

Course Title: Fundamentals of Tourism (Multidisciplinary)

Graduation Programme in Tourism & Travel Management	Course code: TTM0221I
Course: Multidisciplinary	Credit:3
Semester: 1 st , 2 nd & 3 rd	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

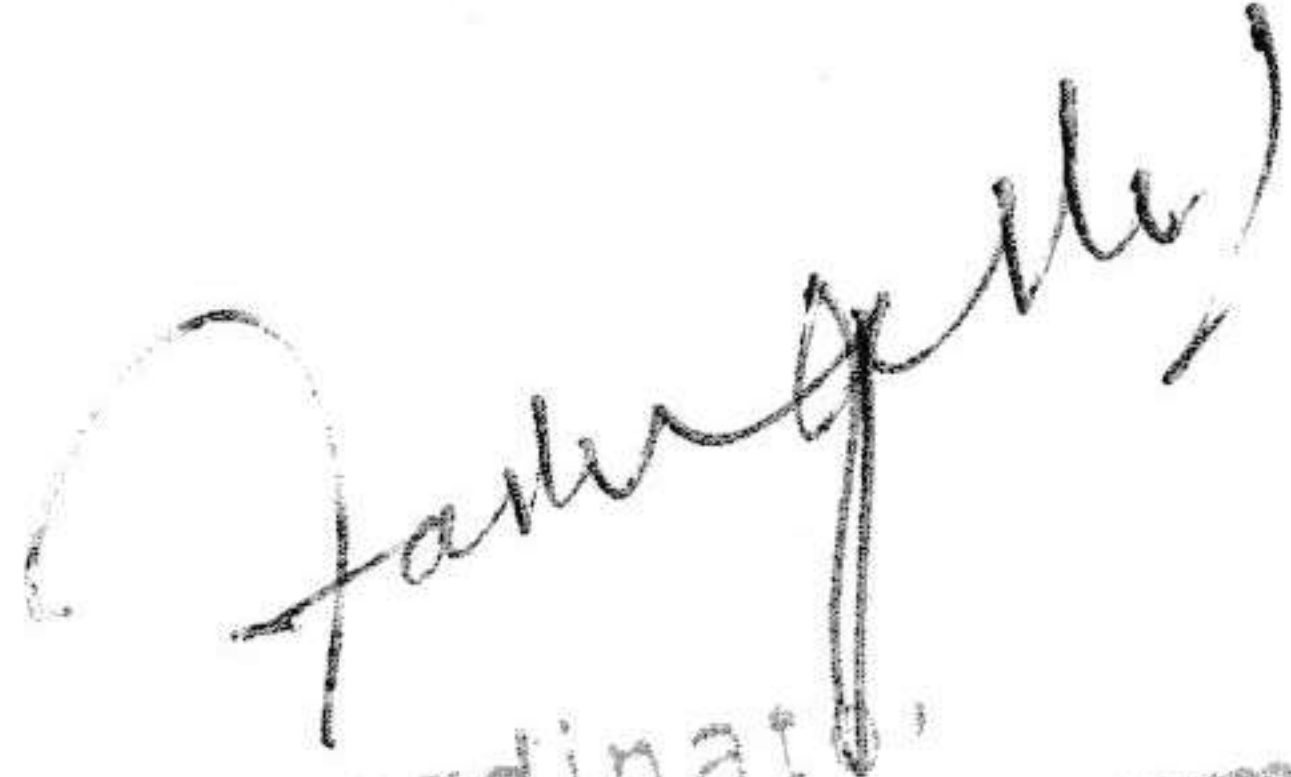
Components of tourism (Primary and secondary), Different forms of accommodation and transportation, Travel Business (Travel agent and Tour operator), Types of Tourism resources, Attractions (Natural & Built), Events.

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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History and Evolution of Tourism

Graduation Programme in Tourism & Travel Management	Course code: TTM122M
Course: Major/Minor	Credit: 6 (4+2)
Semester: 1 st	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 nd	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 the 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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