



**Darrang College
(Autonomous),
Tezpur-784001**

Syllabus for FYUGP

Subject: TOURISM & TRAVEL MANAGEMENT

Course Type: MAJOR

Approved by:

Board of Studies meeting held on 24-12-2025

&

Academic Council vide Resolution no. 2, dated- 29-12-2025

DEPARTMENT OF TRAVEL AND TOURISM MANAGEMENT, DARRANG COLLEGE (AUTONOMOUS)

Syllabus structure for Major course

Semester	Discipline specific courses core	Minor	Inter-disciplinary courses (MDC)	Ability enhancement course (language)	Skill enhancement course/ internship/ dissertation	Common value-added course	Total credit
1	Major 1 (4 Credit)	Minor 1 (4 Credit)	MDC 1 (3 Credit)	AEC 1 (2 Credit)	SEC 1 (3 Credit)	VAC 1 (2 Credit) VAC 2 (2 Credit)	20
2	Major 2 (4 Credit)	Minor 2 (4 Credit)	MDC 2 (3 Credit)	AEC 2 (2 Credit)	SEC 2 (3 Credit)	VAC 3 (2 Credit) VAC 4 (2 Credit)	20
3	Major 3, Major 4 (4 Credit x 2)	Minor 3 (4 Credit)	MDC 3 (3 Credit)	AEC 3 (2 Credit)	SEC 3 (3 Credit)	-	20
4	Major 5, Major 6, Major 7, Major 8 (4 Credit x 4)	Minor 4 (4 Credit)	-	AEC 4 (2 Credit)	-	-	22
5	Major 9, Major 10, Major 11 (4 Credit x 3)	Minor 5 (4 Credit)	-	-	INTERNSHIP	-	20
6	Major 12, Major 13 Major 14 Major 15 (4 Credit x 4)	Minor 6 (4 Credit)	-	-	-	-	20
7	Major 16 Major 17 Major 18 Major 19 (4 Credit x 4)	Minor 7 (4 Credit)	-	-	-	-	20
8 (Degree with Honours)	Major 20 Major 21 Major 22 (4 Credit x 3)	Minor 8	-	-	Mini project/Dissertation (Major)	-	20

Or

(The eligibility criteria for an undergraduate degree with Honours with Research require students to secure a minimum Cumulative grade point average (CGPA) of 75 or higher by the end of their sixth semester. This guideline is in line with the National Education Policy (NEP) 2020 framework and is implemented by the University Grants Commission (UGC).)

8 (Degree with honours & Research)	Major 20 (4 Credit)	Minor 8 (4 Credit)			Research project/ dissertation (12 credit)		20
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Paper name and codes

Semester	Paper code	Paper name
1	TTM-MJ-01014	Basics of Tourism
2	TTM-MJ-02014	Tourism resources of Assam and Northeast India
3	TTM-MJ-03014	Fundamentals of Tourist Guide
	TTM-MJ-03024	Travel agency & Tour Operation
4	TTM-MJ-04014	Tourism resources of India – I
	TTM-MJ-04024	Health and Wellness Tourism
	TTM-MJ-04034	Tourism policy, planning and development
	TTM-MJ-04044	Tourism impacts and sustainability
5	TTM-MJ-05014	Tourism resources of India-II
	TTM-MJ-05024	Tourism management
	TTM-MJ-05034	Entrepreneurship in Tourism
6	TTM-MJ-06014	Tour Packaging
	TTM-MJ-06024	Practical on map work, tourism map design and field visit
	TTM-MJ-06034	Understanding of tourism marketing
	TTM-MJ-06044	Hospitality management
7	TTM-MJ-07014	Global Tourist Destinations
	TTM-MJ-07024	Tourism transport system
	TTM-MJ-07034	Introduction to Research Methodology
	TTM-MJ-07044	Introduction to Special Interest Tourism
8	TTM-MJ-08014	Public Relation and Protocol in Tourism Sector
	TTM-MJ-08024	International Trade and Port Management
	TTM-MJ-08034	Heritage management

DEPARTMENT OF TRAVEL AND TOURISM MANAGEMENT, DARRANG COLLEGE (AUTONOMOUS)

F.Y.U.G.P 1st semester (MAJOR)

Aims

- To introduce students to the fundamentals of tourism, its types, and components.
- To explore the historical evolution of tourism and factors influencing travel.
- To develop an understanding of tourism resources and their characteristics.
- To examine the significance and impacts of the tourism industry.

Programme Outcomes

- Define tourism, tourist, traveler, visitor, and differentiate between them.
- Explain forms of tourism and basic components (5 A's).
- Understand historical developments and motivations in tourism.
- Identify and classify tourism resources and their nature.
- Analyze the economic, socio-cultural, and environmental impacts of tourism.
- Recognize current trends in the tourism industry.

Teaching–Learning Process

- Lectures for conceptual understanding
- Interactive discussions and Q&A sessions
- Case studies on historical and modern tourism
- Assignments and group presentations
- Use of ICT tools (PPTs, videos) to illustrate tourism resources and trends

Evaluation & Assessment

- Internal Assessment: Class tests, assignments, presentations, participation
- End-Semester Exam: Written paper covering all units with short and long answer questions

Title of the course	Basics of Tourism
Course code	TTM-MJ-01014
Total Credit (Theory)	04
Teaching hours	60
Distribution of marks	60+40

Unit	Content	L	T	P	TH
1	Introduction <ul style="list-style-type: none">- Tourism – Definition, Meaning, Nature, Scope and Types – Tourist, Traveler, Visitor Definition and Differences.- Forms of Tourism – Inbound, Outbound, National and International.- Basic Components of Tourism – 5 A's	12	3		15
2	Historical Dimensions of Tourism <ul style="list-style-type: none">- Travel and Tourism throughout the Ages - Early travels, Renaissance age of grand tours, emergence of modern tourism.- Understanding Tourism Motivations.- Factors affecting the growth and development of International and National tourism- Concept of Push and Pull Factors in tourism	12	3		15

3	Understanding Tourism Resources <ul style="list-style-type: none"> - Components of Tourist Resources, Tourist Oriented Resources, Resident Oriented Resources, Background Tourism Resources and Retrievable Tourism Resource and Retrievable Tourist Resource - Nature of Tourism Resources - Monopolistic Aspect of Tourism Resources, Noneconomic Value of Tourism Resources, Unity of Resources and Consumers, Perishability of Tourism Resources, Tourism Resources and Marginal Utility. 	12	3		15
4	Significance of Tourism Industry <ul style="list-style-type: none"> - Transportation – Road, Railways, Water and Air - Tourism as an Industry - Economic impacts of tourism - Socio-Cultural impacts of Tourism - Ecological and Environmental impacts of tourism - Latest Trends in Tourism Industry 	12	3		15

Suggested reference books or textbooks:

- Karma & Chand, Basics of Tourism, Theory Operation and Practices
- AK Bhatia, International Tourism Management
- AK Bhatia, Tourism Development
- Mishra, S.N. Sadual S K, Basics of Tourism Management
- Swain Sampad Kumar, Mishra Jitendra Mohan 'Tourism – Principles and Practices'. Oxford University Press
- Venu Vasudevan, Vijayakumar B., Saroop Roy B.R. 'An Introduction to the Business of Tourism'. New Delhi: Sage Publication.
- Roday, Biwal and Joshi 'Tourism Operations and Management'. New Delhi. Oxford Publications
- Tourism : Concepts, Theory and Practice by M.R. Dileep
- Introduction of Travel & Tourism Management- by Shiv Raj Prof. Suman Sharma

DEPARTMENT OF TRAVEL AND TOURISM MANAGEMENT, DARRANG COLLEGE (AUTONOMOUS)

F.Y.U.G.P 2ndSemester(MAJOR)

Aims

- To introduce students to natural, historical, religious, and cultural tourism resources of Assam and North East India.
- To familiarize students with adventure tourism and tourism festivals in the region.
- To develop awareness of the significance of these resources for tourism development.

