

# ANNEXURE - 1

## Scheme and syllabus for NEP Undergraduate Course in Tourism & Travel Management (TTM)

SEMESTER	COURSE CODE	TYPES OF COURSE	TITLE OF COURSE	CREDITS		
				THEORY 4	PRACTICAL 2 or 0	TUTORIAL 0 or 2
I	TTM1221J	MAJOR	History & Evolution of Tourism	4	2	0
I	TTM1221N	MINOR	History & Evolution of Tourism	4	2	0
II	TTM222J	MAJOR	Soft Skills in Tourism	4	2	0
II	TTM222N	MINOR	Soft Skills in Tourism	4	2	0
III	TTM322J	MAJOR	Tourism Principles & Practices	4	2	0
III	TTM322N	MINOR	Tourism Principles & Practices	4	2	0
IV	TTM422J1	COURSE TYPE-1	Tourism Resources of J&K	3	1	0
	TTM422J2	COURSE TYPE-2	Travel Agency & Tour Operations	4	2	0
	TTM422J3	COURSE TYPE-3	Tourism Geography	4	2	0
V	TTM 522J1	COURSE TYPE-1	Tourism Resources of India	3	1	0
	TTM 522J2	COURSE TYPE-2	Tourism Marketing	4	2	0
	TTM 522J3	COURSE TYPE-3	Tourism Planning	4	2	0
VI	TTM 622J1	COURSE TYPE-1	Hospitality Management	3	1	0
	TTM 622J2	COURSE TYPE-2	Tourism Entrepreneurship	4	2	0
	TTM 622J3	COURSE TYPE-3	Adventure Tourism Management	4	2	0
VII	TTM 722J1	COURSE TYPE-1	Travel Media and Journalism	3	1	0
	TTM722J2	COURSE TYPE-2	Tourism Technology	4	2	0
	TTM 722J3	COURSE TYPE-3	Tour Guiding & Escorting	4	2	0
VIII	TTM 822J1	COURSE TYPE-1	Tourist Transport Management	3	1	0
	TTM 822J2	COURSE TYPE-2	Heritage Tourism Management	4	2	0
	TTM822J3	COURSE TYPE-3	Sustainable Tourism Development	4	2	0
Honour's With Research						
VII	TTM 722J1	COURSE TYPE-1	Data Analysis using Excel	3	1	0
	TTM722J2	COURSE TYPE-2	Business Statistics	4	2	0
	TTM 722J3	COURSE TYPE-3	Research Methodology	4	2	0
VIII	TTM 822J1	COURSE TYPE-1	Advance Research Methods	3	1	0
	TTM822J4	COURSE TYPE-3	Research Project	0	12	0

J=Major; N=Minor; J1=N=Single Major/Minor/Dual Major (Course Type -1); J2=Single Major/Dual Major (Course Type -2); J3 = Single Major/Dual Major (Course Type -3).

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## History and Evolution of Tourism

Graduation Programme in Tourism & Travel Management	Course code: TTM122M
Course: Major/Minor	Credit: 6 (4+2)
Semester: 1 <sup>st</sup>	Continuous assessment: 30 Term end: 60

**Course objective:** The objective of this course is to introduce students to tourism phenomenon and its evolution across the timeline from ancient period to one of the world's fastest growing industry in the contemporary times.

**Learning Outcomes:** After the completion of this course, the students are expected to have understanding of historical developments in tourism phenomenon over the period of time and how these developmental changes led to the evolution of contemporary tourism industry.

### (A) Theory

#### Unit-1 Introduction

Tourism: Definition, Importance, and Scope; Definition, Meaning and Types of Tourists; Forms and Types of Tourism; Definition, Meaning and Types of Tourist Destinations; Need for the Study of the History of Tourism, Sources of Data for Studying the History of Tourism.

#### Unit- 2 Ancient Period

Motives of Travel in Ancient Greece and Rome: Trade and Commerce as a Motive, Religion, and Sports as a Motive, Health Issues as A Motive; Wonders of Ancient Tourism; An Overview of Tourism During Post-Classical Times.

#### Unit-3 Early Modern Period

Travel within the Egyptian civilization and Phoenicians, The Persian Empire, India; Description of the Significant Journeys like Silk Route; Pilgrimages; Grand Tour.

#### Unit-4 Late Modern Period

Tourism during the Late Modern Period; Tourism during the Contemporary Period; The use of History in Tourism: History as a Tourism Product, Myths, Fables, and History as Tourism Resources.

### (B) Practical

#### Unit-5

Field visit to a prominent historical site.

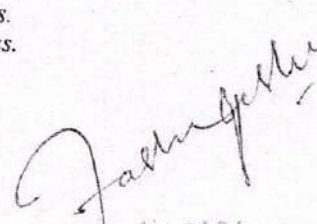
#### Unit-6

- Report submission on the field visit.
- Presentation of the submitted report.

*Note: Field visit report evaluation and presentation shall be held by the subject expert from the University of Kashmir.*

#### Suggested Readings:

- Burkart A.J., Medlik S., *Tourism - Past, Present and Future*, Heinemann, London.
- Swain, Sampad Kumar, *Tourism: Principles and Practices*, Oxford University Press.
- SunetraRoday et al., *Tourism Operations and Management*, Oxford University Press.
- Walker John & Walker Josielyn, *Tourism- Concepts & Practices*, Pearson India.
- Inkson&Minnaert, *Tourism Management*, Sage Publications.

  
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## Soft Skills in Tourism

Graduation Programme in Tourism And Travel Management	Course code: TTM222M
Course: Major/Minor	Credit:6 (4+2)
Semester: 2 <sup>nd</sup>	Continuous assessment: 30 Term end: 60

**Objective:** To train and equip the students in interpersonal skills, formal and non-formal communication skills and strategies for personality development. This course will help students to inculcate positive attitude and will enhance the employability skills.

**Learning Outcomes:** This course will enable the students to have proper understanding of different skills mandatory for effective communication and personality development as required in tourism industry.

### (A) Theory

#### Unit- 1 Introduction

Definition and significance of soft skills; process, importance and measurement of soft skill developing soft skills; Self-Discovery- discovering the self; setting goals, beliefs, values, attitude, virtue; Teamwork and Leadership Skills- concept of a team, building effective team, leadership and its skills.

#### Unit- 2: Interpersonal Communication

Concept and definition, process and barriers; team communication; developing interpersonal relationships through effective communication, communication models; Public Speaking- skills, methods, strategies and essential tips for effective public speaking; Group Discussion- importance, planning, elements and skills; Non-Verbal Communication- importance and elements of communication, Body language.

#### Unit- 3 Reading and Writing skills

Reading Comprehension- key to comprehension; techniques for answering comprehension questions; reading skills- skimming, scanning, intensive and, extensive reading; Writing Skills- basics of writing, essential formal writing skills writing paragraphs; report writing; resume writing.

#### Unit- 4 Personality Development:

Personality Development- meaning, nature, features, stages, models of personality development; Presentation Skills- types, content, audience analysis, essential tips before, during and after presentation, overcoming nervousness; Interviewer and Interviewee- in-depth perspectives, before, during and after the Interview.

### (B) Practical

#### Unit-5

Content creation (Travel blogs, reporting, resume, business letters, e-advertisement); Presentation on given topic.

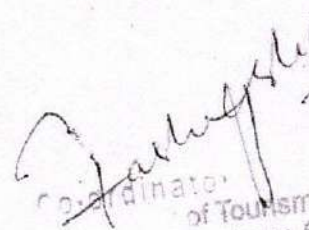
#### Unit-6

Role plays (Handing complaints, replying queries, tourist site interpretation); Presentation on given topic.

*Note: The students will maintain a practical book for maintaining the records of practical activities covered during course work. Evaluation shall be held by the subject expert from the University of Kashmir.*

### Suggested Reading

1. Ghosh, B. N., *Managing Soft Skills for Personality Development*, McGraw Hill India.
2. Dhanavel S. P., *English and Soft Skills*, Orient Blackswan India.
3. Kumar E., *Communication Skills and Soft Skills*, Pearson Education India.
4. *Soft Skills- edition by Gajendrasingh Chauhan, Sangeeta Sharma, Wiley.*
5. *SherfieldMontgomery, Cornerstone: Developing Soft Skills, Pearson India.*

  
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**Course Title: Fundamentals of Tourism (Multidisciplinary)**

Graduation Programme in Tourism & Travel Management	Course code: TTM0221I
Course: Multidisciplinary	Credit:3
Semester: 1 <sup>st</sup> , 2 <sup>nd</sup> & 3 <sup>rd</sup>	Continuous assessment: 15 Term end: 45

**Course Objectives:** This will be an introductory course focusing on the foundations of tourism. Students will be given an understanding regarding the basic framework of tourism industry.

**Learning Outcome:** After the completion of this course, the students are expected to have clear perspective and understanding of tourism sector and various components operating in the tourism sector.

**Unit I**

Concept, meaning and definition of Tourism, Visitor, Tourist, Excursionist, Traveller, Transient, Types of tourist, Forms of Tourism (International: Inbound & outbound; Domestic Tourism) Types of tourism (Personal- Cultural, Wildlife, Adventure, Leisure, Ecotourism, Geotourism, VFR, Pilgrimage, Health, Medical Tourism. Business- MICE), Historical Development of Tourism.

