

# **SYLLABUS FOR BACHELOR OF VOCATIONAL**

**(TDC B.VOC Programme in Tourism and Travel Management)**

**For**

**Gauhati University**

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**Prepared by-**

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**TDC B.VOC. COURSE**  
**TOURISM AND TRAVEL MANAGEMENT**  
**FIRST SEMESTER**

**Paper 1.1 : Communicative English I**

Communicative English plays a pivotal role in equipping the learners with all basic skills and enables them to use English language in all their real life context. The objectives of this course is to prepare the students for the competitive world of job market with a reasonable fluency in spoken English through appropriate English pronunciation. Its aim is to enhance the student srange of vocabulary and enable them to use appropriate vocabulary in context. The course is intended to shed the communication barriers of the students aspiring to get absorbed in various vocational fields i.e. business organizations, corporate sector, civil and aviation sector, public administration other government and private sector, front - desk services and other relevant fields. While classroom lectures will focus on the theoretical aspects of the contents of the different units, the practice sessions will give demonstration of the skills involved. The course for both the semesters is divided into two papers.

Paper I (For 1st Semester)

Fundamentals of communications: Credit-2 10 marks

Meaning and nature of communication, essentials of effective communication, four basic skills of Communication i.e., listening, speaking, reading and writing, Verbal and non verbal communication gestures and body language, formal and informal communication, one way versus two way communication, group communication; levels of communication- upward/ downward/ horizontal communication, barriers to communication.

Oral communication : Credit 2 10 marks

Mechanism of effective oral communication- how to speak a language clearly, fluently and naturally. Pronunciation, stress and intonation, everyday conversation and chat, group discussion and interviews, public speaking, presentation of language and situational context, practice in language skills in various real life situations.

Written communication: Credit - 2 10 marks

Mechanism of effective written communication, punctuation; Report writing, writing letters for different occasions, personal letters, official letters, job application etc.

Business communication: Credit - 2 10 marks

Different types of business letters and their function; Various parts of a business letter, Intra organizational correspondence; memo writing, notice and agenda, press release, Tele- conference, emails, and any other external communication.

Home assignment: Credit - 2 15 marks

For internal assessment, students will be required to answer one essay type question of 10 marks, and one short note of 5 marks from the prescribed lesson.

Personal Interview: Credit - 2 20 marks

The interview board will consist of an external expert appointed by the university, the head of the concerned departments and the course coordinator of the institution will constitute an expert panel.

Students will have to appear before the panel for viva - voce.

## **Paper 1.2 : FUNDAMENTALS OF COMPUTER**

UNIT 1: 10

Computer Architecture and Peripherals

History and Generations of Computer, Classification and Components of Computer & its Interconnections, Computer Memory (Primary and Secondary Memory), Different storage Units of Computer System. Computer Hardware & Software and its types.

UNIT 2: 10

Operating System

Operating System Definition, Different types of Operating System, Different Parts and Processes of Operating System, System Tools.

UNIT 3: 10

Network Fundamentals

Computer Network Definition, Architecture and Requirement of Network, Types & Functions of Network and its Applications, Network Devices, Network Media and Internet Basics.

UNIT 4: 10

Computer Security

Computer Security Definition, Types of Security Threats, Different Threats Prevention Techniques. Computer Firewall, System Backup and Restore.

UNIT 5:

20

Practicum

a. Introduction to MS-WORD Feature, File creation, Storing, Modification, Formation, Creation of Table, Splitting and Merging cells, Mail Merge etc. b. Introduction to MS - EXCEL Feature, File creation, Storing, Modification, Use of Formulas and Functions etc.

c. Introduction to MS-PowerPoint Feature, File creation, Storing, Modification, Insertion of new Slides, Pictures, Tables etc.

d. Application Software Installation

I. Installing Standard Software

II. Creating and Configuring Email Account

III. Configuring Web Browser

e. Windows BOOT Process.

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Objectives:

In this Paper, Student will learn.

Computer Architecture & Peripherals

b. About Operating System- Windows XP

c. Networking Fundamentals

d. Windows Installation, System Tools, Backup & Restore

e. Maintaining & Troubleshooting Application Software

f. Computer Security Essentials

On Completion of this Paper, Student would be able to.

Identify various components of a computer.

b. Handle the computer system

c. Use the Microsoft Office software

d. Troubleshoot a Computer and Install a Operating System

e. Install Standard Application software, like Office tools, Antivirus etc.

Suggested Books.

Computer fundamentals, Sinha and Sinha- BPB Publication

b. Glistler, R: PC Hardware A Beginners, Tata McGraw Hills

c. Sudhaka, V, Varanasi & Mrunalini: Computer Education, Neelkamal Publication, Hyderabad.

### **Paper 1.3 : Tourism Business – I**

(Total Marks : 75, Internal Assessment : 10, Total Credit = 03, Total Number of Classes : 60, Time : 3 Hours)

**(5 Questions Carrying 13 marks each taking one from each unit for Theory Papers)**

Unit -1

Concepts, definitions, origin and development of tourism , Types of Tourism, Forms of tourism : Domestic, international, regional, inbound, outbound, Components of tourism.

Unit-2

Nature, characteristics, significance and scope of tourism.

Unit-3

Growth and development of tourism. Components & typology of tourism.

Unit-4

Tourism organizations: World Tourism Organisation (WTO), Pacific Asia Travel Association (PATA). World Tourism & Travel Council (WTTC) Role and function of Ministry of Tourism. Govt. of India. ITDC.