Programme Outcomes

- Identify and describe natural, historical, religious, and cultural tourism resources of Assam and North East India.
- Understand the location, facilities, and significance of major tourism sites.
- Recognize the role of festivals, fairs, and adventure sports in promoting tourism.
- Analyse cultural and heritage elements as tourism attractions.

Teaching–Learning Process

- Classroom lectures and interactive discussions
- Case studies on tourism sites and festivals
- Use of ICT tools: presentations, videos, and virtual tours
- Group assignments, projects, and student presentations

Evaluation & Assessment

- Internal Assessment: Class tests, assignments, presentations, and participation
- End-Semester Examination: Short and long answer questions covering all units

Title of the course	Tourism Resources of Assam and North East India
Course code	TTM-MJ-02014
Total Credit (theory)	04
Contact hours(theory)	60
Distribution of marks	60+40

Unit	Content	L	T	P	TH
1	Natural Tourism Resources <ul style="list-style-type: none">- National Parks, Wildlife Sanctuaries, Bird Sanctuaries, Hill Stations, River Islands with their Locations and Facilities. Historical Tourism Resources <ul style="list-style-type: none">- Monuments, Museums, World Heritage Sites, Archaeological Ruin Sites of Assam.	12	3		15
2	Religious Tourism Resources <ul style="list-style-type: none">- Religious Shrines/ Centres, Religious Fairs and Festivals etc. Cultural Tourism Resources <ul style="list-style-type: none">- Major Tribes, Fairs and Festivals, Classical Dance, Folk Dances and Music, Handicraft and Handlooms, Cuisine, Performing Art, Costumes etc. Majuli as a Cultural Tourism hub of Assam.	12	3		15
3	Natural Tourism Resources	12	3		15

	<ul style="list-style-type: none"> - National Parks, Wildlife Sanctuaries, Bird Sanctuaries, Hill Stations <p>Historical Tourism Resources</p> <ul style="list-style-type: none"> - Monuments, Museums, World Heritage Sites, Archaeological Ruin Sites of North East India. <p>Religious Tourism Resources</p> <ul style="list-style-type: none"> - Religious Shrines/ Centres, Religious Fairs and Festivals etc. <p>Cultural Tourism Resources</p> <ul style="list-style-type: none"> - Major Tribes, Fairs and Festivals, Classical Dance, Folk Dances and Music, Handicraft and Handlooms, Cuisine, Performing Art, Costumes etc. 				
4	<ul style="list-style-type: none"> - Trends & Prospects of different types of Adventure sports organized in North East Indian states and their Tourism Significance. - Popular Tourism festivals organized for the promotion of Tourism in North East India 	12	3		15

Suggested reference books or textbooks:

- Bhagawati, A.K. Bora Geography of Assam
- Bhattacharaya, Tourism in Assam, Trend and Potentialities
- Bora, Sheila and M.C: The story of Tourism: an enchanting journey through India's North East
- Tourism in North East India- by Dr Sanjay Sen
- Explore Northeast India: A Journey Through the Seven Sisters and Beyond by Bakhtiyar seikh and Team East Land Tour N Travels
- Tourism in North- East India: Perspective and Challenges- by Dr. Biplab Tripathy, Dr. Neha Boruah
- Tourism in North East India -by Dr. S. Ram R. Kumar
- Historical Tourism in North East India by DR. MADHUMITA DEB, DR. SANJAY SEN
- Tourism in North East and Arunachal Pradesh by Dr. Ratul Dutta

DEPARTMENT OF TRAVEL AND TOURISM MANAGEMENT, DARRANG COLLEGE (AUTONOMOUS)

F.Y.U.G.P 3rdSemester(MAJOR)

Aims

- To introduce students to the role and importance of tourist guides in the tourism industry.
- To develop understanding of duties, responsibilities, and career opportunities of tourist guides.
- To familiarize students with employment scope and income sources in guiding services.

Programme Outcome

- Understand the meaning, types, and role of tourist guides.
- Explain the duties, responsibilities, and job profile of a tourist guide.
- Identify categories, income sources, and additional duties of guides.
- Recognize employment opportunities in various tourism sectors.

Teaching Learning Process

- Lectures and interactive discussions
- Use of audio-visual aids and real-life examples
- Assignments, presentations, and role-play activities

Evaluation/Assessment

- Internal assessment through tests, assignments, and presentations
- End-semester written examination

Title of the course	Fundamentals of Tourist Guide
Course code	TTM-MJ-03014
Total Credit	04
Contact hours	60
Distribution of marks	60+40

Unit	Content	L	T	P	TH
1	Introduction to Tourist Guide <ul style="list-style-type: none">- Meaning, Definition and Types of Tourist Guide- Job Descriptions of Tourist Guide- Importance of Tourist Guide in Tourism Industry- Duties and Responsibilities of Tourist Guide- How to be a Tourist Guide?	16	4		20
2	Categories and Income Source <ul style="list-style-type: none">- Categories of Tourist Guide- Sources of Income- Additional Duties	16	4		20
3	Scope of Employment <ul style="list-style-type: none">- Historical Sites and Monuments- Wild life Parks	16	4		20

	<ul style="list-style-type: none"> - Tour Operators - Travel Agents - Hotel - Heritage Sites and their Conservation 				
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Suggested reference books, textbooks and e-content:

- Matrix Publishers, New Delhi, Handbook for Tour Guides
- Michell, G.E, Charleston, how to start a Tour Guiding Business
- Negi, Tourist Guide & Tour Operation, Planning & Organizing
- Geo, Chack, Professional Travel Agency Management, Prentice Hall, London, 1990

DEPARTMENT OF TRAVEL AND TOURISM MANAGEMENT, DARRANG COLLEGE (AUTONOMOUS)

F.Y.U.G.P 3rd Semester (MAJOR)

Aims

- To introduce students to the travel agency and tour operation business.
- To develop understanding of travel documents and travel formalities.
- To familiarize learners with tour package planning and itinerary preparation.
- To provide knowledge of major tourism organizations at national and international levels.

Programme Outcome

- Understand the structure, functions, and income sources of travel agencies.
- Explain procedures related to passports, visas, and travel permits.
- Design basic tour packages and itineraries.
- Understand pre-tour and post-tour operational arrangements.
- Identify the role of major tourism organizations.