**Unit II**

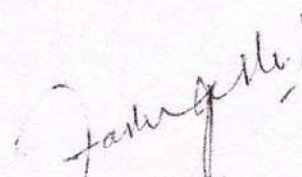
Components of tourism (Primary and secondary), Different forms of accommodation and transportation, Travel Business (Travel agent and Tour operator), Types of Tourism resources, Attractions (Natural & Built), Events.

**Unit III**

Tourism as an Industry, Positive and negative impacts of Tourism(economy, environment, society and culture), Career opportunities in Tourism Industry.

**Suggested Readings:**

1. Burkart A.J., Medlik S., *Tourism - Past, Present and Future*, Heinemann, London.
2. Swain, Sampad Kumar, *Tourism: Principles and Practices*, Oxford University Press.
3. Sunetra Roday et al., *Tourism Operations and Management*, Oxford University Press.
4. Walker John & Walker Josielyn, 'Tourism- Concepts & Practices', Pearson India.
5. Inkson & Minnaert, 'Tourism Management', Sage Publications.

  
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### Course Title: Food and Beverage Operations

Graduation Programme in Hotel & Catering Technology	Course code: HCT322J/N
Course: Major/Minor	Credit: 6 (4+2)
Semester: 3 <sup>rd</sup>	Continuous assessment: 30 Term end: 60

**Course Objective:** This course provides a comprehensive understanding of the principles and practices involved in managing food and beverage operations in the hospitality industry. The course will cover both theoretical concepts and practical applications to develop students' skills in delivering exceptional dining experiences.

#### Learning Outcomes:

By the end of this course, students will be able to understand the fundamental concepts and principles of food and beverage operations in the hospitality industry.

#### (A) Theory

##### Unit 1: Overview of the Food and Beverage Industry

Definition and scope of food and beverage operations, Types of food service establishments (restaurants, cafes, bars, hotels, etc.), Current trends and challenges in the industry, Role of food and beverage operations in the overall guest experience.

##### Unit 2: Food and Beverage Services

Service styles and techniques (e.g., à la carte, buffet, banqueting), Customer service skills and techniques, Effective communication with customers and colleagues, Handling customer complaints and difficult situations, Table setting and arrangement, Order taking and processing, Cash handling and billing procedures, Roles and responsibilities of front-of-house and back-of-house staff.

##### Unit 3: Food Production

Layout and organization of a commercial kitchen, Culinary terminology and techniques, Kitchen equipment and utensils, Principles of food safety and hygiene, Food preparation methods and cooking techniques, Food presentation and garnishing techniques, Food storage and preservation techniques.

##### Unit 4: Beverage Operations

Alcoholic and non-alcoholic beverages, Wine, beer, spirits, and cocktails, Specialty and seasonal beverages, Bar setup and equipment, Bartending techniques and drink preparation, Responsible alcohol service and legal considerations, Beverage purchasing, storage and inventory control.

#### (B) Practical

##### Unit-5: Field Visit and Report Submission

One day field visit to the food & beverage operations of a prominent hotel. Prepare a report on the field visit.

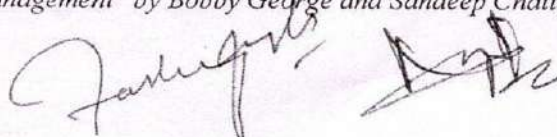
##### Unit-6: Field Visit and Report Submission

One day field visit to a prominent hotel and practical exposure to F&B making (culinary production). The students will write and submit a report on the field visit.

*Note: Report evaluation and presentation shall be held by the subject expert from the University of Kashmir/ Institute of Hotel Management.*

#### Suggested Readings:

1. "Managing Food and Beverage Operations" by Jack D. Ninemeier
2. "The Professional Bar & Beverage Manager's Handbook" by Amanda Miron and Robert Plotkin.
3. "The Theory of Hospitality and Catering" by David Foskett, Patricia Paskins, and Andrew Pennington
4. "Food and Beverage Service" by Dennis R. Lillicrap and John Cousins
5. "On-Site Foodservice Management: A Best Practices Approach" by Dennis R. Reynolds
6. "Food and Beverage - Service and Management" by Bobby George and Sandeep Chatterjee





### Course Title: Technology in Hospitality

Graduation Program in Hotel & Catering Technology	Course code: HCT422J1
Course: Type-1	Credit: 3 (3+1)
Semester: 4 <sup>th</sup>	Continuous assessment: 20 Term end: 40

#### Course Objective:

The Technology in Hospitality course aims to provide students with a comprehensive understanding of the role of technology in the hospitality industry. The course will explore various technological advancements, their impact on guest experiences, operational efficiency, and business management within the hospitality sector.

#### Learning Outcomes:

The course will generate an understanding among the students about the fundamental concepts and principles of technology in the hospitality industry wherein they will explore the various technologies used in different sectors of the hospitality industry, such as hotels, restaurants, travel, and events.

#### (A) Theory

##### Unit 1: Introduction to Technology in Hospitality

Overview of the hospitality industry and its current technology landscape, Historical evolution of technology in the hospitality sector, Benefits and challenges of technology adoption in the hospitality business.

##### Unit 2: Technology in Guest Experience

Online reservations and booking systems, Global Distribution system, Mobile check-in and digital concierge services, Personalization and guest profiling, Social media marketing and engagement strategies, Online brand management, Website design, Online food delivery platforms and their impact on the industry.

##### Unit 3: Operational Technology

Kitchen automation and smart appliances, Internet of Things (IoT) for smart hotels, Point of sale (POS) systems for restaurants and retail operations, Ethical dilemmas related to technology use in hospitality, Understanding the importance of data security in hospitality, Energy management and sustainability solutions.

#### (B) Practical

##### Unit-5: Field Visit and Report Submission

One day field visit to a prominent hotel to collect data concerning the use of technology in operations and guest service. The students will write and submit a report on the field visit.

##### Unit-6: Field Visit and Report Submission

One day field visit to a prominent hotel to assess the role of technology in the hotel reservation system. The students will write and submit a report on the field visit.

*Note: Report evaluation and presentation shall be held by the subject expert from the University of Kashmir/ Institute of Hotel Management.*

#### Suggested Readings:

1. "The Hotel of the Future: From Personalization to Robots and Everything in Between" by Dr. Willy Legrand, Ian Millar, and Peter O'Connor.
2. "The Tech-Savvy Restaurant: A Business Guide for Implementing Technology in Restaurants" by Robert Ancill.
3. "The New Era of Enterprise Hospitality: Technology Innovation in the Hospitality Industry" by Terence Ronson.
4. "Hospitality Information Technology: Learning How to Use It" by Monica M. Fine and Raymond Schmidgall.
5. "Technology Strategies for the Hospitality Industry" by Peter Nyheim and Daniel Connolly.
6. "Hotel Technology and Operations" by Michael L. Kasavana and Richard M. Brooks.



### Course Title: Principles of Catering Management

Graduation Program in Hotel & Catering Technology	Course Code: HCT422J2
Course: Type -2	Course Credit: 6 (4+2)
Semester: 4 <sup>th</sup>	Continuous assessment: 30 Term End: 60

#### Course Objective:

The objective of the course is to provide students with a comprehensive understanding of the fundamental principles and practices involved in managing a successful catering business or operation. The course aims to equip students with the knowledge and skills necessary to excel in the dynamic and competitive catering industry.

#### Learning Outcome:

By the end of the course, students will be able to explain the essential components of the catering industry, its history, current trends, and future challenges. They will comprehend the various types of catering services, such as event catering, corporate catering, and institutional catering.

#### (A) Theory

##### Unit 1: Introduction to Catering Industry

Overview of the Catering Industry; Historical Evolution of Catering Services; Types of Catering Businesses and Operations (Commercial, Residential/Non-residential Catering; Homestay catering, Welfare Catering-Industrial/ Institutional/ Transport); Current Trends and Challenges in the Catering Industry; Role of Catering in Events and Hospitality.

##### Unit 2: Planning and Menu Design

Understanding Client Needs and Event Objectives; Menu Planning and Development; Special Dietary Requirements and Food Allergies; Catering Equipment and Supplies; Designing Themes and Ambiance for Catered Events.

##### Unit 3: Operations and Logistics

Catering Staff Management and Training; Food Production and Presentation Techniques; Table Setting and Service Procedures; Handling and Transporting Food Safely; Coordination with Event Organizers and Vendors.

##### Unit 4: Financial Management and Marketing

Budgeting and Cost Estimation for Catering Events; Pricing Strategies and Profit Margins; Marketing and Promoting Catering Services; Customer Relationship Management in Catering; Sustainability and Green Practices in Catering.

#### (B) Practical

##### Unit -5: Catering Event Planning and Execution

Students will make one day visit to catering establishments (university/reputed school canteen/hospital canteen) followed by report writing.

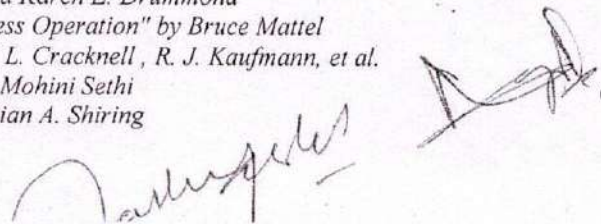
##### Unit-6: Catering Practises and Report Submission and Presentation

One day field visit to any catering establishment and exposure to catering practices. The students will write and submit a report on the field visit.

