

# UNIVERSITY OF LADAKH



**SYLLABUS  
OF  
THE FOUNDATION COURSE  
OF**

**Travel and Tourism Management**

**(UNDER NEP – 2020)**

**(Implemented w.e.f Academic Session 2023-24)**

# UNIVERSITY OF LADAKH

## SYLLABUS OF THE FOUNDATION/INTRODUCTORY COURSE IN TRAVEL AND TOURISM MANAGEMENT

UNDER NATIONAL EDUCATION POLICY - 2020  
(Session 2023-2024)

Semester – I

Course Title: Travel and Tourism Management I

Credits – 4

Course Code: TMS-TM-101-M

Max Marks – 100

**Objective:** This course has been designed to give a basic introduction of travel and tourism sector and its subsidiary services, provide a primary understanding of tourist maps and highlighting of tourist attractions as well as acquaint students about tourism in Ladakh and its key tourist attractions. The course will help students in building a strong foundation of tourism and pave the way for an advanced knowledge of tourism concepts.

**Unit – 1:** Introduction to travel and tourism

1.1: *Basics of tourism:* Meaning and definition of tourism, difference between tourist, excursionist, tourist; inter-regional and intra-regional tourism; inbound and outbound tourism; domestic and international tourism

1.2: *Forms of tourism:* religious, medical, historical, health , conference, conventions, sports and adventure tourism.

**Unit – 2:** Basic introduction to maps and tourist attractions

2.1: *Basics of a map:* Meaning and relevance of maps; how to read a map; tourist map meaning and features; tourist map of India

2.2: *Highlighting tourist attractions and destinations of India:* world heritage sites, national parks, hill stations, pilgrimage destinations, historical places, beaches etc.

**Unit – 3:** Transport, accommodation and subsidiary services

3.1: *Introduction to transport:* Meaning of transport; means of transport-rail, road, air and water ; role of different means of transport in tourism

3.2: *Introduction to accommodation:* Meaning and concept of accommodation; types of accommodation; how to decide on accommodation through various sources

3.3: *Introduction to subsidiary services in tourism:* Meaning and concept of subsidiary services; entertainment and recreation; tourist police, tourist guides, tourist escorts.

**Unit – 4:** Tourism in Ladakh and tourist attractions

4.1: *Historical development of tourism in Ladakh:* Role of early foreign explorers (before 1974); tourism trends in the 70s ,80s and 90s; tourism trends after 3 idiots; current scenario of tourism

4.2: *Popular lakes of Ladakh:* Pangong Lake, Tsomo riri, Tso kar

4.3: *Popular valleys of Ladakh:* Nubra valley, Aryan valley, Suru valley, Zaskar valley

4.4: *Popular religious places of Ladakh:* Religious places: Alchi Monastery, Jama Masjid (Leh and Kargil), Moravian Mission Church, Phugtal monastery, Diskit monastery, Masjid e Jafria,

4.4: *Popular national parks and wildlife sanctuaries of Ladakh:* Hemis National Park;

Karakoram wildlife sanctuary, Changthang wildlife sanctuary etc.

**References:**

**Essential Readings –**

- Swain, S.K. and Mishra, J.M. (2012). *Tourism Principles and Practices*. Oxford Publication.
- Chand, M. (2004). *Basics of tourism: theory, operation and practice*. Kanishka Publishers.
- Robinet Jacob, Mahadevan P. and Sindhu Joseph, *Tourism Products of India : A National Perspective*, Abhijeet Publication, New Delhi, 2012
- Dixit, Manoj, *Tourism Products*, New Royal Book Co., Lucknow. 2007
- Cunningham, Akexander (1998) *Ladak: Physical, Statistical and Historical*, Asian Educational Services, New edition of 1854
- Rizvi, Janet (2012) *Ladakh: Crossroads of High Asia*, OUP India; Third edition(25 April 2012).
- Jina, P.S. (1994) *Tourism in Ladakh Himalaya*. 1st. Ed. Publisher. Indus Publishing Company.
- Jina P.S.(2007) *Tourism and Buddhist monasteries of Ladakh Himalaya*, Kalpaz Publications