Teaching Learning Process

- Lectures and interactive discussions
- Use of ICT tools, case studies, and examples
- Practical exercises in itinerary and tour package preparation
- Assignments and student presentations

Evaluation/Assessment

- Internal assessment through tests, assignments, and presentations
- Practical evaluation of itinerary/tour package work
- End-semester written examination

Title of the course	Travel agency & Tour Operation
Course code	TTM-MJ-03024
Total Credit	04
Contact hours	60
Distribution of marks	60+40

Unit	Content	L	T	P	TH
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1	Basics of Travel Agency Introduction to Travel Agency business- <ul style="list-style-type: none"> - Definition, Types, Functions and Source of Income of Travel agency, Regulation for setting up a Travel Agency/Tour Operators - Department of Tourism (DOT). 	1 2	3		15
2	Travel Documents/ Formalities <ul style="list-style-type: none"> - Passport, VISA - Health Regulation and Restricted Area Permit (RAP) - Inner Line Permit (ILP) 	1 2	3		15
3	Tour Operation <ul style="list-style-type: none"> - Meaning, Classification - Components and importance of Tour Package - Tour Formulation Process - Itinerary Planning - Pre Tour Preparation and Post Tour Arrangement. 	1 2	3		15
4	Major Tourism Organizations <ul style="list-style-type: none"> - Indian Tourism Development Corporation (ITDC) and Assam Tourism Development Corporation (ATDC) - TOAA (Tour Operators Association of Assam) - TAAI, UNWTO, IATA, ICAO 	1 2	3		15

Suggested reference books, textbooks and e-content:

- A.K Bhatia Tourism Development
- Mandal, V.K Travel and Transport agency
- Negi, travel agency and Tour operation
- Negi, K.S Travel Agency Management

DEPARTMENT OF TRAVEL AND TOURISM MANAGEMENT, DARRANG COLLEGE (AUTONOMOUS)

F.Y.U.G.P 4thSemester (MAJOR)(Paper 1)

Aims

- To provide knowledge of India's physical and natural environment.
- To develop understanding of wildlife, biodiversity, and protected areas of India.
- To familiarize students with major natural tourism resources and adventure tourism destinations of India.

Programme Outcome

- After completing the course, students will be able to:
- Understand the physical background and climatic features of India.
- Identify major wildlife sanctuaries, national parks, and protected areas.
- Recognize important natural tourism resources of India.
- Understand adventure tourism trends and major adventure sports destinations.
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Teaching Learning Process

- Lectures supported by maps and visual aids
- Use of ICT tools, videos, and presentations
- Class discussions and student presentations
- Assignments based on regions and destinations

Evaluation/Assessment

- Internal assessment through class tests, assignments, and presentations
- End-semester written examination covering all units

Title of the course	Tourism resources of India – I
Course code	TTM-MJ-04014
Total Credit	04
Contact hours	60
Distribution of marks	60+40

Unit	Content	L	T	P	TH
1	India: Physical Background of India - Physical Background, Climate, Natural Vegetation Drainage System, Transport and Communication.	16	4		20

2	Wildlife and Protected areas of India <ul style="list-style-type: none"> - Bio-diversity and Wildlife of India. - Brief study of National Parks and Wildlife Sanctuaries, Bird Sanctuaries, Tiger project→ sites of India 	16	4		20
3	Natural tourism resources of India <ul style="list-style-type: none"> - Major hill stations, Islands, river and river islands of India - Important sea Beaches of India-Mumbai, Puri, Goa, Chennai, Trivandrum and Kerala. - Adventure Sports: Existing trends and places of importance for Land-based, water based and aero based adventure sports of India→ 	16	4		20

Suggested reference books, textbooks and e-content:

- Acharya,R.(1986):Tourism& Cultural Heritage of India, ROSA Publication, Jaipur
- Harle,J.C.(.):The Art and Architecture of Indian Sub Continen
- Hussain, A.A.(1987):The national culture of India, National Book Trust, New Delhi
- Jacob ,R., Joseph, S.,Philip, A.(2007):Indian Tourism Practices, Abhijit Publications

DEPARTMENT OF TRAVEL AND TOURISM MANAGEMENT, DARRANG COLLEGE (AUTONOMOUS)

F.Y.U.G.P 4thSemester(MAJOR) (Paper 2)

Aims

- To introduce students to the concepts and evolution of health and wellness tourism.
- To understand holistic healthcare systems, wellness tools, and AYUSH practices.
- To familiarize learners with yoga, sustainability, and medical tourism practices.

Programme Outcomes

- Explain the concepts of health, wellness, and wellbeing in tourism.
- Identify tools, typologies, and forms of wellness tourism.
- Understand AYUSH systems and holistic healthcare approaches.
- Analyse wellness tourism trends, sustainability, and medical tourism in India and globally.

Teaching–Learning Process

- Classroom lectures and interactive discussions
- Use of ICT tools, case studies, and videos
- Student presentations, seminars, and assignments

Evaluation & Assessment

- Internal assessment through tests, assignments, and presentations
- End-semester written examination

Title of the course	Health and Wellness Tourism
Course code	TTM-MJ-04024
Total Credit	04
Contact hours	60
Distribution of marks	60+40

Unit	Content	L	T	P	TH
1	Introduction to Health & Wellness Tourism <ul style="list-style-type: none"> - Evolution and origin of health and wellness tourism - Ancient healing traditions and centres (baths, thermal springs, sanatoriums) - Development of yoga, Ayurveda, naturopathy and spiritual healing 	12	3		15

	<ul style="list-style-type: none"> - Concepts of health, wellness, wellbeing and Quality of Life - Dimensions of wellness and mind–body–spirit continuum - Emergence of wellness tourism as a global business, markets, trends, and opportunities 				
2	Tools, Typologies & Forms of Wellness Tourism <ul style="list-style-type: none"> - Tools for wellness: medical, alternative therapies, nutrition, counselling, recreation and rehabilitation - Typologies: medical, spa, Ayurveda, yoga, meditation, holistic, spiritual and retreat tourism - Factors influencing wellness travel: lifestyle changes, stress, ageing population, income growth and health awareness 	12	3		15
3	Holistic Healthcare Systems & AYUSH <ul style="list-style-type: none"> - Overview of AYUSH systems: Ayurveda, Yoga & Naturopathy, Siddha, Unani and Homoeopathy - Complementary and alternative therapies (aromatherapy, energy healing, meditation) - Body–mind–spirit relationship, psychosomatic concepts and wellness psychology 	12	3		15
4	Yoga, Sustainability & Medical Tourism <ul style="list-style-type: none"> - Origin, forms and benefits of yoga and meditation - Major yoga centers in India and International Yoga Day - Concepts of sustainable and responsible wellness tourism - Medical tourism: concept, evolution, typologies and global destinations - Indian medical tourism: advantages, challenges, Kerala model and promotion strategies - Role of industry bodies and international standards 	12	3		15

Suggested reference books, textbooks and e-content:

DEPARTMENT OF TRAVEL AND TOURISM MANAGEMENT, DARRANG COLLEGE (AUTONOMOUS)

F.Y.U.G.P 4thSemester (MAJOR)(Paper 3)

Aims

- To introduce the concepts and importance of tourism planning.
- To understand planning approaches for different forms of tourism.
- To familiarize students with tourism policies of India and Assam.