*Note: Report evaluation and presentation shall be held by the subject expert from the University of Kashmir/ Institute of Hotel Management.*

#### Suggested Readings:

1. *Catering Management* by Nancy Loman Scanlon and Karen E. Drummond
2. *Catering: A Guide to Managing a Successful Business Operation* by Bruce Mattel
3. *Practical Professional Catering Management* by H. L. Cracknell, R. J. Kaufmann, et al.
4. *Catering Management: An Integrated Approach* by Mohini Sethi
5. *Professional Catering* by Stephen B. Shiring and Brian A. Shiring





### Course Title: Hospitality Marketing

Graduation Program in Hotel & Catering Technology	Course code: HCT422J3
Course: Type-3	Credit: 6 (4+2)
Semester: 4 <sup>th</sup>	Continuous assessment: 30 Term end: 60

**Course Objective:** The course aims to equip students with the knowledge and skills required to develop effective marketing plans and campaigns that target specific customer segments and drive business growth in various hospitality sectors, including hotels, restaurants, resorts, and event management.

**Learning Outcome:** After the completion of the course, the students can demonstrate a comprehensive understanding of marketing principles and their application in the context of the hospitality industry. The students can apply critical thinking and problem-solving skills to address real-world marketing challenges specific to the hospitality industry.

#### (A) Theory

**Unit 1: Introduction:** Hospitality Marketing and its basic concepts, Definition and scope of hospitality marketing, Issues and challenges in hospitality marketing, Characteristics of hospitality marketing, Marketing environment: Macro and micro environmental factors affecting hospitality business, Marketing information system, Concept of marketing mix.

#### **Unit 2: Market Segmentation, Targeting and Positioning**

Market segmentation-Need, Bases for segmentation, Geographic, demographic behavioural and psychographic segmentation, Market targeting strategies, Market positioning strategies, Branding techniques.

#### **Unit 3: Marketing Strategies**

Meaning and types of hospitality products, Managing hospitality products, New product development, Product lifecycle, Pricing: concept & definition, Factors influencing pricing, Methods of price fixation, Pricing strategies. Hospitality Distribution, Distribution chain/channel. Hospitality Promotion: concept, definition and techniques, Promotion mix and its components.

#### **Unit 4: Extended Marketing Mix**

People: Service encounter quality, Managing people and encounters in guest experience, Process: Elements, Managing process in hospitality services, Capacity and demand management, Physical evidence: Concept, role & components, Internal Marketing and its process.

#### (B) Practical

#### **Unit 5: Field Visit and Report**

One day field visit to any sales and marketing department of any hospitality firm. The students will write and submit a report on the field visit.

#### **Unit 6: Presentation and evaluation of the project**

One day field visit to any catering establishment and prepare and submit a plan for online marketing of the firm.


*Note: Report evaluation and presentation shall be held by the subject expert from the University of Kashmir/ Institute of Hotel Management.*

#### **Suggested Readings:**

1. Chaudhary Manjula, *Tourism Marketing*, Oxford University Press, New Delhi.
2. Holloway J.C. and Plant R.V. *Marketing for Tourism* Pitman, London.
3. Jha S.M. – *Tourism Marketing*, Himalaya Publications, India.
4. Middleton, V. T. C., *Marketing in Travel and Tourism*, Heinemann, Oxford.
5. Philip Kotler, John Bowen, James Makens, *Marketing for Hospitality and Tourism*, Pearson Education, Delhi.



# Semester – 5<sup>th</sup>

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**Course Title: Tourism Resources of India**

**Course: Type-I**

**Semester: 5<sup>th</sup>**

**Course code: TTM522J1**

**Credit: 4 (3+1)**

**Course Objectives:**

The course aims to foster a thorough understanding of the tourism resources and products available within the Indian sub-continent. The course intends to build professional competence among the students to enable them to deal with the unique characteristics of India.

**Learning Outcomes:**

By the end of the course, students will have a comprehensive understanding of the diverse tourism resources available in India, including the historical, architectural, and cultural heritage that characterizes the nation.

**Course Contents:**

**(A) Theory:**

- Unit: 1 Natural Resource:** National Parks, Wildlife Sanctuaries and Biosphere Reserves of India: Locations, Accessibility, Facilities, Amenities of Dachigam, Corbett, Ranthambore, Simlipal, Kanha, Bandhavgarh, Mudumalli, Periyar, Gir, Sunderbans, Manas, Valley of Flowers- Hill Stations: Locations, Accessibility, Facilities, Amenities of Gulmarg, Kullu & Manali, Shimla, Nainital, Coorg, Munnar, Ooty, Kodiakanal, Arakku, Darjeeling, Gangtok, etc., Tourist Attractions of Himalayas.
- Unit: 2 Architectural and Religious Heritage of India:** Glimpses on the prominent architectural style that flourished in different periods, Different styles of architecture in India – Islamic, Hindu, Jain, and Buddhist. Popular Religious Centres of Muslim, Hindu, Buddhist, Jain, Sikh, and Christian religions (Taj Mahal, Khajuraho, Konark, and Ajanta & Elora Caves).
- Unit: 3 Museology, Art and Culture:** Important Museums, Art Galleries and Libraries of India; Performing arts of India: classical dances, folk dances and folk culture; Handicrafts and textiles: important handicraft objects and centres, craft melas; Souvenir industry; Fairs and Festivals: Social, religious and commercial fairs of touristic significance. Indian cuisine (gastronomy), regional variations,

**(B) Tutorial:**

- Unit: 4** Interactive discussions on specific case studies should be conducted about natural, architectural, cultural and heritage sites of India focusing on the attractiveness of a resource, accessibility factors, facilities required, availability of amenities, conservation efforts, and responsible tourism practices. These interactive sessions can be supplemented with virtual tours of selected sites and multimedia presentations or guest lectures from conservationists or industry experts can be arranged.

**Note:** Each student will be asked to prepare a computerized assignment and PowerPoint presentation on a specific topic from the topics covered in the tutorial section. Evaluation of assignments and presentations shall be held internally by the teacher concerned.

**Suggested Readings:**

1. Basham A L: *The Cultural History of India*, Tapling Publishing Co., New York
2. Basham A L: *The Wonder that was India*, Tapling Publishing Co., New York
3. Dixit Manoj and Charu Sheela, *Tourism Product of India*, Lucknow: New Royal Publisher
4. Gupta, S.P. (2002). *Cultural tourism in India: Museums, Monuments & Arts: Theory and Practice*. New Delhi: Indraprastha Museum of Art and Archaeology & D.K. Printworld.
5. Jacob, R. (2007). *Indian Tourism Products*. New Delhi: Abhijeet Publications.

*With specific reference to*

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**Course Title: Tourism Marketing**  
**Course: Type-2**  
**Semester: 5<sup>th</sup>**

**Course code: TTM522J2**  
**Credit: 6 (4+2)**

**Course Objectives:**

The students would acquire a foundational understanding of marketing principles, investigate the appropriateness of various promotional strategies, and create marketing plans and promotional strategies for travel and other associated businesses.

**Learning Outcome:**

By the end of this course, the student will learn how to target markets, branding, digital marketing, market research, customer behavior analysis, campaign planning, and destination promotion. Students will develop skills in strategic planning, storytelling, content creation, social media management, and data analysis to effectively attract tourists, enhance destination visibility, and maximize economic impact.

**Course Content:**

**(A) Theory:**

- Unit: 1 Introduction:** Marketing: Definition and meaning – Core Marketing concepts. Issues and challenges in tourism marketing, Marketing environment: macro and micro environmental factors affecting tourism, Concept of Marketing Mix. Application of Technology in Marketing
- Unit: 2 MIS and Market Segmentation:** MIS concept, salient features, components, and functions; Market research and its steps; Market segmentation: meaning and bases of segmentation, Market Targeting and Market Positioning.
- Unit: 3 Marketing Strategies:** Product Mix concept, components, and characteristics - Brand: definition (brand name, logos, and symbols, trademark, copyright), Branding, Branding Strategies - New Product Development. Tourism Promotion: Concept, Promotion mix, and its components, Product lifecycle. Factors to be considered in pricing, General Pricing approaches, pricing policies and strategies.
- Unit: 4 5th P in Tourism:** People: Service encounter quality, Managing people and encounters in tourism experience, Process: Elements, Managing process in tourism, Capacity and demand management. Physical evidence: Concept, role & components, Internal Marketing and its process, Customer loyalty.

**(B) Tutorial:**

- Unit: 5** Interactive discussions on specific case studies should be conducted about natural, architectural, cultural, and heritage sites of India focusing on the attractiveness of a resource, accessibility factors, facilities required, availability of amenities, conservation efforts, and responsible tourism practices. These interactive sessions can be supplemented with virtual tours of selected sites and multimedia presentations or guest lectures from conservationists or industry experts can be arranged.
- Unit: 6** Interactive discussions on specific case studies should be conducted about the environment of local business tourism organizations focusing on the attractiveness of a resource, accessibility factors, facilities required, availability of amenities, conservation efforts, and responsible tourism practices. These interactive sessions can be supplemented with virtual tours of selected sites and multimedia presentations or guest lectures from conservationists or industry experts can be arranged.

**Note: Each student will be asked to prepare a computerized assignment and PowerPoint presentation on a specific topic from the topics covered in the tutorial section. Evaluation of assignments and presentations shall be held internally by the teacher concerned.**

**Suggested Readings:**

1. Chaudhary Manjula, *Tourism Marketing*, Oxford University Press, New Delhi.
2. Holloway J.C. and Plant R.V. *Marketing for Tourism* Pitman, London.
3. Jha S.M. – *Tourism Marketing*, Himalaya Publications, India.
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5. Philip Kotler, John Bowen, James Makens, *Marketing for Hospitality and Tourism*, Pearson Education, Delhi.

