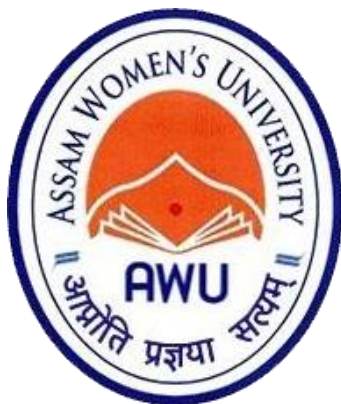


**COUSRE STRUCTURE AND SYLLABUS  
OF  
FIVE-YEARS INTEGRATED POST GRADUATE PROGRAMME (FYIPGP)  
INTEGRAYED MASTER OF TOURISM AND TRAVEL MANAGEMENT (INTEGRATED  
MTTM)  
(As Per NEP 2020)**



**DEPARTMENT OF TOURISM AND TRAVEL MANAGEMENT ASSAM WOMEN'S  
UNIVERSITY**

**JORHAT, ASSAM-785004**

*Salidur Alam*

**Signature**

**Dept of Tourism and Travel Management**

### **About The Department**

The Department of Tourism & Travel, under the School of Hospitality, Tourism & Travel of this university offers **FIVE-YEARS INTEGRATED POST GRADUATE PROGRAMME**. The main objective of the department is to produce dynamic tourism professionals. The Department spare no efforts to groom the students, not only in their chosen discipline, but also broaden their mindsets and create positive attitudes thus equipping them with all qualities to make them an asset to whichever institute/organization they may join.

**Programme Offered: five-years integrated post graduate programme(FYIPGP)**

**Duration: 5 years (10 semesters)**

### **PROGRAMME OBJECTIVES:**

1. PO1: To develop a foundational understanding of the tourism and travel industry.
2. PO2: To equip students with the necessary skills to pursue successful careers in the tourism industry.
3. PO3: To enhance students' soft and hard skills to excel as professionals in the tourism sector.
4. PO4: To foster entrepreneurial skills among students to contribute to a thriving business ecosystem.
5. PO5: To cultivate managerial skills in students to effectively address managerial challenges in tourism and hospitality.
6. PO6: To develop research skills in students to enable career opportunities in research.
7. PO7: To creating ethical values in students to uphold professionalism in the industry.
8. PO8: To ensure students possess knowledge on environmental and sustainability aspects relevant to the tourism sector.

### **PROGRAMME OUTCOME**

1. PO1: Students will develop a strong foundational understanding of the tourism and travel industry by accurately understanding the key concepts, terminologies, and theories.
2. PO2: Students will be able to apply their acquired skills effectively in various roles within the tourism industry, leading to successful careers and professional advancement.
3. PO3: Students will analyse complex problems and situations in the tourism sector, demonstrating critical thinking and problem-solving skills to excel in their professional roles.
4. PO4: Students will demonstrate the ability to synthesize information and ideas to create innovative solutions, showcasing entrepreneurial spirit and contributing to a dynamic business environment.
5. PO5: Students will evaluate managerial challenges in the tourism and hospitality sector, developing decision-making skills and strategic thinking to address these challenges effectively.
6. PO6: Students will comprehend research methodologies and tools, enabling them to conduct meaningful research in the field of tourism and explore career opportunities in research-oriented roles.
7. PO7: Students will exhibit ethical behaviour and values in their professional practice, creating a culture of professionalism and integrity within the tourism industry.
8. PO8: Students will possess knowledge on environmental and sustainability aspects relevant to the tourism sector.