Programme Outcome

- Understand basic concepts and steps of tourism planning.
- Identify factors influencing tourism planning.
- Apply planning approaches for eco, adventure, urban, and rural tourism.
- Analyse national and state tourism policies.

Teaching Learning Process

- Classroom lectures and discussions
- Use of ICT tools and case studies
- Assignments and student presentations

Evaluation/Assessment

- Internal assessment through tests, assignments, and presentations
- End-semester written examination

Title of the course	Tourism policy, planning and development
Course code	TTM-MJ-04034
Total Credit	04
Contact hours	60
Distribution of marks	60+40

Unit	Content	L	T	P	TH
1	Tourism Planning <ul style="list-style-type: none">- Concept, Nature, Types of Tourism Planning- Significance of Planning in Tourism Industry- Factors influencing Tourism Planning	16	4		20

	- Steps of Tourism Planning				
2	Planning Approaches for different forms of Tourism Definition, Significance, factors and steps of planning. - Eco Tourism, - Adventure Tourism - Urban Tourism - Rural Tourism	16	4		20
3	Tourism Policy Concept, Objectives and Significance of Tourism Policy - National Tourism Policy 1982, 2002 and 2022 of India - National Action Plan 1992 - Tourism Policy of Assam (Latest and previous)	16	4		20

Suggested reference books, textbooks and e-content:

- Sinha,R.K Tourism strategies, Planning and Development
- Sharma,K.K Planning for Tourism
- Iskeep, E: Tourism planning: an integrated and sustainable development approach

DEPARTMENT OF TRAVEL AND TOURISM MANAGEMENT, DARRANG COLLEGE (AUTONOMOUS)

F.Y.U.G.P 4thSemester (MAJOR)(Paper 4)

Aims

- To understand the socio-cultural, economic, and environmental impacts of tourism.
- To introduce the concept of sustainable development and its relevance to tourism.
- To develop awareness about community-based and responsible tourism practices.
- To familiarize students with the Tourism Area Life Cycle (TALC) model.

Programme Outcome

- Identify positive and negative impacts of tourism.
- Explain principles of sustainable development and SDGs.
- Understand the role of communities in sustainable and responsible tourism.
- Differentiate between ecotourism, responsible tourism, and sustainable tourism.
- Analyse tourism development using the TALC model.

Teaching Learning Process

- Lectures and classroom discussions
- Case studies and real-world examples
- Use of ICT tools, presentations, and group activities

Evaluation/Assessment

- Internal assessment through tests, assignments, and presentations
- End-semester written examination

Title of the course	Tourism impacts and sustainability
Course code	TTM-MJ-04044

Total Credit	04
Contact hours	60
Distribution of marks	60+40

Unit	Content	L	T	P	TH
1	Tourism Impacts – Socio-Cultural, Economic and Environmental <ul style="list-style-type: none"> - Socio-Cultural Impacts of Tourism- Positive impacts and Negative impacts - Economic Impacts of Tourism- Positive impacts and Negative impacts - Environmental Impacts of Tourism- Positive impacts and Negative impacts 	12	3		15
2	Sustainable Development and Tourism <ul style="list-style-type: none"> - Meaning and principles of sustainability. - Need for sustainable development in tourism. - Sustainable Development Goals (SDGs) - Tourism's Contribution to SDGs 	12	3		15
3	Community-Based, Responsible and Sustainable Tourism <ul style="list-style-type: none"> - Community-Based Tourism (CBT)- Meaning and characteristics. - Importance of community participation in tourism. - Responsible Tourism- Definition and meaning - Difference between ecotourism, responsible tourism, and sustainable tourism. 	12	3		15
4	Tourism Area Life Cycle (TALC Model) <ul style="list-style-type: none"> - Introduction to TALC- Concept by Richard W. Butler. - Stages of Tourism Area Life Cycle- Exploration, Involvement, Development, Consolidation, Stagnation, Decline, Rejuvenation. 	12	3		15

Suggested reference books, textbooks and e-content:

DEPARTMENT OF TRAVEL AND TOURISM MANAGEMENT, DARRANG COLLEGE (AUTONOMOUS)

F.Y.U.G.P 5thSemester (MAJOR)(Paper 1)

Aims

- To introduce students to the historical, cultural, and religious tourism resources of India.
- To develop awareness of India's rich heritage and its role in tourism development.
- To understand the role of tourism catalysts such as festivals, trains, and circuits in promoting tourism.

Programme Outcome

- Identify major historical tourism resources of India.
- Understand cultural and religious tourism attractions and their significance.
- Recognize the role of festivals, tourist trains, and tourism circuits in tourism development.
- Appreciate India's cultural diversity as a tourism asset.

Teaching Learning Process

- Classroom lectures and interactive discussions
- Use of audio-visual aids and ICT tools
- Case studies, assignments, and student presentations

Evaluation/Assessment

- Internal assessment through tests, assignments, and presentations
- End-semester written examination

Title of the course	Tourism resources of India-II
Course code	TTM-MJ-05014

Total Credit	04
Contact hours	60
Distribution of marks	60+40

Unit	Content	L	T	P	TH
1	Historical tourism resources of India <ul style="list-style-type: none"> - Art and architecture of tourism significance - World Heritage monuments and other prominent monuments of India - Museum and art galleries of India 	16	4		20
2	Cultural and Religious tourism resources of India <ul style="list-style-type: none"> - Cultural tourism resources: Indian Classical dances and Folk dance forms, music and musical instruments, art and handicraft, fairs and festivals – religious and socio-cultural. Religious tourism resources: Major religions of India-Hinduism, Islam, Christian, Buddhism, Sikhism and Jainism and study of the famous shrines/centers of the major religions of India 	16	4		20
3	Catalyst of Tourism Development in India <ul style="list-style-type: none"> - Tourism promotional festivals of India - Tourist Trains in India-Palace on Wheels, Heritage on wheels, Royal Orient Express, Deccan Odyssey, Fairy Queen, Metro trains and Hill trains of India. - Important tourism Circuits- Golden triangle - Delhi, Agra and Jaipur, Southern triangle – Mahabalipuram, Kanchipuram and Madurai, Buddhist circuit-Lumbini, Bodhgaya, Sarnath and Kushinagar and Green triangle- Guwahati, Shillong and Kaziranga, Bhubaneswar, PuriKonark 	16	4		20

Suggested reference books, textbooks and e-content:

- Acharya,R.(1986):Tourism& Cultural Heritage of India, ROSA Publication, Jaipur
- Harle,J.C.():The Art and Architecture of Indian Sub Continen
- Hussain, A.A.(1987):The national culture of India, National Book Trust, New Delhi
- Jacob ,R., Joseph, S.,Philip, A.(2007):Indian Tourism Practices, Abhijit Publications
- Mukerjee, R.K. :The Culture and Art of India: George
- Raina, A.K, Raina, C. L,(2005) Fundamentals of Tourism and Indian Religion, Principles and Practices, Kanishka Publishers, Distributors, New Delhi-02
- Sharma,U.(2008):Festivals in Indian Society, Mittal Publication, NewDelhi-02 Singh,A.():Cultural Tourism in India

DEPARTMENT OF TRAVEL AND TOURISM MANAGEMENT, DARRANG COLLEGE (AUTONOMOUS)

F.Y.U.G.P 5th Semester(MAJOR) (Paper 2)

Aims

- To introduce the fundamental principles and functions of management
- To develop an understanding of management practices in tourism development.
- To familiarize students with national and international tourism organizations.
- To understand destination management and competitiveness in tourism.
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Programme Outcome

- Students will be able to:
- Understand basic concepts and functions of management.
- Apply management functions in tourism and destination development.
- Identify the roles of national and international tourism organizations.
- Understand destination management for sustainable and competitive tourism.