Unit-5

Tourism as an industry, visitor, tourist, traveler, excursionist.

*Books suggested :*

1. A.K. Bhatia - Tourism Development Principles and Practices Sterling Publishers, New Delhi.
2. Anand M.M. – Tourism and Hotel Industry in India : Sterling Publishers, New Delhi.
3. Kaul R. H. - Dynamics of Tourism - A Terilogy, Sterling Publishers, New Delhi.
4. Burhat & Madlik – Tourism-Past, Present and Future, Heinemann, London.
5. Brymer, Robert A - Introduction of Hotel and Restaurant Management : HUB Publication Co., Iowa, 1984.

**Paper 1.4: Tourism Product –I**

(Total Marks : 75, Internal Assessment : 10, Total Credit = 03, Total Number of Classes : 60, Time : 3 Hours)

**(5 Questions Carrying 13 marks each taking one from each unit for Theory Papers)**

Unit-1 :

Concept of tourism product. Characteristics of Tourism Product, forms of tourism product : natural & man-made.

Unit-2

Heritage Monuments, arts, craft, Flora, Founa, Environmental Ecology.

Unit-3

Tourist Resources – Definition & Differentiation, Types, religious & spiritual centers, fairs & festivals. Yoga meditation & others centers.

Unit-4

Craftsmanship, Folk customs, museum, art galleries, Natural tourist resources, , Landform & Landscape. Climate water bodies.

Unit-5 : Socio-cultural resuouce – Architectural, Heritage of India, historical monuments of touristic significance. Archaeological sites, religious shrines / centers- Hindu, Buddhist, Jain, Sikh, Muslim, Christian & others.

*Books suggested :*

1. Precy Brawan – Indian Architecture – Hindu and Buddhist Period.
2. Harle J.C- The Art and Architecture of Indian Subcontinent.
3. Acharya Ram – Tourism & Culture Heritage of India : Rosa Publication Jaipur, 1986.
4. Hussain, A.A. – The Natinal Culture of India, National Book Trust, New Delhi, 1987.
5. Mukerjee R.K. - The Culture and Art of India : George Allen and Unwin Ltd. London 1969.

**Paper 1.5 : Tourism Resources of Assam and North East India & workshop:**

(Total Marks : 100, Internal Assessment : 10, Total Credit = 04, Total Number of classes : 80, Workshop : 25)

**(5 Questions Carrying 13 marks each taking one from each unit for Theory Papers)**

Unit - 1 :

- Assam : Physical Background, Climate, Natural Vegetation, Drainage System and transport and Communication.
- Natural Tourism resources : National Parks, Wildlife sanctuaries, bird sanctuaries, tiger reserves, hill station, river and river islands, lake, waterfall etc.
- Ecotourism and its prospects.

#### Unit – 2 :

- Historical Tourism Resources : Monuments, Museums, Historical sites, arts and architecture, archaeological and ruins sites of Assam.
- Religious Tourism Resources: Religious shrines/ centers, religious fairs and festivals etc.
- Cultural Tourism Resources: Major Tribes, fairs and festivals, dance and music, handicrafts and handlooms, cuisines, dress materials etc.
- Satra institutions of Assam : Significance of Satras of Assam as a Cultural and Religious tourist Attraction.

#### Unit -3 :

- North-East India : Physical background, Natural tourism resources : National parks, wildlife sanctuaries, bird sanctuaries, tiger reserves, hill stations, rivers, lakes, waterfall, etc.

#### Unit – 4 :

- Historical Tourism Resources : Monuments, Historical sites, art and architecture, archaeological and ruins sites of states of North-East India.
- Religious Tourism resources : Religious shrines/ centers, religion fairs and festivals etc.
- Tribal Tourism resources : Major tribes, arts and crafts, fair and festivals, customs and rituals, dance and music, fair and festivals of the tribes.

#### Unit – 5 :

- Trend and prospects of different types of adventure sports in the state of North East India and their tourism significance.
- Popular tourist festivals organized for the promotion of tourism in the states of North-east India.

#### *Book Suggested :*

1. Bhagawati, A.K., Bora, A.K., Kar, B.k., (1998) – Geography of Assam, Rajesh Publishers, New Delhi.

2. Bhattacharya, P., (2004) – Tourism in Assam, Trends and Potentialities, Bani Mandir, MM Bhawan, Ghy-3.
3. Bora, Sheila and M.C. (2004) – The story of Tourism : An enchanting journey through Indias' North-East, USB Publishers Distributors Pvt. Ltd. New Delhi-02.
4. Bordoloi, B.N. (1991) –Tribes of Assam : Part-III, tribal Research Institute, Assam, Ghy.
5. Datta, B.N., Mahanta, P.J., (ed) (1990) – Traditional Performing Arts of North-East India, Assam academy for Culture Relations, Guwahati, Assam.
6. Taher, M., (1977) - Tribes of North-East India : A Diagnostic Survey in Spatial Pattern, North Eastern Geographer, Vol. 9, No. 1 & 2.



## SECOND SEMESTER

### **Paper 2.1 : Communicative English II (Paper II)**

Practice in grammar and composition:

Basic grammar skill: 10 marks

What is grammar? Parts of speech, phrases and clauses, sentence connectors, subordinating and coordinating conjunctions, questions, articles and prepositions, tenses, reported speech.

