assignment/quiz/class test etc.:10 • Mid-Term Exam:15		End Term Examination:70
Part C-Learning Resources		
Recommended Books/e-resources/LMS: <ul style="list-style-type: none"> • 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 Terminology, Sterling Publishers, New Delhi. 		

Session: 2023-24			
PartA - Introduction			
Subject	TOURISM AND TRAVEL MANAGEMENT		
Semester	1		
Name of the Course	TRANSPORT MANAGEMENT		
Course Code	B23-TTM-103		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-M1		
Level of the course (As per Annexure-I)	100-199		
Pre-requisite for the course (if any)			
Course Learning Outcomes(CLO):	<p>After completing this course, the learner will be able to:</p> <ol style="list-style-type: none"> 1. To familiarize with transportation related to Tourism industry 2. To understand the various concepts related to Air and Water Transport 3. To understand the various concepts related to Road Transport. 4. To know about major Railways of India and the World <p>-----</p> <ol style="list-style-type: none"> 5. Applicable for courses having practical component. 		
Credits	Theory	Practical	Total
	2	NA	2
Contact Hours	2		2
Max. Marks: 50			Time: 3 Hours
Internal Assessment Marks:15			
End Term Exam Marks: 35			
PartB-Contents of the Course			
<u>Instructions for Paper- Setter</u>			
<p>Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 7 marks. All question carry equal marks. Final theory exam time allowed will be of 3 hours.</p>			

Unit	Topics	Contact hours
I	<p>Introduction to Transport</p> <p>Transportation as important element of tourism industry. History of different modes of transportation. Advantages and Limitations of different modes of transport.</p> <p>The factors affecting the selection of modes of transport by tourist.</p>	8
II	<p>Air and Water Transport</p> <p>History of air transport in India. IATA and DGCA: Organizational structures and functions. Major Airlines operating in India. Role of airlines in tourism promotion.</p> <p>Water transport- Limitation & scope of water transport in India. Cruise ships and Cruise tourism. The role of water transport in tourism.</p>	8
III	<p>Road Transport</p> <p>Road Transport: Major Highways and Expressways of India. Golden Quadrilateral Highway. Coach-Bus, Inter State Bus Services, Tourist Taxi, Rent-a-car Scheme, OLA and UBER</p>	7
IV	<p>Rail Transport</p> <p>Rail Transport: Major Railway Systems of World, (Euro Rail and AMTrak). General information about Indian Railways. Tourist trains of India and Indrail Pass service.</p>	7
Suggested Evaluation Methods		
<p>Internal Assessment:</p> <p>➤ Theory</p> <ul style="list-style-type: none"> • Class Participation: 4 • Seminar/presentation/assignment/quiz/class test etc.:4 • Mid-Term Exam: 7 		<p>End Term Examination: 35</p>
PartC-Learning Resources		
<p>Recommended Books/e-resources/LMS:</p> <ul style="list-style-type: none"> • 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
- David Timothy Duval, Tourism and Transport: Modes, Networks and flows. Channel view Publications.

- Stephan Page, Transport and Tourism, Global Perspectives, Pearson Publications
- Case Study Series Aerospace & Airlines, The ICFAI, University Press, Hyderabad
- Bharath, R., Low Cost Carriers, Concept and Cases, The ICFAI, University Press, Hyderabad
- Kumar, V V Ravi., Indian Aviation Industry, The ICFAI, University Press, Hyderabad
- Nayak, G.,Development of Transport and Communication, Anmol Publication
- Ginger Todd, Susan Rice (2002), Travel Perspectives: A Guide to becoming a Travel Professional, Delmar ThomPLOn Learning.

SEMESTER II

Session: 2023-24			
Part A - Introduction			
Subject	TOURISM AND TRAVEL MANAGEMENT		
Semester	2		
Name of the Course	TRAVEL AGENCY & TOUR OPERATIONS BUSINESS		
Course Code	B23-TTM-201		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-2		
Level of the course (As per Annexure-I)	200-299		
Pre-requisite for the course (if any)			
Course Learning Outcomes(CLO):	After completing this course, the learner will be able to: 1. Introducing about the concept of travel agency and tour operation 2. Enabling to identify functions and linkages in travel agencies and tour operators 3. Knowledge about significance of travel agency and procedure to follow for government approval 4. Understanding the activities of Travel Trade Associations. ----- 5. Applicable for courses having practical component.		
Credits	Theory	Practical	Total
	4	NA	4
Contact Hours	4		4
Max. Marks: 100		Time: 3 Hours	
Internal Assessment Marks:30			
End Term Exam Marks: 70			
PartB-Contents of the Course			
<u>Instructions for Paper- Setter</u>			
<p>Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 14 marks. All question carry equal marks. Final theory exam time allowed will be of 3 hours.</p>			
Unit	Topics		Contact hours

I	Introduction to Travel Agency and Tour Operation Travel Agency and Tour Operations: concept, meaning, definition, significance and growth over the years.	15
II	Functions and Linkages in Travel Agencies and Tour Operators Functions of Travel Agencies and tour operators. Linkages and integrations in tour operation business.	15
III	Procedure for Government Approval Procedure for recognitions of Travel Agency and tour operators from Ministry of tourism, Govt. of India. Various govt. schemes for promotion of tourism business in India	15
IV	Travel Trade Associations -TAAI, IATO , IATA, PATA Brief History, Organization Structure and Functions.	15
Suggested Evaluation Methods		
Internal Assessment:30 ➤ Theory <ul style="list-style-type: none"> • Class Participation: 5 • Seminar/presentation/assignment/quiz/class test etc.:10 • Mid-Term Exam:15 		End Term Examination:70
PartC-Learning Resources		
Recommended Books/e-resources/LMS: <ul style="list-style-type: none"> • 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). • MohinderChand , 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 		

Session: 2023-24			
Part A - Introduction			
Subject	TOURISM AND TRAVEL MANAGEMENT		
Semester	2		
Name of the Course	FIELD TRIP REPORT		
Course Code	B23-TTM-203		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-M2		
Level of the course (As per Annexure-I)	200-299		
Pre-requisite for the course (if any)			
Course Learning Outcomes(CLO):	<p>After completing this course, the learner will be able to:</p> <ol style="list-style-type: none"> 1. To familiarize students with visit to tourism destination. 2. To know about attractions and recreation opportunities at destination. 3. To collect first-hand information about tourism service and facilities at the destination. 4. To identify challenges and ways to develop tourism at the destination. <p>-----</p> <ol style="list-style-type: none"> 5. Applicable for courses having practical component. 		
Credits	Theory	Practical	Total
	2	NA	2
Contact Hours	2		2
Max. Marks:	50	Time: - 3 Hours	
Internal Assessment Marks:--	15		
End Term Exam Marks: --	35		
Part B-Contents of the Course			
<u>Instructions for Paper- Setter/Examiner</u>			
	Instructions		Contact hours

	<p>To know how to select a destination to visit followed by preparation of a report on tourism status on visited at a destination and to guide how to appear for Viva-Voce for the same.</p> <ol style="list-style-type: none"> 1. A field trip shall be conducted to cover any tourism destination of adjacent areas. 2. This is to supplement the learning for Tourism. After completion of field trip the students shall submit a field trip report for about 50 pages. 3. The Field Trip Report will be submitted in the form specified as under: <ol style="list-style-type: none"> a. The typing should be done on both sides of the paper (instead of single side printing). b. The font size should be 12 with Times New Roman font. c. The Report may be typed in 1.5 line spacing. d. The paper should be A-4 size. e. Two copies meant for the purpose of evaluation may be bound in paper-and submitted to the approved authority. 	
	<ol style="list-style-type: none"> 4. The Viva-Voce examination for the subject shall be conducted by the External Examiner approved by UGBOS/BOSof Department of Tourism & Hotel Management, Kurukshetra University,and Kurukshetra as Per Provisions in the Ordinance of the Course. 	
Suggested Evaluation Methods		
<p>Internal Assessment:</p> <ul style="list-style-type: none"> ➤ Theory <ul style="list-style-type: none"> ● Class Participation: -4 ● Seminar/presentation/assignment/quiz/class test etc.: -4 ● Mid-Term Exam: -7 ➤ Practicum <ul style="list-style-type: none"> ● Class Participation: - ● Seminar/Demonstration/Viva-voce/Lab records etc.: ● Mid-Term Exam: - 	<p>End Term Examination:</p> <p>Viva-Voce of 35 marks by External Examiner</p>	