Teaching Learning Process

- Classroom lectures and interactive discussions
- Use of ICT tools, case studies, and presentations
- Assignments and group activities

Evaluation/Assessment

- Internal assessment through tests, assignments, and presentations

- End-semester written examination

Title of the course	Tourism management
Course code	TTM-MJ-05024
Total Credit	04
Contact hours	60
Distribution of marks	60+40

Unit	Content	L	T	P	TH
1	Fundamentals of Management <ul style="list-style-type: none"> - Meaning, concept and characteristics and functions of management - Planning: Nature, type, steps, process and levels of planning, importance of planning in tourism development - Organizing: Nature, type, steps, process - Staffing: Nature, type, steps, process - Controlling: Nature, type, steps, process - Directing: Nature, type, steps, process 	16	4		20
2	Tourism Organizations <ul style="list-style-type: none"> - National tourism Organizations: Organizations like NTO, ITDC, FHRAI, TAAI and their role. - International tourism organizations: Role of the international organizations like UNWTO, IATA, PATA, ICAO etc in the promotion and development in tourism worldwide. 	16	4		20
3	Destination Management <ul style="list-style-type: none"> - Management of the Destination: Maintaining the infrastructure, environmental quality preservation of attractions through tourism - Future of the destination: increasing competitiveness for globalization and satisfying the tourist needs 	16	4		20

Suggested reference books, textbooks and e-content:

- Agarwal, RD,(2008):Organization and Management, Tata McGraw-Hill Publishing Co., New Delhi-08
- Foster,D. (1985):Travel and Tourism Management, Macmillan Press Ltd., London.
- Kotaler, P. (2001): Tourism and Hospitality Management, Pearson Education, India
- Kotahri, Anurag (2011): A Textbook of Tourism Management, Wisdom Press, New Delhi-02
- Kumar, Akshay (1997): Tourism Management, Commonwealth Publishers, Ansari Road, Daryaganj, NewDelhi-02
- Negi,K.S. (2011):Travel Agency Management, Wisdom Press, NewDelhi

DEPARTMENT OF TRAVEL AND TOURISM MANAGEMENT, DARRANG COLLEGE (AUTONOMOUS)

F.Y.U.G.P 5thSemester (MAJOR)(Paper 3)

Aims

- To introduce students to basic principles and functions of management.
- To develop understanding of organizational structure, behaviour, and human resources in tourism.
- To create awareness about entrepreneurship and small business opportunities in the tourism sector.

Programme Outcome

- Understand the meaning, principles, and functions of management.
- Explain different organizational structures and basic concepts of organizational behaviour.
- Identify entrepreneurial opportunities and small business prospects in tourism.
- Understand the role and functions of human resource management in tourism organizations.

Teaching Learning Process

- Classroom lectures and interactive discussions
- Case studies and practical examples from tourism industry
- Use of ICT tools, presentations, and group activities
- Assignments and student presentations

Evaluation/Assessment

- Internal assessment through tests, assignments, presentations, and class participation
- End-semester written examination

Title of the course	Entrepreneurship in Tourism
Course code	TTM-MJ-05034
Total Credit (Theory + Practical)	03+01
Contact hours	45 (+30)
Distribution of marks	45+25+30

Unit	Content	L	T	P	TH
1	Principles and Functions of Management <ul style="list-style-type: none"> - Introduction to Management- Meaning, scope and importance of management - Principles of Management - Functions of Management- Planning, Organizing, Staffing, Directing, Controlling 	10	2		11
2	Organizational Structure and Behaviour <ul style="list-style-type: none"> - Organizational Structure- Meaning and need for structure - Types of organizational structure- Line, Functional, Line & Staff - Organizational Behaviour (OB)- Meaning and importance 	10	2		11
3	Entrepreneurship and Small Business in Tourism <ul style="list-style-type: none"> - Introduction to Entrepreneurship- Meaning, characteristics, functions and types of an entrepreneur - Entrepreneurship in Tourism Industry- Role in tourism development - Scope for tourism start-ups – homestays, adventure tourism, travel agencies, online Platforms - Small Business Management- Meaning, importance and benefits of small businesses 	10	2		11
4	Human Resource Management (HRM) <ul style="list-style-type: none"> - Introduction to HRM- Meaning, objectives, importance - HR functions in tourism businesses - Human Resource Planning 	10	2		11
5	Practical: Business plan			30	30

Suggested reference books, textbooks and e-content:

DEPARTMENT OF TRAVEL AND TOURISM MANAGEMENT, DARRANG COLLEGE (AUTONOMOUS)

F.Y.U.G.P 6thSemester (MAJOR)(Paper 1)

Aims

- To introduce the basics of tour itinerary planning and packaging.
- To develop skills in tour operations, promotion, and guiding.
- To familiarize students with product-based, special interest tours, and costing methods.

Programme Outcomes

- Understand concepts and types of itineraries and tour packages.
- Plan and formulate domestic and international tours.
- Develop tour packages, promotional materials, and marketing strategies.
- Apply guiding, interpretation skills, and manage travel formalities.
- Prepare tour costing and pricing for FIT and group tours.

Teaching–Learning Process

- Lectures with examples and case studies
- Practical exercises on itinerary planning, tour packaging, and brochure preparation
- Student presentations, group discussions, and ICT-supported learning

Evaluation & Assessment

- Internal assessment: assignments, quizzes, presentations, and class participation
- End-semester exam: theory and application-based questions on tour planning, packaging, and costing

Title of the course	Tour Packaging
Course code	TTM-MJ-06014
Total Credit	02+02
Contact hours	45+30
Distribution of marks (T+P+I)	30+50+20

Unit	Content	L	T	P	TH
1	Tour Itinerary Planning & Operations <ul style="list-style-type: none">- Concept and types of itineraries (GIT, FIT)- Do's, don'ts, limitations and factors influencing itinerary planning- Domestic and international itinerary planning- Tour formulation: group, custom-made and readymade tours- Booking procedures, reservations and operational documentation- Tour operations and distribution networks	13	2		15
2	Tour Packaging, Promotion & Guiding <ul style="list-style-type: none">- Concept, components and types of tour packages- Tour package development and brochure preparation- Marketing and promotional techniques for tour packages- Roles and responsibilities of tour guides- Interpretation and communication skills in tour guiding	13	2		15
3	Special Interest Tours, Costing & Travel Formalities <ul style="list-style-type: none">- Product-based tours: health, beach, rail and pilgrimage tourism- Adventure tourism packages- Special Interest Tours: MICE, eco, rural, festivals and cruise tourism- Tour costing and pricing methods- FIT and group tour costing and preparation of cost sheets- Travel documents, regulations and formalities	13	2		15
5	Practical: <ol style="list-style-type: none">1. Tour Itinerary Planning & Package Design2. Tour Brochure & Promotional Content Design			30	30

Suggested reference books, textbooks and e-content:

DEPARTMENT OF TRAVEL AND TOURISM MANAGEMENT, DARRANG COLLEGE (AUTONOMOUS)

F.Y.U.G.P 6thSemester (MAJOR)(Paper 2)

Aims

- To develop basic map-reading and map-interpretation skills relevant to tourism.
- To familiarize students with tourism-related maps of Assam.
- To enhance practical skills in designing tourism maps and promotional materials.