Vocabulary and word study: 10 marks, Credit - 2

Synonyms, words easily confused, everyday verbs, thematic vocabulary; people, the world, at home, school and workplace, leisure and social issues, forming adjectives.

Written communication: 20 marks, Credit - 2

Writing gist/ summary; writing curriculum vitae, job description, presentation of language in a variety of real life situations- at the hotel, at the post office, at the airport, etc., notice and advertisement.

Internal assessment: 15 marks, Credit - 2

In this module, students will take part in simulated classroom activities such as role play, pair and group activities, etc. They will be engaged in communicative tasks that resemble real life activities in actual situations.

Personal Interview: 20 marks, Credit - 2

The interviewing body will consist of an external expert appointed by the university, the head of the concerned departments and the course coordinator. Students will have to appear before the panel for viva- voce.

Suggested reading:

Strengthen your writing: V.R Narayanswami (Orient Longman)

Everyday Dialogues in English: Robert J Dixon (Prentice Hall of India)

Spoken English: V Sasikumar & P Dhamija (Tata Mcgraw Hill Publishing Ltd)

C. S Communication: Rayudu (Himalaya Publishing House)

Oxford Advanced Learners Dictionary

### **Paper 2.2 : FUNDAMENTALS OF ACCOUNTING**

Total Marks:-75 Internal Assessment:-15

Unit:-I Introduction: Introduction of Book keeping and Accounting, Needs and objectives, Generally Accepted Accounting Principles (GAAP). Marks- 10

Unit:-II Double Entry System of Book Keeping: Meaning, Features, Advantages and Disadvantages of Double Entry System, Books of Account, Journal and Ledger. Cash books, Bank Reconciliation Statement (BRS). Marks- 20

Unit: III Final Account of Sole Proprietorship Firms: - Preparation of Trial

Balance and Rectification of Errors, Preparation of Trading Account, Profit and Loss Account and Balance Sheet. Marks-15

Unit:-IV Accounts for non-profit Organization: Receipts and payments Account and Income and Expenditure Account. Marks-15

Suggested Books:-

- 1) Financial Accounting. C.Mohan Juneja.
- 2) Theory and Practice of Accounting-I. K.R.Das and K.M.Singha.
- 3) Theory and Practice of Accounting. B.B.Dam.

## UNIT: I

Introduction:-

Book Keeping: Meaning, Needs, Objectives of Book Keeping. Accounting: Definition, Function of Accounting, Objectives, Advantages and Disadvantages of Accounting. Difference between Book Keeping and Accounting. Is Accounting a Science or Art, Branches of Accounting, Users of Accounting Information, Qualitative Characteristics of Accounting Information. Transactions: Meaning, Features and Classification of Transactions. Terminologies used in Accountancy. Accounts: Meaning and Classification of Account. Accounting Principles: Meaning, Features and Needs of Accounting Principles, GAAP, Basic Assumption, Basic Principles, Modifying Principles and Accounting Standards.

## UNIT: II

Double Entry System Book Keeping:

Meaning, Features, Advantages and Disadvantages of Double Entry System, Accounting Equation. books of Account:

i) Journal:-Definition, Features, Needs and Function of Journal; Source Documents for Writing Journal; Journalizing of Transactions. Meaning of Debit and Credit, Rules of Debit and Credit under Traditional and Modern Approach.

ii) Ledger: - Meaning, Features and Necessity of Ledger, Difference between Journal and Ledger, Classification of Ledger, Advantages and Disadvantages of Ledger, Posting to the Ledger and its procedure, Balancing of Ledger Accounts.

Subdivision of Journal: Meaning of Subsidiary Book, Needs and Classification of Subsidiary Books. Cash Book: Meaning, and Features of Cash Book, Cash Book is Journal as well as Ledger, Single Column Cash book, Double Column Cash Book, Trade Discount and Cash Discount, Cash Book with Bank Transactions, Contra entry, Triple Column Cash Book, Petty Cash Book. Bank Reconciliation Statement: Meaning and Preparation Bank Reconciliation Statement.

### UNIT: III

Final Account of Sole Proprietorship Firm:-

Trial Balance: Meaning, Features, Objectives, Advantages and Disadvantages of Trial Balance; Preparation of Trial Balance; Rectification of Errors, Types of Errors, Rectification of Errors located before and after preparation of Trial Balance

Financial Statements: Meaning of Financial Statements, Components of Financial Statements, and Parties interested in Financial Statements; Trading account, Profit and Loss Account and Balance Sheet; Capital and Revenue items.

### UNIT: IV

Not for Profit Organization:

Meaning and example of not for profit organization, Features and needs for maintaining Account.

Books of Account: i) Receipts and Payments Account: Meaning, Features, Objectives, Advantages and Disadvantages of Receipts and Payments Account, Preparation of Receipts and Payments Account.

ii) Income and Expenditure Account: Meaning, Features and Objectives of Income and Expenditure Account, Difference between Income and Expenditure and Receipts and Payments Account, Capital Receipts and Revenue Receipts,, Capital Incomes and Revenue Incomes, Capital Payments and Revenue Payments, Capital Expenditure and Revenue Expenditure, Preparation of Income and Expenditure Account.

### **Paper 2.3 : Tourism Business – II**

(Total Marks : 75, Internal Assessment : 10, Total Credit = 03, Total Number of Classes : 60, Time : 3 Hours)

**(5 Questions Carrying 13 marks each taking one from each unit for Theory Papers)**

Unit-1 :

Assessment of tourism impacts on destinations: Economic, socio-cultural and ecological.