**Suggested Readings –**

- Sharma, K. (2014). *Introduction to Tourism Management*. Tata McGraw-Hill Education.
- Roday, S., Biwal, A., & Joshi, V. (2009). *Tourism operations and management*. Oxford University Press.
- Walker, J. R., & Walker, J. T. (2011). *Tourism concepts and practices*. Pearson Education India.
- Sajnani, M., *Encyclopedia of Tourism Resources in India*, Volume 1-2, Kalpaz Publication, Delhi, 2011
- Lidstorm, Lars (2018) *How Tourism Changed India*, Createspace Independent Publishing Platform
- Bhattacharya, Nabarun (2020) *Ladakh-A Wanderer's Spectacle*, Niyogi Books
- Goeldner, C.R and Ritchie, J.R (2012). *Tourism – Principles, Practices and Philosophies*, John Wiley & Sons, Inc.

# Syllabus of the Foundation Course of Travel and Tourism Management under NEP-2020

Semester – II

Course Title: Travel and Tourism Management I

Credits – 4

Course Code: TMS-TM-201-M

Max Marks – 100

**Objective:** This course has been designed to give a basic introduction of one of the most important aspects in travel and tourism sector-tourism documentation, provide a primary understanding of tourism geography and the relationship between tourism and geography, acquaint students about the basics of a travel agency and its management as well as present the fundamentals of tour guiding. The course will help students in building a strong base of tourism and pave the way for an advanced knowledge of tourism concepts.

## Unit – 1: Tourism documentation

- 1.1: *Travel documents:* Meaning, need, significance, travel formalities-passport, VISA, Insurance, Immunization Certificates, Immigration and Emigration; Custom Regulations; visa- meaning, types, Visa on Arrival
- 1.2: *Other formalities:* travel insurance, baggage rules, currency regulation etc.

## Unit – 2: Introduction to tourism geography

- 2.1: *Basics of tourism geography:* meaning and definition, relationship between tourism and geography; elements of geography:
- 2.2: *Other concepts in tourism geography:* shape and size of earth; oceans and continents; latitudes and longitudes; international date line, time zones, climatic regions of the world

## Unit – 3: Introduction to travel agency management

- 3.1: *Concept of travel agents & tour operators:* meaning, definition, concept and types; Difference between travel agents and tour operators; functions of travel agents and tour Operators
- 3.2: *Past, present and future of travel agency & tour operations business:* historical growth and development of travel agency and tour operations business; role of travel intermediaries in promoting tourism; future of travel intermediaries

## Unit – 4: Introduction to tour guiding

- 4.1: *Basic concept of tour guiding:* Meaning and definition of a tour guide; role and importance of a tour guide; characteristics of a tour guide; difference between a tour guide and a tour escort
- 4.2: *Dynamics of tour guiding:* code of conduct for tour guides in India; steps in becoming a tour guide; ethics in tour guiding.

## References:

### Essential Readings –

- Tourist information by Department of tourism, Government of India
- Ahmad, Aizaz: General Geography of India, NCERT, New Delhi
- Atlas of World Oxford Press, New Delhi.
- Aggarwal, Surrender, Travel Agency Management (Communication India, 1983).
- Mohinder Chand , Travel Agency Management – An Introductory Text, Anmol Publications, New Delhi, 2006

- Jag Mohan, Negi, Travel Agency and tour operation, Kanishka Publication New Delhi, 1990.
- Negi, Jagmohan (2007) Tour Guide & Tour Operations: Planning & Organizing, Kanishka Publishers

**Suggested Readings -**

- Visa formalities of different countries (See websites of countries)
- Goh Cheong Long: An Economics Atlas of India, Oxford University.
- National Atlas of India, Govt. of India Publication, Calcutta 1997.
- Singh, R.L.(ed) India: A Regional Geography National Geographical Society of India, Varanasi, 1989.
- Foster, D., the Business of Travel Agency, Pitman, 1990
- Geo, Chack, Professional Travel Agency Management: (Prentice Hall, London, 1990).
- Asher Mark (1999). *Body Language*, Carlton Books Limited.
- Barker Alan (2007). *Improve Your Communication Skills*, Kogan Page, New Delhi.