Programme Outcome

- Understand basic concepts of maps, scale, time calculation, and symbols.
- Interpret climatic, drainage, and transport maps for tourism planning.
- Design simple tourist maps highlighting attractions and connectivity.
- Prepare brochures, posters, and festival calendars for tourism promotion.
- Demonstrate practical knowledge through notebook work and viva-voce.

Teaching Learning Process

- Practical demonstrations and hands-on map exercises.

- Use of tourist maps, atlases, and ICT tools.
- Guided practical work, assignments, and presentations.

Evaluation/Assessment

- Continuous assessment of practical exercises and assignments.
- Evaluation of practical notebook.
- Viva-voce examination.

Title of the course	Practical on map work, tourism map design and field visit
Course code	TTM-MJ-06024
Total Credit	04
Contact hours	60
Distribution of marks	60+40

Unit	Content	L	T	P	TH
1	<ul style="list-style-type: none"> - Exercises on basic concepts of maps: latitude, longitude, international date line, calculation of time, IST (Indian Standard Time), GMT (Greenwich Mean Time) - Scale of the map and measurement of the distance on map, use of conventional signs and symbols in maps and signs especially significant for tourism sector 	13	2		15
2	<ul style="list-style-type: none"> - Study of climatic, drainage, transport availability maps (road, air, water, railway) of Assam Tourist map design: maps showing national parks and wildlife sanctuaries; cultural, historical and religious tourist spots with their transport connectivity 	13	2		15
3	<ul style="list-style-type: none"> - Preparation of brochure of a tourist destination or a poster of a theme event and a festival calendar of the locality/ area 	13	2		15
4	<ul style="list-style-type: none"> - Practical Note Book & Viva-voce 			30	30

Suggested reference books, textbooks and e-content:

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

DEPARTMENT OF TRAVEL AND TOURISM MANAGEMENT, DARRANG COLLEGE (AUTONOMOUS)

F.Y.U.G.P 6thSemester (MAJOR)(Paper 3)

Aims

- To introduce students to the fundamentals of tourism marketing.
- To develop understanding of digital marketing and recent trends in tourism.
- To explain the application of marketing mix in the tourism industry.

Programme Outcome

- Understand concepts of tourism marketing, consumer behaviour, and market segmentation.
- Explain the role and functions of digital marketing in tourism.
- Apply marketing mix elements to tourism products and services.
- Analyse branding, pricing, promotion, and communication strategies in tourism.

Teaching Learning Process

- Lectures and interactive discussions

- Case studies and real-world examples
- Use of ICT tools, digital platforms, and presentations
- Assignments and group activities

Evaluation/Assessment

- Internal assessment through tests, assignments, and presentations
- End-semester written examination

Title of the course	Understanding of tourism marketing
Course code	TTM-MJ-06034
Total Credit	04
Contact hours	60
Distribution of marks	60+40

Unit	Content	L	T	P	TH
1	Tourism Marketing <ul style="list-style-type: none"> - Concept of Marketing in Tourism, Product, Consumer Behaviour, Market segmentation, Marketing mix, Market Research and MICE. 	16	4		20
2	Digital marketing For Tourism <ul style="list-style-type: none"> - Meaning and Importance of Digital Marketing - Functions of digital Marketing - Latest Digital marketing trends for Tourism 	16	4		20
3	Marketing Mix in Tourism Industry <ul style="list-style-type: none"> - Product: Definition and levels, nature of tourism product, Stages of launching a new product, Product life cycle (PLC) - Branding concept and need of branding of a product for a tourism company - Pricing: Definition and influencing factors; Major pricing strategies for products of tourism industry - Communication: Concept and purpose of communication for an organization, process of communication, Barriers of effective communication. - Promotion: Major tools of Promotion Mix- Word-of-Mouth Information, Advertising, Sales promotion, public relation, personal and social selling; Importance of Advertising in Tourism. 	16	4		20

Suggested reference books, textbooks and e-content:

- Bisht, S.S. (2010): Tourism Marketing, Market Practices in Tourism Industry, Sarup Book Publishers Pvt. Ltd. New Delhi- 02
- Holloway, J.C., Plant, P.V. (1988): Marketing for Tourism, Pitman Publishing, London
- Jha, S.M. () : Tourism Marketing
- Kotler, P., Bowen, J. & Makens, J. (1996): Marketing for Hospitality and Tourism, Prentice Hall, Upper Saddle River, USA, NJ- 07458
- Maclean, H. (1984): Marketing Management (Tourism in your Business), Canadian Hotel and Restaurant Ltd.
- McCarthy's. (): Basic Marketing – A management approach
- Stephan, F. et al (): Tourism Marketing and Management Handbook, Prentice Hall
- Wahab, S. G. (): Tourism Marketing, Tourism International Press, London
- Woodruffe, H. (1997): Service Marketing, Macmillan India Ltd, Ansari Road, Darayaganj, New Delhi-02

DEPARTMENT OF TRAVEL AND TOURISM MANAGEMENT, DARRANG COLLEGE (AUTONOMOUS)

F.Y.U.G.P 6thSemester (MAJOR)(Paper 4)

Aims

- To introduce students to the basic concepts and scope of hospitality and hotel industry.
- To develop understanding of hotel classification, grading, and organizational structure.
- To familiarize students with hotel departments, major hotel chains, and services offered in India.

Programme Outcome

- Explain the origin, nature, and dimensions of hospitality.
- Understand the growth and classification of hotels in India.
- Identify functions of major hotel departments.
- Recognize leading hotel chains, cuisines, and meal plans in Indian hotels.

Teaching Learning Process

- Classroom lectures and interactive discussions
- Use of ICT tools, charts, and videos
- Case studies and student presentations
- Assignments and group activities

Evaluation/Assessment

- Internal assessment through class tests, assignments, and presentations
- End-semester written examination

Title of the course	Hospitality management
Course code	TTM-MJ-06044
Total Credit	04
Contact hours	60
Distribution of marks	60+40

Unit	Content	L	T	P	TH
1	Introduction <ul style="list-style-type: none">- Hospitality: Origin, Meaning, Nature and Dimensions- Origin and Growth of Hotel Industry with special reference to India- Classification and Grading of Hotels- Hotel Classification in India, Procedure and Requirements	16	4		20
2	Departments of Hotels and their Functions <ul style="list-style-type: none">- Organizational Structure of Hotel- Front Office- House keeping- Food & Beverage- Other Departments	16	4		20
3	Hotel Chains and its facilities <ul style="list-style-type: none">- Major Multinational Hotel Chains operating in India- Cuisines and Meal Plan available in the hotels of India	16	4		20

Suggested reference books, textbooks and e-content:

- Y.K. Sharma, Hotel Management
- S. Andrew, Introduction to Tourism & Hospitality Industry
- N. Rajpal, Hospitality Trends and Dimensions
- R. Singh, Hospitality service quality
- L. Pont, Hospitality Management

DEPARTMENT OF TRAVEL AND TOURISM MANAGEMENT, DARRANG COLLEGE (AUTONOMOUS)

F.Y.U.G.P 7th Semester (MAJOR)(Paper 1)

Aims of FYUGP

- Introduce world tourism destinations and their significance.
- Familiarize with major destinations globally and sustainable tourism practices.