  
  
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# Semester – 6<sup>th</sup>



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**Course Title: Tourism Planning**

**Course: Type-3**

**Semester: 5<sup>th</sup>**

**Course code: TTM522J3**

**Credit: 6 (4+2)**

**Course Objectives:**

The course shall develop the student's understanding of tourism planning and its techniques, significant for rational decision-making. It shall further enrich the understanding between resource management and tourism development.

**Learning Outcome:**

By the end of the course, students shall be able to understand the concept of tourism planning, tourism policies, and planning scenarios in India. Further, the students will gain knowledge about mass tourism and its various negative effects leading to the emergence of sustainable tourism development.

**Course Contents:**

**(A) Theory:**

- Unit: 1** **Formulating Tourism Policy:** Concept & meaning of Tourism Policy, Need for Tourism Policy, Significance of Tourism Policy, Objectives & Principles of Tourism Policy, Formulation of Tourism Policy, Approaches to Policy Implementation, Minimization of Policy Gap, Role of Implementing Agencies, Stakeholder Driven Policy, Hurdles in Formulating and Implementing Tourism Policy, Linking Tourism Policy with Planning National,
- Unit: 2** **Understanding Tourism Planning:** Conceptual meaning of Tourism Planning, Evolution of Tourism Planning, Tourist Market, Tourism Resources, Tourist Infrastructure, Tourist Impacts, Carrying Capacity. Levels and Types of Tourism Planning, Background Approach and Planning Scales. Environment Impact Assessment (EIA), Evaluating Impacts and Control Measures, Measuring Economic Costs and Benefits
- Unit : 3** **Planning Process and Techniques:** Tourism Planning Process, Techniques of Plan Formulation, Planning for Tourism Destinations - Objectives, methods and factors influencing planning, Tourism Area Life Cycle (TALC), Destination Development Process, Design considerations in the Tourism Development, Demonstration Effect- Doxey's Index in planning,
- Unit: 4** **Community-oriented Tourism Planning:** Empowering Community through tourism; Community-based tourism; Ecotourism; Resort Planning Approach and Principles, Planning for Special Interest and Adventure Tourism, Planning Cultural Attractions, Case Studies of North India, Sources of Funding, Incentives & Concessions extended for tourism Projects.

**(B) Tutorial:**

- Unit: 5** Enhance your understanding of tourism impacts with an interactive approach focused on case study analysis. Delve into specific examples, dissecting environmental, social, and economic implications, and explore methods for calculating carrying capacity.
- Unit: 6** Enhance your grasp of tourism planning with interactive sessions about factors influencing planning, the Tourism Area Life Cycle (TALC) of a local destination, and analysis of the local destination development process. Explore community-oriented approaches, and special interest tourism concerning a specific destination in your area.

**Note: Each student will be asked to prepare a computerized assignment and PowerPoint presentation on a specific topic from the topics covered in the tutorial section. Evaluation of assignments and presentations shall be held internally by the teacher concerned.**

**Suggested Readings:**

1. Gunn, C. (2002). *Tourism Planning: Basic, Concepts and Cases*, Cognizant Publication.
2. Swain, S.K. & Mishra, J.M. (2012). *Tourism Principles & Practices*. Oxford University Press, New Delhi
3. Gunn, 'Tourism Planning: Basic, Concepts and Cases', Cognizant Publications.
4. Page J. Stephen & Brunt Paul, *Tourism- A Modern Synthesis*, Thomson Publishers, London.
5. Inskeep, E. (1991). *Tourism Planning: An Integrated and Sustainable Development Approach*. Van Nostrand Reinhold, New York.

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**Course Title: Hospitality Management**

**Course: Type-1**

**Semester: 6<sup>th</sup>**

**Course code: TTM622J1**

**Credit: 4 (3+1)**

**Course Objective:**

The objective of this course is to provide students with a comprehensive understanding of the principles, practices, and intricacies of the hospitality industry. Additionally, this course aims to equip students with the ability to adapt to the dynamic nature of the hospitality sector, understand customer needs, and effectively manage hospitality operations to deliver exceptional guest experiences.

**Learning Outcome:**

By the end of the course, students will be able to gain practical experience through hands-on training, internships, or industry placements to apply theoretical knowledge in real-world hospitality settings and develop practical competencies in areas such as food and beverage services management and accommodation management.

**Course Contents:**

**(A) Theory**

- Unit: 1**      **Introduction to the Hotel Industry:** Origin and Growth, Evolution and Growth of the Hotel Industry in India & Kashmir, Hotel; Meaning & Classification of Hotels, Star Rating of Hotels, Hotel Tariff and Meal Plans, Types of Guest Rooms.
- Unit:2**      **Hotel Organization:** Need for Organization, Organisational Structure of Five Star Category Hotel, Major Departments of a Hotel and their Objectives- Front Office, Housekeeping, Food and Beverage Service, Food and Beverage Production, Engineering and Maintenance, Accounts, Human Resource, Security, Sales and Marketing & Purchase. Coordination among various departments.
- Unit: 3**      **Front Office Operations:** Main sections of Front Office- Reservation Section, Registration, Information, Bell Desk & Concierge, Reception & Shift-wise Duties of a Receptionist, The Cashier & Night Audit, The Organisation Chart of Front Office, The Front Office and its Intra & Interdepartmental Relationship.

**(B) .Tutorial:**

- Unit: 4**      Examine the criteria for classifications of star category hotels, approved category hotels, and houseboats. Dive into the organizational structures of any local five-star hotel, dissecting major departments such as the Front Office, Housekeeping, and Food and Beverage Service.

**Note: Each student will be asked to prepare a computerized assignment and PowerPoint presentation on a specific topic from the topics covered in the tutorial section. Evaluation of assignments and presentations shall be held internally by the teacher concerned.**

**Suggested Readings**

1. Jatashankar R Tewari, *Hotel front office operations and Management*, Oxford publication New Delhi.
2. Sudheer Andrews, *Hotel Front Office Training Manual*, Tata McGraw Hill, Bombay.
3. Jagmohan Negi, *Professional Hotel Management*, S. Chand, New Delhi
4. S.K. Bhatnagar. *Front Office Management: New Delhi. Frank Bros, and Co Publishers Ltd.*
5. Smith, J. D., & Johnson, R. S. (2020). *Hospitality Management: Principles and Practice (3rd ed.)*. New York, NY: Pearson.



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**Course Title: Tourism Entrepreneurship**

**Course: Type-2**

**Semester: 6<sup>th</sup>**

**Course code: TTM622J2**

**Credit: 6 (4+2)**

**Course Objective:**

The students are expected to learn about the broader landscape of tourism entrepreneurship and the course desires to impart fundamental knowledge and skills required to run successful enterprises. The course aspires to prepare students in entrepreneurship development, incubation, start-ups, and venture creation in tourism and its allied sectors.

**Learning outcomes:**

By the end of this course, students will have a comprehensive understanding of entrepreneurship within the tourism sector, including its evolution, concepts, and motivational theories. They will be able to identify and evaluate entrepreneurial opportunities in both conventional and non-conventional areas of tourism. Students will understand the policy measures and objectives related to tourism entrepreneurship in India and develop the necessary competencies for successful start-ups and ventures.

**Course Contents:**

**(A) Theory**

- Unit: 1** **Introduction to Entrepreneurship:** Evolution, Concept: Definition; Theories of Entrepreneurship: Entrepreneurial motivations: Concept and Meaning, Motivational cycle, Theories of Entrepreneurial Motivation concerning the Tourism Industry. Advantages of Entrepreneurship to Society Factors affecting Entrepreneurship growth, Challenges of entrepreneurship in Tourism.
- Unit: 2** **New Venture Creation in the Tourism Sector:** Entrepreneurship opportunities in Tourism: Conventional, Non-Conventional & Secondary Opportunities; Entrepreneurial Characteristics for travel, tourism, and hospitality trade. Policy measures for Tourism entrepreneurship in India. 7-S Objectives of Tourism Policy of India, Start-up Policy of India, Tourism Entrepreneurial competencies- Major competencies. Developing entrepreneurial competencies, full-success start-ups, and ventures
- Unit: 3** **Small Scale Enterprises:** Small Scale Enterprises: Concept & definitions, Classification definition of Industries, Essentials, features Characteristics of Small Scale Enterprises, Need, and Rationale of SSI Development, Role of Entrepreneurship/SSI in Economic Development. Entrepreneurship vis-a-vis Liberalization, Privatization Globalization, Challenges of Small scale Industries in Tourism.
- Unit: 4** **Finance, Technology & Business Ownership:** Financial Planning: Concept, Meaning, Need for Financial Planning, Role of Govt. Institutions in Entrepreneurship/SSI Development; Business Plan Elements of Business Plan, Preparation of Business Plan, Site Selection, Feasibility Report, Role of Technology in Tourism Business. Forms of Business.

**(B) Tutorial:**

- Unit: 5** Case Studies on motivational theories, specifically tailored to the tourism industry, analyze the advantages entrepreneurship brings to society specific to the local region. Deep understanding of new venture creation while also examining policy measures implemented to foster entrepreneurship in India's tourism landscape.
- Unit: 6** Analysis of financial schemes (both central and local) supporting new venture creation in the tourism sector.

