

## TOURISM HONOURS SYLLABUS

Semester	Code	Paper	Credits	Marks
I	TOU-UG-E101	Tourism Concepts and Impacts	4	100
II	TOU-UG-E201	Cultural Heritage of India	4	100
III	TOU-UG-E301	Hospitality Management	4	100
IV	TOU-UG-C401	Tourism Business	4	100
	TOU-UG-C402	Tourism Marketing	4	100
V	TOU-UG-C501	Emerging Trends in Tourism	4	100
	TOU-UG-C502	Information Technology for Tourism	4	100
VI	TOU-UG-C601	Tourism Geography	4	100
	TOU-UG-C602	Personality Development	4	100

### SEMESTER I

#### TOU-UG-C101: Tourism Concepts and Impacts

##### Unit I: Fundamentals and Practices

- i) Definition - Components of Tourism -Types of Tourism - Scope of Tourism
- ii) History of Travel - Travel Motivation - Evolution of Demand - Basic Travel Motivators –
- iii) Measuring the Tourism Phenomena - Travel Statistics.

##### Unit II: Impact of Tourism

- i) Economic, Social, and Cultural Impact - Tourist Demand Forecasting –
- ii) Methods of Forecasting - Public and Private Sectors in Tourism Promotion –
- iii) Role of Government in Tourism - Tourism and International Understanding.

##### Unit III: Tourism Planning

- i) Co-ordination in Planning - Planning Process - Assessment of Demand and Supply
- ii) Establishing Objectives - Territorial Planning - Human Resource Planning – Financial Planning
- iii) Monitoring Time factors -Tourism Marketing and Promotion.

##### Unit IV: Tourism Demand

- i) Theoretical Background - Types of Tourism Demand - Indicators of Effective Demand-Determinants of Tourism Demand
- ii) National and International Tourist Demand - Tourism Supply Theoretical Background
- iii) Laws of Supply - Elasticity of Supply -Tourism Supply.

##### Reading List:

1. Pushpinder S. Gill (1999). Dynamics of Tourism, Anmol Publication Pvt. Ltd., New Delhi.
2. Pran Nath Seth (1998). Successful Tourism Management, Sterling Publication Pvt. Ltd., Delhi.
3. R.K. Sinha (1999). Growth and Development of Modern Tourism, Dominant Publishers and Distributors, Delhi.

4. R.K. Sinha (1999). Travel and Tourism Management, Dominant Publishers and Distributors, Delhi.
5. Shashi Prabha Sharma (2004). Tourism Education, Kanishka Publishers, New Delhi.
6. Praveen Sethi (1999). Tourism for the Next Millenium, Rajat Publications, New Delhi.
7. P.C.Sinha (1998). Tourism Planning, Anmol Publication Pvt. Ltd., New Delhi.
8. Pran Nath Seth (1998). An Introduction to Travel and Tourism, Sterling Publishers Pvt. Ltd., New Delhi.
9. Maria D. Souza (2003) Tourism Development and Management, Mangal Deep Publication, Jaipur.
10. Romila Chawla (2004). Tourism Management, Sonali Publishers, Delhi.
11. Jagmohan Negi (1998) Travel Agency and Tour Operation, Kanishka Publishers, New Delhi.
12. www.oceansatlas.com

### **TOU-UG-C201: Cultural Heritage of India**

#### **Unit I: Indian Culture Heterogeneous Population**

- i) Spirit of Toleration - Unity in Diversity - Caste system - Religious sites
- ii) Customs and Traditions - Monuments - Handicrafts
- iii) Fairs and Festivals - Performing arts - Music and Musical instruments.
- iv) Sikkim and the Darjeeling Hills: Socio-cultural aspects

#### **Unit II: Cultural Development during Ancient India**

- i) Art and architecture during Indus Valley Civilization
- ii) Vedic culture - Literature - Social structure – Religion
- iii) Mauryan art and architecture-Gandhara school of art-Fine arts and literature during Gupta period-Ancient universities