SEMESTER III

Session: 2023-24			
Part A - Introduction			
Subject	TOURISM AND TRAVEL MANAGEMENT		
Semester	3		
Name of the Course	CULTURAL TOURISM RESOURCES OF INDIA		
Course Code	B23-TTM-301		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-3		
Level of the course (As per Annexure-I)	300-399		
Pre-requisite for the course (if any)			
Course Learning Outcomes(CLO):	After completing this course, the learner will be able to: <ol style="list-style-type: none"> 1. To understand the basics of Indian culture 2. To describe the general features of Indian culture 3. To analyses the tourism potential Indian culture 4. To explain and connect with the different cultural attractions in India <hr style="border-top: 1px dashed black;"/> 5. Applicable for courses having practical component.		
Credits	Theory	Practical	Total
	4	NA	4
Contact Hours	4		4
Max. Marks: 100		Time: 3 Hours	
Internal Assessment Marks:30			
End Term Exam Marks: 70			
Part B-Contents of the Course			
<u>Instructions for Paper- Setter</u>			
<p>Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 14 marks. All question carry equal marks. Final theory exam time allowed will be of 3 hours.</p>			
Unit	Topics		Contact hours

I	Introduction to Culture Culture: Concept and its essential features, elements of Indian culture, geographical variations of Indian culture. Cultural as tourist attraction with special reference to India.	15
II	Religions and Pilgrimage Places in India. Major Religions of India and their salient features. Major Pilgrimage Places related to Hinduism, Buddhism, Jainism, Islam and Sikhism (Any four places for each religion)	15
III	Indian Architecture and Monuments Buddhist Architecture: main features of Ajanta, Ellora and Sanchi. Hindu Architecture: main features of Khajuraho temples, Sun temple of Konark, Shore Temple of Mamallapuram. Medieval Architecture: TajMahal, Red Fort of Delhi, FatehpurSikri.	15
IV	Dances, Music and Fairs of India Classical Dances of India, Major tourism oriented fairs and festivals of India and their significance for tourism: Kullu-Dussehra, Pongal, Bihu, and Desert festivals.	15

Suggested Evaluation Methods

Internal Assessment:30

➤ **Theory**

- Class Participation: 5
- Seminar/presentation/assignment/quiz/class test etc.:10
- Mid-Term Exam:15

End Term Examination:70

Part C-Learning Resources

Recommended Books/e-resources/LMS:

- Abid Hussain, S. 2003 (reprint) The National Cultural of India. National Book Trust, Delhi.
- The Wonder that was India- A Survey of the History and Culture of the Indian Sub-continent Before the Coming of the Muslims by Arthur L. Basham, ISBN 9780836429138, Rupa Publications, 1964
- Of Past Dawns and Future Noons-Towards a Resurgent India by Shonar, ISBN 9788174765369, Published by Sri Aurobindo Society (2006)
- Gupta, S.P.et.al 2002, Cultural Tourism in India, D.K. Printworld, New Delhi
- Hay, Stephen (Ed.) 1992, Sources of Indian Tradition, 2 vols, Penguin Books, 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 Publisher, Delhi.
- Samson, Leela, 2002. The joy of Classical Dances of India, National Book Trust, India, New Delhi.
- Sharma, Chandradhar, 1991 (reprint), A Critical Survey of Indian Philosophy MotiLalBanarasi

SEMSETER IV

Session: 2023-24			
Part A - Introduction			
Subject	TOURISM AND TRAVEL MANAGEMENT		
Semester	4		
Name of the Course	NATURAL TOURISM RESOURCES OF INDIA		
Course Code	B23-TTM-401		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-4		
Level of the course (As per Annexure-I)	400-499		
Pre-requisite for the course (if any)			
Course Learning Outcomes(CLO):	After completing this course, the learner will be able to: <ol style="list-style-type: none"> 1. To understand the basics of the geography of tourism 2. To describe the general geography of India 3. To analyses the natural tourism potential in India 4. To explain and connect with the nature based tourism attractions in India <hr style="border-top: 1px dashed black;"/> 5. Applicable for courses having practical component.		
Credits	Theory	Practical	Total
	4	NA	4
Contact Hours	4		4
Max. Marks: 100		Time: 3 Hours	
Internal Assessment Marks: 30			
End Term Exam Marks: 70			
Part B-Contents of the Course			
<u>Instructions for Paper- Setter</u>			
Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 14 marks. All question carry equal marks. Final theory exam time allowed will be of 3 hours.			
Unit	Topics		Contact hours
I	Introduction to Natural Tourism Resource of India India: Physiographic regions, Northern Mountains, Northern Plains, Peninsula Plateau, Coastal Regions, Great Indian Dessert, Islands.		15

	Touristic significance of various Physiographic regions.	
II	Major Natural Tourism Resources of India Wildlife Tourism Potential in India – Case studies of Ranthambore National Park, Great Himalayan National Park, Jim Corbett National Park, Gir National Park and Bhandhavgarh National Park, Kaziranga National park.	15
III	Nature Based Tourism Products of India Major Hill Stations and Adventure Tourism in India: Case Study from Jammu & Kashmir, Himachal Pradesh, Uttarakhand and Sikkim.	15
IV	Nature Based Tourism Products of India Coastal and Beach Tourism Potential in India: Case Study from Goa, Kerala, Karnataka and Tamilnadu.	15
Suggested Evaluation Methods		
Internal Assessment:30 ➤ Theory • Class Participation: 5 • Seminar/presentation/assignment/quiz/class test etc.:10 • Mid-Term Exam:15		End Term Examination:70
Part C-Learning Resources		
Recommended Books/e-resources/LMS: 1. Boniface B. & Cooper, C. (2009). Worldwide Destinations: The Geography of Travel & Tourism. Oxford Butterworth Heinemann, London. 2. Goh Chong Leong, 'An Economic Atlas of India, Oxford University Press, Singapore. 4. Husain, M (2013) - Geography of India, Tata McGraw Hill, New Delhi. 5. Singh Gopal, 'Geography of India', Atma Ram and sons, New Delhi, 1994 6. Quereshi, Imtiaz, (ed) Physical geography of India, NCERT, New Delhi 7. Hall, M (1999), Geography of Travel and Tourism, Routledge, London. 8. Robinson H.A. (1976), Geography of Tourism. Mac Donald & Evans Ltd		

DETAILED SYLLABUS

SEMESTER I

Session: 2023-24			
PartA - Introduction			
Subject	TOURISM AND TRAVEL MANAGEMENT		
Semester	1		
Name of the Course	INTRODUCTION TO TOURISM		
Course Code	B23-TTM-101		
CourseType: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-1 MCC-1		
Level of the course (As per Annexure-I	100-199		
Pre-requisite for the course (ifany)	NA		
CourseLearningOutcomes(CLO):	After completing this course, the learner will be able to: <ol style="list-style-type: none"> 1. To familiarize with the basic concepts and terminology used in tourism 2. : To know about various types of tourism and factors responsible for the development 3. To be able to identify different components of tourism 4. To be able to work with and for tourism services in tourism chain <hr style="border-top: 1px dashed black;"/> 5. Applicable for courses having practical component.		
Credits	Theory	Practical	Total
	4	NA	4
Contact Hours	4		4
Max. Marks: 100		Time: 3 Hours 3 Hours	
Internal Assessment Marks:30			
End Term Exam Marks: 70			
Part B-Contents of the Course			
<u>Instructions for Paper- Setter</u>			
Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 14 marks. All question carry equal marks. Final theory exam time allowed will be of 3 hours.			
Unit	Topics		Contact hours
I	Basic Concept and Terminology used in Tourism Tourism, tourist, visitors, traveler, excursionist as per UNWTO		15