**Credit distribution matrix for Five Year Integrated PG Programme in Tourism and Travel Management**

Year	Semester	Core/ DSC	DSE	Minor	IDC	AEC	SEC	Internship	VAC	Research Project/Dissertation or Advance level courses in lieu of Dissertation	Total
1	<b>I</b>	4	-	5	3	2	3	--	3	--	<b>20</b>
	<b>II</b>	4	-	5	3	2	3	--	3	--	<b>20</b>
2	<b>III</b>	8	-	4	3	2	3	--	--	--	<b>20</b>
	<b>IV</b>	12	-	6	--	2	--	--	--	--	<b>20</b>
3	<b>V</b>	12	-	4	--	--	--	4	--	--	<b>20</b>
	<b>VI</b>	16	-	4	--	--	--	--	--	--	<b>20</b>
4	<b>VII</b>	16	-	4	--	--	--	--	--	--	<b>20</b>
	<b>VIII</b>	8	-	--	--	--	--	--	--	12	<b>20</b>
5	<b>IX</b>	8	12	-	-	-	-	-	-	2	<b>22</b>
	<b>X</b>	8	6	-	-	-	-	-	-	8	<b>22</b>
<b>Total</b>		<b>96</b>	<b>18</b>	<b>32</b>	<b>9</b>	<b>8</b>	<b>9</b>	<b>4</b>	<b>6</b>	<b>22</b>	<b>204</b>

**Code explanation:**

- Core / major;
- M=Disciplinary/interdisciplinary Minor,
- IDC=Inter Disciplinary Course,
- AEC=Ability Enhancement Course,
- SEC=Skill Enhancement Course,
- VAC=Value Added Course
- DSE= Discipline Specific Elective
- DSC – Discipline Specific Course (Maximum 04 Courses) - 5th Year
- DSE – Discipline Specific Elective (Minimum 05 Courses) - 5th Year
- L,T,P = Lecture, Tutorials, Practicals

**Semester wise and component wise distribution of Courses**

Year	Semester	Discipline Specific Course- (Core)- NSA	Minor		Interdisciplinarity	AEC- (English/ MIL/Regional Language)	SEC/Internship/ Apprenticeship/ Dissertation	VAC	Total credits
			No. of Courses	No. of Courses					
1	I	IPMTMJ1401	IPMTMN1501		IPMTMD1301	IPENAE1301	IPTMSE1301	IPVA1319	21
	II	IPMTMJ2401	IPMTMN2501		IPMTMD2301	IPENAE2302	IPTMSE1302	IPVA2319	21
<b>Exit -1: UG Certificate in Tourism and Travel Management</b>									
2	III	IPMTMJ3401 IPMTMJ3402	IPMTMN3401		IPMTMD3301	IPENAE3303	IPTMSE3301	----	21
	IV	IPMTMJ4401 IPMTMJ4402 IPMTMJ4403	IPMTMN4301 IPMTMN4302				----	----	20
<b>Exit -2: UG Diploma in Tourism and Travel Management</b>									
3	V	IPMTMJ5401 IPMTMJ5402 IPMTMJ5403	IPMTMN5401				Internship IPMTIN5401	----	20
	VI	IPMTMJ6401 IPMTMJ6402 IPMTMJ6403 IPMTMJ6404	IPMTMN6401		----	----		----	20

**For students who undertake 3-year UG Programme, UG Degree will be awarded in Tourism and Travel Management (Bachelor of Tourism and Travel management)**

4	VII	IPMTMJ7401 IPMTMJ7402 IPMTMJ7403 IPMTMJ7404	IPMTMN7401	----	----	----	----	20
	VIII	IPMTMJ8401 IPMTJ8402	---	----	----	Res. Proj./Dissertation IPMTD81203	----	20

**For students who undertake 4-year UG Programme, UG Degree will be awarded as Four Year Undergraduate in Bachelor of Tourism and Travel Management (BTM) Programme (FYUGP-single major)**

**160**

**Total**

**The 5 year Integrated PG Programme (FYIPGP) shall follow the 4+1 year pattern with 8 semesters of the FYUGP in the first 4 years and the final 2 semesters in 1 year. The Schedule of Courses of the first eight semesters shall be as per the FYUGP Regulations under CBCS as per NEP 2020.**

**The Structure of the Course-set up in the 5th Year (9th & 10th Semesters) of the FYIPGP will be as given below:**

5	IX	IPMTMJ9401 IPMTMJ9402 IPMTE9403 IPMT9402 IPMT9403		.....	.....	Dissertation // Academic Writing / 1 Community project proposal / Lab Work/ Book review	.....	22
	X	IPMTMJ10401 IPMTMJ10402 IPMTE10301 IPMT10302		.....	.....	IPMTD9201 Dissertation /2 DSE IPMTD10801	.....	22
<b>Grand Total (Semester I, II, III, IV, V, VI, VII, VIII, IX &amp; X)</b>								<b>204</b>
The students on exit shall be awarded a PG Degree (Tourism and travel Management), or Integrated 5 years PG Degree)after								

	securing the requisite 204 Credits on completion of Semester 10		
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**Note:**

After completion of internship during Summer Term, students will have to submit a report with a completion certificate and comments from the internship supervisor/coordinator.