#### **Unit III: Cultural Development during Medieval India**

- i) Sultanate art and architecture-Literature
- ii) Cultural and artistic achievements of the Pallavas, Cholas and Vijaynagar Empire
- iii) Mughal art and architecture-Literature

#### **Unit IV: Cultural Development during Modern India**

- i) Art and architecture of the early Europeans-Portuguese-Dutch-French
- ii) Art and architecture of the British India

#### **Reading List:**

1. A.K Mittal (1990). Political and Cultural History of India, Sahitya Bhawan, Agra.
2. Edith Tomory (1982). History of Fine arts in India and the West, Orient Longman.
3. Percy Brown (2003). Indian Architecture, D.B. Taraporevala Sons & Co. Pvt. Ltd.
4. Rajkumar (2003). Essays in Indian Art and Architecture, Discovery Publishing House, Pvt. Ltd., New Delhi.
5. A.L. Basham (2002). Cultural History of India, Oxford University Press.
6. Satish Grover (1981). The Architecture of India: Islam, Vikas Publishing House, Pvt. Ltd, New Delhi.
7. Ram Acharya (1980). Tourism and Cultural Heritage of India, RBSA Publication, Jaipur.

8. Kumar (1981). Indian Society and Social Institution, Lakshmi Narain Agarwal Educational Publisher, Agra.
9. R.K. Sinha (1999). Growth and Development of Modern Tourism, Dominant Publishers, Delhi.
10. www.highcommissionofindia.com
11. www.cultural-heritage-india.com

## **TOU-UG-C301: Hospitality Management**

### **Unit I: Hospitality Industry in Tourism**

- i) Growth of Hotel Industry - Introduction - Future of Hospitality Industry - Role of accommodation in the Growth of Tourism
- ii) Definition of Hotel - Types of Hotel -
- iii) Secondary Hospitality Establishment - Traditional and Supplementary accommodation.
- iv) Hotel Grading System - Changing Profile of Hotel Industry
- v) Hotel Chains in India: Ashoka, Welcome Group, Oberoi and Taj Group of Hotels

### **Unit II: Management Function in Hotel Industry**

- i) Front Office Desk- Front Office Staff - Qualities of Front Office Staff –
- ii) Hotel Reservation - Status of Rooms - Function of Information Department - Specimen Bill Form - Lobby Manager - Public Relation officer - Reception
- iii) Department - House Keeping -Organisation - Communication in Hotels.

### **Unit III: Human Resource Management in Hotels**

- i) Personnel Management - Sources of Manpower for Hotel - Catering Industry - Employee Facilities and Benefits –
- ii) Induction Training and Development - Leadership - Communication - Tools of Management - Financial Management.

### **Unit IV: Room Plans**

- i) Types of Rooms - Check in and Check-out Procedures –
- ii) Food and Beverage Services Outlets - Various Types of Food Services –
- iii) Restaurant Organization -Equipments - Room Service.

### **Reading List:**

1. Yogendra K. Sharma (2003). Hotel Management, Kanishka Publishers, New Delhi
2. Vijay Dhawan (2004) Food Beverage Service, Frank Bros and Co.
3. S. Kannan (2003). Hotel Industry in India, Deep and Deep Publications, Pvt. Ltd., New Delhi
4. R.K. Malhotra (2002). Food Service and Catering Management, Anmol Publication Pvt. Ltd., New Delhi.
5. Sudhir Andrew (1994).Food Beverage Service Training Manual, Tata McGraw Hill Publishing Co. Ltd., New Delhi.
6. D.R. Lillicrap (1983). Food Beverage Service, Edward Arnold Publishers Ltd., London.
7. Amrik Singh Sudan (2002). House Keeping Management, Anmol Publication Ltd.
8. Praveen Sethi (2004). Hand Book of Hospitality and Tourism, Anmol Publication, Delhi.
9. Rajendran Singh (2001). Hotel and Hospitality Management, Kalpaz Publication, Delhi.