	classification and Ministry of Tourism, Govt. of India. Impacts of Tourism (Economic, Socio-cultural and Environmental)	
II	Types of Tourism and Factors of Development of Tourism Approaches to study tourism, Travel Agency and Tour Operators – Meaning and Types. Linkages in Tourism Industry, Push and Pull factors in Tourism,	15
III	Components of Tourism Attractions: Types and their significance for tourism Transportation: Types and their significance for tourism Accommodation: Types and their significance for tourism	15
IV	Tourism Services and Tourism Chain Characteristics of tourism and hospitality services- Perishability, Variability, Inseparability, Intangibility, Seasonality. Vertical, Horizontal and Diagonal Integration in Tourism	15
Suggested Evaluation Methods		
Internal Assessment:30 ➤ Theory • Class Participation: 5 • Seminar/presentation/assignment/quiz/class test etc.:10 • Mid-Term Exam:15		End Term Examination:70
Part C-Learning Resources		
Recommended Books/e-resources/LMS: <ul style="list-style-type: none"> • 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 Terminology, Sterling Publishers, New Delhi. 		

Session: 2023-24			
Part A – Introduction			
Subject	TOURISM AND TRAVEL MANAGEMENT		
Semester	1		
Name of the Course	TOURISM BUSINESS ENVIRONMENT		
Course Code	B23-TTM-102		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	MCC-2		
Level of the course (As per Annexure-I)	100-199		
Pre-requisite for the course (if any)			
Course Learning Outcomes(CLO):	After completing this course, the learner will be able to: <ol style="list-style-type: none"> 1. To understand the concept of business environment 2. To describe the economic environment for tourism 3. To analyses the industrial policies concerning the tourism 4. To explain different tourism reforms in India ----- <ol style="list-style-type: none"> 5. Applicable for courses having practical component. 		
Credits	Theory	Practical	Total
	4	NA	4
Contact Hours	4		4
Max. Marks:	100		Time: 3 Hours
Internal Assessment Marks:	30		
End Term Exam Marks:	70		
Part B-Contents of the Course			
<u>Instructions for Paper- Setter</u>			
<p>Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 14 marks. All question carry equal marks. Final theory exam time allowed will be of 3 hours.</p>			
Unit	Topics		Contact hours
I	An Overview of Business Environment Business – Meaning, Concept and Nature, Business Environment – Meaning, nature and components. Business environment analysis – Process, techniques and limitations		15

II	<p>Economic Environment</p> <p>Economic Reforms in India - Liberalization, Privatization and Globalization, meaning, merits, de-merits and impact on tourism business in India.</p> <p>MSME (Micro, Small and Medium Enterprises) – Definition, Problems and Incentives available for growth.</p>	15
III	<p>Policies concerning Tourism</p> <p>Tourism development during five year plans. Tourism under NITI Ayog, National tourism policy of India, 2002. Competition Act and its impact on tourism business in India</p>	15
IV	<p>Tourism Reforms</p> <p>FDI - Meaning, merits, de-merits and impact on tourism business in India.</p> <p>Govt. of India Schemes for development of tourism business in India: Incredible India Campaign, PRASHAD Scheme, SWADESH Darshan. Scheme.</p>	15
Suggested Evaluation Methods		
<p>Internal Assessment:30</p> <p>➤ Theory</p> <ul style="list-style-type: none"> • Class Participation: 5 • Seminar/presentation/assignment/quiz/class test etc.:10 • Mid-Term Exam:15 		<p>End Term Examination:70</p>
Part C-Learning Resources		
<p>Recommended Books/e-resources/LMS:</p> <ul style="list-style-type: none"> • Daniel, John D and Radebangh, Lee H : International Business, 5th ed., New York, Addison Weley, 2007 • Charles W. Hill, International Business, fourth edition, Tata McGraw Hill Publications Companies.2010. • AK. Sundaram J. StemartBlock : The International Business Environment PHI,2008 • Rangarajan, C.A.; Perspective in Economics, S.Chand& Sons, New Delhi. • Cherunilam, Francis; Business Environment - Text and Cases, Himalaya Publishing House. • Aswathappa, K.; Essentials of Business Environment, Himalaya Publishing House, New Delhi. 		

Session: 2023-24			
PartA - Introduction			
Subject	TOURISM AND TRAVEL MANAGEMENT		
Semester	1		
Name of the Course	TRANSPORT MANAGEMENT		
Course Code	B23-TTM-103		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-M1		
Level of the course (As per Annexure-I)	100-199		
Pre-requisite for the course (if any)			
Course Learning Outcomes(CLO):	<p>After completing this course, the learner will be able to:</p> <ol style="list-style-type: none"> 1. To familiarize with transportation related to Tourism industry 2. To understand the various concepts related to Air and Water Transport 3. To understand the various concepts related to Road Transport. 4. To know about major Railways of India and the World <p>-----</p> <ol style="list-style-type: none"> 5. Applicable for courses having practical component. 		
Credits	Theory	Practical	Total
	2	NA	2
Contact Hours	2		2
Max. Marks: 50			Time: 3 Hours
Internal Assessment Marks:15			
End Term Exam Marks: 35			
PartB-Contents of the Course			
<u>Instructions for Paper- Setter</u>			
<p>Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 7 marks. All question carry equal marks. Final theory exam time allowed will be of 3 hours.</p>			

Unit	Topics	Contact hours
I	<p>Introduction to Transport</p> <p>Transportation as important element of tourism industry. History of different modes of transportation. Advantages and Limitations of different modes of transport.</p> <p>The factors affecting the selection of modes of transport by tourist.</p>	8
II	<p>Air and Water Transport</p> <p>History of air transport in India. IATA and DGCA: Organizational structures and functions. Major Airlines operating in India. Role of airlines in tourism promotion.</p> <p>Water transport- Limitation & scope of water transport in India. Cruise ships and Cruise tourism. The role of water transport in tourism.</p>	8
III	<p>Road Transport</p> <p>Road Transport: Major Highways and Expressways of India. Golden Quadrilateral Highway. Coach-Bus, Inter State Bus Services, Tourist Taxi, Rent-a-car Scheme, OLA and UBER</p>	7
IV	<p>Rail Transport</p> <p>Rail Transport: Major Railway Systems of World, (Euro Rail and AMTrak). General information about Indian Railways. Tourist trains of India and Indrail Pass service.</p>	7
Suggested Evaluation Methods		
<p>Internal Assessment:</p> <p>➤ Theory</p> <ul style="list-style-type: none"> • Class Participation: 4 • Seminar/presentation/assignment/quiz/class test etc.:4 • Mid-Term Exam: 7 		<p>End Term Examination: 35</p>
PartC-Learning Resources		
<p>Recommended Books/e-resources/LMS:</p> <ul style="list-style-type: none"> • 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
- David Timothy Duval, Tourism and Transport: Modes, Networks and flows. Channel view Publications.

- Stephan Page, Transport and Tourism, Global Perspectives, Pearson Publications
- Case Study Series Aerospace & Airlines, The ICFAI, University Press, Hyderabad
- Bharath, R., Low Cost Carriers, Concept and Cases, The ICFAI, University Press, Hyderabad
- Kumar, V V Ravi., Indian Aviation Industry, The ICFAI, University Press, Hyderabad
- Nayak, G.,Development of Transport and Communication, Anmol Publication
- Ginger Todd, Susan Rice (2002), Travel Perspectives: A Guide to becoming a Travel Professional, Delmar ThomPLOn Learning.