Unit-2:

Emerging trends in hospitality industry and challenges before it.

Unit-3 :

Emerging areas of tourism: rural, eco, medical, pilgrimage, bollywood, golf, Dark Tourism. Mass Tourism, wine tourism, camping tourism, adventure tourism etc.

Unit-4:

Concept of MICE tourism.

Unit-5

Concept of carrying capacity in tourism industry and various influencing factors.

*Books suggested :*

1. A.K. Bhatia - Tourism Development Principles and Practices Sterling Publiershers, New Delhi.
2. Anand M.M. – Tourism and Hotel Industry in India : Sterling Publishers, New Delhi.
3. Kaul R. H. - Dynamics of Tourism - A Terilogy, Sterling Publishers, New Delhi.
4. Burhat & Madlik – Tourism-Past, Present and Future, Heinermann, London.
5. Brymer, Robert A - Introduction of Hotel and Restaurant Management : HUB Publication Co., Iowa, 1984.

### **Paper 2.4 : Tourism Product – II**

(Total Marks : 75, Internal Assessment : 10, Total Credit = 03, Total Number of Classes : 60, Time : 3 Hours)

**(5 Questions Carrying 13 marks each taking one from each unit for Theory Papers)**

Unit-1

- Performing Arts of India – Classical Dances & Dance Styles : Centre of learning & performances. Indian Folk Dance.
- Music & musical instruments : School of Indian music, status of vocal & instrumental music.

Unit-2 :

- Cultural Tourism : problems and prospects – Fairs and Festivals – Dance Festivals.

Unit-3

- Performing arts - Dance and Music Forms, Music Festivals, Fruit and Flowers' Shows, Food Festivals.

Unit-3 :

- Tourist resources potential in mountain with special reference of Himalayas.

Unit-5 :

- Resources in Island : India's main desert areas.

*Books suggested :*

1. Percy Brown – Indian Architecture – Hindu and Buddhist Period.
2. Harle J.C- The Art and Architecture of Indian Subcontinent.
3. Acharya Ram – Tourism & Culture Heritage of India : Rosa Publication Jaipur, 1986.
4. Hussain, A.A. – The National Culture of India, National Book Trust, New Delhi, 1987.
5. Mukerjee R.K. - The Culture and Art of India : George Allen and Unwin Ltd. London 1969.

**Paper 2.5 : Field Study & on Job training (OJT) :**

(Total Marks : 100, Internal Assessment : 10, Total Credit = 04, Field Study Report : 30, Viva on field study report : 15, performance in On Job Training : 30, Viva on OJT: 15)

## THIRD SEMESTER

### **Paper 3.1 : Environmental Studies**

#### Unit - I: Introduction: (1 Credit) 05

Definition, Different factors of Environment, Global Environment and its segments atmosphere, hydrosphere, lithosphere and biosphere, Scope and importance.

#### Unit-II: Natural Resources: (2Credits) 10

Definition and types of Natural Resources, Renewable and non-renewable resources. Natural resources and associated problems.

(a) Forest Resources: Use and Over-exploitation, deforestation, Timber extraction, mining, and their effects on forests and tribal people.

(b) Water resources: Use and over-utilization of surface and ground water, floods, drought, dams-benefits and problems.

(c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources.

(d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer, pesticides problems, water logging.

(e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources.

(f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification, Role of an individual in conservation of natural resources.

#### Unit - III: Ecosystems(2 Credits) 10

Concept of an ecosystem, Structure and function of an ecosystem- producers, consumers and decomposers, Energy flow in the ecosystem, Food chains, food webs and ecological pyramids, Introduction, types, characteristic features, structure and function of the following

Ecosystem-(a) Forest ecosystem, (b) Grass land ecosystem and (c) Aquatic ecosystems

(ponds, streams, lakes, rivers, and oceans).

#### Unit - IV: Bio-diversity and its Conservation (1 Credit) 10

Introduction-Definition: Biogeographical classification of India, Biodiversity at global, national and local levels, India as a mega-diversity nation, Hot-spots of biodiversity, Threats of biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts, Conservation of biodiversity: In-situ and ex-situ conservation of biodiversity.

#### Unit - V: Environmental Pollution (1Credit) 10

Definition, causes, effect and control measures of:

(a) Air pollution (b) Water pollution (c) Soil pollution, Solid waste management, Role of an individual in prevention of pollution.

#### Unit - VI: Social Issues and the Environment (1 Credit) 05

Sustainable development, water conservation, rain water harvesting, watershed management, urban problems related to energy, Resettlement and rehabilitation of people: its problems and concerns.

\*Library Assignment (1 Credit) 05

\*Home Assignment (1Credit) 05

\*Field report (2 Credits) 15

Suggested Books:

1. Text book of Environmental Studies Erach Bharucha, UGC

2. A Textbook of Environmental Studies - D.K. Asthana, Meera Asthana, S.Chand.

3. Environmental Studies- Prof. R.B. Singh, Dr. D.K. Thakur, Dr. J.P.S. Chauhan, Romesh

Book Depot.

4. Perspective in Environmental Studies Anubha Kaushik, C.P. Kaushik, New Age International

5. Paribesh Adhyayan-A.K. Medhi, Dr. Basistha Kalita, M.Saikia, Dr.J.Borah, G.C.Das, K.Devi, J.Pathak Sarma.Kaliabor College Science Forum.