10. Y.P. Singh (2001) Effective Hotel Management, Anmol Publication Pvt. Ltd., New Delhi.
11. Pushpinder S. Gill (1997). Tourism and Hotel Management, Anmol Publications, New Delhi.
12. Manish Ratti (2001) Hotel, Tourism and Hospitality Management, Rajat Publications, Delhi.
13. www.mymajors.com
14. www.vt.edu/academic/gcat/gcdHTM.html

### **TOU-UG-C401: Tourism Business**

#### **Unit I: Travel agency / Tour operation services**

- i) Modern Travel Agency -Functions - Setting up of Travel Agency – Organisational structure of Travel / Tour Operator - Travel Agencies - Thomas Cook - Sita Travels- Travel Corporation of India, and Cox & Kings.
- ii) Itinerary formulation, brochure, publicity material, -costing of package tour - other tourism related services – sight-seeing, tour guides

#### **Unit II: Tourist Transportation**

- i) Airways
- ii) Railways
- iii) Roadways
- iv) Waterways

#### **Unit III: Tourism Planning in India**

- i) India's National Tourism Policies and National Action Plans
- ii) Planning at National, Regional, Local level
- iii) Tourism Regulations in India
- iv) Tourism as an Industry
- v) Future Prospects of Tourism.
- vi) Career Opportunities in Tourism Industry

#### **Unit IV: National and International Co-operation in Tourism**

- i) World Tourism Organisation,- Ministry Of Tourism,- India Tourism Development Corporation,
- ii) IATA, PATA, IUOTO, ICAO, TIES, UFTA, TAAI.
- iii) Manila Declaration-Open Sky Policy-New policies

#### **Reading List:**

1. A.K. Bhatia (2003). International Tourism, Sterling Publishers, New Delhi.
2. Shashi Praba Sharma (2004). Tourism Education, Kanishka Publishers, New Delhi.
3. Pushpinder S. Gill (1999). Dynamics of Tourism, Anmol Publications Pvt. Ltd., New Delhi.
4. Pran Nath Seth (1998). Successful Tourism Management, Sterling Publishers Pvt. Ltd., New Delhi.
5. R.K. Sinha (1999). Growth and Development of Modern Tourism, Dominant Publishers and Distributors, New Delhi.
6. R.K. Sinha (1999). Travel and Tourism Management, Dominant Publishers and Distributors, New Delhi.

7. P.C. Sinha (1998). Tourism Planning, Anmol Publication Pvt. Ltd., New Delhi.
8. Pran Nath (2000). An Introduction to Travel and Tourism, Sterling Publishers, New Delhi.

### **TOU-PG-C402: Tourism Marketing**

#### **Unit I: Core Concepts in Marketing**

- i) Marketing concepts
- ii) Products marketing, Marketing management philosophies
- iii) Physical products and services
- iv) Marketing and societal perspectives
- v) Marketing environment.

#### **Unit II: Measuring and Forecasting Tourism Demand**

- i) Forecasting Methods, Managing Capacity and Demand
- ii) Market Segmentation, Targeting and Positioning (STP)
- iii) Consumer Buying Behaviour and Decision Making.

#### **Unit III: Product and Product Strategies**

- i) Product line, Product mix, Branding and Packaging
- ii) New Product Development, Product Life Cycle
- iii) Customer Satisfaction and related strategies in Internal and External Marketing
- iv) Interactive and Relationship Marketing.

#### **Unit IV: Pricing considerations**

- i) Approaches and strategies -Distribution channels and strategies
- ii) Tourism Promotion -Advertising - Planning and Advertising
- iii) Steps in Planning a Campaign - Procedures of Advertising Agency
- iv) Public Relations, Sales support, Newsletters, Publicity.