**Note: Each student will be asked to prepare a computerized assignment and PowerPoint presentation on a specific topic from the topics covered in the tutorial section. Evaluation of assignments and presentations shall be held internally by the teacher concerned.**

**Suggested Readings**

1. Maureen Brookes And Levent Altinay *Entrepreneurship In Hospitality And Tourism: A Global Perspective*, Goodfellow Publishers Limited
2. Jovo Ateljevic And Stephen Page *Tourism And Entrepreneurship (Advances In Tourism Research)*, Routledge,
3. Jobe Leonard, *Startup Incubators And Business Accelerators: The Easy Way To Create A Startup Incubation And Business Acceleration Center*, Jobe Leonard Books
4. Jeffry A Timmons And Stephen Spinelli, *New Venture Creation: Entrepreneurship For The 21<sup>st</sup> Century*, Mcgraw-Hill Higher Education.
5. David Holt, *Entrepreneurship: New Venture Creation*, Prentice Hall India Learning Private Limited.



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**Course Title: Adventure Tourism Management**  
**Course: Type-3**  
**Semester: 6<sup>th</sup>**

**Course code: TTM622J3**  
**Credit: 6 (4+2)**

**Course Objective:**

Adventure tourism is considered an essential part of tourism and an understanding of this type of tourism is required for any tourism professional. This course would provide a basic knowledge of technicalities in various adventure tourism-related activities and an understanding of an approach in the management of adventure tourism.

**Learning Outcome:**

By the end of the course, students will be able to understand the essence and evolution of adventure tourism, the application of strategic planning and management principles to adventure tourism operations, operate and manage specific adventure tourism activities with a deep understanding of the operational techniques, assessing & management of the impacts in adventure tourism.

**Course Contents:**

**(A) Theory**

- Unit: 1**      **Introduction:** Meaning, evolution, definitions of adventure tourism, Understanding the adventure tourism consumer: characteristics and behaviour, the adventure tourist, the adventure tourism market, management issues in the business of adventure tourism, Business model innovation in adventure tourism, certification and standardization among adventure tourism operators to ensure quality and safety in the industry.
- Unit: 2**      **Adventure Tourism Planning:** Conservation and restoration of adventure destinations, adventure tourism in rich biodiversity and protected areas, impacts of adventure tourism, management of adventure tourism, challenges of adventure tourism, Digital marketing strategies for adventure tourism, Branding and customer engagement, and Global trends in adventure tourism.
- Unit: 3**      **Adventure Tourism Operations and Techniques:** River Tourism and expeditions, Adventure in the marine environment, Adventure operations in mountains (specifically to the Himalayas), system, Adventure in Polar Regions, Wildlife Tourism operations, Air based adventure operations, Angling Tourism Role of technology in enhancing the customer experience in adventure tourism.
- Unit: 4**      **Managing Impacts:** Adventure recreational impacts on Mountain areas, Marine systems, Biodiversity & Protected areas, River systems, Impact of hunting and recreational fishing, Impacts of wildlife tourism, Strategies for managing adventure tourism impacts in mountain areas, marine environment, rivers, wildlife areas, Ethical codes of conduct, and Climate change & Adventure tourism.

**(B) Tutorial:**

- Unit: 5**      Case study on the adventure tourism market, management of adventure tourism business, safety concerns in adventure tourism operations, impacts, and conservation efforts especially in rich biodiversity and protected areas. Analyse global trends shaping the future landscape of adventure tourism, fostering a holistic understanding of this rapidly evolving sector.
- Unit: 6**      Case study on river running, hunting, recreational fishing, wildlife tourism, air based adventure tourism specific to your region. Analyse the significance of ethical considerations and coping climate change in the adventure tourism development specific to the local area.

**Note: Each student will be asked to prepare a computerized assignment and PowerPoint presentation on a specific topic from the topics covered in the tutorial section. Evaluation of assignments and presentations shall be held internally by the teacher concerned.**

**Suggested Readings:**

1. Buckley, Ralf, *Adventure Tourism*, CABI: Oxfordshire, UK
2. Swarbrooke, J., Beard, C., Leckie, S. & Pomfret, G. (2014). *Adventure Tourism*. Routledge: New York.
3. Porter, M.E. (1998). *Competitive Strategy: Techniques for Analyzing Industries and Competitors*. Free Press: New York.
4. Fennell, D.A. (2018). *Adventure Tourism and Recreation: Handbook of Management and Safety*. CABI: Wallingford.
5. Mowforth, M. & Munt, I. (2015). *Tourism and Sustainability: Development, globalization and new tourism in the Third World*. 4th ed. Routledge: London.

  
  
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**Semester — 7<sup>th</sup>**

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**Course Title: Travel Media and Journalism**

**Course: Type-I**

**Semester: 7<sup>th</sup>**

**Course code: TTM722J1**

**Credit: 4 (3+1)**

**Course Objective:**

The students are expected to learn about the media landscape and communicative structure of travel Journalism, media, and content. The course aspires to train students in travel journalism skills and its allied parameters.

**Learning Outcome:**

By the end of the course, students will have gained a comprehensive understanding of the media and journalism landscape, including the definition, concept, and various functions of media alongside the distinctions between print, audio-visual, and new media. They will be equipped with the foundational knowledge of journalism, understanding of the essence and structure of news, and the critical components that form a news story.

**Course Contents:**

**(A) Theory**

- Unit: 1**      **Introduction to Media and Journalism:** Definition and concept of media; Significance of Media in tourism and hospitality; Functions of media Types of Media: Print, Audio-visual, Social media; Meaning, definition and nature of Journalism; Meaning and nature of news; Basic components of a news story.
- Unit: 2**      **Travel Writing:** Meaning and concept of travel writing; History of travel writing; Importance of travel writing; Prerequisites and tools for travel writing; Collection of material; Travel photography; Travel blogging; Career in travel writing and publishing opportunities.
- Unit: 3**      **Travel Themes:** Destinations; Culture; Customs; History; Travel industry and tourism organizations; Aviation and surface transportation; Social, economic, and environmental concerns; Promotion; Tourist literature and video scripts.

**(B) Tutorial:**

- Unit: 4**      Case studies on the functions and various types of media, including print, audio-visual, and social media. Students will gain insights into tools and prerequisites required for effective travel writing, including travel photography and blogging. Students will also explore various travel themes such as destinations, culture, history, and the social, economic, and environmental concerns within the travel industry at the local level, along with the promotion and role of tourist literature and video scripts.

**Note: Each student will be asked to prepare a computerized assignment and PowerPoint presentation on a specific topic from the topics covered in the tutorial section. Evaluation of assignments and presentations shall be held internally by the teacher concerned.**

**Suggested Readings:**

1. Thompson Carl, *Travel Writing*, Routledge
2. Don George and Charlotte Hindle, *Travel Writing*, Lonely Planet
3. John F. Greenman, *Introduction To Travel Journalism: On The Road With Serious Intent*, Peter Lang Publishing Inc
4. Folker Hanusch, *Travel Journalism: Exploring Production, Impact And Culture*, Palgrave Macmillan
5. Jacqueline Harmon Butler, *The Travel Writer's Handbook: How To Write — And Sell — Your Own Travel Experiences*, Surrey Book



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**Course Title: Tourism Technology**

**Course: Type-2**

**Semester: 7<sup>th</sup>**

**Course code: TTM722J2**

**Credit: 6 (4+2)**

**Course Objective:**

The course shall inform the students about the role of Information Technology in the travel, tourism, and hospitality industry. It will enhance the knowledge of the student in emerging technological issues in management with a special focus on the travel, tourism, and hospitality sectors.

**Learning Outcomes:**

By the end of the course, students will be equipped with the knowledge, skills, and competencies about Digital Marketing, virtual reality (VR), and augmented reality (AR) which are necessary to succeed in various roles within the tourism industry, as well as to adapt to the evolving technological landscape shaping the sector.

**Course Contents:**

**(A) Theory**

- Unit: 1**      **Information System and E-Business Models:** Management Information System, Quality Assurance and Control, Typologies of E-tourism: Business models-Business to Business (B2B), Business to Consumer (B2C), Consumer to Business (C2B), Consumer to Consumer (C2C), Business 2 Employee (B2E), and Business to Government (B2G).
- Unit: 2**      **Travel Technology:** Online Travel and Hotel Portals - Products, Online Payments: Payment Gateway, Billing and Settlement Plan (BSP), Security issues and Certification, Travel Blogs, Promotion of Travel, Tourism and Hospitality Products online.
- Unit: 3**      **E-Distribution:** CRS and its function, CRS for rail transport, Hotels and airlines. Different packages used: Abacus, Fantasia, Amadeus, Apollo-Galileo, Sabre, Global Distribution System, Hotel Distribution System, Ethical issues around big data and social media, emerging technologies in tourism (social media, virtual reality, Augmented Reality, Artificial Intelligence, Big data, Blockchain Technology).
- Unit:4**      **Technology Models:** Information technology adoption, Technology acceptance model (TAM), The unified theory of acceptance and use of technology (UTAUT), Technology organization environment model (TOE), Business analytics for data-based decision making in tourism and travel organizations, Data sources and Big Data applications for decisions in tourism and travel organizations.

**(B) Tutorial:**

- Unit: 5**      Case studies on E-Business Models within the tourism industry and Management Information Systems. Interactive sessions on the typologies of E-tourism, including various business models such as Business-to-Business (B2B), Business to Consumer (B2C), Consumer to Business (C2B), Consumer to Consumer (C2C), Online Travel & Hotel Portals, Travel Blogs, and the promotion of Travel, Tourism, and Hospitality Products online.
- Unit: 6**      Case studies on E-Distribution in the context of the tourism industry, packages (such as Abacus, Fantasia, Amadeus, Apollo-Galileo, Sabre), Global Distribution System, ethical considerations surrounding big data and social media, and emerging technologies in tourism including social media, and virtual reality.