Vision

Environment always plays an important role in human civilization. So, the importance of environmental science and environmental studies cannot be disputed. Human beings have been interested in ecology since the beginning of civilization. Even our ancient scriptures also threw light on the values of environmental conservation. Through this curriculum the learners will be able to gather knowledge about the need of sustainable development, conservation of biodiversity, management of environmental hazards etc. Apart from that the curriculum is expected to be useful in knowing about the various burning environmental problems such as pollution, global warming, ozone layer depletion, loss of biodiversity and natural resource management.

### **Paper 3.2 : Society and Culture of Assam**

Internal Assessment : 15

Objective: The objective of the course is to familiarize the students with the society and

culture of Assam. The Social Change in Assam since Independence will also be the focus of the study.

Unit - I : Definition of Society and Culture; Characteristics; Society, Culture and Civilization; Language and Culture.

15 Marks/3 credits

Unit - II : Society of Assam: Society in Pre-Colonial, Colonial and Post Colonial-----  
Class-Structure, Economy and Administration;

15 Marks/3 credits

Unit - III : Cultural and Ethnic Diversity: Languages, Caste and Community, Religious Beliefs and Practices, Aspects of Social Customs of the Assamese society

15 Marks/3 credits

Unit - IV : Social Change in Assam: Cultural-Religious Movement, Political Movement, Ethnic Movement.

15 Marks/3 credits

References:

1. Barpujari, H.K. ; The Comprehensive History Of Assam(Vol.II) ; Publication Board Assam.
2. Bhuyan, B.C ; Political Development Of The North East, Omsons Publication; New Delhi, 1992.
3. Gait, Edward; History of Assam; Surjeet Publication, 2003.
4. Goswami, Sandhya ; Language Politics In Assam; Ajanta Publication, 1997.
5. Gogoi, Hiren; Asamor Jatiya Jibant Sanghat Aru Sanghati; Assam Publication Trust, 2004.
6. Hussain, Monirul ; The Assam Movement Class, Ideology And Identity; Manak Publication, 1995.
7. Kakati, Banikanta; Assamese its formation and Development; LBS Publication, 1995.
8. Konwar, Narayan ; Society And Politics In Assam; Book Land, Panbazar, Guwahati - 1, 2007.
9. Hussain, Monirul ; The Assam Movement Class, Ideology and Identity; Manak Publication, 1995.
10. Konwar, Narayan; Society and Politics in Assam, Book Land, Panbazar, Guwahati - 1, 2007. Society in Post-Colonial ---Social groups, economic transformation and Demographic Transformation

Unit-IV Social change in India-little and great tradition, parochialisation and universalisation, sanskritisation westernisation and modernisation in Indian society (15 lecture)

Unit-V Social background

Nation- building in Independent India (15 lecture)

Political Development in Assam since Independence: Language

Politics in Assam- causes and implications of language movement;

Re-organization of Assam, Tribal Politics and Autonomy Movement.

Bhattacharyya, P.C. : Asomor Janajati

Das, B.M : People of Assam.

Kagyung, Bhrigumuni: Mising Sanskritir Alekhya

Datta, B. et al (eds.) : Asomiya Biswakosh Vol. V.

: A Handbook of Folklore Material of North-East India.

S. Endle : The Kacharis

R. Rabha : The Rabhas

Lyall and Stacks : Karbis

Pegu, N : The Misings



### **Paper 3.3 : Tourism Marketing –I**

(Total Marks : 75, Internal Assessment : 10, Total Credit = 03, Total Number of Classes : 60, Time : 3 Hours)

**(5 Questions Carrying 13 marks each taking one from each unit for Theory Papers)**

Unit-1 :

Definition and Concepts of Marketing, Need and Importance of Marketing for Tourism.

Unit-2 :

Special features of tourism Marketing- Marketing Functions- Market Research.

Unit-3 :

Market Segmentation and Tourism Marketing Mix.

Unit – 4 :

Marketing of Tourism Related Services : Marketing of Airlines, Hotels, Resorts.

Unit-5 :

Promotion : Advertising- Sales Promotion-Publicity.

*Books suggested :*

1. Alan Jefferson & Leinard Lickorish - "Marketing Tourism".
2. Andrew Vladimir- A Complete Travel marketing handbook, NTC, Business Books, Illinois 1990.
3. Braden, P.V. and Wiener, L., - Tourism Marketing and Management Issues, George Washington University, 1980.
4. Christopher, H. Lovelock - Services Marketing, Prentice Hall, Eaglewood Cliffs, 1984.
5. Holloway, J.C. and Plant R.V. - Marketing for tourism, Pitman Publishing, London, 1980.
6. Luther, W.M., - The Marketing Plan : How to Purpose and Implement, Amn, Com. New York, 1982.
7. McCarthy, E.J., - Basic Marketing : A Management Approach.

### **Paper 3.4 : travel Agency & Tour Business & Accommodation-I**

(Total Marks : 75, Internal Assessment : 10, Total Credit = 03, Total Number of Classes : 60, Time : 3 Hours)

**(5 Questions Carrying 13 marks each taking one from each unit for Theory Papers)**

Unit-1 :

History & growth of travel Agency, Types of travel agency and tour operation.

Unit -2 :

Basic concept of Travel agents, Tour Operators & Excursion Agents.

Unit-3 :

Function of a travel agency and tour operator itinerary planning : domestic and international.

Unit-4 :

Tips and steps for itinerary planning.