SEMESTER II

Session: 2023-24			
Part A - Introduction			
Subject	TOURISM AND TRAVEL MANAGEMENT		
Semester	2		
Name of the Course	TRAVEL AGENCY & TOUR OPERATIONS BUSINESS		
Course Code	B23-TTM-201		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-2 MCC-3		
Level of the course (As per Annexure-I)	200-299		
Pre-requisite for the course (if any)			
Course Learning Outcomes(CLO):	<p>After completing this course, the learner will be able to:</p> <ol style="list-style-type: none"> 5. Introducing about the concept of travel agency and tour operation 6. Enabling to identify functions and linkages in travel agencies and tour operators 7. Knowledge about significance of travel agency and procedure to follow for government approval 8. Understanding the activities of Travel Trade Associations. <p>-----</p> <p>5. Applicable for courses having practical component.</p>		
Credits	Theory	Practical	Total
	4	NA	4
Contact Hours	4		4
Max. Marks: 100		Time: 3 Hours	
Internal Assessment Marks:30			
End Term Exam Marks: 70			
PartB-Contents of the Course			
<u>Instructions for Paper- Setter</u>			
<p>Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 14 marks. All questions carry equal marks. Final theory exam time allowed will be of 3 hours.</p>			
Unit	Topics		Contact hours

I	Introduction to Travel Agency and Tour Operation Travel Agency and Tour Operations: concept, meaning, definition, significance and growth over the years.	15
II	Functions and Linkages in Travel Agencies and Tour Operators Functions of Travel Agencies and tour operators. Linkages and integrations in tour operation business.	15
III	Procedure for Government Approval Procedure for recognitions of Travel Agency and tour operators from Ministry of tourism, Govt. of India. Various govt. schemes for promotion of tourism business in India	15
IV	Travel Trade Associations -TAAI, IATO , IATA, PATA Brief History, Organization Structure and Functions.	15
Suggested Evaluation Methods		
Internal Assessment:30 ➤ Theory <ul style="list-style-type: none"> • Class Participation: 5 • Seminar/presentation/assignment/quiz/class test etc.:10 • Mid-Term Exam:15 		End Term Examination:70
PartC-Learning Resources		
Recommended Books/e-resources/LMS: <ul style="list-style-type: none"> • 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). • MohinderChand , 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 		

Session: 2023-24			
Part A – Introduction			
Subject	TOURISM AND TRAVEL MANAGEMENT		
Semester	2		
Name of the Course	INFORMATION & COMMUNICATION TECHNOLOGY IN TOURISM		
Course Code	B23-TTM-202		
Course Type: (CC/MCC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	DSEC-1		
Level of the course (As per Annexure-I)	200-299		
Pre-requisite for the course (if any)			
Course Learning Outcomes(CLO):	<p>After completing this course, the learner will be able to:</p> <ol style="list-style-type: none"> 1. To familiarize with the basic concepts and terminology of computer fundamentals. 2. To gain knowledge of various types of information and communication technologies tools. 3. To be able to identify different components of information & communication technologies. 4. To be able to work with and for application of information and communication technologies <p>-----</p> <ol style="list-style-type: none"> 5. Applicable for courses having practical component. 		
Credits	Theory	Practical	Total
	3	NA	3
Contact Hours	3		3
Max. Marks: 75		Time: 3 Hours	
Internal Assessment Marks:25			
End Term Exam Marks: 50			
PartB-Contents of the Course			
<u>Instructions for Paper- Setter</u>			
<p>Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 10 marks. All questions carry equal marks. Final theory exam time allowed will be of 3 hours.</p>			
Unit	Topics		Contact hours

I	Fundamentals of Computer Technology Meaning, Components and Units of a computer system, Characteristics, Features and Uses of computers. Data entry devices, data output devices and storage devices. Introduction to Windows and Basics of MS Office.	12
II	Types of Information and Communication Technologies ICT meaning and important ICT tools. Introduction to Internet; uses and applications in Tourism. Web Portal and Websites: Definition and Meaning. Role and Importance of ICT in Tourism sector.	11
III	Components of Information and Communication Technologies for Tourism E-Commerce: Meaning, Features, Functions and Limitations of E-Commerce. Different E-Commerce Business Models. E Tourism and Online Travel Agency, case study of Yatra.com and Makemytrip.com.	11
IV	Information and Communication Technologies Application in Tourism Introduction to CRS; Need and history of CRS systems, Benefits and importance of the CRS system to the Travel trade. CRS for Rail Transport, Airlines and Hotels. GDS; Concept and Uses. Introduction to AMADEUS, SABRE and WORLDSAPN	11
Suggested Evaluation Methods		
Internal Assessment: ➤ Theory <ul style="list-style-type: none"> • Class Participation: 5 • Seminar/presentation/assignment/quiz/class test etc.:7 • Mid-Term Exam: 13 		End Term Examination: 50
Part C-Learning Resources		
Recommended Books/e-resources/LMS: <ul style="list-style-type: none"> • Buhalis, D. (2003). e-Tourism: Information technology for strategic tourism management. Pearson education. • Hassan, A., & Sharma, A. (Eds.). (2020). The Emerald handbook of ICT in tourism and hospitality. Emerald Publishing Limited. • Joseph, P. T. (2019). E-commerce: An Indian perspective. PHI Learning Pvt. Ltd. • Leon, A., & Mathews, L. (1999). Fundamentals of information technology. Leon Press. • Minazzi, R. (2015). Social media marketing in tourism and hospitality. Springer International Publishing Switzerland. • Rajaraman, V., & Adabala, N. (2014). Fundamentals of computers. PHI Learning Pvt. Ltd.. 		

- Shanker, D. (2008). ICT and Tourism: challenges and opportunities.
- Zelenka, J. (2009). Information and communication technologies in tourism-influence, dynamics, trends.

Session: 2023-24			
Part A - Introduction			
Subject	TOURISM AND TRAVEL MANAGEMENT		
Semester	2		
Name of the Course	FIELD TRIP REPORT		
Course Code	B23-TTM-203		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-M2		
Level of the course (As per Annexure-I)	200-299		
Pre-requisite for the course (if any)			
Course Learning Outcomes(CLO):	<p>After completing this course, the learner will be able to:</p> <ol style="list-style-type: none"> 5. To familiarize students with visit to tourism destination. 6. To know about attractions and recreation opportunities at destination. 7. To collect first-hand information about tourism service and facilities at the destination. 8. To identify challenges and ways to develop tourism at the destination. <p>-----</p> <p>5. Applicable for courses having practical component.</p>		
Credits	Theory	Practical	Total
	2	NA	2
Contact Hours	2		2
Max. Marks:	50		Time: - 3 Hours
Internal Assessment Marks:--	15		
End Term Exam Marks: --	35		
Part B-Contents of the Course			
<u>Instructions for Paper- Setter/Examiner</u>			
	Instructions		Contact hours

	<p>To know how to select a destination to visit followed by preparation of a report on tourism status on visited at a destination and to guide how to appear for Viva-Voce for the same.</p> <ol style="list-style-type: none"> 5. A field trip shall be conducted to cover any tourism destination of adjacent areas. 6. This is to supplement the learning for Tourism. After completion of field trip the students shall submit a field trip report for about 50 pages. 7. The Field Trip Report will be submitted in the form specified as under: <ol style="list-style-type: none"> a. The typing should be done on both sides of the paper (instead of single side printing). b. The font size should be 12 with Times New Roman font. c. The Report may be typed in 1.5 line spacing. d. The paper should be A-4 size. e. Two copies meant for the purpose of evaluation may be bound in paper-and submitted to the approved authority. 	
	<ol style="list-style-type: none"> 8. The Viva-Voce examination for the subject shall be conducted by the External Examiner approved by UGBOS/BOSof Department of Tourism & Hotel Management, Kurukshetra University,and Kurukshetra as Per Provisions in the Ordinance of the Course. 	
Suggested Evaluation Methods		
<p>Internal Assessment:</p> <ul style="list-style-type: none"> ➤ Theory <ul style="list-style-type: none"> • Class Participation: -4 • Seminar/presentation/assignment/quiz/class test etc.: -4 • Mid-Term Exam: -7 ➤ Practicum <ul style="list-style-type: none"> • Class Participation: - • Seminar/Demonstration/Viva-voce/Lab records etc.: • Mid-Term Exam: - 	<p>End Term Examination:</p> <p>Viva-Voce of 35 marks by External Examiner</p>	