**Note: Each student will be asked to prepare a computerized assignment and PowerPoint presentation on a specific topic from the topics covered in the tutorial section. Evaluation of assignments and presentations shall be held internally by the teacher concerned.**

**Suggested Readings:**

1. Inkpen, G. (1998) *Information Technology for Travel and Tourism*, 2nd Longman: UK
2. Klein, S., Schmid, B., Tjoa, A.M. and Werthner, H. (eds) (1996) *Information and Communication Technologies in Tourism: Enter 96*, Springer Verlag: Vienna
3. Poon, A. (1993) *Tourism, Technology and Competitive Strategies*, CAB: UK Sheldon, Pauline J., (1997) *Tourism Information Technology*, CABI Publishing, Oxford, England.
4. Tornatzky & Fleischer (1990) *The Processes of Technological Innovation*, Lexington Books, Canada.
5. Buhalis D, *E-tourism: Information Technology for Strategic Tourism Management*, Prentice Hall India, 2004.

  
  
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**Course Title: Tour Guiding & Escorting**

**Course: Type-3**

**Semester: 7<sup>th</sup>**

**Course code: TTM722J3**

**Credit: 6 (4+2)**

**Course Objective:**

The objective of this course is to equip students with the essential knowledge and skills required for successful careers as tour guides or tour escorts. The course covers the distinctions between these roles, the necessary skills and responsibilities, and the registration and approval procedures for guides. It includes comprehensive training on planning itineraries, setting up a guiding business, adhering to the code of conduct for guides in India, and understanding the wage structures.

**Learning Outcomes:**

By the end of the course, students will be able to differentiate between the roles and responsibilities of tour guides and tour escorts, identify and develop the skills and qualities necessary to become an effective tour guide or escort, understand the procedure for registration and approval of guides in India and plan and organize itineraries, and establish a tour guiding business in compliance with the Ministry of Tourism's code of conduct.

**Course Contents:**

**(A) Theory**

- Unit 1: Introduction:** Difference between Tour Guide and Tour Escort, Skills and Responsibilities of Tour Guide /Escorts, Steps to become a Tour Guide/Escort, Procedure of registration/approval of Guides. Characteristics of a Tour Guide/Escort, Qualities of an Ideal Tour Guide/Escort.
- Unit 2: Managing guiding business in India:** How to plan an itinerary, setting up a tour guiding business, code of conduct for guides in India (Ministry of Tourism), Wages and allowances of Tour Guides and Escorts in India.
- Unit 3: Understanding Tour Guiding Operations:** Guiding tourists on heritage, religious, and culture tours Guiding tourists on leisure and recreation tours, Guiding tourists on cruises, Guiding tourists on desert tours, Guiding tourists for sporting events, Guiding tourists on gastronomical tours, Guiding tourists on wellness and medical tours
- Unit 4: Situation Handling:** Handling questions, handling emergencies, handling difficult guests, Dealing with Late Coming Passengers, Loss of Passport, Loss of Money, Missing Members, Maintaining a safe and secure working environment. Maintain professional etiquette, Maintain organizational confidentiality, and Maintain guests' privacy Follow effective waste management and recycling practices at the workplace

**(B) Practical:**

- Unit 5:** Divide the class into groups, each representing a different type of tour (e.g., heritage tour, adventure tour, cultural tour). Assign each group the task of planning a detailed itinerary for their chosen tour, considering factors such as duration, destinations, activities, transportation, accommodation, and meals.
- Unit 6:** Field visit to a local destination to be planned, organized, and conducted by the students. Each student will take turns acting as the tour guide and providing commentary and explanations to their peers. Role-playing exercises will simulate challenging situations, allowing students to practice effective communication and conflict-resolution skills.

**Note: Field visit report evaluation and presentation shall be held by the subject expert from the University of Kashmir.**

**Suggested Reading:**

1. Chowdhary, Nimit (2013). *Handbook for Tour Guides*. New Delhi: Matrix Publishers (L).
2. Mitchell, G.E. (2005). *How to Start a Tour Guiding Business*. Charleston: The GEM Group Ltd.
3. Pond, K.L. (1993). *The Professional Guide*. New York: Van Nostrand Reinhold. (L).
4. Pond, K. L. (1993). *The Professional Guide: Dynamics of Tour Guiding*. New York, NY: Van Nostrand Reinhold.
5. Mancini, M. (2001). *Conducting Tours: A Practical Guide*. Albany, NY: Delmar Thomson Learning.

  
  
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**Semester – 8<sup>th</sup>**

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**Course Title: Tourist Transport Management**  
**Course: Type-1**  
**Semester: 8<sup>th</sup>**

**Course code: TTM822J1**  
**Credit: 4 (3+1)**

**Course Objectives:**

The objective of this course is to provide students with a comprehensive understanding of the evolution, nature, and scope of the transport system in tourism. It aims to explore various modes of tourist transport, their selection criteria, and the socio-economic, cultural, and environmental impacts they entail.

**Learning outcomes:**

By the end of the course, students will be able to analyze the evolution and significance of different transport systems within the tourism industry and evaluate the socio-economic, cultural, and environmental implications of various modes of tourist transport. Further, they will understand and discuss major transport regulations and conventions, and their impact on global tourism.

**Course Contents:**

**(A) Theory**

- Unit: 1**      **Introduction:** Evolution of tourist transport system, Nature and Scope of Transport in Tourism; Different modes and choice of selection, the consequent socio-economic, Cultural, and environmental implication, Importance of transport in tourism, Alternate forms of tourist transport.
- Unit: 2**      **International Air Transport Regulations:** Major milestones in Aviation Industry–Open sky policy, Freedoms of Air; International Conventions and treaties– Bermuda Convention, Chicago Convention, Beijing convention (2010), Montreal Protocol (2014) Functions ICAO, IATA, DGCA and AAI, Role of airlines in tourism promotion, Scheduled and non-scheduled Airlines services, Problems in Airline Business.
- Unit: 3**      **Surface and Water Transport System:** Growth and Development of Road Transport System, Role of Regional Transport Authority, Transportation Laws and regulations (Contract Carriage, Tourist permits, Rail transport system: Introduction to Indian Railways: Major Tourist Trains of India (Palace on Wheels, Royal Orient, Fairy Queen, Deccan Odyssey). Special Tourist Packages in India (Indrail Pass, Tatkal Bookings). Water Transport: An Overview (inland, coastal and oceanic). Cruise Tourism: Concept, trends, types of cruises, Indian cruise tourism scenario.

**(B) Tutorial:**

- Unit: 4**      Case studies on specific scheduled & non-scheduled airline services, air traffic at Srinagar International Airport, Srinagar Smart City Bus, JKRTC, tourist trains of India, and a specific cruise liner.

**Note: Each student will be asked to prepare a computerized assignment and PowerPoint presentation on a specific topic from the topics covered in the tutorial section. Evaluation of assignments and presentations shall be held internally by the teacher concerned.**

**Suggested Readings:**

1. Mill, R. C., & Morrison, A. M. (2002). *The tourism system*. Kendall Hunt.
2. Page, S. (2020). *Transport and tourism: Global perspectives*. Pearson Education.
3. Forsyth, P., & Dwyer, L. (2010). *Tourism transport: Modes, systems and networks*. Channel View Publications.
4. Doganis, R. (2012). *The airline business in the 21st century*. Routledge.
5. Button, K. J., & Hensher, D. A. (2009). *Handbook of transport and the environment*. Emerald Group Publishing.



  
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**Course Title: Heritage Tourism Management**

**Course: Type-2**

**Semester: 8<sup>th</sup>**

**Course code: TTM822J2**

**Credit: 6 (4+2)**

**Course Objective:**

Students who complete this course will have the knowledge and skills necessary to preserve, maintain, and promote historical resources in any location or region. The rich legacy that exists in many forms and the methods for managing it in the most effective ways will be taught to the pupils.

**Learning Outcome**

By the end of the course, the students will be mastering skills in heritage preservation and cultural interpretation. Students will learn how to effectively manage heritage sites, balance conservation with tourism demands by creating authentic & immersive visitor experiences, and promote cultural appreciation by ensuring long-term socio-economic benefits for communities while safeguarding cultural and natural resources.

**Course Contents:**

**(A) Theory**

- Unit: 1**      **Introduction:** Culture, Civilization, and Heritage: Meaning, Definition, and Features of Indian Culture. Heritage Tourism: Concept & Scope. Unity in diversity, assimilation, and tolerance. Cultural Heritage of India - General Features, Sources, Components and Evolution, Tangible and Intangible Heritage, Natural and Biological Heritage,
- Unit: 2**      **Art Galleries, Cultural Forms, and Museums:** Important Museums, Art Galleries and Libraries of India; Performing arts of India: classical dances, folk dances, and folk culture; Handicrafts & textiles, craft melas; Souvenir industry; Fairs and Festivals: Social, religious and commercial fairs of touristic significance.
- Unit: 3**      **Criterion and Types:** Criteria for selection as heritage sites, monuments, and zones by UNESCO (WHC). Types of Heritage Property, Heritage Issues in Tourism: Issues of conservation and ethics. UNESCO World Heritage Convention (1972); UNESCO Intangible Heritage Convention (2003).
- Unit: 4**      **Heritage Management:** Objectives and Strategies, Protection, Conservation and Preservation, Constitutional Provisions, Heritage Marketing, Heritage Hotels and its classification. Recent trends in Heritage Tourism.