Unit-5 :

Types of tour, tour formulation and designing process.

*Books suggested :*

1. Merissen, Jome, W- Travel Agents and Tourism.
2. Foster. D. - The Business of Travel Agency.
3. Aggarwal Surinder - Travel Agency Management, Communication India, 1983.
4. Geo. Chack Profession Travel Agency Management, Prentice Hall, London, 1990
5. IATA, IATO, TAAI, Mannal.
6. Natinal Publishers - The World of Travel, National Publishers, Delhi, 1979.

**Paper 3.5 : Practical on Tourism resources of India : Preparation of distributional maps and workshop.**

(Total Marks : 100, Internal Assessment : 10, Total Credit = 04, Total Number of classes : 80, Practical : 50, Viva on Practical : 15 Workshop : 25)

Unit 1 : Map showing-

- Indian history in ancient, medieval and modern period and growth and development of travel related activity.
- British rule and genesis of modern tourism in India.

Unit – 2 : Maps showing -

- Art and architecture of tourism significance.
- World Heritage monuments and other prominent monuments of India.
- Cultural tourism resources : Indian Classical dances and Folk dance forms, music and musical instruments, arts and handicraft, fairs and festivals- religious and socio-cultural.
- Religious tourism resources : Major religions of India- Hinduisim, Islam, Christian, Buddhism, Sikhism and Jainism and study of the famous shrines/ centers of the major religions of India

Unit – 3 : Maps showing -

- National Parks and wildlife Sanctuaries, Bird Sanctuaries, tiger and crocodile project sites of India.
- Major hill stations, Islands, river and river islands of India.
- Important sea Beaches of India- Mumbai, Puri, Goa, Chennai, Trivandrum and Kerala.
- Adventure Sports: Existing trends and places of importance for Land based, water based and aero based adventure sports of India.

Unit-4 : Location of -

- Tourism promotional festivals of India.
- Museum and Art galleries of India.
- Tourist trains in India- Palace on Wheels, Heritage on wheels, Royal Orient Express, Deccan Odyssey, Fairy Queen, Metro trains and Hill trains of India.

Unit – 5 : Maps identifying -

- Important tourism Circuits- Golden triangle – Delhi, Agra and Jaipur, Southern triangle- Mahabalipuram, Kanchipuram and Madurai, Buddhist circuit- Lumbini, Bodhgaya, Sarnath and Kushinagar and Green triangle-Guwahati, Shillong and Kaziranga, Bhubaneswar, Puri -Konark.
- Important hotel chains in India.

*Suggested Books :*

1. Acharya, R. (1986) – Tourism & Cultural Heritage of India, ROSA Publication, Jaipur.
2. Harle, J.C. – The Art and Architecture of Indian Sub Continent.
3. Hussain, A.A. (1987) – The national culture of India, National Book Trust, New Delhi.
4. Jacob, R., Joseph, S., Philip, A. (2007) : Indian Tourism Practices, Abhijit Publications./
5. Percy, B. – Indian Architecture – Hindu and Buddhist period.
6. Mukerjee, R.K. – The Culture and Art of India : George.
7. Raina, A.K, Raina, C.L. (2005) – Fundamentals of Tourism and Indian Religion, Principles and Practices, Kanishka Publishers, Distributors, New Delhi-02.
8. Singh, A. – Cultural Tourism in India.

## FOURTH SEMESTER

### **Paper : 4.1 Personality Development**

Total Marks: 75

Total Credit: 06

Nomenclature of Papers Contents

1 Theory Papers 40 marks

2 Internal Assessment 15 marks

3 Practical Paper 20 marks.

Theory paper:

Unit I (Marks 10)

Introduction to Personality

a) Basic of Personality

b) Human growth and Behavior

c) Theories in Personality

d) Motivation

Unit II (Marks 10)

Communication skills and Personality Development

a) Intra personal communication and Body Language

b) Inter personal Communication and Relationships

c) Leadership Skills

d) Team Building and public speaking

Unit III (Marks 10)

Techniques in Personality development I

a) Self confidence

b) Mnemonics

c) Goal setting

d) Time Management and effective planning

Unit IV (Marks 10)

Techniques in Personality Development II

a) Stress Management

b) Meditation and concentration techniques

c) Self hypnotism

d) Self acceptance and self growth

Practical Paper (Marks 20)

This paper includes one exercise/activity on each of the following:

Communication Skills, Inter-personal Relations, Social Etiquettes, Decision Making, Presentation and Attitudes

(Practical Test will involve written exercise as well as demonstration/ presentation).

### **Paper 4.2 : Fundamentals of HR management and marketing**

Unit 1- Nature and Significance of Management

Unit 2- Process of management and Decision making

Unit 3- General aspects of Organizing

Unit 4- Staffing, Motivation, Leadership

Unit 5- Directing and Communication

Unit 6- Controlling and Co-ordination

Detailed Syllabus

Unit 1- Nature and significance of Management 10

Meaning, importance, principles and levels of management, Management Vs Administration.

Unit 2- Process of Management and Decision Making 10

Functions of management, Nature and importance of planning, Process of decision making, MIS,

MBO, SWOT analysis

Unit 3- General aspects of Organizing 10

Principles of organization, Types of organization structures, Authority and Responsibility,

Delegation, Decentralization

Unit 4- Staffing, Motivation, Leadership 10

Meaning and importance of Staffing; Motivation-Meaning, Process, Theories; Leadership-

Meaning, Styles, Leader Vs Manager.