SEMESTER III

Session: 2023-24			
Part A - Introduction			
Subject	TOURISM AND TRAVEL MANAGEMENT		
Semester	3		
Name of the Course	CULTURAL TOURISM RESOURCES OF INDIA		
Course Code	B23-TTM-301		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-3 MCC-4		
Level of the course (As per Annexure-I)	300-399		
Pre-requisite for the course (if any)			
Course Learning Outcomes(CLO):	After completing this course, the learner will be able to: <ol style="list-style-type: none"> 5. To understand the basics of Indian culture 6. To describe the general features of Indian culture 7. To analyses the tourism potential Indian culture 8. To explain and connect with the different cultural attractions in India <hr style="border-top: 1px dashed black;"/> 5. Applicable for courses having practical component.		
Credits	Theory	Practical	Total
	4	NA	4
Contact Hours	4		4
Max. Marks: 100		Time: 3 Hours	
Internal Assessment Marks:30			
End Term Exam Marks: 70			
Part B-Contents of the Course			
<u>Instructions for Paper- Setter</u>			
<p>Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 14 marks. All question carry equal marks. Final theory exam time allowed will be of 3 hours.</p>			

Unit	Topics	Contact hours
I	Introduction to Culture Culture: Concept and its essential features, elements of Indian culture, geographical variations of Indian culture. Cultural as tourist attraction with special reference to India.	15
II	Religions and Pilgrimage Places in India. Major Religions of India and their salient features. Major Pilgrimage Places related to Hinduism, Buddhism, Jainism, Islam and Sikhism (Any four places for each religion)	15
III	Indian Architecture and Monuments Buddhist Architecture: main features of Ajanta, Ellora and Sanchi. Hindu Architecture: main features of Khajuraho temples, Sun temple of Konark, Shore Temple of Mamallapuram. Medieval Architecture: TajMahal, Red Fort of Delhi, FatehpurSikri.	15
IV	Dances, Music and Fairs of India Classical Dances of India, Major tourism oriented fairs and festivals of India and their significance for tourism: Kullu-Dussehra, Pongal, Bihu, and Desert festivals.	15
Suggested Evaluation Methods		
Internal Assessment:30 ➤ Theory • Class Participation: 5 • Seminar/presentation/assignment/quiz/class test etc.:10 • Mid-Term Exam:15		End Term Examination:70
Part C-Learning Resources		
Recommended Books/e-resources/LMS: • Abid Hussain, S. 2003 (reprint) The National Cultural of India. National Book Trust, Delhi. • The Wonder that was India- A Survey of the History and Culture of the Indian Sub-continent Before the Coming of the Muslims by <u>Arthur L. Basham</u> , ISBN 9780836429138, Rupa Publications, 1964 • Of Past Dawns and Future Noons-Towards a Resurgent India by Shonar, ISBN		

9788174765369, Published by Sri Aurobindo Society (2006)

- Gupta, S.P.et.al 2002, Cultural Tourism in India, D.K. Printworld, New Delhi
- Hay,Stephen (Ed.) 1992, Sources of Indian Tradition, 2 vols, Penguin Books, 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 Publisher, Delhi.
- Samson, Leela, 2002. The joy of Classical Dances of India, National Book Trust, India, New Delhi.
- Sharma, Chandradhar, 1991 (reprint), A Critical Survey of Indian Philosophy MotiLalBanarasi Das Publishers, Delhi .
- Upadhyaya, B.S. 1989, (reprint), Feeders of Indian Culture People,s Publishing House.

Session: 2023-24			
Part A - Introduction			
Subject	TOURISM AND TRAVEL MANAGEMENT		
Semester	3		
Name of the Course	HOTEL BUSINESS		
Course Code	B23-TTM-302		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	MCC-5		
Level of the course (As per Annexure-I)	300-399		
Pre-requisite for the course (if any)			
Course Learning Outcomes(CLO):	<p>After completing this course, the learner will be able to:</p> <ol style="list-style-type: none"> 1. To familiarize with the basic concepts and terminology used in tourism accommodation 2. To gain knowledge of growth and development of hotel industry in India 3. To be able to identify different functions and operations of hotel 4. To be able to work with and for hotel development in tourism <p>-----</p> <ol style="list-style-type: none"> 5. Applicable for courses having practical component. 		
Credits	Theory	Practical	Total
	4	NA	4
Contact Hours	4		4
Max. Marks: 100		Time: 3 Hours	
Internal Assessment Marks:30			
End Term Exam Marks: 70			
Part B-Contents of the Course			
<u>Instructions for Paper- Setter</u>			
<p>Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 14 marks. All questions carry equal marks. Final theory exam time allowed will be of 3 hours.</p>			

Unit	Topics	Contact hours
I	Introduction to Tourism Accommodation Introduction – Tourism and Accommodation, their relationship, Tourism, Types of Tourist Accommodation: Different basis of categorization of accommodation sector. Main features of different basis of categorization of accommodation sector.	15
II	Origin and Growth of Hotel Sector Growth and development of hotel industry with special reference to India. Role of governing bodies in development of hotel sector in India: Ministry of Tourism, Federation of Hotel and Restaurant Association of India (FHRAI), Hospitality Development And Promotion Board (HDPB). Study of Major hotel chains of India.	15
III	Hotel Operations Hotel accommodation and its various activities. Organization structure and role of various departments of hotel: Front Office, Housekeeping, Food & Beverages (Service & Production), Engineering & Maintenance, Store & Purchase, Human Resources, Sales & Marketing and Accounts	15
IV	Hotel Business and Recent Trends Ownership and forms of hotel ownership. Sole-Proprietorship, Partnership, Joint Stock Company, Referral organizations, Hotel chain, Lease Agreements, Management contracts, Franchise Organizations. Recent development and challenges of hotel industry in India. Future of Hotel industry in India.	15
Suggested Evaluation Methods		
Internal Assessment:30 ➤ Theory • Class Participation: 5 • Seminar/presentation/assignment/quiz/class test etc.:10 • Mid-Term Exam:15		End Term Examination:70
Part C-Learning Resources		

Recommended Books/e-resources/LMS:

- Anand, M. M. (1976). Tourism and Hotel Industry in India: A Study in Management. Prentice Hall.
- Brymer, R. A. (Ed.). (1984). Introduction to hotel and restaurant management. Kendall/Hunt.
- Chand, M. (2009). Managing hospitality operations. Anmol Publications.
- Chuck, Y. G. (1998). International Hotel Management. Educational Institute American Hotel & Motel Association, Washington.
- Hassanien, A., Dale, C., Clarke, A., & Herriott, M. W. (2010). Hospitality business development. Routledge.
- Jagmohan, N. (2000). Hotels for Tourism Development (2nd Ed). Metropolitan Book Company.
- Walker, J. R. (2002). Introduction to hospitality . Prentice Hall.
- Wood, R. C. (2013). Key concepts in hospitality management. Key Concepts in Hospitality Management. London: SAGE.