**(B) Practical:**


- Unit 5:**      Field visit to a local museum/art gallery/handicraft centre/ fair/ festival.
- Unit 6:**      Assign a different heritage site to each student in the class. They will utilize UNESCO criteria to evaluate their assigned site based on its cultural or natural significance, authenticity, and integrity. Each student will present his evaluation findings to the class, discussing the site's strengths, weaknesses, and potential challenges in terms of conservation and tourism management.

**Note:** Field visit report evaluation and presentation shall be held by the subject expert from the University of Kashmir.

**Suggested Readings:**

1. Allchin, B., Allchin, F.R. et al. *Conservation of Indian Heritage*, Cosmo Publishers, New Delhi.
2. Agrawal V.S.: *The Heritage of Indian Art*, Govt. of India Publication.
3. Christopher Tadgell: *The History of Architecture in India*, Penguin, New Delhi
4. Ashworth, G. J. *The Tourist Historic City. Retrospect and Prospect of Managing the Heritage City*, Pergamon, Oxford
5. *Handbook on world Heritage sites (ASI)*



  
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**Course Title: Sustainable Tourism Management**

**Course: Type-3**

**Semester: 8<sup>th</sup>**

**Course code: TTM822J3**

**Credit: 6 (4+2)**

**Course Objective:**

The Students shall be able to understand and appreciate the significance of Sustainable Tourism Development (STD), the various approaches and practices for STD and to gain exposure to the implementation of STD principles through relevant case studies

**Learning Outcome:**

By the end of the course, students will have a comprehensive understanding of sustainable tourism development, including its global growth and underlying principles. They will gain proficiency in the planning and implementation of sustainable tourism practices, examining different measurement instruments.

**Course Contents:**

**(A) Theory**

- Unit: 1**      **Sustainable Tourism Development:** Global tourism and its growth, Jafari's platform model, Principles, Sustainability; Sustainability & Social Theory Sustainable Development, Sustainable Tourism, Institutionalization of sustainable tourism, Economic, socio-cultural and physical impacts, social and economic Sustainability of tourist regions Tourism & Resource Management, Ecotourism Theory & Practice, Tourism.
- Unit: 2**      **Sustainable Tourism Planning (STP):** Sustainable Tourism Planning, Basic Concepts in Sustainable Design: Climate analysis, Locality analysis and Site analysis; Zoning System, The Triple Bottom Line (3BL) Model, Carrying Capacity Model: The Ecotourism Model: The Community-Based Tourism (CBT) Model: The Sustainable Livelihoods Model: The Responsible Tourism Model, The Integrated Model of Sustainable Tourism Development, Regenerative Tourism Model.
- Unit: 3**      **Sustainable Tourism Operations:** Measurement Instruments: Command & Control Instruments, Economic Instruments, Voluntary Instruments & Supporting Instruments; Investment opportunities, Role of the government and private sectors in sustainable tourism development, Major indicators, tools and techniques for sustainable development, Green Infrastructure and Sustainable
- Unit: 4**      **Global Initiatives:** Codes of conduct for tourism (UNWTO), Human rights Issues in tourism, Global Sustainable Tourism Criteria & Council (GSTC), International Task Force on Sustainable Tourism; Agenda 21 for Travel and Tourism Industry.

**(B) Tutorial:**


- Unit: 5**      Case Studies on sustainable, institutionalization of sustainable tourism practices, sustainable design, Ecotourism practices, Community driven tourism, and Responsible Tourism practices.
- Unit: 6**      Case Studies on governance, certification, accreditation, monitoring, and regulation in tourism enterprises for sustainable initiatives.

**Note: Each student will be asked to prepare a computerized assignment and PowerPoint presentation on a specific topic from the topics covered in the tutorial section. Evaluation of assignments and presentations shall be held internally by the teacher concerned.**

**Suggested Readings:**

1. Weaver, D. (2006). *Sustainable tourism: Theory and practice*. Elsevier Butterworth-Heinemann.
2. Hall, C. M., Gossling, S., & Scott, D. (2015). *The Routledge handbook of tourism and sustainability*. Routledge.
3. Saarinen, J., & Rogerson, C. M. (2021). *Tourism and sustainable development goals: Research on sustainable tourism geographies*. Routledge.
4. Dymond, S. J. (Ed.). (2012). *Ecotourism: Principles and practices*. Routledge.
5. Tribe, J., & Liburd, J. J. (Eds.). (2016). *The handbook of sustainable tourism*. Routledge.




  
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# Honours with Research



  
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# Semester — 7<sup>th</sup>



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**Course Title: Data Analysis using Excel**  
**Course: Type-1**  
**Semester: 7<sup>th</sup>**

**Course code: TTM722J1**  
**Credit: 4 (3+1)**

**Course Objective:**

This course will review and expand upon core topics in statistics and probability, particularly by initiating the beneficiaries of the course by using MS Excel for statistical computing.

**Learning Outcomes:**

By the end of the course, students will develop proficiency in data analysis and visualization techniques, specifically mastering fundamental skills in performing basic data analysis utilizing Microsoft Excel.

**Course Contents:**

**(A) Theory**

- Unit: 1** Introduction: Data analysis using Excel, Reading data into Excel, Basic data manipulation in Excel, Arithmetic manipulation in Excel, Basic functions in Excel, Simple bar, Sub-divided bar, Multiple bar, Deviation bar, Pie diagram, Box plot, Graphic Representation of frequency distribution (Histogram, Frequency curve).
- Unit: 2** Descriptive statistics (Applications and Interpretations): Measures of Central Tendency (Arithmetic Mean, Median, Mode, Geometric Mean, Harmonic Mean), Measures of Dispersion (Importance of Measures of Dispersion, Range, Quartile Deviation, Mean Deviation, Standard Deviation, Coefficient of Variation).
- Unit: 3** Hypothesis Testing: Hypothesis testing, Null hypothesis and Alternative hypothesis, Types of hypothesis tests (e.g., t-test, z-test, chi-square test), Performing one-sample t-tests and z-tests in Excel, Performing independent and paired samples t-tests in Excel.

**(B) Practical**


- Unit: 4** Sorting, filtering, and formatting data to prepare it for analysis, Sum, Average, Median, and Mode, Creating different charts and graphs (including bar charts, pie charts, histograms, bar charts, and box plots). Calculation of descriptive statistics measures (mean, median, mode, and standard deviation for a given dataset), Hypothesis testing techniques using Excel to analyze sample data (one-sample and two-sample t-tests, and interpret the results to conclude population parameters).

**Note: The subject expert from the University of Kashmir shall hold the evaluation for the practical.**

**Suggested Readings:**

1. Bressler, M. S. (2016). *Microsoft Excel Data Analysis and Business Modelling*. Microsoft Press.
2. Albright, S. C., Winston, W. L., & Zappe, C. (2016). *Data Analysis and Decision Making with Microsoft Excel*. Cengage Learning.
3. Bluman, A. G. (2017). *Elementary Statistics: A Step by Step Approach*. McGraw-Hill Education.
4. Ott, R. L., & Longnecker, M. (2015). *An Introduction to Statistical Methods and Data Analysis*. Cengage Learning.
5. Triola, M. F. (2017). *Elementary Statistics*. Pearson.



  
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**Course Title: Business Statistics**

**Course: Type-2**

**Semester: 7<sup>th</sup>**

**Course code: TTM722J2**

**Credit: 6 (4+2)**

**Course Objective:**

This course aims to equip the students with a basic understanding of Business statistics and to provide insight into the application of modern analytical tools and techniques for tourism management decision-making.

**Learning Outcome:**

By the end of the course, students will be able to design, conduct, analyze, and critique Research across a range of disciplines, preparing them for academic pursuits, professional careers, and informed citizenship

**Course Contents:**

**(A) Theory**

- Unit: 1**      **Introduction to Statistics:** Introduction: Meaning of Statistics. Applications of Statistics in various fields of business, Definition of data. Types of data-Primary and Secondary data, Qualitative and Quantitative data, Presentation of data in frequency distribution form- Discrete and Continuous frequency distributions. Relative and Cumulative frequency distributions. Graphical and Diagrammatic Representation: Construction of Histogram, Ogive Curves, Pie Chart, Bar diagram.
- Unit: 2**      **Measures of Central Tendency:** Meaning of Central Tendency and measure of central tendency. Various measures of central tendency- Arithmetic mean, Geometric mean, Harmonic Mean, Median, Mode, Quartiles, Empirical relation between Mean, Median, and Mode
- Unit: 3**      **Measures of Dispersion:** Meaning of dispersion (or variability) and measure of dispersion. Types- Absolute and Relative measures of dispersion, Various measures of dispersion - Range and coefficient of range, Quartile Deviation and coefficient of quartile deviation, Mean Deviation about median and coefficient of mean deviation about median, Standard Deviation and Coefficient of variation, variance. Numerical problems based on various forms of data.
- Unit: 4**      **Correlation and Regression:** Meaning of bivariate data and examples. Meaning of correlation. Types of Correlation- Positive, Negative, No correlation. Methods of studying correlation- (i) Scatter diagram method, (ii) Karl Pearson's coefficient of correlation (iii) Spearman's Rank correlation coefficient, Numerical problems on computations of  $r$  and  $R$ .