Unit 5- Directing and Communication 10

Meaning and importance of Directing, Principles of Directing process, The process of Communication, Barriers to Communication and Measures to overcome them.

Unit 6- Controlling and Co-ordination 10

Meaning of controlling, Steps in the process of controlling, Controlling techniques; Basics

Principles of Co-ordination.

*Suggested Books:*

1. Business Management- Niru Vasishth- Taxmann
2. Essentials of Management- Koontz and Wehrich- Mc Graw hill
3. Principles of Management R. N. Gupta- S.Chand

### **Paper 4.3 : Tourism Marketing – II**

(Total Marks : 75, Internal Assessment : 10, Total Credit = 03, Total Number of Classes : 60, Time : 3 Hours)

**(5 Questions Carrying 13 marks each taking one from each unit for Theory Papers)**

Unit-1 :

Meaning of tour package, types and forms of tour package.

Unit-2 :

Methodology and considerations of tour package.

Unit-3 :

Costing of your packaging, quotation of tour package.

Unit -4 :

Designing & printing of tour Brochure.

Unit-5 :

Advantage and disadvantages of Package tours.

*Books suggested :*

1. Alan Jefferson & Leinard Lickorish - "Marketing Tourism".
2. Andrew Vladimir- A Complete Travel marketing handbook, NTC, Business Books, Illinois 1990.
3. Braden, P.V. and Wiener, L., - Tourism Marketing and Management Issues, George Washington University, 1980.
4. Christopher, H. Lovelock - Services Marketing, Prentice Hall, Eaglewood Cliffs, 1984.
5. Holloway, J.C. and Plant R.V. - Marketing for tourism, Pitman Publishing, London, 1980.
6. Luther, W.M., - The Marketing Plan : How to Purpose and Implement, Amn, Com. New York, 1982.
7. McCarthy, E.J., - Basic Marketing : A Management Approach.

#### **Paper 4.4 : Travel Agency & Tour Business & Accommodation – II**

(Total Marks : 75, Internal Assessment : 10, Total Credit = 03, Total Number of Classes : 60, Time : 3 Hours)

#### **(5 Questions Carrying 13 marks each taking one from each unit for Theory Papers)**

Unit-1 :

History of Airlines & railways, History of Airlines & railways in India.

Unit-2 :

Role of Airlines Indian Railways, Air India & private airlines in the growth of travel agency & tour operators Business.

Unit-3 :

Accommodation – Types of Accommodation.

Unit-4 :

Organization of Hotel Industry & Management.

Unit-5 :

Recent trends in Hotel Industry.

#### *Books suggested :*

1. Merissen, Jome, W- Travel Agents and Tourism.
2. Foster. D. - The Business of Travel Agency.
3. Aggarwal Surinder - Travel Agency Management, Communication India, 1983.
4. Geo. Chack Profession Travel Agency Management, Prentice Hall, London, 1990
5. IATA, IATO, TAAI, Mannal.
6. Natinal Publishers - The World of Travel, National Publishers, Delhi, 1979.



**Paper 4.5 : Field study & on Job Training(OJT).**

(Total Marks : 100, Internal Assessment : 10, Total Credit = 04, Field Study Report : 30, Viva on field study report : 15, performance in On Job Training : 30, Viva on OJT: 15)

## FIFTH SEMESTER

### **Paper 5.1 : Emerging Concepts for Effective Tourism Development**

(Total Marks : 75, Internal Assessment : 10, Total Credit = 03, Total Number of Classes : 60, Time : 3 Hours)

#### **(5 Questions Carrying 13 marks each taking one from each unit for Theory Papers)**

Unit : Relevant concept & preaches for effective tourism development.

- National Development Council Report on Tourism Development.
- Recent Tourism policy of Government of India.
- New Policies on Civil aviation.
- Tourist traffic & its improvisation.
- Destination Development.
- Sustainable Development.
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Unit-2 :

Man power Development needs.

Unit-3 :

Management strategies and Tourism.

Unit -4 :

State Tourism Policy.

Unit-5 :

Tourism Legislation and its necessity.

#### *Books suggested :*

1. Kaul R. H. - Dynamics of Tourism : A Terilogy, Sterlin g Publishers, New Delhi.
2. Silveria, D.L. HRD - The Indian Experience, New Book Publications, New Delhi.
3. Kamra, Krishan K., - Managing Tourist Destination, Kanishka Publishers and Distributors, New Delhi.
4. Bhatia, S.K. - Business Ethics and Managerial Values, Deep & Deep Publications Pvt. Ltd., New Delhi
5. National Action Plan, 1992 (Draft) Ministry of Tourism, Govt. of India, New Delhi
6. Report- Workshop on Tourism Legislation -February 20-23, 1988 IITTM, New Delhi.
7. Tourist Statistis, Department of Tourism, Minist ry of Tourism, Government of India, New Delhi.

8. Bhatia, S.K. – Business ethics and corporate Governance, Deep & Deep Publication Pvt. Ltd., New Delhi.

### **Paper 5.2 : Information communication**

(Total Mark : 75, Internal Assessment : 10, Total Credit = 03, Total Number of Classes : 60, Time : 3 Hours)

#### **(5 Questions Carrying 13 marks each taking one from each unit for Theory Papers)**

Unit-1 :

Communication, Presentation & collection of information, DATA, types of communication, process barriers in communication.

Unit-2 :

Effective communication, Information Technology.

