

Travel and Tourism Management (TTM)

Paper-I

Theory – 40
Practical - 60

TOURISM MANAGEMENT

Unit -I: Introduction:

Meaning, definition and scope of tourism, (Domestic and international tourist, inbound and outbound tourists) Historical Background, Nature and Characteristic, Tourism product (natural & man-made), types of tourism, motivational factors & barriers in tourism, MICE, Socio-cultural and economic importance of tourism.

Unit-II: Tourism components (Attraction): Natural

Hill station- (Darjeeling), Island (Lakshadweep), River- (Ganga), Lake- (Chilika), Forest and Wildlife-(Similipal, Bhitarkanika,) **Man-made** - Monuments- (Konark Sun temple), Pilgrim destinations (Four Dham, Sarvanbelgola, Ajmer Sherif, Golden temple -Amritsar) fair and festival- (Rathayatra, Kumbhamela, Konark Dance Festival) Dance and Music- (Odishi, Chhau), Handicraft- (Appliqué work, filigree work, Patta painting)

Unit-III: Tourism components (Transport & Accommodation) :

Accessibility (mode of transport Road, Rail, Air & Water). Accommodation - types of accommodation (primary and supplementary), Departments of a hotel with special reference to front office.

Unit-IV:

Tourism Organisation: Dept. of Tourism, Govt. of India and Govt. of Odisha, ITDC,OTDC, TAAI, IATA, PATA,UNWTO,FHRAI

Practical:

1. Map work- Atlas reading and spotting of tourist destinations
2. Collection of newspaper and magazine cutting related to tourist destination/ event, collection of photographs to prepare a Record Book with description.
3. Collection of Brochures, CDs/DVDs, Posters, Folders and photographs etc. used for promotion of tourism and prepare a descriptive note.
4. Field visit to railway/airport terminals and exercise in identification of station code, abbreviations, study of tourism services offered by them (like Indrail Pass, Railway/Air Packages etc.)
5. Visit to Government of India/ Odisha Tourist Office to study their duties and responsibilities and prepare a write up.
6. Arrange a role play of a receptionist in the classroom
7. Visit to a hotel to list out various personnel working in the Front Office, study their duties and responsibilities and submit a report.

Paper-II

Theory – 40
Practical - 60

Travel Agency Management:

Unit-I: Introduction:

Definition of travel agents and tour operators, difference between T.A. and T.O. Organisational structure of travel agency, Operations of TA (Role, Function and responsibilities), Setting up of Travel Agency.

Unit-II: Travel Formalities:

Passport, Visa, Inner Line Permit, Restrictions, Currency, Health Regulation, Insurance, Custom, Time zone

Unit-III:

Types of tour (Package tour, Incentive tours, adventure tour, conducted tour, special interest tour etc) components, customized and ready-made, tour designing process, itineraries Preparation, tour costing- factors influencing tour costing.

Unit-IV:

Tour Manager, Guide and escort services- meaning, types of guide, duties and responsibilities, Qualities of good guide, escort services, tour managers' job.

Practical:

1. Role playing sessions on telephonic conversation with tourists/tour operators
2. Practice of using Travel Information Manual (TIM).
3. Practical exercises in tour costing and evaluating viability of tour packages.
4. Exercises on coordination with hotels, guides and transporters for operating a tour.
5. Role playing exercises in attending to customer's queries/ complaints/suggestions.
6. Practice in filling up of passport/railway reservation forms etc.

Reference Books:

1. Mill ,R.C. and A.M. Morrission-Tourism System- An introductory Text (1992), Prentice Hall, London
2. Bhatia, A.K. International Tourism: Fundamental and practice, Delhi: Sterling.
3. Bhatia A.K., Tourism Development and Practice, Delhi; Sterling
4. Foster D, Travel and Tourism Management
5. Kamra, K.K. and M. Chand, Basics of tourism: Theory operation and practice, Delhi: Kanishka.
6. Seth P.N., Successful Tourism Management, Sterling Publisher: New Delhi
7. India, Lonely Planet Publications, Australia
8. Acharya Ram: Tourism and Cultural Heritage of India, RBSA Pub, Jaipur
9. Mohinder Chand, Travel Agency Management, Anmol: Delhi
10. Negi J.M., Travel Agency and Tour Operation: Concepts and Principles, New Delhi: Kanishka Publishers
11. Travel Information Manual (TIM) by IATA