#### **Reading List:**

1. Philip Kotler, Marketing Management & Hospitality and Tourism Marketing
2. Philip Kotler and Armstrong Philip (1999). Principles of Marketing, Prentice - Hall India, New Delhi.
3. H. Assael (1985). Consumer Behavior and Marketing Action (2<sup>nd</sup> Edn.).
4. Philip Kotler (1993). Marketing Management, Prentice Hall of India Pvt. Ltd., New Delhi.
5. Philip Kotler (1993). Marketing Principles, Prentice Hall of India Pvt. Ltd., New Delhi.
6. Romila Chawla (2004). Tourism Marketing and Development, Sonali Publications, New Delhi.
7. Rajan Nair (1983). Marketing, Sultan Chand & Sons, NewDelhi

### **TOU-UG-C501: Emerging Trends in Tourism**

#### **Unit I: Eco-tourism**

- i) Guidelines for Eco-tourism
- ii) National Eco-tourism Policy

- iii) Rural Tourism
- iv) Adventure Tourism
- v) Various forms of Adventure Tourism.

### **Unit II: Natural Resources as potential tourist destinations**

- i) Wildlife Sanctuaries
- ii) National Parks
- iii) Bio-Sphere Reserves
- iv) Hill Stations and Beaches as Potential Tourist Destinations.

### **Unit III: Tourism and Environment**

- i) Sustainable Development -Prospects, Problems and Challenges
- ii) Carrying Capacity
- iii) Destination Development

### **Unit IV: New trends in Tourism**

- i) Medical Tourism
- ii) Hydel Tourism
- iii) Tea Tourism
- iv) Health Tourism
- v) Voluntary Tourism
- vi) MICE

### **Reading List:**

1. R. Thandavan and Revathy (2005). Tourism Product Volume I & II, Dominant Publishers, New Delhi.
2. V.P. Sati (2004). Tourism Development in India, Pointer Publication, Jaipur.
3. Rabindra Seth and Om Gupta (2005). Tourism in India, Kalpaz Publications, New Delhi.
4. Jagmohan Negi (2001). Adventure Tourism and Sports, Kanishka Publishers, New Delhi.
5. K.Mittal (1990). Political and Cultural History of India, Sahitya Bhawan, Agra.
6. Edith Tomory (1982). A History of Fine Arts in India and the West, Orient Longman.
7. Percy Brown (2003). Indian Architecture, D.B. Taraporevala Sons & Co Pvt. Ltd
8. Rajkumar (2003). Essays in Indian art and Architecture, Discovery Publishing House, Pvt. Ltd., New Delhi.
9. L. Basham (2002). Cultural History of India, Oxford University Press.
10. Satish Grover (1981). The Architecture of India: Islam, Vikas Publishing House, Pvt. Ltd, New Delhi.
11. Ram Acharya (1980). Tourism and Cultural Heritage of India, RBSA Publication, Jaipur,
12. Lavkush Mishra (2000). Religious Tourism in India, New Delhi.
13. Ratandeep Singh (1996). Tourist India, Kanishka Publishers, New Delhi.
14. [www.adventorindia.com](http://www.adventorindia.com)
15. [www.indianadventureportal.com](http://www.indianadventureportal.com)
16. [www.theindiancultural.com](http://www.theindiancultural.com)

## **TOU-UG-C502: Information Technology for Tourism**

### **Unit I: Basic of Computer**

- i) Introduction - Characteristics of computers - Evolution and generation of computers - classification - computer system –
- ii) CPU - memory - various units of a computer system - storage devices - magnetic tape - magnetic disk - optical disk - CD-ROM.
- iii) Input devices - Types - keyboard - mouse - output devices - classification of output - printers - plotters - monitors.

### **Unit II: Communication and Networking-**

- i) Overview of Communication Network –Types of Networks – Describe Internet connectivity (e.g., broadband, LAN, WAN, wireless).
- ii) The internet & the hospitality industry
- iii) Publish an effective e-newsletter and/or website.

### **Unit III: E-Commerce and E-payment**

- i) E-Commerce Framework – Traditional vs E-Business Applications Major Categories of E-Commerce – B2C, B2B, C2B and C2C.
- ii) Online Payment – Payments Cards – Electronic Cash – Electronic Wallets – Digital Cards, Internet Technologies – Banking – Net, Mobile.