SEMSETER IV

Session: 2023-24			
Part A - Introduction			
Subject	TOURISM AND TRAVEL MANAGEMENT		
Semester	4		
Name of the Course	NATURAL TOURISM RESOURCES OF INDIA		
Course Code	B23-TTM-401		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-4 MCC-6		
Level of the course (As per Annexure-I)	400-499		
Pre-requisite for the course (if any)			
Course Learning Outcomes(CLO):	After completing this course, the learner will be able to: <ol style="list-style-type: none"> 1. To understand the basics of the geography of tourism 2. To describe the general geography of India 3. To analyses the natural tourism potential in India 4. To explain and connect with the nature based tourism attractions in India <hr style="border-top: 1px dashed black;"/> 5. Applicable for courses having practical component.		
Credits	Theory	Practical	Total
	4	NA	4
Contact Hours	4		4
Max. Marks: 100		Time: 3 Hours	
Internal Assessment Marks: 30			
End Term Exam Marks: 70			
Part B-Contents of the Course			
<u>Instructions for Paper- Setter</u>			
Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 14 marks. All question carry equal marks. Final theory exam time allowed will be of 3 hours.			
Unit	Topics		Contact hours
I	Introduction to Natural Tourism Resource of India India: Physiographic regions, Northern Mountains, Northern Plains, Peninsula Plateau, Coastal Regions, Great Indian Dessert, Islands.		15

	Touristic significance of various Physiographic regions.	
II	Major Natural Tourism Resources of India Wildlife Tourism Potential in India – Case studies of Ranthambore National Park, Great Himalayan National Park, Jim Corbett National Park, Gir National Park and Bhandhavgarh National Park, Kaziranga National park.	15
III	Nature Based Tourism Products of India Major Hill Stations and Adventure Tourism in India: Case Study from Jammu & Kashmir, Himachal Pradesh, Uttarakhand and Sikkim.	15
IV	Nature Based Tourism Products of India Coastal and Beach Tourism Potential in India: Case Study from Goa, Kerala, Karnataka and Tamilnadu.	15
Suggested Evaluation Methods		
Internal Assessment:30 ➤ Theory • Class Participation: 5 • Seminar/presentation/assignment/quiz/class test etc.:10 • Mid-Term Exam:15		End Term Examination:70
PartC-Learning Resources		
Recommended Books/e-resources/LMS: 3. Boniface B. & Cooper, C. (2009). Worldwide Destinations: The Geography of Travel & Tourism. Oxford Butterworth Heinemann, London. 4. Goh Chong Leong, 'An Economic Atlas of India, Oxford University Press, Singapore. 9. Husain, M (2013) - Geography of India, Tata McGraw Hill, New Delhi. 10. Singh Gopal, 'Geography of India', Atma Ram and sons, New Delhi, 1994 11. Quereshi, Imtiaz, (ed) Physical geography of India, NCERT, New Delhi 12. Hall, M (1999), Geography of Travel and Tourism, Routledge, London. 13. Robinson H.A. (1976), Geography of Tourism. Mac Donald & Evans Ltd		

Session: 2023-24			
PartA - Introduction			
Subject	TOURISM AND TRAVEL MANAGEMENT		
Semester	4		
Name of the Course	INTERNATIONAL TOURISM		
Course Code	B23-TTM-402		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	MCC-7		
Level of the course (As per Annexure-I)	400-499		
Pre-requisite for the course (if any)			
Course Learning Outcomes(CLO):	After completing this course, the learner will be able to: <ol style="list-style-type: none"> 1. To understand the concept of international tourism 2. To describe the tourism trends at international level 3. To analyses the potential of tourism in different regions of the world 4. To explain different destinations in various nations of the world <hr style="border-top: 1px dashed black;"/> 5. Applicable for courses having practical component.		
Credits	Theory	Practical	Total
	4	NA	4
Contact Hours	4		4
Max. Marks: 100		Time: 3 Hours	
Internal Assessment Marks:30			
End Term Exam Marks: 70			
Part B-Contents of the Course			
<u>Instructions for Paper- Setter</u>			
<p>Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 14 marks. All question carry equal marks. Final theory exam time allowed will be of 3 hours.</p>			
Unit	Topics		Contact hours
I	Concept and Current Status of International Tourism Global tourism trends in terms of international tourist arrivals and international tourism receipts. Factors affecting growth of international		15

	tourism	
II	<p>Regional Distribution of International Tourism – I:</p> <ul style="list-style-type: none"> - Europe: Inbound tourism with special reference to France, Spain, and United Kingdom and their major destinations i.e. Paris, Madrid and London - Americas: Inbound tourism with special reference to USA, Canada and Mexico and their major destinations i.e. New York, Washington DC, Toronto and Mexico City 	15
III	<p>Regional Distribution of International Tourism – II:</p> <ul style="list-style-type: none"> - Africa: Inbound tourism with special reference to Egypt, South Africa and Kenya and their major destinations i.e. Giza, Johannesburg and Nairobi. - East-Asia & Pacific: Inbound tourism with special reference to Australia, China, and Thailand and their main destinations i.e. Sydney, Beijing, and Bangkok 	15
IV	<p>International Tourism Organizations UNWTO, PATA, IATA – Brief History, Organization Structure and Functions. Challenges before international tourism and strategies to promote international tourism.</p>	15
Suggested Evaluation Methods		
<p>Internal Assessment:30</p> <ul style="list-style-type: none"> ➤ Theory <ul style="list-style-type: none"> • Class Participation: 5 • Seminar/presentation/assignment/quiz/class test etc.:10 • Mid-Term Exam:15 		<p>End Term Examination:70</p>
PartC-Learning Resources		
<p>Recommended Books/e-resources/LMS:</p> <ul style="list-style-type: none"> • Bhatia, A. K. (1991). International tourism: fundamentals and practices. Sterling Publishers. • Chand, M. (2004). Basics of tourism: theory, operation and practice. Kanishka Publishers. • Lonely Planet – Singapore, Malaysia, Thailand, China, Hong Kong, Australia, New Zealand, UK, France, Switzerland, Germany, Italy, Greece, Austria, USA, CANADA, Brazil, UAE, South Africa, Kenya, Tanzania. • McIntosh, R., Goeldner, W., & Charles, R. (1990). Tourism: Principles, Practices and Philosophies., John Wiley and Sons Inc. New York. 		

Session: 2023-24			
Part A - Introduction			
Subject	TOURISM AND TRAVEL MANAGEMENT		
Semester	4		
Name of the Course	TOURISM ORGANIZATIONS		
Course Code	B23-TTM-403		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	MCC-8		
Level of the course (As per Annexure-I)	400-499		
Pre-requisite for the course (if any)			
Course Learning Outcomes(CLO):	<p>After completing this course, the learner will be able to:</p> <ol style="list-style-type: none"> 1. To familiarize with the meaning, concept and nature of International Tourism organizations. 2. To understand the organization structure and functions of Regional Tourism Organizations. 3. To know about of National Tourism Organization and their role. 4. To get familiarization with applications of knowledge by professional bodies in tourism. <p>-----</p> <ol style="list-style-type: none"> 5. Applicable for courses having practical component. 		
Credits	Theory	Practical	Total
	4	NA	4
Contact Hours	4		4
Max. Marks: 100		Time: 3 Hours	
Internal Assessment Marks:30			
End Term Exam Marks: 70			
Part B-Contents of the Course			
<u>Instructions for Paper- Setter</u>			
<p>Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 14 marks. All question carry equal marks. Final theory exam time allowed will be of 3 hours.</p>			
Unit	Topics		Contact hours

I	International Tourism Organizations Tourism Organizations: meaning, nature and significance for tourism development. United Nations World Tourism Organization (UNWTO): structure, functions & significance. World Tourism & Travel Council (WTTC): Structure, Committee, Events and Functions.	15
II	Regional Tourism Organizations United Nations Educational, Scientific & Cultural Organization (UNESCO). History, Functions and Role in Promotion of Tourism. Pacific Asia Travel Association (PATA): Membership, Committee and Functions. International Air Transport Association (IATA): structure, membership, functions & significance.	15
III	National Tourism Organization Ministry of Tourism, Government of India: Organizational Structure and Functions. Indian Tourism Development Corporation (ITDC): History, Structure and Functions. Tourism Finance Corporation of India (TFCI): Organizational Structure and Functions.	15
IV	Tourism Business Promotion Organizations & Associations Indian Associations of Tour Operators (IATO). Travel Agents Association of India (TAAI). Travel Agents Association of India (TAAI). Federation of Hotel & Restaurant Associations of India (FHRAI). India Convention Promotion Bureau (ICPB).	15
Suggested Evaluation Methods		
Internal Assessment:30 ➤ Theory • Class Participation: 5 • Seminar/presentation/assignment/quiz/class test etc.:10 • Mid-Term Exam:15		End Term Examination:70
Part C-Learning Resources		
Recommended Books/e-resources/LMS: • www.unesco.org • www.pata.org		

- www.iata.org
- www.wttc.org
- www.itdc.com
- www.unwto.org
- Website of Ministry of Tourism, Govt. of India.