Programme Outcome

- Understand and classify global tourism destinations.
- Identify major attractions in Europe, Americas, Asia, Africa, and Oceania.
- Apply sustainable and responsible tourism practices.

Teaching Learning Process

- Lectures and discussions
- Case studies and virtual tours
- Presentations and group assignments

Evaluation/Assessment

- Internal: quizzes, assignments, presentations
- End-semester exam: short and long answer questions

Course structure

Title of the course	Global Tourist Destinations
Course code	TTM-MJ-07014
Total Credit	04
Contact hours	60
Distribution of marks	60+40

Unit	Content	L	T	P	TH
1	Concept and Classification of World Tourism Destinations <ul style="list-style-type: none">- Meaning and significance of world tourism destinations- Factors influencing destination popularity (geographical, cultural, economic, political)- Classification of destinations:<ul style="list-style-type: none">- Natural, Cultural, Historical, Religious, Urban and Leisure destinations- Emerging and trending global destinations- Role of globalization and technology in destination development	12	3		15
2	Major Tourism Destinations of Europe and the Americas <ul style="list-style-type: none">- Europe:<ul style="list-style-type: none">- France (Paris and Riviera)- Italy (Rome, Venice and Florence)- Switzerland (Alps and scenic destinations)- Americas:<ul style="list-style-type: none">- USA (New York, Las Vegas, National Parks)- Canada (Niagara Falls, Vancouver, Rockies)- Brazil (Rio de Janeiro, Amazon)- Tourism products, attractions, and visitor experience	12	3		15
3	Major Tourism Destinations of Asia, Africa and Oceania <p>Asia:</p> <ul style="list-style-type: none">- China (Great Wall, Beijing)- Japan (Tokyo, Kyoto)- Thailand (Bangkok, Phuket) <p>Africa:</p> <ul style="list-style-type: none">- Egypt (Pyramids, Nile Cruise)- Kenya (Wildlife tourism and safaris) <p>Oceania:</p> <ul style="list-style-type: none">- Australia (Sydney, Great Barrier Reef)- New Zealand (Adventure and eco-tourism)- Cultural, natural, and adventure tourism perspectives	12	3		15
4	Sustainable and Experiential Tourism Destinations <ul style="list-style-type: none">- UNESCO World Heritage Destinations of the World- Sustainable and responsible tourism practices in global destinations- Smart destinations and digital tourism experiences- Case studies of successful destination management models- Career opportunities in international destination planning and management	12	3		15

Suggested reference books, textbooks and e-content:

DEPARTMENT OF TRAVEL AND TOURISM MANAGEMENT, DARRANG COLLEGE (AUTONOMOUS)

F.Y.U.G.P 7thSemester (MAJOR)(Paper 2)

Aims

- To introduce the concept and significance of the tourism transport system.
- To understand the historical development of transport in tourism.
- To familiarize students with aviation and its role in contemporary tourism.

Programme Outcome

- Understand the concept, components, and modes of tourism transport.
- Explain the role of transport in tourism development and destination accessibility.
- Trace the historical evolution of transport in tourism.
- Understand the structure of the aviation industry and its relevance to tourism careers.

Teaching Learning Process:

- Lectures and interactive discussions
- Use of ICT tools, charts, and videos
- Case studies and student presentations

Evaluation/Assessment:

- Internal assessment through tests, assignments, and presentations
- End-semester written examination

Title of the course	Tourism transport system
Course code	TTM-MJ-07024
Total Credit	04
Contact hours	60
Distribution of marks	60+40

Unit	Content	L	T	P	TH
1	Tourism Transport System <ul style="list-style-type: none"> - Concept and meaning of tourism transport system - Components and modes of transport: road, rail, water and air - Importance of transport in tourism development - Role of transport in destination accessibility and competitiveness 	16	4		20
2	Historical Development of Transport in Tourism <ul style="list-style-type: none"> - Travel and transport in ancient and medieval periods - Industrial Revolution and growth of tourism transport - Railways and the rise of mass tourism - Development of road transport and automobiles - Evolution of air transport and post-war tourism expansion 	16	4		20
3	Aviation and Contemporary Tourism Needs <ul style="list-style-type: none"> - Role of air transport in modern tourism - Overview of aviation industry and organizations (ICAO, IATA, DGCA) - Basic airport and airline operations - Low-cost carriers and UDAN scheme - Importance of aviation knowledge and career opportunities in tourism 	16	4		20

Suggested reference books, textbooks and e-content:

DEPARTMENT OF TRAVEL AND TOURISM MANAGEMENT, DARRANG COLLEGE (AUTONOMOUS)

F.Y.U.G.P 7thSemester (MAJOR)(Paper 3)

Aims

- To introduce students to the basic concepts and importance of research.
- To develop skills in formulating research problems and research design.
- To familiarize students with data collection, sampling, analysis, and report writing.
- To build a foundation for conducting systematic academic and applied research.

Programme Outcomes

- Understand the meaning, types, and significance of research.
- Formulate research problems and prepare research proposals.
- Apply appropriate methods of data collection and sampling.
- Analyze data and prepare research reports systematically.

Teaching–Learning Process

- Classroom lectures and interactive discussions
- Practical exercises and examples
- Use of ICT tools, assignments, and student presentations

Evaluation & Assessment

- Internal assessment through tests, assignments, and presentations
- End-semester written examination

Title of the course	Introduction to Research Methodology
Course code	TTM-MJ-07034
Total Credit	04
Contact hours	60
Distribution of marks	60+40

Unit	Content	L	T	P	TH
1	Concept of Research <ul style="list-style-type: none"> - Research meaning, definition, objectives, significance and criteria for good research - Types of research- fundamental, applied, descriptive, quantitative and qualitative. 	13	2		15
2	Formulation of Research Problem and Research Design <ul style="list-style-type: none"> - Research Process- Steps in research process, research problem- Identifying the research problems. - Research proposal- meaning, structure and steps of preparing research proposal. - Research Design and important features of good design. 	13	2		15
3	Data Collection and Sampling <ul style="list-style-type: none"> - Data Collection: Types of data, limitation of data collection. - Methods and Tool for data collection- observation, interview-questionnaire schedule. Difference between schedule and questionnaire. - Sampling design, advantages of random sampling, simple, systematic, stratified and cluster random sampling. 	13	2		15
4	Data Analysis, Interpretation and Report Writing <ul style="list-style-type: none"> - Data Analysis - Interpretation: Report writing, Different steps in Report writing, Format of the report 	13	2		15

Suggested reference books, textbooks and e-content:

DEPARTMENT OF TRAVEL AND TOURISM MANAGEMENT, DARRANG COLLEGE (AUTONOMOUS)

F.Y.U.G.P 7thSemester (MAJOR)(Paper 4)

Aims

- To introduce the concept and scope of Special Interest Tourism (SIT).
- To understand the classification and growth factors of SIT.
- To familiarize students with demand concepts related to SIT.