Unit-3 :

Data Collection, Consortiums of airlines, hotel and Wholesalers.

Unit-4 :

Merits and demerits of Information Technology.

Unit-5 :

Market Research.

#### *Books suggested :*

1. Kotler Philip, Bowen John and Makens James - Marketing for Hospitality & Tourism, Pearson Education, 2004.
2. Kotler, Philip, Marketing for non -profit Organization, Prentice Hall, New Jersey, 1975.
3. Alan Jefferson & Leinard Lickorish - "Marketing Tourism".
4. Andrew Vladimir- A Complete Travel marketing handbook, NTC, Business Books, Illinois 1990.
5. Braden, P.V. and Wiener, L., - Tourism Marketing and Management Issues, George Washington University, 1980.
6. Christopher, H. Lovelock - Services Marketing, Prentice Hall, Eaglewood Cliffs, 1984.
7. Hollowway, J.C. and Plant R.V. - Marketing for tourism, Pitman Publishing, London, 1980.
8. Luther, W.M., - The Marketing Plan : How to Purpose and Implement, Amn, Com. New York, 1982.
9. McCarthy, E.J., - Basic Marketing : A Management Approach.



### **Paper 5.3: Project Work**

(Total Mark : 75, Internal Assessment : 10, Total Credit = 03, Presentation of Project Report : 50, Viva on Project report : 15)

### **Paper 5.4 : Project Work**

(Total Mark : 75, Internal Assessment : 10, Total Credit = 03, Presentation of Project Report : 50, Viva on Project report : 15)

## **Paper 5.5: Practical on Map Work and Tourist Map preparation.**

(Total Marks : 100, Internal Assessment : 10, Total Credit = 04, Number of Classes : 80, Practical = 70, Viva on practical = 10, Practical Note book=10, Time : 04 Hours.)

### Unit -1 :

- Exercise on basic concepts of maps : latitude, longitude, international date line, calculation of time, IST (Indian Standard Time), GMT (Greenwich Mean Time)
- Scale of map and measurement of the distance on map, use of conventional signs and symbols in maps and signs especially significant for tourism sector.

### Unit -2 :

- Study of climatic, drainage, transport availability maps, (road, air, water, railway) of Assam.

### Unit - 3

- Tourist map design : maps showing national parks and wildlife sanctuaries; cultural, historical and religious tourist with their transport connectivity.

### Unit – 4

- Preparation of brochure of a native destination or a poster of a theme event and a festival calendar of the locality/ area.
- Assessment of tourism facilities and services at local level and preparation of a report there of.

### Unit – 5 :

- Practical Note Book.
- Report and Viva Voce.

### *Book suggested :*

1. Singh, R.L. and Singh Rana P.B., 1908, Elements of Practical Geography, Kalyani Publishers, New Delhi.
2. Ministry of Tourism – Brochures published covering physical cultural attractions of India including brochures published under Incredible India campaign, Govt. of Assam.
3. Websites of National and International tourism organization.

## SIXTH SEMESTER

### **Paper 6.1 : Entrepreneurship Development :**

(Total Marks : 75, Internal Assessment : 10, Total Credit = 03, Total Number of Classes : 60, Time : 3 Hours)

#### **(5 Questions Carrying 13 marks each taking one from each unit for Theory Papers)**

Unit : 1

The New concept of Entrepreneur, Entrepreneurial function & Entrepreneurial skills,

Unit : 2

Establishing small scale Enterprise, opportunity, scanning, Market Assessment for small scale Enterprise. Selection of site and choice of Technology

Unit - 3 :

Project Planning : Methodology of Project Report Preparation, Analysis for financial feasibility.

Unit-4 :

Institutional Arrangement – Institution for Entrepreneurial development. State incentives, Role of financial institutions.

Unit - 5 :

Management of small business – issues in financial management. Human Resources Management and Marketing Management.

*Book suggested :*

1. Luther, W.M., - The Marketing Plan : How to Purpose and Implement, Amn, Com. New York, 1982.
2. Brymer, Robert A - Introduction of Hotel and Restaurant Management : HUB Publication Co., Iowa, 1984.
3. Christopher, H. Lovelock - Services Marketing, Prentice Hall, Eaglewood Cliffs, 1984.
4. Tourist Statistic, Department of Tourism, Ministry of Tourism, Government of India, New Delhi.
5. Bhatia, S.K. – Business ethics and corporate Governance, Deep & Deep Publication Pvt. Ltd., New Delhi.

### **Paper 6.2 : Seminar & workshop on Entrepreneurship Development**

(Total Marks : 75, Internal Assessment : 10, Total Credit = 03, Seminar = 40, Workshop=25)

### **Paper 6.3 : Project Work**

(Total Marks : 75, Internal Assessment : 10, Total Credit = 03, Presentation of Project Report : 50, Viva on Project report : 15)

### **Paper 6.4 : Project Work.**

(Total Mark : 75, Internal Assessment : 10, Total Credit = 03, Pr esentation of Project Report : 50, Viva on Project report : 15)

### **Paper 6.5 : Seminar and (OJT) On Job Training**

(Total Mark : 100, Internal Assessment : 10, Total Credit = 04, Presentation of seminar : 35, Viva on seminar : 10, Performance on OJT : 35, Viva on OJT = 10)

#### **Reference :**

1. *Syllabus for three year degree course in tourism and travel management, 2011 (for General & Vocational course, Gauhati University).*
2. *Google Internet.*