Session: 2023-24			
Part A - Introduction			
Subject	TOURISM AND TRAVEL MANAGEMENT		
Semester	4		
Name of the Course	TOURISM DOCUMENTATION		
Course Code	B23-TTM-404		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	DSE-1		
Level of the course (As per Annexure-I)	400-499		
Pre-requisite for the course (if any)			
Course Learning Outcomes(CLO):	<p>After completing this course, the learner will be able to:</p> <ol style="list-style-type: none"> 1. To familiarize with the basic terminology and types of tourism related documents. 2. To gain knowledge about basic regulations for safe and hassle-free travelling. 3. To know the financial assets and their requirements in travel 4. To be able to work with regulations and bodies involved in international travel. <p>-----</p> <ol style="list-style-type: none"> 5. Applicable for courses having practical component. 		
Credits	Theory	Practical	Total
	4	NA	4
Contact Hours	4		4
Max. Marks: 100		Time: 3 Hours	
Internal Assessment Marks:30			
End Term Exam Marks: 70			
Part B-Contents of the Course			
<u>Instructions for Paper- Setter</u>			
<p>Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 14 marks. All question carry equal marks. Final theory exam time allowed will be of 3 hours.</p>			
Unit	Topics		Contact hours

I	Basic Concept in Travel Documentation Passport, types of Passports, Process of acquiring passport in India. Visa and its types, Documentation for Visa, Schengen Visa, US Visa and UK Visa. Visa on Arrival (VoA), e-visa and Travel Insurance.	15
II	Regulations and Certification in International Travel Baggage Regulations. Currency Regulations. Customs Regulations. Health Regulation and Certification (Yellow fever, Malaria, H.I.V. and COVID Vaccination).	15
III	Financial Assets and Formalities Bank details, Requisite Bank Balance, Income Tax Returns, Property Documents and their Valuation, Insurance papers. Guarantee for Visa, Collateral Security, Transfer of Money. Role of Currency Exchange Companies, Banks and NBFCs.	15
IV	Regulations for Travel Documentation in India Citizenship, Immigration, Enforcement Directorate. Foreign Exchange Management Act, 1999 and Prevention of Money Laundering Act. 2002. Immigration formalities at airport for outbound and inbound tourists in India. Foreign regional registration office (FRRO).	15
Suggested Evaluation Methods		
Internal Assessment:30 ➤ Theory • Class Participation: 5 • Seminar/presentation/assignment/quiz/class test etc.:10 • Mid-Term Exam:15		End Term Examination:70
Part C-Learning Resources		
Recommended Books/e-resources/LMS: • Website of Ministry of Tourism, Govt. of India. • Embassy Websites of the concerned country. • Website of Ministry of External Affairs, Govt. of India. • Website of Ministry of Finance, Govt. of India. • Website of Ministry of Home, Govt. of India.		

Session: 2023-24

Part A - Introduction			
Subject	TOURISM AND TRAVEL MANAGEMENT		
Semester	4		
Name of the Course	ECO-TOURISM		
Course Code	B23-TTM-405		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	DSE-1		
Level of the course (As per Annexure-I)	400-499		
Pre-requisite for the course (if any)			
Course Learning Outcomes(CLO):	After completing this course, the learner will be able to: <ol style="list-style-type: none"> 1. To comprehend the concept and practices of ecotourism. 2. To identify the ecotourism potential in India. 3. To understand the planning and development of ecotourism. 4. To be familiar with various impacts of ecotourism. <hr style="border-top: 1px dashed black;"/> 5. Applicable for courses having practical component.		
Credits	Theory	Practical	Total
	4	NA	4
Contact Hours	4		4
Max. Marks: 100		Time: 3 Hours	
Internal Assessment Marks:30			
End Term Exam Marks: 70			
Part B-Contents of the Course			
<u>Instructions for Paper- Setter</u>			
<p>Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 14 marks. All question carry equal marks. Final theory exam time allowed will be of 3 hours.</p>			
Unit	Topics		Contact hours
I	Emergence of Ecotourism Ecotourism: concept, definitions, growth and development. Ecotourism principles and typology of eco tourists.		15

	Mass tourism V/s ecotourism, potential benefits from ecotourism	
II	Ecotourism Potential of India Eco Tourism Resources in India: National Parks, Wild life sanctuaries, Tiger reserves, Biosphere reserves, wetlands, coral reefs, desert ecotourism. Case study of selected states (Kerala and Sikkim).	15
III	Ecotourism Planning and Development Guidelines for ecotourism development for government, for developers and operators, for visitors and for host population. Eco-friendly practices and carrying capacity in tourism and hospitality sector. Environmental Issues and models of ecotourism development.	15
IV	Impacts of Ecotourism Eco Tourism and Development: Community awareness and participation. Contribution of ecotourism to environmental Conservation. Socio-cultural and economic impact of ecotourism.	15
Suggested Evaluation Methods		
Internal Assessment:30 ➤ Theory • Class Participation: 5 • Seminar/presentation/assignment/quiz/class test etc.:10 • Mid-Term Exam:15		End Term Examination:70
Part C-Learning Resources		
Recommended Books/e-resources/LMS: <ul style="list-style-type: none"> • Erlet Cater & Gwen Lowman: Ecotourism. • Dr. Jasbir Singh, Eco-Tourism, I.K. International Publishing, New Delhi , 2010. • Ballantyne, R. and Packer, J. (2013). International Handbook on Ecotourism. United Kingdom: Edward Elgar Publishing Ltd. • Fennel, D. A. (2002), Ecotourism Policy and Planning. USA: CABI Publishing. • Fennell, D.A. (2008). Ecotourism Third Edition. New York: Routledge Publication. • Goodwin, H. (2011). Taking Responsibility for Tourism. Woodeaton: Goodfellow Publishers Limited. • Honey. (2008). Ecotourism and Sustainable Development: Who Owns Paradise? 2nd Edition. Washington, DC: Island Press. • Weaver, D. (2001). The Encyclopedia of Ecotourism. London: CABI Publication. 		

DEPARTMENT OF TOURISM AND HOTEL MANAGEMENT
KURUKSHETRA UNIVERSITY, KURUKSHETRA

POOL OF MULTIDISCIPLINARY COURSES (MDC) BY
MULTIDISCIPLINARY SCHEME-A (TOURISM AND TRAVEL
MANAGEMENT)

Semester 1	Semester 2	Semester 3
1. Tourism Products of India (Natural)	1. Tourism Products of India(Cultural)	1. Tourism Products of India (Religious)

MDC FOR SEMESTER 1

Session: 2023-24			
Part A - Introduction			
Subject	TOURISM PRODUCTS OF INDIA (NATURAL)		
Semester	1		
Name of the Course	Bachelor of Tourism and Travel Management		
Course Code			
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	MDC		
Level of the course (As per Annexure-I)			
Pre-requisite for the course (if any)			
Course Learning Outcomes(CLO):	After completing this course, the learner will be able to: <ol style="list-style-type: none"> 1. To understand the basics of Indian Geography 2. To study case studies related to Wildlife Tourism in India. 3. To analyze the hill stations tourism in India. 4. To analyze the potential of coaster and beach tourism in India <hr style="border-top: 1px dashed black;"/> 5. Applicable for courses having practical component.		
Credits	Theory	Practical	Total
	3	NA	3
Contact Hours	3		3
Max. Marks: 75		Time: 3 Hours	
Internal Assessment Marks: 25			
End Term Exam Marks: 50			
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			
Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 10 marks. All questions carry equal marks. Final theory exam time allowed will be of 3 hours.			
Unit	Topics		Contact hours
I	Introduction to Geographical Resource for Tourism in India		12