Programme Outcomes

- Explain the concept, origin, and evolution of Special Interest Tourism.
- Identify various classifications of SIT.
- Analyse factors influencing the growth of SIT.
- Understand demand in relation to needs and wants in SIT.

Teaching–Learning Process

- Classroom lectures and discussions
- Case studies and examples of SIT products
- Student presentations and assignments

Evaluation & Assessment

- Internal assessment through tests, assignments, and presentations
- End-semester written examination

Title of the course	Introduction to Special Interest Tourism
Course code	TTM-MJ-07044
Total Credit	04
Contact hours	60
Distribution of marks	60+40

Unit	Content	L	T	P	TH
1	Concept of Special Interest Tourism <ul style="list-style-type: none"> - Definition, origin and evaluation of SIT - Scope of SIT - Factors responsible for growth of SIT. 	16	4		20
2	Classification of Special Interest Tourism <ul style="list-style-type: none"> - Based on nature - Based on culture - Based on education - Based on hobbies - 	16	4		20
3	Special Interest Tourism Demand <ul style="list-style-type: none"> - Concept of Needs, wants and demand. 	16	4		20

Suggested reference books, textbooks and e-content:

F.Y.U.G.P 8thSemester(MAJOR) (Paper 1)

Aims

- To introduce the concept and role of Public Relations in tourism.
- To understand the importance of PR planning in tourism organizations.
- To develop awareness of PR campaigns, digital media, and professional protocol in tourism.

Programme Outcomes

- Explain the meaning, role, and significance of Public Relations in tourism.
- Identify PR challenges in the Indian tourism context.
- Understand PR plans, tools, and strategies used by tourism companies.
- Apply basic knowledge of PR campaigns, digital marketing, and tourism etiquette.

Teaching–Learning Process

- Lectures and interactive discussions
- Case studies and real-life tourism examples
- Presentations, role play, and use of ICT tools

Evaluation & Assessment

- Internal assessment through tests, assignments, and presentations
- End-semester written examination

Title of the course	Public Relation in Tourism Sector
Course code	TTM-MJ-08014
Total Credit	04
Contact hours	60
Distribution of marks	60+40

Unit	Content	L	T	P	
1	Introduction <ul style="list-style-type: none">- Meaning of PR, Role of PR- Significance of PR in tourism industry.- Challenges for PR in Indian Tourism.	16	4		20
2	Public Relation plan in tourism companies <ul style="list-style-type: none">- PR plans in tourism companies such as accommodation units, travel agencies and transport.- PR tools, methods and strategies.	16	4		20
3	Public relation campaign, protocol and etiquette in tourism <ul style="list-style-type: none">- Planning, executing and evaluating PR campaign in tourism.- Role of digital marketing and social media in tourism- VIP handling and event management protocol in tourism sector.	16	4		20

Suggested reference books, textbooks and e-content:

DEPARTMENT OF TRAVEL AND TOURISM MANAGEMENT, DARRANG COLLEGE (AUTONOMOUS)

F.Y.U.G.P 8thSemester (MAJOR)(Paper 2)

Aims

- To introduce the concept of international trade and its relevance to tourism.
- To provide basic knowledge of port management and port operations.
- To familiarize students with different port ownership and administrative structures.

Programme Outcomes

- Understand the meaning of international trade and export–import procedures.
- Explain tariff and non-tariff barriers in international trade.
- Analyze the relationship between tourism and international trade in the context of the 2030 Agenda.
- Describe the types, layout, functions, and management of ports.
- Identify various port ownership and administration models.

Teaching–Learning Process

- Lectures and classroom discussions
- Use of PPTs, diagrams, and case examples
- Assignments and student presentations

Evaluation & Assessment

- Internal assessment through tests, assignments, and presentations
- End-semester written examination

Title of the course	Internation Trade and Port Management
Course code	TTM-MJ-08024
Total Credit	04
Contact hours	60
Distribution of marks	60+40

Unit	Content	L	T	P	TH
1	Introduction <ul style="list-style-type: none">- meaning of internation trade- export and import procedure- tariff and non- tariff barriers- Tourism and international trade factors (2030 agenda)	16	4		20
2	Port Management <ul style="list-style-type: none">- Definition, types and layout of the Ports.- Organizational structure in a port- fundamental observation.- Main functions and features of port.	16	4		20
3	Port ownership structure <ul style="list-style-type: none">- Types of port ownership and administration.	16	4		20

Suggested reference books, textbooks and e-content:

DEPARTMENT OF TRAVEL AND TOURISM MANAGEMENT, DARRANG COLLEGE (AUTONOMOUS)

F.Y.U.G.P 8th Semester (MAJOR)(Paper 3)

Aims

- To introduce the concepts and types of heritage tourism.
- To understand the role of heritage tourism in sustainable development.
- To familiarize students with UNESCO and World Heritage frameworks.
- To study management, conservation, and challenges of World Heritage Sites through case studies.

Programme Outcomes

- Explain the concepts and types of heritage tourism.
- Understand the role of community participation in sustainable heritage tourism.
- Describe UNESCO, World Heritage Convention, and site selection criteria.
- Analyse management, conservation, and visitor management practices at World Heritage Sites.
- Evaluate threats and preservation techniques for heritage sites.

Teaching–Learning Process

- Classroom lectures and discussions
- Case study analysis of heritage sites
- Use of ICT tools, videos, and presentations
- Group assignments and student-led projects

Evaluation & Assessment

- Internal Assessment: quizzes, assignments, presentations, and participation
- End-Semester Examination: short and long answer questions on concepts, case studies, and management practices

Title of the course	Heritage management
Course code	TTM-MJ-08034
Total Credit	04
Contact hours	60
Distribution of marks	60+40

Unit	Content	L	T	P	TH
1	Heritage Tourism – Concepts and Sustainability <ul style="list-style-type: none"> - Meaning and definition of heritage tourism - Types of heritage: Tangible and Intangible - Cultural, Natural and Mixed Heritage - Role of heritage tourism in sustainable tourism development - Community participation in heritage tourism 	16	4		20
2	UNESCO and World Heritage Framework <ul style="list-style-type: none"> - Introduction to UNESCO - World Heritage Convention, 1972 - Objectives and significance of World Heritage listing - Roles of State Parties and World Heritage Committee - Outstanding Universal Value (OUV) - Integrity and authenticity 	16	4		20
3	UNESCO World Heritage Sites – Criteria, Management and Case Studies <ul style="list-style-type: none"> - UNESCO World Heritage Site selection criteria - Cultural Criteria (i–vi) - Natural Criteria (vii–x) - Nomination and inscription process - UNESCO World Heritage Sites in India and global perspective - Case studies: Taj Mahal, Qutub Minar, Kaziranga National Park, Charaideo Maidam - Conservation and preservation techniques 	16	4		20

	<ul style="list-style-type: none">- Visitor management and carrying capacity- Threats to World Heritage Sites- Monitoring and reporting mechanisms				
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Suggested reference books, textbooks and e-content: