

Syllabus

of

Master of Tourism Management

(MTM)

Two years Full Time Course

(Four Semester)

Submitted to
Gauhati University
Guwahati, Assam

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INTRODUCTION

(About the Course)

Travel and Tourism, in today's context is considered as one of the largest industry and the biggest contributor in the global economic development. It is one of the biggest foreign exchange earners of a country. Besides earning foreign exchange, it is also being recognized as a great source of employment to both skilled, semi-skilled and unskilled labour. Since it is a service industry, it creates employment opportunities for the local population as well. Now-a-days, Tourism has become very instrumental and beneficial for developing countries, where the level of unemployment and underemployment trends seem to be very high. It also helps in achieving an equitable balance between major industrial areas and the rest of the country. Besides economic benefits to a country by way of earning foreign exchange and employment generation tourism also makes a tremendous contribution to the improvement of social, political and their cultural understanding. Travel between different countries helps to minimize the political, social and cultural misconceptions. International contracts have always been the perfect way of spreading ideas about other cultures, bringing of inter-personal and inter cultural cohesion and fraternity. Tourism makes possible to know different political views of different people and helps in bringing people closer to each other, thereby improving the understanding and goodwill between different nations of the world.

“TOURISM” : ITS RELATION TO OTHER SUBJECTS :

The subject of tourism is related to many other subjects, Its relationship is closer to Anthropology, History, Geography, Economics and Management studies and other subject areas. Hence in terms of dissemination of knowledge and creation of knowledge tourism may prove to be instrumental, besides generating employment avenues in different levels. It will also help in the growth of many ancillary trades and services practices, In today's context no educatural programme will be successful without having a direct bearing on employment Market, Since we are fast heading towards a knowledge based society, as envisaged by the national planning commission, and since we are bound to diversity our academic programmes in the context of social realities, we think, tourism in the P.G. level is sure to usher in a change in our institution.

“TOURISM” AS A JOB ORIENTED COURSE:

i) **EMPLOYMENT OPPORTUNITIES :**

The Tourism industry comprised of mainly four distinctive sectors.

1. Transportation
2. Accommodation
3. Travel Agency & Tour Operator
4. Govt. Sector.

1. **Transportation** : In the transportation sectors mainly in the different airlines of the world, a Tourism Graduate or post Graduate can engage themselves/herself in the ticketing department (both domestic and international) in their Main Office or in the Branch Office which are scattered in different parts of India as well as across the Globe.

In the Indian Railways there are lot of job opportunities for the Tourism Graduate or post Graduate since the department is recently giving more priority for the promotion of Tourism by introducing different Tourist Trains.

2. **Accommodation** : In the accommodation sector that is in the hotels and other establishments, such as, Mountain Resorts, Beach Resorts etc. where a Travel Department exists in which a Tourism Graduate and post Graduate can engage himself as Tour Manager and Tour In charge.

3. **Travel Agency and Tour Operators** : In this sector there are lot of employment opportunities for the Tourism Graduate, and post Graduate and Professionals.

A Travel Agency usually have different departments like Marketing and Sales, Finance and Accounting, International Counter, Domestic Travel, Documentation, Planning and Costing etc. where Tourism Graduate, post Graduate and Professionals can be a major workforce for the Travel Agency.

Since many Travel Agencies and Tour Operators require “ Tourist Guide”, who can give all the detail information about a place or destination, where a Tourism Graduate, post Graduate can become very effective.

4. **Govt. Sector** : In govt. sector a Graduate or post Graduate and tourism professional can work as tourist information officer and tourist officer in state/central tourism department and development corporation in the state, outside the state and abroad.

ii) **Self-Employment** :

In case of self-employment, there are lots of scope for a Tourism Graduate and post Graduate. They can engage themselves in establishing their own Travel Agency or can work as a local Tour Operator. They can also establish some Hotel or Resort in the important Tourist destination, since during their course curriculum, they will be provided with all the information and requirements for the establishment of Travel Agency and their working activities and also for setting up of a Hotel or Resort and the Marketing parts of it.

Government Assistance for Tourism Post Graduate in case of Self-Employment :

The Department of Tourism (Govt. of India/Assam) gives a various kinds of assistance in the form of information and finance to the Tourism Post Graduate and Tourism Professionals if they want to be self-sufficient in the field of Tourism in matters of establishment of Travel Agency, Hotels etc.

Syllabus of the Tourism Course at the Post Graduate Level :

The syllabus of the Tourism course at the Post-graduate should be at par with the other Universities where it is a very demanding subject and its standard is very high, so that the Tourism Post Graduate from Assam can compete with the student of those Universities.

This syllabus is designed by the College after having consulted the syllabi of different Indian Universities. However, effort has also been made to put some special stress on local situation of the North-East.

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SYLLABUS**MASTER OF TOURISM MANAGEMENT (MTM)
TWO YEARS COURSE (FULL - TIME)
GAUHATI UNIVERSITY, GUWAHATI****SEMESTER - I**

- MTM -101 (Theory) - FUNDAMENTALS OF TOURISM**
- MTM -102 (Theory) - TOURISM POLICY, PLANNING AND DEVELOPMENT**
- MTM -103 (Theory) - PHYSICAL AND CULTURAL RESOURCES OF TOURISM OF NORTH-EAST INDIA**
- MTM -104 (Theory) - NATURAL AND WILD-LIFE TOURIST RESOURCES OF INDIA**
- MTM -105 (Theory) - ENVIRONMENTAL AND ECOLOGICAL BASIS OF TOURISM**
- MTM -106 (Theory) - TRANSPORT AND TOURISM**
- MTM -107(Practical) - COMPUTER APPLICATION IN TOURISM AND PROJECT WORK**
- MTM - 108(Practical) - STUDY OF MAP AND ITS APPLICATION IN TOURISM**

SEMESTER - II

MTM -201 (Theory) - TOURISM MANAGEMENT

**MTM -202 (Theory) - FUNCTIONAL LANGUAGES ((i) ENGLISH,
(ii) BENGALI, (iii) RUSSIAN) ANY TWO**

**MTM -203 (Theory) - TRAVEL AGENCY, TOUR OPERATION AND
TICKETING**

MTM -204 (Theory) - TOURISM MARKETING

MTM -205 (Theory) - TOURISM ENTREPRENEURSHIP

**MTM -206(Practical) - SURVEY AND MAPPING OF NATIONAL
PARKS, SANCTUARIES, PROJECTS ETC.**

**MTM -207(Practical) - SURVEY AND MAPPING OF TOURIST SPOTS OF
NORTH-EAST INDIA AND COMPUTER RESERVATION
SYSTEM (CRS) KNOWLEDGE**

MTM- 208 (FIELD STUDY) - FIELD STUDY REPORT

ON JOB TRAINING - ONE MONTH (MARKS - 15) - ADD WITH PAPER MTM308

SEMESTER - III

- MTM -301 (Theory) - TOURISM : A SPATIAL PERSPECTIVE**
- MTM -302 (Theory) - TOURISM AND INFORMATION TECHNOLOGY**
- MTM -303 (Theory) - REVERINE RECREATION AND TOURISM**
- MTM -304 (Theory) - TOURISM LAW AND ETHICS**
- MTM -305 (Theory) - TOURISM AND HOSPITALITY MANAGEMENT**
- MTM -306 (Theory) - FOREIGN EXCHANGE, MEETING AND EVENT MANAGEMENT**
- MTM -307(Practical) - UNDERSTANDING THE TOURISM AFFAIRS FOR SELECTED COUNTRIES**
- MTM-308 (Dissertation) - DISSERTATION/FIELD STUDY REPORT**

AND
ON JOB TRAINING REPORT

SEMESTER – IV

- MTM -401 (Theory) - FINANCIAL AND MANAGEMENT ACCOUNTANCY**
- MTM -402 (Theory) - HUMAN RESOURCE MANAGEMENT IN TOURISM**
- MTM -403 (Theory) - FUNCTIONAL LANGUAGES ((i)HINDI,
(ii)ASSAMESE,(iii) FRENCH) ANY TWO**
- MTM -404 (Theory) - CULTURAL AND HISTORICAL MONUMENTS AS
TOURIST ATTRACTION**
- MTM -405 (Theory) - ORGANISATIONAL BEHAVIOUR IN
TOURISM**
- MTM -406 (Theory) - TOURISM ORGANISATION**
- MTM -407 (Practical) - STUDY AND ANALYTICAL REPORT ON
FAIRS AND FESTIVALS**
- MTM –408 (Dessertation)- APPLICATION OF RESEARCH METHODOLOGY
IN STUDYING THE HISTORICAL MONUMENTS,
CULTURAL EVENTS, FESTIVALS AND WILD-
LIFE PARKS AS A MEANS OF TOURISM
DEVELOPMENT.**

copies to be submitted at the time of examination.

SEMESTER - I
MTM - 101
TITLE : FUNDAMENTALS OF TOURISM

Total Marks – 50
Total Lecture – 35
Internal Assessment – 10
Group Discussion & Seminar – 6 Periods
Time – 2½ Hrs.

COURSE CONTENT

1. ● **Definition and concept** - Tourism, Travellers, Visitors, Tourist, Excursionist and Transit visitors.
 - Basic components of Tourism – Accessibility, Attraction and Accommodation.
 - Tourism - Its different approaches of study and historical development.
 - Types of Tourism. Lecture – 12 Marks - 16

2. ● Motivation and determinants of Tourism demand.
 - Measuring the Tourism demand. Lecture – 6 Marks - 8

3. ● **Understanding Tourism Resources.**
 - Components of Tourist Resources - Tourist Oriented Resources, Resident Oriented Resources, Background Tourism Resource and Retrievable Tourist Resource.
 - Nature of Tourism Resource - Monopolistic aspect of Tourism Resources, non-economic value of Tourism Resources, Unity of Resources and Consumers, Perishability of Tourism Resources, Tourism Resources and Marginal Utility. Lecture - 8 Marks - 8

4. ● **Economic significance of Tourism.**
 - Employment, Multiplier effects, Effects of balance of payment, Regional Development.
 - **Environment significance of Tourism.**
 - Physical impact of Tourism on the environment of a Tourist destination.
 - **Social significance of Tourism**
 - Cultural exchange among nations and International understanding. Lecture–9 Marks – 8

SEMESTER - I**MTM - 102****TITLE : TOURISM POLICY, PLANNING AND DEVELOPMENT****Total Marks – 50****Total Lecture – 35****Internal Assessment – 10****Group Discussion & Seminar – 6 Periods****Time – 2½****Hrs.****COURSE CONTENT****1. Tourism Policy**

- **Tourism Policy of India** - National Action Plan on Tourism (NAPT), 1992
- State Government Policy on Tourism Development
(Case study of Tourism Policy in Assam)
- Government role in financing tourism sector
- Tourism finance corporation of India (TFCI) - Its role in tourism development.

Lecture- 10 Marks - 16

2. Tourism and Development Planning.

- Concept and step in Tourism Development Planning process.
- Factors influencing planning - Characteristics of Tourism Product, Price, Seasonality, Accessibility, accommodation and other facilities.
- Consequences of unplanned tourism development - Environmental and Social.

Lecture – 9 Marks - 8

3. Planning approach to different forms of Tourism –

- Urban Tourism,
- Farm tourism,
- Adventure Tourism
- Eco-Tourism.

Lecture - 9Marks - 8

4. Planning of Tourist Resort - Approach, Principles and formulation of Resort plan.

Lecture - 7 Marks – 8

SEMESTER - I**MTM - 103****TITLE : PHYSICAL AND CULTURAL RESOURCES OF TOURISM OF
NORTH-EAST INDIA****Total Marks – 50****Total Lecture – 35****Internal Assessment – 10****Group Discussion & Seminar – 6 Periods****Time – 2½****Hrs.****COURSE CONTENT**

1. ● **Assam** - An Introduction, Physical background, Industries and Transport and Communication.
 ● **Natural Tourist Resources of Assam** - National Parks and Sanctuaries, Hill Station and Adventure Sports based on nature.
 ● **Cultural Tourist Resources of Assam** - Dances and Music, Handicrafts, Fairs and Festivals.

Lecture - 8 Marks - 16

2. **Natural Tourist Resources of North-East India** - Their physical background.
 ● Wild life parks and sanctuaries,
 ● Hill - Station
 ● Adventure Sports based on nature.

Lecture - 11 Marks - 8

3. **Cultural Tourist Resources of North-East India.**
 ● Fairs and festivals
 ● Tribal Culture as Tourist product.
 ● Dance and Music.
 ● Handicrafts.
 ● Satra Institution and its Heritage.

Lecture - 11Marks - 8

4. Role and function of state tourism department for the development of tourism in their respective states.

Lecture – 5 Marks – 8

SEMESTER - I**MTM - 104****TITLE : NATURAL AND WILD-LIFE TOURIST RESOURCES OF INDIA****Total Marks – 50****Total Lecture – 35****Internal Assessment – 10****Group Discussion & Seminar – 6 Periods****Time – 2½ Hrs.****COURSE CONTENT****1. Natural Tourist Resources**

- Basic knowledge of Physical Geography and distribution of Flora and Fauna.
- Tourist Resources potential in mountains with special reference to Himalayas - Different Hill Station in India.

Lecture – 10 Marks - 16

2. ● Adventure Sports – Based on Nature

- **India's main desert areas** - existing trends and facilities available - desert safaris and desert festival.

Lecture - 8 Marks - 8

3. ● Coastal areas (Beach Tourism) - Knowledge of important Indian Beaches of Tourist significance.

- **Islands Tourism** - Tourist Resources in Island with special reference to Andaman & Nicobar Island and Lakshwadeep and Majuli in Brahmaputra.

Lecture-8 Marks - 8

4. Knowledge of Wild-Life Tourism in India - National Parks and Wild-Life Sanctuaries - Existing trends and facilities available.

Lecture – 9 Marks – 8

SEMESTER - I**MTM - 105****TITLE : ENVIRONMENTAL AND ECOLOGICAL BASIS OF TOURISM****Total Marks – 50****Total Lecture – 35****Internal Assessment – 10****Group Discussion & Seminar – 6 Periods****Time – 2½ Hrs.****COURSE CONTENT**

1. ● **Environment** - Meaning, Structure and Type, Component of Environment, Geography and Environment, its different approaches of study, Environment and man, man's interactions with the Environment (Historical perspective - period of hunting and food gathering, period of animal domestications and agriculture and period of science, technology and industrialization)
 - **Ecology** - Definition, aim, scope and types, ecological concept and principles.
 - **Eco-system** - Meaning, types, components, functioning and stability of eco-systems.

Lecture – 12 Marks - 16

2. ● Relationship between Tourism and Environment.
 - Environmental planning for tourism.
 - Eco- tourism - The new emerging concept.
 - World Tourism Environment Committee (WTO) - Role and function.

Lecture - 7 Marks - 8

3. ● The nature and scope of the environmental impact on tourism.
 - Process of Quantifying the impact of tourism on the environment - Strategies and Techniques.

Lecture – 8 Marks - 8

4. ● **Carrying capacity** - Concept, process and measurement criteria of determining carrying capacity of a tourist destination.

Lecture – 8 Marks – 8

SEMESTER - I

MTM - 106

TITLE : TRANSPORT AND TOURISM

Total Marks – 50

Total Lecture – 35

Internal Assessment – 10

Group Discussion & Seminar – 6 Periods

Time – 2½ Hrs.

COURSE CONTENT

1. Rail Transport

- Railways Network in India
- Important Tourist Trains in India with their facilities and booking procedures.
- Types of Tours available in India - Indrail pass, Special schemes and other packages available.

Lecture - 10 Marks - 16

2. Air Transportation

- History of Aviation
- Scheduled and charter carriers
- Civil aviation in India (National and International Carrier)
- Air port authority of India – Functions.

Lecture - 9 Marks - 8

3. Water Transport

- Historical past
- Cruise, ships and ferries
- Prospects and future growth of water transport in India.

Lecture – 8 Marks - 8

4. Road Transport

- Knowledge of Road Network in India
- Important National Highways of the world
- Role of Road Transport in the development of Tourism in India

Lecture - 8 Marks – 8

SEMESTER – I
MTM – 107
COMPUTER APPLICATION IN TOURISM AND PROJECT WORK
(Practical)

Total Mark – 50
Viva- Voce - 10
Internal Assessment - 10
Group Discussion and Seminar –6 Periods
Time - 4 hours

COURSE CONTENT :

- Unit – I** **Computer Fundamentals and Architecture:-** Marks 5, Lecture - 10
Introduction to Computers, its generation and application areas .
Characteristics of a Computer, Physical Parts of a Computer. Basic
Anatomy of a Computer, Input Unit, Central Processing Unit (CPU), Output
Unit, Arithmetic and logic unit(ALU), Block diagram of computer. Bit, Byte
and Computer Word. Memory Unit (Primary and Auxiliary Memory),
Structure of Main Memory, Semi Conductor Memories, Cache Memory,
Addressing of Memory locations, Classification of memory according to
Accessing Mode (Random, serial, Cyclic & Direct), Classification of
Memory according to storage period (RAM, ROM, PROM, EPROM), Buses
- Unit- II:** **Binary Arithmetic :-** Marks – 3, Lecture - 5
Addition of Binary numbers, Binary subtraction, Compliment of a number,
Subtraction by one's compliment method, Subtraction by Two's compliment
method, Binary multiplication, Binary Division.
- Unit- III** **Operating System :-** Marks – 3, Lecture - 5
What is an operating system. Need of OS. Names of some popular OS
systems for different classes of computers e.g. CP/M, CCP/M, MS-DOS,
UNIX. DOS operating system : Understanding File and directory
management, DOS commands(Internal and External), using floppy disk and
Hard Disk, Advanced Dos Commands, Autoexec bat and Config, Sys file.
Windows :- Introduction to Windows, Difference with DOS, Understanding
Windows Desktop and in built applications, File and directory Management
in Windows, Using peripherals under windows, understanding Control
panel.

Unit-IV	<u>Microsoft Word:-</u>	Marks – 3, Lecture - 5
	Introduction to Microsoft Word, Manipulating Text, Formatting Pages, Advance Formatting – Auto Format, Header and Footer, Insert Section Break, Numbering Pages, Set Language Options, Spell and Grammar checking, Using Auto Correct Features, Using the Auto Text Feature, Find and Replace, Previewing Documents, Print Setup, Mail Merge, Table.	
Unit-V	<u>Microsoft Excel:-</u>	Marks – 3, Lecture - 5
	Introduction to Microsoft Excel, Formulas and their uses, Formatting Text, Auto Fill, Conditional Formatting, Goal Seek and Scenario, Look Up, Pivot Table, Creating Form, Graphics, Print setup Macro	
Unit-VI	<u>Microsoft PowerPoint :-</u>	Marks– 4, Lecture - 5
	Introduction to Power Point, Power Point Presentation Screen, Rulers and Guides, Creating and new Documents, Opening and Closing existing document, Adding clip art picture, adding graphics object, drawing basic shape – rectangle, circle etc, moving and coping object, setup show, automatic slide show, setup timer.	
Unit –VII	<u>Project Work</u>	Marks – 10
	Technique of Project Work Preparation	
	VIVA - > Computer + Project	5+5=10

SEMESTER - I
MTM – 108

STUDY OF MAP AND ITS APPLICATION IN TOURISM

(Practical)

Total Marks – 50
Viva- voce – 10
Internal Assessment – 10
Group Discussion and Seminar-6Periods.
Time – 4 hours

COURSE CONTENT :

Lecture – 7, Mark – 6 each

I Knowledge and drawing of Latitude, Longitude, International Date Line calculation of time, IST, GMT

II Scale of the map and measurement of distances on map.

III Map drawing by Plan table survey. (Intersection and Radiation Method)

IV Interpretation of Topographical Map.

V Application of remote sensing, GIS and GPS mapping and spatial analysis.

SEMESTER - I

SUGGESTED BOOKS AND JOURNALS

- Bhattacharya, P. (1998) : *Some Perspectives on Tourism and Environment in Assam, Proceedings of National Association of Geographers (Eastern Region), Vol.1, Cotton College, Gauhati, pp. 199-207.*
- Bhattacharya, P. (2001) : *Tourism in Assam, Geography of Assam, (eds), Bhagawati, A.K., Bora, A.K., Kar, B.K., Rajesh Publishers, New Delhi, pp. 260-272.*
- Bhattacharya, P. (2002) : *Ecotourism and its Prospects in Assam, Proceeding of National Seminar on Environmental Degradation and its Impact in N.E. India, Vol. 1, Guwahati College.*
- Bhattacharya, P. (2003) : *Tourism in Assam: Trend and Potentialities, Bani Mandir, Guwhati (in press)*
- Bordoloi, B.N. (1991) : *Tribes of Assam: Part – III, Tribal Research Institute, Assam, Guwahati*
- Capoor, R. (1995) : *Investment Plan for Assam Tourism, Assam Tourism Development Corporation Ltd., Guwahati.*
- Chottopadhyay, K. (1995): *Economic Impact of Tourism Development ; An Indian Experience, Kanishka Publishers, Delhi.*
- Choudhury, P.D. (1964) : *Archaeology in Assam, Department of Archaeology, Government of Assam, Guwahati.*
- Das, J. (1972) : *Folklore of Assam, National Book Trust, New Delhi.*
- Ferrario, F.F.(1982) : *Method Approach for Evaluating Tourist Resources-Case of South Africa, Studies in Tourism Wildlife Parks Conservation, (ed), Singh, T.V. et al., Metropolitan, New Delhi.*
- Datta, B.N., Mahanta, P.J. (ed) (1990) : *Traditional Performing Arts of North-East India, Assam academy for Culture Relations, Guwahati, Assam*
- Department of Forest (1992): *Forests of Assam (Monograph), Government of Assam, Guwahati.*
- Inskeep, E. (1991) : *Tourism Planning: An Integrated and Sustainable Development Approach, Van Nostrand Reinhold, New York.*
- Krishnaswami, J. (1982) : *The Economic Impact of Tourism: A Case Study of Maharashtra, India, Studies in Tourism Wildlife Parks Conservation, (ed), Singh, T.V., et al., Metropolitan Book Company, new Delhi.*
- Seth, P.N. Bhat, S. (1993) : *An Introduction to Travel and Tourism, Starling Publishers, New Delhi.*
- Talukdar, B.N., Sharma, P. (1995) : *Checklist of Birds of Orang Wildlife Sanctuary, Rajib Gandhi Wildlife Sanctuary, Orang.*
- World Tourism Organization (1999): *Sustainable Tourism Development: Guide for local planner, Madrid, Spain.*

- World Tourism Organization (2001) : *Guide for Local Authorities on Developing Sustainable Tourism*, Madrid, Spain.
- Negi & Manohar (1947-97) : *50 years of Independence*
- Sarkar. A.K. : *Action Plan & Priorities in Tourism Development*.
- Kamra & Chand : *Basics of Tourism : Theory Operation and Practice*
- Stephen page : *Transport For Tourism*.
- Dr. D. Nath & P. Gogoi : Banalata Publishers, Dibrugarh: *Paryatam Aru Ear Bikash* (Assamese).
- R.L. Singh.,P.N. Datta : *Elements of Practical Geography: Students Friends*, Allahabad.
- S. Singh. : *Environmental Geography: Prayag Pustak Bhawan*. Allahbad – 21 1002.
- Kaul R.H. : *Dynamics of Tourism : (A trilogy Sterling Publishers (P) Ltd, New Delhi)*.
- IITTM : *Tourism as an Industry-monograph: (IITTM, New Delhi. 1989)*.
- Bartee, Thamasc : *Computer Fundamental by Publisher – Mc Graw-Hill*
: *Teach yourself Microsoft power pint in 24 hours*
Publisher – McGraw – Hill.
- TOM Bengel : *Teach yourself Microsoft ward Publisher McGraw Hill*
- Tom Bengel : *Teach yourself Microsft Excel by Publisher – McGraw Hill*.
- Zakys : *Computer Organization Pob – McGraw – Hill*.
- Kamra, K.K. (2002) : *Basic of Tourism: Theory operation and Practice*.
- Kamra, K.K. (2001) : *Economics of Tourism : Pricing, Impacts & Forecasting*.
- Singh (2003) : *Ecotourism & Sustainable Development*
- Mitra, A (2003) : *Environment & Nature Based Tourism*.
- Birundha, V D (2003) : *Environmental Challenges Towards Tourism*.
- Chandra, P. (2003) : *Global Ecotourism: Codes, Protocols & Charters*
- Jitendra, M.D (1999) : *Growth & Development of Modern Tourism*.
- Singh, R. (2003) : *H. B. of Environmental Guidelines For Indian Tourism*
- Singh. R. (2003) : *Indian Ecotourism : Env't. Rules & Regulations*
- Singh. R. (1998) : *Infrastructure Of Tourism In India*.
- Jayapalan. N. (2001) : *Intro To Tourism*.
- Seth. P.N. (1993) : *Introduction To Travel & Tourism*.
- Raj. K. (2002) : *Modern Dictionary Of Tourism*.
- Singh. R. (2003) : *National Ecotourism & Wildlife Tourism*.
- Ranga (2003) : *New Approaches In Modern Tourism*.
- Sharma. K.K. (2000) : *Planning For Tourism*.
- Sati. V.P. (2001) : *Tourism Development In India*.
- Singh. T. V. (1992) : *Tourism Environment*.
- Agarwal. S. B. (2003) : *Tourism For Sustainable Economic Development*.
- Sharma, J.K. (2000) : *Tourism Planning & Dev*.
- Gupta, S. (2001) : *Tourism Towards 21st Century*.
- Sinha, R.K. (1996) : *Tourism: Strategies, Planning & Development*.
- Sita, W.T. (2002) : *Travel Planner 2001-2002*

SEMESTER - II**MTM - 201****TITLE : TOURISM MANAGEMENT****Total Marks – 50****Total Lecture – 35****Internal Assessment – 10****Group Discussion & Seminar – 6 Periods****Time – 2½ Hrs.****COURSE CONTENT****1. Management Concept**

- Meaning and Nature of Management, Management as an art and science, Management as profession.
- Principles of Management.
- School of Management thoughts.

Lecture – 10 Marks- 16

2. Significance of Management functions in Tourism.

- **Planning** - Its nature, types and steps, nature of objectives, importance of objectives, types of objectives and management by objectives (MbO)
- **Organising** - Organisations structure, principles of organising, span of management and level of authority.

Lecture –8 Marks - 8

3. ● **Staffing** - Meaning and process of recruitment, recruitment policy and organisation, sources and techniques of recruitment, recruitment policies in India, meaning and process of selection, selection tests and interviews.
- **Directing** - Principles of Directing, strategies for establishing healthy human relation in tourism organisation.

Lecture – 8 Marks - 8

4. ● **Co-ordinating** - Concept, nature, need, types and method of co-ordination.
- **Controlling** - Concept, process, types of control and control techniques.

Lecture – 9 Marks – 8

SEMESTER – II
MTM – 202(I)
FUNCTIONAL LANGUAGE (ENGLISH)
(Foreign Language Compulsory and any one Indian Language
other than mother tongue)

Total Marks- 25
Total Lecture – 18
Internal Assessment - 5
Group Discussion & Seminar – 6Periods.
Time – 1.15 hours

COURSE CONTENT :

Areas Difficulty		Lecture –5 Marks – 8
1.	<ul style="list-style-type: none"> (a) Difficult consonant sounds (b) Difficult vowel sounds (c) Difficult gliding vowels (d) Word stress and sentence stress (e) Intonation 	
2.	Functions : <ul style="list-style-type: none"> (a) Context of situation (formal, neutral, informal) (b) Context and formula © Appropriate sentence structures 	Lecture –5 Marks – 4
3.	Situation Conversations <ul style="list-style-type: none"> a. Vocabulary b. Fluency c. Appropriateness 	Lecture- 5 Marks- 4
4.	Non-verbal Communication <ul style="list-style-type: none"> a. Body language b. Kinesics c. Phonemics d. Para language 	Lecture – 4 Marks - 4

SEMESTER – II**MTM – 202 (ii)****FUNCTIONAL LANGUAGE: (BENGALI)**

Total Marks – 25
Total Lecture – 18
Internal Assessment – 5
Time : 1.15 hours

- 1. Introduction To Bengali Language** Marks – 8
Lecture – 5
- I Alpha Beta
 - II Different Sounds in a Language.
 - III Modified Sounds/ Compound Sounds.
 - IV Counting Numbers
 - V Days of the Week
 - VI Months
 - VII Time (How to read time)
 - VIII Weather Conditions
 - IX Telephone Utilization
 - X Conversation – Introduction
 - XI Books, News papers, Magazines, Shopping facilities
 - XII Familiarization with class room, Items available in the room .
 - XIII Air Port, Air lines, Customs, Immigration, Taxi services, City Buses. Luggage, Directions, Security check.
- 2. Application In Tourism Industry :** Marks – 4
Lecture – 4
- I Hotel/ Motel/Guest House – Type of Accommodation Available.
 - II Conversation at Reception in the Hotel (Facilities available in the Hotel)
 - III Food Items- dishes Tasty, Spicy, Chinese’s Indian , Japanese, Continental.
 - IV Greetings :
 - V Places of interest - Guwahati/ Shillong / Dibrugarh – and most important tourist places in India.
 - VI Fair Structure – Charges-Currency, Rupee, Coins.
 - VII Singular - Plural.
 - VIII Masculine – Feminine.
 - IX TV Set, VCR, Radio, etc.
 - X Travel Agency/ Tour operation/ Water Adventure Sports/ Play ground etc.

- XI Interrogation, ?
 Are You
 Where do you stay ?
 What is your name?
 What is your profession?
- XII Description of church, Mosque, Temple and other Religious places
 historical monuments, park etc.
- XIII Tea, Coffee, Juices, Soft drink and other drinking.

3. Simple Grammar: Marks – 4
 Lecture – 4

- I Vocabulary (Present – Past- Negative Past) 300 Common use words.
 Adjective in Present and Past Tense.
- II Expression - Beauty, Dances, Dresses, Costumes Family Life,
 Marriage, Past Tens, Conjugations- verb and Adjectives.
- III Yoga - Naturopathy, Massage, Meditation, Beach, Resort Facilities.
- IV Police Station – Railway Station, Bus Stand, Mode of Conveyance.

4. Translation : Marks – 4
 Lecture – 4

- I Simple translation from Bengali to English.
- II Simple translation from English to Bengali
- III Use of words of Common nature Bengali Sentence Making.
- IV Writing in Bengali Script of object of Common use.
- V Simple application for Permission to visit a place.
-

SEMESTER – II
MTM – 202 (III)
FUNCTIONAL LANGUAGE: (RUSSIAN)

Total Mark – 25
Total Lecture – 18
Internal Assessment –5
Group Dissection & Seminar –6Periods.
Time – 1.15 hours.

- 1. Introduction To Russian Language** Marks – 8
Lecture – 5
- I Alpha Beta
 - II Different Sounds in a Language.
 - III Modified Sounds/ Compound Sounds.
 - IV Counting Numbers
 - V Days of the Week
 - VI Months
 - VII Time (How to read time)
 - VIII Weather Conditions
 - IX Telephone Utilization
 - X Conversation – Introduction
 - XI Books, News papers, Magazines, Shopping facilities
 - XII Familiarization with class room, Items available in the room .
 - XIII Air Port, Air lines, Customs, Immigration, Taxi services, City Buses. Luggage, Directions, Security check.
- 2. Application In Tourism Industry :** Marks – 4
Lecture – 4
- I Hotel/ Motel/Guest House – Type of Accommodation Available.
 - II Conversation at Reception in the Hotel (Facilities available in the Hotel)
 - III Food Items- dishes Tasty, Spicy, Chinese's Indian , Japanese, Continental.
 - IV Greetings :
 - V Places of interest - Guwahati/ Shillong / Dibrugarh – and most important tourist places in India.
 - VI Fair Structure – Charges-Currency, Rupee, Coins.
 - VII Singular - Plural.
 - VIII Masculine – Feminine.
 - IX TV Set, VCR, Radio, etc.

- X Travel Agency/ Tour operation/ Water Adventure Sports/ Play ground etc.
- XI Interrogation, ?
Are You
Where do you stay ?
What is your name?
What is your profession?
- XII Description of church, Mosque, Temple and other Religious places historical monuments, park etc.
- XIII Tea, Coffee, Juices, Soft drink and other drinking.

3. Simple Grammar: Marks – 4
Lecture – 4

- I Vocabulary (Present – Past- Negative Past) 300 Common use words. Adjective in Present and Past Tense.
- II Expression - Beauty, Dances, Dresses, Costumes Family Life, Marriage, Past Tens, Conjugations- verb and Adjectives.
- III Yoga - Naturopathy, Massage, Meditation, Beach, Resort Facilities.
- IV Police Station – Railway Station, Bus Stand, Mode of Conveyance.

4. Translation : Marks – 4
Lecture – 4

- I Simple translation from Russian to English.
- II Simple translation from English to Russian
- III Use of words of Common nature Russian Sentence Making.
- IV Writing in Russian Script of object of Common use.
- V Simple application for Permission to visit a place.
-

SEMESTER - II**MTM - 203****TITLE : TRAVEL AGENCY, TOUR OPERATION AND TICKETING****Total Marks – 50****Total Lecture – 35****Internal Assessment – 10****Group Discussion & Seminar – 6 Periods****Time – 2½ Hrs.****COURSE CONTENT**

1. ● **Travel Agency** - Definition, types and its forms of organization, Function and source of income.
 - **Tour operator** - Definition and types.
 - Regulation for setting up a travel agency/tour operators - department of tourism (DOT) and IATA regulation.
 - **Travel formalities** - passport, VISA and health regulation.

Lecture – 12 Marks - 16
2. ● **Tour packaging**- Definition, types, designing and developing process.
 - **Tourist Guide** - Definition, duties and responsibilities.

Lecture –6 Marks - 8
3. **Ticketing**
 - Review of world and IATA Geography.
 - Carrier and Airlines codes of national and international carrier.
 - Airlines policies and practices.
 - Air ticketing techniques and procedures.
 - Introduction to fare constructions.
 - Basic elements of air fare.
 - Mileage principle.
 - Fare construction with extra mileage allowance (EMA) and extra mileage surcharge (EMS)
 - Higher Intermediates point (HIP)
 - Circle trip minimum (CTM)
 - Backhaul check.
 - Addons.

Lecture – 10 Marks - 8
4. ● **Travel Agency Business** - Economics, Financial planning and control.

Lecture – 7 Marks – 8

SEMESTER - II
MTM - 204
TITLE : TOURISM MARKETING

Total Marks – 50
Total Lecture – 35
Internal Assessment – 10
Group Discussion & Seminar – 6 Periods
Time – 2½ Hrs.

COURSE CONTENT

1. ● Introduction to marketing and its application in tourism, difference between marketing products and services.
 ● Role of market research and surveys in tourism marketing.
 ● Introduction to consumer to behaviour and their roles in the development of tourism marketing activities.
 ● Market segmentation, targeting and positioning.
 ● The 8 P's of marketing.

Lecture – 8 Marks - 16

2. **Marketing mix for tourism**

- **Tourism product** - Meaning and definition of product, nature of tourism product, product life cycle (PLC), new product development process.
- **Tourism product pricing** - Factors affecting pricing, pricing approaches and new tourism product pricing strategies.

Lecture -11 Marks - 8

3. ● **Distribution system** - Concept of channel of distribution, types of distribution channel, factors affecting in the choice of distribution channel, use of specific intermediaries and external bodies in selling tourism product.
 ● **Tourism promotion** - Method and respective roles - Advertising - Its needs and role, media selection, advertising campaign, sales support techniques, public relation and tourist publicity media.

Lecture – 10 Marks - 8

4. **Tourist destination** - Concept of life cycle, management and marketing strategies.

Lecture –6 Marks – 8

SEMESTER - II

MTM - 205

TITLE : TOURISM ENTREPRENEURSHIP

Total Marks – 50

Total Lecture – 35

Internal Assessment – 10

Group Discussion & Seminar – 6 Periods

Time – 2½ Hrs.

COURSE CONTENT

1. **Entrepreneurship** - Definition, characteristics, qualities and process.
Lecture – 10 Marks - 16

2. Knowledge of factors contributing towards a successful enterprise.
Lecture – 8 Marks - 8

3. **Entrepreneurship**
 - Motivation
 - Project formulation
 - Project financingLecture – 9 Marks - 8

4. Role of Entrepreneurs in the development of Tourism Industry in India.
Lecture – 8 Marks – 8

SEMESTER – II
MTM – 206
SURVEY AND MAPPING OF NATIONAL PARKS, SANCTUARY, PROJECT
(Practical)

Total Mark – 50
Viva voce - 10
Internal Assessment – 10
Group Discussion & Seminar-6 Period.
Time – 4 hours

COURSE CONTENT :

- Unit-I** Survey and Mapping of National Parks Sanctuary in India—at least one from any one state of the North East and their tourism potentiality.
Lecture – 7, Marks - 6
- Unit-II** Survey and Mapping of Wild-life project in North-East India - At least one from any one state and its tourism potentiality.
Lecture – 7, Marks - 6
- Unit-III** Survey and Mapping of Wild-life project in India at least one from any one outside the North-East state and its tourism potentiality.
Lecture – 7, Marks - 6
- Unit-IV** Survey and prepare a map of India for list of important animals and birds of India of tourist attraction. Lecture
– 7, Marks - 6
- Unit-V** Draw a map of Highway Network in India to the important tourist destinations. Lecture – 7, Marks - 6

SEMESTER – II

MTM – 207

**SURVEY AND MAPPING OF TOURIST SPOTS OF NORTH-EAST INDIA AND
COMPUTER RESERVATION SYSTEMS KNOWLEDGE**

(Practical)

Total Marks – 50

Viva-Voce – 10

Internal Assessment – 10

Group Discussion & Seminar – 6 Periods.

Time – 4 hours

COURSE CONTENT :

1. Mapping of transport Network (road, rail, air and water) in North-East India to reach the important tourist spots Lecture – 8, Marks – 6

2. Survey of natural tourist spots with their tourism potentiality in Assam. Lecture – 8, Marks - 6

3. Survey of historical, cultural and religious tourist spots with their tourism potentiality in Assam Lecture – 9, Marks - 8

4. Knowledge of Computer Reservation System. (CRS)

Study of different packages Amadeus, Gallelio, Sabre etc. Lecture – 10, Mark - 10

SEMESTER – II
MTM – 208
DISSERTATION/ FIELD STUDY REPORT AND ON JOB TRAINING
(Dissertation)

Total Marks – 50
Viva-voce – 10
Dissertation – 30
Total Lecture –10
Internal Assessment - 10
Discussion and seminar – 6 Periods.

COURSE CONTENT :

1) Dissertation – Technique of Preparation.

Lecture – 5

As Guided By The Department and Two DTP Copies To Be Submitted At The Time Of Examination

AND

On JOB TRAINING – I month after semester II.

Total Marks – 15 and it will be added with paper MTM 308.

2) Job Training – Its necessity, requirement and advantages.
Preparation of a Job Training Report

Lecture – 5

SEMESTER - II**SUGGESTED BOOKS AND JOURNALS**

- Negi, J (2004) : Air Travel Ticketing & Fare Construction
- Bhatia A.K. (2001) : International Tourism Management.**
- Dhar P.N. (200) : International Tourism :Emerging Challenges & Future Prospects.**
- D' Souza, M.(1998) : Tourism Development & Management.**
- Weaver, D. (200) : Tourism Management.**
- Sinha, R.K. (1999) : Travel & Tourism Management.**
- Negi, J.(1998): Travel Agency & Tour Operation.**
- Bhattacharya, P. (2002): *National Parks, Sanctuaries and Tourism: An Integrated Approach in Planning*, Proceeding of National Seminar on Landuse Planning, organized by SOFCAR and OKDISCD, Shillong (in Press)
- Dhar, C. (1984) : *Tourist Atlas of India- A critical Appreciation*, Atlas Cartography, (ed), Dutta, G.K., NATMO, Calcutta.
- Foster, D. (1985) : *Travel and Tourism Management*, Macmillan Press Ltd., London.
- Goswami, B. (1982) : *Need-based mapping for Development of Tourism*, (ed), Das Gupta, S.P., NATMO, Calcutta.
- Holloway, J.C., Plant P.V. (1988): *Marketing for Tourism*, Pitman Publishing, London.
- Jafari, J. (1982) : *The Tourism Market Basket of Goods and Services – The Components and nature of Tourism*, Studies in Tourism Wildlife Parks Conservation, (ed), Singh, T.V., et al., Metropolitan Book Company, New Delhi.
- Makower, J. et al. (1990) : *The Map Catalog*, Vintage, New York.
- Taher, M. (1977): Tribes of North-East India; A Diagnostic Survey in Spatial Pattern, *North Eastern Geographer*, Vol. 9, No. 1&2.
- Taher, M. (1988): The Population Base of Assam, *North-Eastern Geographer*, Vol. 19, No. 1&2.

- Negi. J. : *Travel Agency & Tour Operation.*
- Leo Janes : *Functions of English Cambridge University Cambridge (C B2 1 RP) Second Edition 1981*
Tata McGraw Hill Publishing Company Ltd. New Delhi: English Conversation Practice.
 Grant Taylor.
- Christopher J. Holloway : *The Business of Tourism: (Macdonald and Evans, 1983).*
- Wahab, S.E. : *Tourism Management: (Tourism International Press, London, 1986).*
- Kotler, Philip : *Marketing Management Prentice Hall of India, New Delhi.*
- McCarthy, E.J. : *Basic Marketing – A management approach.*
- Douglas Foster : *Travel and Tourism Management.*
- Wahab, S. Grampter, : *Tourism Marketing, Tourism International Press, London,*
- Stephan F. Witt & : *Tourism Marketing and Management Handbook. Prentice*
- Maclean, Hunter : *Marketing Management (Tourism in your Business),*
 Canadian Hotel and Restaurant Ltd. 1984.
- Merissen Jome, W. : *Travel Agents and Tourism.*

SEMESTER – III
MTM – 301
TOURISM: A SPATIAL PERSPECTIVE

Total Marks- 50
Total Lecture – 35
Internal Assessment – 10
Group Discussion & Seminar –6 Periods.
Time – 2 ½ hours

COURSE CONTENT:

1. Biological regions of the world – Environmental context – relief and drainage, climate, natural vegetation and wild life.

Lecture – 7
Marks – 10

2. Political structure of the world.

Lecture –10
Marks – 10

3. Population patterns of the world – distribution and density

Lecture – 6
Marks – 10

4. Study of important natural, cultural and historical tourist spots of the world with special reference to the following countries :
Canada, USA, Mexico, Brazil, England, France, Switzerland, Egypt
And South Africa, China, Thailand, Japan, Malaysia and Australia.

Lecture – 12
Marks – 10

SEMESTER - III**MTM - 302****TITLE : TOURISM AND INFORMATION TECHNOLOGY****Total Marks – 50****Total Lecture – 35****Internal Assessment – 10****Group Discussion & Seminar – 6 Periods****Time – 2½ Hrs.****COURSE CONTENT**

1. ● **Information technology** - Definition, Concept and its impact on tourism organisation structure.

● Tourism and information technology - IT and the tourism product.

● Global distribution system in tourism.

● Tourism and the Internet.

Lecture – 10 Marks - 16

2. **Application of Information Technology in Tourism Sector.**

● Airlines

● Hotels

● Travel Agency and Tour Operators.

Lecture - 10 Marks - 8

3. ● **Information Technology** - Impact on Tourism demand and Supply

● **Information Technology and Tourist destination** - Its role in destination management system.

Lecture - 8 Marks -

8

4. ● Role of GIS and GPS in the tourism sector

Lecture - 7 Marks – 8

SEMESTER - III**MTM - 303****TITLE : REVERINE RECREATION AND TOURISM****Total Marks – 50****Total Lecture – 35****Internal Assessment – 10****Group Discussion & Seminar – 6 Periods****Time – 2½****Hrs.****COURSE CONTENT**

1. Study of the major river system in Assam with their geographical background - Brahmaputra and Barak with main tributaries.
Lecture – 10 Marks - 16
2. **River and its Tourism potentiality** - Study of places with their Tourism potentiality situated on the bank of river Brahmaputra and Barak.
Lecture - 8 Marks - 8
3. Role of Assam Government/Private Sector in promoting River Tourism in Assam.
Lecture – 8 Marks - 8
4. Economic importance of River Tourism and River based adventure sports.
 - Angling
 - Water - Rafting
 - Boating
 - Wind – surfing
 - River - Cruise
 Lecture - 9 Marks – 8

SEMESTER - III
MTM - 304
TITLE : TOURISM LAW AND ETHICS

Total Marks – 50

Total Lecture – 35

Internal Assessment – 10

Group Discussion & Seminar – 6 Periods

Time – 2½ Hrs.

COURSE CONTENT

1. ● **Tourism Business** - Social Responsibility and Business Ethics
 ● Need for Tourism Laws and Regulations.
 ● Tourism Business - Regulation for Travel Agency, Documentation and
 Accommodation Sector.

Lecture - 10 Marks - 16

2. **Tourism Legislation** - Travel Agency, Hotel Industry, Airline Sector
 and Surface Transport Business.

Lecture - 10 Marks - 8

3. Laws Relating to Wild life and Forest Preservation.

Lecture – 8 Marks - 8

4. Laws Relating to the preservation of Cultural Heritage, Antiquities and
 Art Treasures.

Lecture – 7 Marks – 8

SEMESTER - III**MTM - 305****TITLE : TOURISM AND HOSPITALITY MANAGEMENT****Total Marks – 50****Total Lecture – 35****Internal Assessment – 10****Group Discussion & Seminar – 6 Periods****Time – 2½ Hrs.****COURSE CONTENT**

1. ● **Accommodation** - Its role in tourism sector - An historical perspective.
● **Hotels** –
Definition, concept and structure.
Classification and its various department.
Procedure for registration, approval and gradation of hotel.
Lecture - 15 Marks - 16
2. ● **Supplementary tourist accommodation** - Definition concept and its classification.
Lecture -7 Marks - 8
3. Marketing strategies of hotel and other types of accommodation.
Lecture – 8 Marks - 8
4. Role of national/Assam government in the development of hospitality industry.
Lecture – 5 Marks - 8

SEMESTER - III**MTM - 306****TITLE : FOREIGN EXCHANGE, MEETING AND EVENT
MANAGEMENT****Total Marks – 50****Total Lecture – 35****Internal Assessment – 10****Group Discussion & Seminar – 6 Periods****Time – 2½ Hrs.****COURSE CONTENT**

1. ● **Meeting** - Definition and purposes.
● Different phases of meeting development.
● Method of promoting an events

Lecture – 12 Marks - 16

2. ● **Foreign Exchange - Sources and Uses.**

- Foreign Trade and Foreign Exchange, balance of payments, Theories of exchange rate determination, fixed and floating exchange rate, exchange rate system prior to IMF, external value of rupee and convertibility of rupee.

Lecture -8 Marks - 8

3. ● **Exchange control in India.**

- Objectives, methods, import control and foreign exchange regulation act, administration of foreign exchange, role of travel agents as authorised money changers, calculation of ready rates through cross rates and chain rule.

Lecture – 7 Marks - 8

4. ● **International financial institution and their functions.**

- International monetary fund (IMF) and Special Drawing Rights (SDRs), Bank for Reconstruction and Development (IBRD), International Finance Corporation (IFC), International Development Association (IDA), Multilateral Investment Guarantee Agency (MIGA) and Asian Development Bank (ADB).

Lecture - 8Marks – 8

SEMESTER – III**MTM – 307****UNDERSTANDING THE TOURISM AFFAIRS FOR SELECTED COUNTRIES****(Practical)**

Total Marks - 50
Viva - Voce - 10
Internal Assessment - 10
Total Lecture -20
Group Discussion and Seminar -6Periods
Time - 4 Hours

COURSE CONTENT :

- (1) Mapping of tourism potentiality and analysis on growth and development of tourism industry of the following countries.

Marks – 30

- (a) U S A
- (b) U. K.
- (c) JAPAN
- (d) AUSTRALIA
- (e) THAILAND
- (f) MALAYSIA
- (g) SINGAPORE
- (h) HONGKONG
- (i) SWITZERLAND
- (j) FRANCE

SEMESTER - III**SUGGESTED BOOKS AND JOURNALS**

- Bharadwaj, S.M.(1973): *Hindu Places of pilgrimages, Thompson, India.*
- Choudhury, P.D. (ed), (1988): *Museums of North East India, Directorate of Museums, Assam, Guwahati.*
- Directorate of Tourism(1984): *Report on the Tourist Traffic Survey in the Railways, Government of Assam, Guwahati.*
- Directorate of Tourism (1985): *Tourist Road Traffic Survey, Government of Assam, Guwahati.*
- Filippovich, L.S.(1979) : Mapping of Recreational Development Around a Large City with Particular Reference to Moscow, Soviet Geography, Reviews & Translation, V.H. Winston & Sons & American Geographical Society, Washington D.C.
- Heleiner, F.M. (1989) : *Domestic and International Tourism in Third World Nations, Tourism Recreation Research, Vol. 15, No. 1, CTRD, Lucknow.*
- Robinson, H. (1976) : *Geography of Tourism, Macdonald and Evans, London.*
- Surinder Aggarwal : *Travel agency Management: (Communication India, 1983).*
- Shaw,G, Williams,AM(1994):*Critical Issues in Tourism ;A geographical Perspective,Blackwell, London.*
- Hall, Timothy & Duval : *Safety and Security In Tourism : Relationships, Management, & Marketing.*
- K. K. Ram Pal : *Hand Book of Aerial Phorography and Concept Publication Co. New Delhi.*

- A.N. Patel., S. Singh : *Remote Sensing Principals ad Applications*, Scientific Publishers Jodhpur – 34 2001
- John R. Jension : *Remote Sensing of the Environment* : Pearson Education, Singapore. India Print by S.K. Printers Delhi – 110092.
- Lan Heywood Sarah Cornelius. : *Introduction to Geographic Information System* Steve Carer Pearson Education, Singapore Reprint India, Patparganj Delhi – 110092
- M.N. Demers.: Wiley, New York (1997): *Fundamentals of Geographic Information System.*
- Negi. M.S. : *Tourism and Hoteliering.*
- Renal, A. Nykiel : *Marketing in Hospitality Industry* (2nd FN.) Von Nestrland Reinhold, 1986.
- National Publishers : *The World of Travel*, (National Publishers). Delhi, 1979.
- : National Development Council Report.
- : National Action Plan, 1992.
- : Report –Workshop on Tourism Legislation- August 10-11, 1987. IITTM, New Delhi.
- : Report-Workshop on Tourism Legislation- February, 23-23, 1988. IITTM, New Delhi.

SEMESTER - IV**MTM - 401****TITLE : FINANCIAL AND MANAGEMENT ACCOUNTANCY****Total Marks – 50****Total Lecture – 35****Internal Assessment – 10****Group Discussion & Seminar – 6 Periods****Time – 2½ Hrs.****COURSE CONTENT****1. Financial Management.**

- Concept of Financial Management, Objectives, Collection and Deployment of Funds, Risk Return Trade off.
- Financial Policy : Reports and Controlling Methods.

Lecture – 12 Marks - 16

2. Accounting for Management.

- Basic cost concept, Cost classification, cost allocation, cost centres.
- Cost analysis, direct (variable) costing.
- Break- even analysis, joint cost.
- Preparation of Balance Sheet (with reference of Ledger and Journal)

Lecture – 8 Marks - 8

3. ● Relevant cost for decision making - Pricing, make or buy, shut down and decisions

- **Cost determination system** - Process costing, Job costing, Full vs direct costing.

Lecture - 8 Marks - 8

4. ● Budgeting and control - Principles of budgeting, responsibility accounting, cost profit and investment centres, manufacturing control and system evaluation.

Lecture - 8 Marks – 8

SEMESTER - IV

MTM - 402

TITLE : HUMAN RESOURCE MANAGEMENT IN TOURISM

Total Marks – 50

Total Lecture – 35

Internal Assessment – 10

Group Discussion & Seminar – 6 Periods

Time – 2½ Hrs.

COURSE CONTENT

1. **Human Resource Management** - Concept and Nature, Objectives and Importance, Function and Scope, Important Environment influences for HRM in Indian context.

Lecture - 9 Marks - 16

2. **Human Resource Planning** - Concept, Objective and Importance, Job Analysis, Job Design, Recruitment and Recruiting Sources in Tourism Industry.

Lecture - 9 Marks - 8

3. ● **Selection process and Devices** - Need, Objective and methods of performance appraisal, employee training and management development, salary and wage administration, job evaluation - concept and method.

Lecture - 9 Marks - 8

4. Role of human resource management in tourism sector.

Lecture - 8 Marks – 8

SEMESTER – IV

MTM – 403(i)

FUNCTIONAL LANGUAGE: (HINDI)

**(Foreign language compulsory and any one Indian language
other than mother tongue)**

**Total Mark – 20
Total Lecture – 18
Internal Assessment – 5
Time – 1.15 Hours**

- 1. Introduction To Hindi Language** Marks – 8
Lecture – 5
- I Alpha Beta
 - II Different Sounds in a Language.
 - III Modified Sounds/ Compound Sounds.
 - IV Counting Numbers
 - V Days of the Week
 - VI Months
 - VII Time (How to read time)
 - VIII Weather Conditions
 - IX Telephone Utilization
 - X Conversation – Introduction
 - XI Books, News papers, Magazines, Shopping facilities
 - XII Familiarization with class room, Items available in the room .
 - XIII Air Port, Air lines, Customs, Immigration, Taxi services, City Buses. Luggage, Directions, Security check.
- 2. Application In Tourism Industry :** Marks – 4
Lecture – 4
- I Hotel/ Motel/Guest House – Type of Accommodation Available.
 - II Conversation at Reception in the Hotel (Facilities available in the Hotel)
 - III Food Items- dishes Tasty, Spicy, Chinese’s Indian , Japanese, Continental.
 - IV Greetings :
 - V Places of interest - Guwahati/ Shillong / Dibrugarh – and most important tourist places in India.
 - VI Fair Structure – Charges-Currency, Rupee, Coins.
 - VII Singular - Plural.
 - VIII Masculine – Feminine.
 - IX TV Set, VCR, Radio, etc.
 - X Travel Agency/ Tour operation/ Water Adventure Sports/ Play ground etc.

- XI Interrogation, ?
Are You
Where do you stay ?
What is your name?
What is your profession?
- XII Description of church, Mosque, Temple and other Religious places
historical monuments, park etc.
- XIII Tea, Coffee, Juices, Soft drink and other drinking.

3. Simple Grammar: Marks – 4
Lecture – 4

- I Vocabulary (Present – Past- Negative Past) 300 Common use words.
Adjective in Present and Past Tense.
- II Expression - Beauty, Dances, Dresses, Costumes Family Life,
Marriage, Past Tens, Conjugations- verb and Adjectives.
- III Yoga - Naturopathy, Massage, Meditation, Beach, Resort Facilities.
- IV Police Station – Railway Station, Bus Stand, Mode of Conveyance.

4. Translation : Marks – 4
Lecture – 4

- I Simple translation from Hindi to English.
- II Simple translation from English to Hindi
- III Use of words of Common nature Hindi Sentence Making.
- IV Writing in Hindi Script of object of Common use.
- V Simple application for Permission to visit a place.
-

SEMESTER – IV
MTM – 403(ii)
FUNCTIONAL LANGUAGE: (ASSAMESE)

Total Mark – 20
Total Lecture – 18
Internal Assessment-5
Group Discussion & Seminar – 6 Periods.
Time – 1.15 hours.

COURSE CONTENT :

- 1. Introduction To Assamese Language** Marks – 8
Lecture – 5
- I Letters and Numbers
 - II Different Sounds in a Language.
 - III Modified Sounds/ Compound Sounds.
 - IV Counting Numbers
 - V Days of the Week
 - VI Months
 - VII Time (How to read time)
 - VIII Weather Conditions
 - IX Telephone Utilization
 - X Conversation – Introduction
 - XI Books, News papers, Magazines, Shopping facilities
 - XII Familiarization with class room, Items available in the room .
 - XIII Air Port, Air lines, Customs, Immigration, Taxi services, City Buses. Luggage, Directions, Security check.
- 2. Application In Tourism Industry :** Marks – 4
Lecture – 4
- I Hotel/ Motel/Guest House – Type of Accommodation Available.
 - II Conversation at Reception in the Hotel (Facilities available in the Hotel)
 - III Food Items- dishes Tasty, Spicy, Chinese’s Indian , Japanese, Continental.
 - IV Greetings :
 - V Places of interest - Guwahati/ Shillong / Dibrugarh – and most important tourist places in India.
 - VI Fair Structure – Charges-Currency, Rupee, Coins.
 - VII Singular - Plural.

- VIII Masculine – Feminine.
 IX TV Set, VCR, Radio, etc.
- X Travel Agency/ Tour operation/ Water Adventure Sports/ Play ground etc.
 XI Interrogation, ?
 Are You
 Where do you stay ?
 What is your name?
 What is your profession?
 XII Description of church, Mosque, Temple and other Religious places historical monuments, park etc.
 XIII Tea, Coffee, Juices, Soft drink and other drinking.

3. Simple Grammar: Marks – 4
 Lecture – 4

- I Vocabulary (Present – Past- Negative Past) 300 Common use words. Adjective in Present and Past Tense.
 II Expression - Beauty, Dances, Dresses, Costumes Family Life, Marriage, Past Tens, Conjugations- verb and Adjectives.
 III Yoga - Naturopathy, Massage, Meditation, Beach, Resort Facilities.
 IV Police Station – Railway Station, Bus Stand, Mode of Conveyance.

4. Translation : Marks – 4
 Lecture – 4

- I Simple translation from Assamese to English.
 II Simple translation from English to Assamese
 III Use of words of Common nature Assamese Sentence Making.
 IV Writing in Assamese Script of object of Common use.
 V Simple application for Permission to visit a place.
-

SEMESTER – IV**MTM – 403 (III)****FUNCTIONAL LANGUAGE: (FRENCH)**

Total Mark – 20
Total Lecture – 18
Internal Assessment -5
Group Discussion & Seminar – 6 Periods.
Time – 1.15 hours.

COURSE CONTENT :

- | | | |
|-----------|---|--------------------------|
| 1. | Introduction To French Language | Marks – 8
Lecture – 5 |
| | <ul style="list-style-type: none"> I Alpha Beta II Different Sounds in a Language. III Modified Sounds/ Compound Sounds. IV Counting Numbers V Days of the Week VI Months VII Time (How to read time) VIII Weather Conditions IX Telephone Utilization X Conversation – Introduction XI Books, News papers, Magazines, Shopping facilities XII Familiarization with class room, Items available in the room . XIII Air Port, Air lines, Customs, Immigration, Taxi services, City Buses. Luggage, Directions, Security check. | |
| 2. | Application In Tourism Industry : | Marks – 4
Lecture – 4 |
| | <ul style="list-style-type: none"> I Hotel/ Motel/Guest House – Type of Accommodation Available. II Conversation at Reception in the Hotel (Facilities available in the Hotel) III Food Items- dishes Tasty, Spicy, Chinese’s Indian , Japanese, Continental. IV Greetings : V Places of interest - Guwahati/ Shillong / Dibrugarh – and most important tourist places in India. VI Fair Structure – Charges-Currency, Rupee, Coins. VII Singular - Plural. VIII Masculine – Feminine. IX TV Set, VCR, Radio, etc. | |

- X Travel Agency/ Tour operation/ Water Adventure Sports/ Play ground etc.
- XI Interrogation, ?
Are You
Where do you stay ?
What is your name?
What is your profession?
- XII Description of church, Mosque, Temple and other Religious places historical monuments, park etc.
- XIII Tea, Coffee, Juices, Soft drink and other drinking.

3. Simple Grammar:

Marks – 4
Lecture – 4

- I Vocabulary (Present – Past- Negative Past) 300 Common use words. Adjective in Present and Past Tense.
- II Expression - Beauty, Dances, Dresses, Costumes Family Life, Marriage, Past Tens, Conjugations- verb and Adjectives.
- III Yoga - Naturopathy, Massage, Meditation, Beach, Resort Facilities.
- IV Police Station – Railway Station, Bus Stand, Mode of Conveyance.

4. Translation :

Marks – 4
Lecture – 4

- I Simple translation from French to English.
- II Simple translation from English to French
- III Use of words of Common nature French Sentence Making.
- IV Writing in French Script of object of Common use.
- V Simple application for Permission to visit a place.

SEMESTER - IV**MTM - 404****TITLE : CULTURAL AND HISTORICAL MONUMENT AS TOURIST
ATTRACTION****Total Marks – 50****Total Lecture – 35****Internal Assessment – 10****Group Discussion & Seminar – 6 Periods****Time – 2½****Hrs.****COURSE CONTENT**

1. **Elementary knowledge of Indian History**
 - Ancient, Medieval and Modern with special reference to Assam

Lecture - 9 Marks - 16

2. **Historical Tourism Resources of India**
 - Glimpses of India's Architectural Styles adopted over the ages.
 - Historical Monuments of Tourist significance

Lecture - 8 Marks - 8

3.
 - **Important Historical/Archaeological sites** - Museum, Art Galleries and Libraries - Their location, assets and characteristics.
 - **Popular Religious shrines/centres** - Hindu, Buddhist, Jain, Sikh, Muslim, Christian and others.

Lecture - 8 Marks - 8

4. **Cultural Tourism Resources**
 - Performing Arts of India - Classical dances and Indian Folk dances (Customs and Costumes)
 - Musical instruments and different school of India music.
 - Handicraft of India as Tourism product.
 - Fairs and Festivals - Religious, Social, Commercial and Promotional.

Lecture - 9 Marks – 8

MTM - 405

TITLE : ORGANISATIONAL BEHAVIOUR IN TOURISM

Total Marks – 50

Total Lecture – 35

Internal Assessment – 10

Group Discussion & Seminar – 6 Periods

Time – 2½ Hrs.

COURSE CONTENT

1. ● **Organisation behaviour** - Definition, various disciplines contributing to OB, challenges and opportunities for OB.
 - Values and attitudes, Job satisfaction - Its effect on employee performance.
 - **Perception** - Factors influencing perception and its role in decision making in an organisation. Lecture – 10 Marks - 16

2. ● **Motivation** - Definition and theories motivation - Maslow's Hierarchy of needs, Theory X and Theory Y, Two factor theory, ERG theory, MC. Clelland's theory, Goal setting theory, Equity theory, Expectancy theory and Integrating contemporary theories of motivation.
 - **Leadership** - Its basic nature, Contingency theory of leadership. Lecture – 8 Marks - 8

3. ● **Group behaviour** - Definition and types of group, Stages of group development, Group decision making (strength and weakness)
 - **Communication** - Definition and function, the communication process and barriers to effective communication. Lecture - 8 Marks - 8

4. ● **Organisational Culture** - Its nature, formation and maintenance of organisational culture.
 - **Organisational change** - Determining factors, process of change and its affect on organisational development. Lecture - 8 Marks – 8

SEMESTER - IV

MTM - 406

TITLE : TOURISM ORGANISATION

Total Marks – 50

Total Lecture – 35

Internal Assessment – 10

Group Discussion & Seminar – 6 Periods

Time – 2½ Hrs.

COURSE CONTENT

1. ● **National Tourist Organisation/Administration (NTA)** - Functions and works.
● **Tourist Organisation in India** - Tourist Offices in India and Overseas - Functions and Duties.
● **Indian Tourism Development Corporation (ITDC)** - Its objectives and services to tourist.

Lecture – 10 Marks - 16

2. ● **Ministry of Civil Aviation** - Function and structure, Railway Department, Environment and Forest, Archaeological Survey of India (ASI).

Lecture - 7 Marks - 8

3. ● **Travel Organisation** - American Society of Travel Agents (ASTA), Universal Federation of Travel Agents Association (UFTAA), Travel Agents Association of India (TAAI), Federation of Hotel and Restaurant Association of India (FHRAI), Indian Association of Tour Operators (IATO)

Lecture - 9 Marks - 8

4. ● **International Tourism Organisation - Their Functions.**
● International Union of Official Travel Organisation (IUOTO), World Tourism Organisation (WTO), Pacific Area Travel Association (PATA), International Air Transport Association (IATA), International Civil Aviation Organisation (ICAO).

Lecture - 9 Marks – 8

SEMESTER – IV

MTM 407

**SURVEY AND PREPARATION OF ANALYTICAL REPORTS ON FAIRS AND
FESTIVALS (ANY FIVE)**

(Practical)

Total Marks – 50

Viva Voce – 10

Internal Assessment - 10

Marks – 6x5=30

Total Lecture – 25

Group Discussion and Seminar-6 Periods.

COURSE CONTENT :

- **BIHU**
- **DURGA PUJA**
- **MOHARAM**
- **KHERAI**
- **DOL-JATRA**
- **CHRITSMAS**
- **BHANGRA, KATHAKALI, BHARAT NATYAM, ODISSI, SATRYA DANCE**
- **ID**
- **LOHRI**
- **PONGAL**
- **ONAM**
- **DEWALI**
- **CHAMANGKON (KARBI PEOPLE)**

A analytical report to be submitted two copies at the time of examination of any five.

N.B. Field work must be done personally at the time of respective vacation.

SEMESTER – IV
MTM – 408
(Dissertation)

**APPLICATION OF RESEARCH METHODOLOGY IN STUDYING THE
HISTORICAL MONUMENTS, CULTURAL EVENTS, FESTIVALS AND
NATIONALS PARKS AND SANCTUARY AS A MEANS OF TOURISM
DEVELOPMENT.**

Total Marks – 50
Viva-Voce– 10
Total Lecture – 10
Internal Assessment - 10
Group Discussion & Seminar – 6Periods.

COURSE CONTENT :

- (1) Prepare any one a detail dissertation of a research project and suggestion for their further development from the tourism point of view.
- Historical monuments (any parts of India)
 - Cultural events (any parts of India)
 - Fairs and Festivals (any parts of India)
 - Nationals Parks and Sanctuaries (any parts of India)

Dissertation should be prepared under the guide ship of any faculty member with the approval of the departmental Committee.

N.B. The marks of internal assessment will be distributed as – (i) Allendance - 2 ½ Mark, (ii) Home assignment 2 ½ Mark, (iii) Departmental examination 2 ½ Mark and (iv) Group discussion and Seminar 2 ½ Mark.

SEMESTER - IV

SUGGESTED BOOKS AND JOURNALS

- Sharma, K. K. (1991): *Tourism in India: Center State Administration* Classic Publishing House, Jaipur.
- Shaw, G., Williams, A.M. (1994): *Critical Issues in Tourism; A Geographical Perspective*, Blackwell, London.
- Singh, A. : *Cultural Tourism in India*.
- Singh. R. : *Dynamics of Historical Cultural & Heritage Tourism*
- Singh. R. : *Dynamic of Modern Tourism*
- Kamra K.K. : *Economics of Tourism: Pricing. Impacts & Forecasting*
- Sajnani, M. : *Ency of Tourism Resources In India(2 Vol.)*
- Pathak D.N. Manikut : *Hajo A Heritage (Assamese) ,*
Prakashan Hajo. : *Samannaya Tirtha.*
Lawyers Books stall
Guwahati – 1 (1998)
- Patgiri, J. : *Abibhakta Goalpara jila Satra Aru Math Mandirar Itibritya*
Bina Library Guwahati –1 : (Assamese)
- Hudman & Jackson : *Geography of Travel & Tourism*
- Rai. H. C. : *Hill Tourism Planning & Development*
- Sarkar & Dhar : *Indian Tourism Economic Planning & Strategies*
- Singh. R. : *Infrastructure of Tourism In India.*
- Bhatia. A. K. : *International Tourism Management.*
- Dhar. P.N. : *International Tourism: Emerging Challenge & Future Prospects*
- Jayapalan. N. : *Intro To Tourism*
- Kamra. K.K. : *Managing Tourism Destination: Dev. Planning Marketing. & Policies.*
- Sharma. U. : *Panorama Of Tourism In India.*
- Harris. G. & Katz. K M.: *Promoting International Tourism.*
- Mishra. L. : *Religious Tourism In India.*
- Rajurkar. C.G. : *Socio-Economic Impact Of Tourism.*
- Apostolopoulos : *Sociology Of Tourism.*
- Negi & Manohar : *Tourism (50 Years of Independence)*

- D. Souza. M. : *Tourism Development & Management.*
- Bhatia. A.K. : *Tourism Development: Principles & Practices* (Sterling Publisher, 1991)
- Nigam. D. : *Tourism Environment & Development Of Garhwal Himalaya.*
- Menon. K.M. : *Tourism Management In India.*
- Singh. R. : *Tourism Marketing Principles. Policies & Strategies.*
- Sharma. J.K. : *Tourism Planning & Dev.*
- Goswami. V.K. : *Tourism Growth. Management & Incentives.*
- Davidson. R. : *Travel & Tourism In Europe.*
- S.L. Doshi, P.C. Jain : *Social Anthropology: Raw at Publication, Jaipur – 4*
- Jon Bhendell., Jarathan Higgens : *Nigel Middlemiss Oxford U.P. Oxford OXZ 6 DP 1982: Function in English.*
- Anand, M.M. : *Tourism and Hotel Industry in India* : (Sterling Publishers (P) Ltd. New. Delhi).
- IITTM : *Growth of Modern Tourism-Monograph: (IITTM, New Delhi. 1989).*
- Baymer, Robert A : *Introduction to Hotel and Restaurant Management: (Hub publication, Co., Iowa, 1984).*
- Riceling J.R. Bognt : *Travel and Tourism* (Hospitality Research, London, 1982).
- Percy Brawn : *Indian Architecture – Hindu and Buddhist Period.*
- Harle. J.C. : *The Art and Architecture of Indian Sub Continent.*
- Acharya Ram : *Tourism & Cultural Heritage of India: (ROSA Publication (Jaipur, 1986)*
- Hussain, A.A. *The national culture of India, (National Book Trust, New Delhi – 1987).*
- Mukerjee, R.K. : *The Culture and Art of India: George Allen Unwin Ltd.: London, 1959.*
- L & Reth Fibbs 1976.
- Luiz Moutinch Hall, New York, 1985.
- Geo, Chack : *Professional Travel Agency Management: Prentice Hall, London, 1990.*