### **Unit IV: Technology in Tourism**

- i) CRS (Computerized Reservation Systems), development trends of reservation systems, inventory systems
- ii) GDS (global distribution systems)
- iii) Designing of Tourist Itinerary: Project work on preparation of a tourist itinerary/ tourist brochure/ information leaflet with the help of computer incorporating important destinations of Sikkim.

### **Reading List:**

1. Gray Schneider, Electronic Commerce, Thomson Course Technology, Noida, 7th Annual Edition, 2007.
2. U.S. Pandey, Rahul Srivastava, Saurabh Shukla, E-Commerce and its applications, S. Chand, New Delhi, 1st Edition, 2007.
3. R. Kolkota and A.B. Whinston: Frontiers of Electronic Commerce, New Delhi, Addison Wesley, 1996
4. P.T. Joseph: Electronic Commerce: A Managerial Perspective, Prentice Hall of India Learning, New Delhi, 3rd Edition, 2008.

## **TOU-UG-C601: Tourism Geography**

### **Unit I: Geography and Tourism**

- i) Importance of geography in Tourism
- ii) Latitude-Longitude-International Date Line-Time zone-Time differences
- iii) Major landforms as tourist resources
- iv) Impact of weather and climate on tourist destinations

## **Unit II: Map Reading**

- i) Map reading and practical exercise of major countries
- ii) Study of continents: North America-South America-Europe- Asia-Africa-Oceania

## **Unit III: Global and Regional Tourist Movement**

- i) Factors affecting global and regional tourist movement
- ii) Demand and origin factors
- iii) Destination and resource factors

## **Unit IV: Outbound Tourism and International Tourism Market**

- i) Location of major tourist destinations in India
- ii) Characteristics of Indian Outbound Tourism
- iii) Characteristics of India's major international markets

### **Reading List:**

1. Robinson, H.A.; A Geography of Tourism
2. Burton, Rosemary; The Geography of Travel and Tourism
3. Boniface, B and Cooper; Geography of Travel and Tourism
4. Encyclopaedia of World Geography
5. India – Lonely Planet Publication

## **TOU-UG-C602: Personality Development**

### **Unit I: Guiding Concept**

Meaning, Concept and types of guides, Conceptual meaning of tourist guide, Duties and responsibilities, Preparation of a tour, Review of itinerary, Participant list, Accuracy, Timings and Practicality, Identifying the group or individual traveller's special needs, Locating and checking vehicle, , Skills in leading the group, General instructions to participants at monuments, Commentary, Concluding a tour, Interpreting Sites, Characteristics of natural, historical, and urban sites, Potential of public and private agencies, interpretation of specific groups.

### **Unit II: Co-ordination**

Co-ordinating with the main office, conducting various types of tours, ability to deliver all information imaginatively and accurately, establishing good security measures.

### **Unit III: Personality Development**

Meaning of personality, Personality factors-internal, external, Effective or winning personality, Developing a selling personality, Communication skills, Personality grooming, Physical fitness, Dressing sense, Standard of dress and personal grooming.

### **Unit IV: Field Study Tour/On- the- job Training**

The students are to embark on a Field Study Tour to gain practical knowledge of tourist resources and to analyse the existing infrastructure and amenities of tourism development, and to examine future prospects of tourism promotion.

The Viva-Voce examination will be conducted on the basis of the Field Study Tour Report/ On-the-Job Training Report prepared by each student.

**Reading List:**

- Goddy B & Parkin I., Urban Interpretation: Vol. I, Issues and Settings; Vol. II Techniques and Opportunities, Working Papers, School of Planning, Oxford Polytechnic, 1991
- Pond K.L., The Professional Guide: Dynamics of Tour Guiding, Van Nostrand Reinhold, New York, 1993.
- Tradewings Manual for Personality Development