	India: Physiographic regions, Northern Mountains, Northern Plains, Peninsular Plateau, Coastal Regions, Great Indian Desert, Islands. Touristic significance of various Physiographic regions	
II	Major National Parks of India Wildlife Tourism Potential in India – Case studies of Ranthambore National Park, Great Himalayan National Park, Jim Corbett National Park, Gir National Park and Bhandhavgarh National Park, Kaziranga National park.	11
III	Geography Based Tourism Products of India Major Hill Stations and Adventure Tourism in India: Case Study from Jammu & Kashmir, Himachal Pradesh, Uttarakhand and Sikkim	11
IV	Geography Based Tourism Products of India Coastal and Beach Tourism Potential in India: Case Study from Goa, Kerala, Karnataka and Tamilnadu	11
Suggested Evaluation Methods		
Internal Assessment: ➤ Theory • Class Participation: 5 • Seminar/presentation/assignment/quiz/class test etc.:7 • Mid-Term Exam: 13		End Term Examination: 50
Part C-Learning Resources		
Recommended Books/e-resources/LMS: <ul style="list-style-type: none"> • Burton, R. (1995). Travel Geography. Pitman Publishing, Marlow Essex. • Boniface B. & Cooper, C. (2009). Worldwide Destinations: The Geography of Travel & Tourism. Oxford Butterworth Heinemann, London. • Husain, M (2013) - Geography of India, Tata McGraw Hill, New Delhi. • Singh Gopal, 'Geography of India', Atma Ram and sons, New Delhi, 1994 • Singh, R.L., India: A regional Geography, National Geographical Society, Varanasi, 1990 • Qureshi, Imtiaz,(ed) World Geography, NCERT, New Delhi • Qureshi, Imtiaz, (ed) Physical geography of India, NCERT, New Delhi. 		

MDC FOR SEMESTER 2

Session: 2023-24			
Part A - Introduction			
Subject	TOURISM PRODUCTS OF INDIA(CULTURAL)		
Semester	2		
Name of the Course	Bachelor of Tourism and Travel Management		
Course Code			
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	MDC		
Level of the course (As per Annexure-I)	200-299		
Pre-requisite for the course (if any)			
Course Learning Outcomes(CLO):	After completing this course, the learner will be able to: <ol style="list-style-type: none"> 1. To understand the basics of Indian culture and heritage. 2. To describe the general features of Indian culture and heritage 3. To analyses the culture-heritage tourism potential in India. 4. To explain and connect with the different cultural and heritage attractions in India <hr style="border-top: 1px dashed black;"/> 5. Applicable for courses having practical component.		
Credits	Theory	Practical	Total
	3	NA	3
Contact Hours	3		3
Max. Marks:	75		Time: 3 Hours
Internal Assessment Marks:	25		
End Term Exam Marks:	50		
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			
Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 10 marks. All question carry equal marks. Final theory exam time allowed will be of 3 hours.			
Unit	Topics		Contact hours

I	Introduction to Culture and Heritage Culture: Concept and its essential features, Elements of Indian Culture. Heritage: Concept and Classification of Heritage. Culture and heritage as tourist attraction with special reference to India.	12
II	Religious Culture and Heritage in India Major Religions of India and their salient features: Hinduism, Buddhism, Jainism, Islam and Sikhism. Case Study of any four pilgrimage places of each religion.	11
III	Indian Architectural and Monumental Heritage Buddhist Architecture: main features of Ajanta, Ellora and Sanchi. Hindu Architecture: main features of Khajuraho temples, Sun temple of Konark, Shore Temple of Mamallapuram. Medieval Architecture: Taj Mahal, Red Fort of Delhi, Fatehpur Sikri.	11
IV	Dances, Music and Fairs of India Classical Dances of India, Major tourism oriented fairs and festivals of India and their significance for tourism: Kullu-Dussehra, Pongal, Bihu, and Desert festivals.	11

Suggested Evaluation Methods

Internal Assessment:

➤ Theory

- Class Participation: 5
- Seminar/presentation/assignment/quiz/class test etc.:7
- Mid-Term Exam: 13

End Term Examination: 50

Part C-Learning Resources

Recommended Books/e-resources/LMS:

- The Wonder that was India- A Survey of the History and Culture of the Indian Sub-continent Before the Coming of the Muslims by Arthur L. Basham, ISBN 9780836429138, Rupa Publications,1964.
- Abid Hussain, S. 2003 (reprint) The National Cultural of India. National Book Trust, Delhi.
- Of Past Dawns and Future Noons-Towards a Resurgent India by Shonar, ISBN 9788174765369, Published by Sri Aurobindo Society (2006)
- Gupta, S.P.et.al 2002, Cultural Toursim in India, D.K. Printworld, New Delhi
- Hay,Stephen (Ed.) 1992, Sources of Indian Tradition, 2 vols, Penguin Books, 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 Publisher, Delhi.
- Samson, Leela, 2002. The joy of Classical Dances of India, National Book Trust, India, New Delhi.
- Sharma, Chandradhar, 1991 (reprint), A Critical Survey of Indian Philosophy MotiLalBanarasi Das Publishers, Delhi .

- Upadhyaya, B.S. 1989, (reprint), Feeders of Indian Culture People,s Publishing House.

MDC FOR SEMESTER 3

Session: 2023-24			
Part A - Introduction			
Subject	TOURISM PRODUCTS OF INDIA (RELIGIOUS)		
Semester	3		
Name of the Course	Bachelor of Tourism and Travel Management		
Course Code			
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	MDC		
Level of the course (As per Annexure-I)	300-399		
Pre-requisite for the course (if any)			
Course Learning Outcomes(CLO):	<p>After completing this course, the learner will be able to:</p> <ol style="list-style-type: none"> 1. To familiarize with the basic concepts of religious tourism products. 2. To gain knowledge of various tourism places of Hindu religion 3. To be able to identify different tourism places of Buddhism, Jainism, Sikhism, Islam and Christianity 4. To be able to identify various problems and prospects of religion based tourism products in India. <p style="text-align: center;">-----</p> <ol style="list-style-type: none"> 5. Applicable for courses having practical component. 		
Credits	Theory	Practical	Total
	3	NA	3
Contact Hours	3		3
Max. Marks: 75			Time: 3 Hours
Internal Assessment Marks:25			
End Term Exam Marks: 50			
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			
<p>Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit.</p>			

from each unit including the compulsory question. Each question is of 10 marks. All question carry equal marks. Final theory exam time allowed will be of 3 hours.

Unit	Topics	Contact hours
I	Introduction to Religious Tourism Product Religious tourism: meaning, features and significance of religious tourism in India. Overview of different religions of India.	12
II	Hindu Religious Tourism Places Four Dham – Badrinath, Rameshwaram, Puri and Dwaraka, Varanasi, Haridwar and Tirupati.	11
III	Religious Tourism Places of Buddhism, Jainism, Sikhism, Islam and Christianity Buddhism: Bodh Gaya and Sarnath. Jainism: Mount Abu and Palitana. Sikhism: Amritsar. Islam: Ajmer and Christianity: Goa.	11
IV	Recent Trends and Growth of Religious Tourism in India Recent trends in Indian religious tourism market. Challenges faced by religious tourism in India. Scope of religious tourism product development in India and strategies to promote religious tourism in India	11

Suggested Evaluation Methods

Internal Assessment:

➤ **Theory**

- Class Participation: 5
- Seminar/presentation/assignment/quiz/class test etc.:7
- Mid-Term Exam: 13

End Term Examination: 50

Part C-Learning Resources

Recommended Books/e-resources/LMS:

- Abid Hussain, S. 2003 (reprint) The National Culture of India, National Book Trust, New Delhi.
- Basham, A.L., 1985 (reprint) The Wonder That Was India, Rupa % Co., New Delhi
- Hay, Stephen, (Ed.) 1992, Sources of Indian Tradition, 2 vols., Penguin Books, Delhi
- Nadakarni, M.V. 2006, Hinduism: The Gandhian Perspective, Ane Books India, New Delhi
- Radhakrishnan, S. 1999 (Oxford India paperback) Indian Philosophy, 2 vols., Oxford University Press, New Delhi