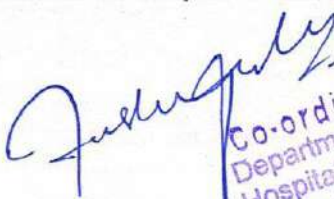
**(B) Practical:**

- Unit: 5**      Data collection from local tourism & hospitality organizations (primary and secondary), calculation of relative and cumulative frequencies for each data set, gaining an understanding of the distribution patterns, constructing graphical representations of the data, calculation of measures of central tendency, discussions on the empirical relationship between mean, median, and mode, highlighting scenarios where they may diverge and their implications for data interpretation.
- Unit: 6**      Divide students into groups and provide them with datasets representing different scenarios for the calculation of absolute and relative measures of dispersion, including range, quartile deviation, mean deviation about median, standard deviation, and variance.

**Note: The subject expert from the University of Kashmir shall hold the evaluation for the practical.**

**Suggested Readings**

1. Levin, R. I., & Rubin, D. S. (2013). *Statistics for Management* (7th ed.). Pearson.
2. Gupta, S. C., & Kapoor, V. K. (2020). *Fundamentals of Mathematical Statistics* (12th ed.). Sultan Chand & Sons.
3. Berenson, M. L., Levine, D. M., Szabat, K. A., & Stephan, D. (2019). *Basic Business Statistics: Concepts and applications* (14th ed.). Pearson.
4. Spiegel, M. R., Schiller, J., & Srinivasan, R. (2017). *Schaum's outline of probability and statistics* (4th ed.). McGraw-Hill Education.
5. Johnson, R. A., & Bhattacharyya, G. K. (2019). *Statistics: Principles and methods* (8th ed.). Wiley.

   
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**Course Title: Research Methodology**

**Course: Type-3**

**Semester: 7<sup>th</sup>**

**Course code: TTM722J3**

**Credit: 6 (4+2)**

**Course Objective:**

This course aims to equip the students with a basic understanding of research methodology and to provide insight into the application of modern analytical tools and techniques for tourism management decision-making.

**Learning Outcome:**

By the end of the course, students will be able to design, conduct, analyse, and critique research across a range of disciplines, preparing them for academic pursuits, professional careers, and informed citizenship.

**(A) Theory:**

- Unit: 1**      **Introduction:** Meaning and importance of Research, Application of Research, Meaning and sources of Research problem, Research process, Types of Research, Research ethics in social sciences.
- Unit: 2**      **Review of Literature:** Concept and Importance of Review of Literature, Organizing the Review of Literature, Analysis of Literature Review – Primary and Secondary Sources, Web sources –Critical Literature Review
- Unit: 3**      **Data Collection:** Types and sources of data – Primary and secondary, Methods of collecting data, Differences in the methods of data collection in quantitative and qualitative research, Collecting data using primary sources Observation -The interview, The questionnaire, Methods of data collection in qualitative research.
- Unit: 4**      **Selecting a Sample:** The concept of sampling, sampling terminology, Principles of sampling, Types of sampling – Probability and Non- Probability techniques


**(B) Practical:**

- Unit 5:**      Identify a research problem (specifically from the tourism and hospitality sector) by discussing its relevance, significance, and alignment with research objectives, brainstorming potential research topics, and well-structured literature reviews of research articles.
- Unit 6:**      Field Observation Exercise: Students will collect data on a field trip to a local tourist attraction and or event using the pre-designed questionnaire, observation method, and mock interviews. The appropriate sampling techniques will be employed by the students for the collection of data.

**Note: The subject expert from the University of Kashmir shall hold the evaluation for the practical.**

**Suggested Readings**

1. Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). SAGE Publications.
2. Flick, U. (2018). *An introduction to qualitative research* (6th ed.). SAGE Publications.
3. Bryman, A. (2016). *Social research methods* (5th ed.). Oxford University Press.
4. Kumar, R. (2019). *Research methodology: A step-by-step guide for beginners* (5th ed.). SAGE Publications.
5. Neuman, W. L. (2014). *Social research methods: Qualitative and quantitative approaches* (7th ed.). Pearson.

  
  
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# Semester – 8<sup>th</sup>



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**Course Title: Advanced Research Methodology**  
**Course: Type-1**  
**Semester: 8<sup>th</sup>**

**Course code: TTM822J1**  
**Credit: 4 (3+1)**

**Course Objective:**

This course aims to equip the students with a basic understanding of Statistics and its application in tourism and hospitality management. It will also provide insight into the summarizing and analysis of the data using descriptive and inferential statistical techniques for tourism management decision-making. Students will learn the fundamentals of descriptive and inferential statistics, data analysis techniques

**Learning Outcome:**

By the end of the course, students will be able to demonstrate proficiency in summarizing and interpreting data using descriptive and inferential statistics techniques. They will also critically evaluate statistical results and their implications for tourism and hospitality management decision-making.

**Course Contents:**

**(A) Theory**

- Unit: 1**      **Introduction:** Definition and scope of Statistics, statistical population and sample, Types of data (quantitative and qualitative), attributes, variables, Scales of measurement; nominal, ordinal, interval, and ratio. Presentation of data: tabular and graphical.
- Unit: 2**      **Fundamental Statistical Measures:** Measures of Central Tendency: Mean (Arithmetic, Geometric and Harmonic mean, mode and median. Advantages and Limitations. Measures of Dispersion: Range, Variance, Quartile deviation, mean deviation, standard deviation, coefficient of variation, Moments, skewness and kurtosis, Pearson's Correlation.
- Unit: 3**      **Probability:** Introduction, random experiments, sample space, events and algebra of events. Definitions of Probability-classical, statistical, and axiomatic. Conditional Probability, Addition and multiplication theorem of probability, independent events, Theorem of Total probability, Bayes' theorem and its applications.
- Unit:4**      **Hypotheses Testing:** Definition and purpose of hypothesis testing, Importance of hypothesis testing, Null and alternative hypotheses, level of significance, Type I and Type II errors, their probabilities and critical region, Parametric and non-parametric tests. Application of hypothesis testing in tourism research.

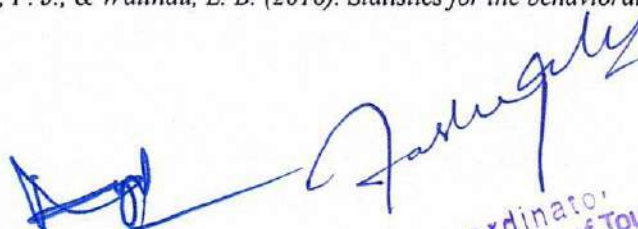
**(B) Practical:**

- Unit: 5**      To conduct an independent sample t-test on the data collected from two different groups of tourists (e.g., domestic tourists and international tourists) using hypothesis testing techniques.
- Unit: 6**      To determine the significant association between the two categorical variables related to tourism using the Chi-square test.

**Note: The subject expert from the University of Kashmir shall hold the practical evaluation.**

**Suggested Readings**

1. Agresti, A., & Finlay, B. (2018). *Statistical methods for the social sciences* (5th ed.). Pearson.
2. Bluman, A. G. (2017). *Elementary statistics: A step by step approach* (10th ed.). McGraw-Hill Education.
3. Freund, J. E., & Perles, B. M. (2006). *Modern elementary statistics* (12th ed.). Pearson.
4. Levin, R. I., & Rubin, D. S. (2013). *Statistics for management* (7th ed.). Pearson.
5. Gravetter, F. J., & Wallnau, L. B. (2016). *Statistics for the behavioral sciences* (10th ed.). Cengage Learning.

  
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**Course Title: Research Project**  
**Course: Type-3**  
**Semester: 8<sup>th</sup>**

**Course code: TTM822J4**  
**Credit: 12**

**Course Objective:**

By the end of this course, students will be able to formulate a clear and feasible research question in the field of travel and tourism, conduct a comprehensive literature review to frame the research context and design an appropriate research methodology. They will systematically collect and analyze data, present their findings in a clear and structured manner both in written and oral formats, and critically evaluate their research process and findings.

**Learning Outcome:**

By the end of the research project, students will have developed the ability to independently formulate a clear and feasible research question in the field of travel and tourism. They will be adept at conducting comprehensive literature reviews, designing suitable research methodologies, and systematically collecting and analyzing data. Additionally, students will be capable of presenting their research findings effectively in both written and oral formats and will demonstrate critical evaluation skills regarding their research processes and outcomes.

**Course Description:**

This course provides students in Travel and Tourism with an opportunity to conduct independent research under the guidance of a faculty advisor. Students will identify a research question, design a study, collect and analyse data, and present their findings in a formal research report. The course aims to develop students' research skills, critical thinking, and ability to communicate research findings effectively.

**Assessment**

**a. Evaluation of the Research Project by External Examiner**

**Total marks = 200**

1. *Research Proposal*: 20%
2. *Literature Review*: 30%
3. *Data Collection and Preliminary Analysis*: 20%
4. *Final Research Report*: 30%

**b. Viva-Voce by the external examiner**

**Total marks = 100**

**Note: The subject expert from the University of Kashmir shall hold field visit report evaluation and presentation.**

**Suggested Readings:**

1. Veal, A. J. (2018). *Research Methods for Leisure and Tourism*. Pearson.
2. Jennings, G. (2010). *Tourism research* (2nd ed.). John Wiley & Sons.
3. Ritchie, B. W., Burns, P., & Palmer, C. (Eds.). (2005). *Tourism research methods: Integrating theory with practice*. CABI.
4. Yin, R. K. (2018). *Case study research and applications: Design and methods* (6th ed.). SAGE Publications.
5. Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). SAGE Publications.



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