Year	Semester	Component	Course Code	No. of Courses	Credit Per Course	Total Credit
First Year	I	Fundamentals of Tourism	IPMTMJ1401	1	4	4
		Principles of Management	IPMTMN1501	1	5	5
		To Be Opt from Other Dept.	IPMTMD1301	1	3	3
		Communication skills (provided by the concerned dept.)	IPENAE1301	1	2	2
		Computer Application	IPMTSE1301	1	3	3
		VAC (to be opted from the pool of courses.)	IPVA1319	1	3	3
						21
	II	Tourism Resources of Assam, North-East & India	IPMTMJ2401	1	4	4
		Tourism Marketing	IPMTMN2501	1	5	5
		To Be Opt from Other Dept.	IPMTMD2301	1	3	3
		Digital Communication	IPENAE2302	1	2	2
		Soft Skills and Personality Development	IPMTSE1302	1	3	3
		VAC ( to be opted from the pool of courses.)	IPVA2319	1	3	3
					21	
Second Year	III	Tourism Geography	IPMTMJ3401	1	4	4
		Tourism Impacts	IPMTMJ3402	1	4	4
		*Human Resource Management in Tourism	IPMTMN3401	1	4	4
		To Be Opt from Other Dept.	IPMTMD3301	1	3	3

		Spoken English (provided by the concerned dept.)	IPENAE3303	1	3	3	
		Tour Guiding Skills	IPTMSE3301	1	3	3	
						21	
	<b>IV</b>	Travel Agency & Tour Operation Management	IPMTMJ4401	1	4	4	
		Travel Documentation	IPMTMJ4402	1	4	4	
		Transportation Management	IPMTMJ4403	1	4	4	
		Customer Relationship Management	IPMTMN4401	1	<b>4</b>	<b>4</b>	
		Organizational Behavior	IPMTMN4402	1	<b>4</b>	<b>4</b>	
						20	
	<b>Third Year</b>	<b>V</b>	Itinerary Planning and Costing	IPMTMJ5401	1	4	4
			Cultural, Heritage and Tourism	IPMTMJ5402	1	4	4
Promotional Strategies in Tourism			IPMTMJ5403	1	4	4	
Tourism Economics			IPMTMN5401	1	4	4	
Internship			IPMTIN5401	1	4	4	
						20	
<b>VI</b>		E –Tourism	IPMTMJ6401	1	4	4	
		Hospitality Management	IPMTMJ6402	1	4	4	
		Aviation Management	IPMTMJ6403	1	4	4	
		Tourism Entrepreneurship	IPMTMJ6404	1	4	4	
		Tourism Business Law	IPMTMN6401	1	4	4	
					20		

<b>Fourth Year</b>	<b>VII</b>	Study Tour	IPMTMJ7401	1	4	4
		Front Office Management	IPMTMJ7402	1	4	4
		Adventure Tourism	IPMTMJ7403	1	4	4
		Event Management	IPMTMJ7404	1	4	4
		Consumer Behavior	IPMTMN7401	1	4	4
						20
	<b>VIII</b>	Ecology, Environment & Tourism	IPMTMJ8401	1	4	4
		Research Methodology	IPMTMJ8402	1	4	4
		Dissertation / Project	IPMTD81203	1	12	12
<b>Fifth Year</b>	<b>IX</b>	Tourism Policy, Planning & Development	IPMTMJ9401	1	4	4
		Tour Leadership and Management	IPMTMJ9402	1	4	4
		Special Interest Tourism	IPMTDS9401		4	4
		International Tourism	IPMTDS9402	1	4	4
		Travel Photography & Travel Writing	IPMTDS9403	1	4	4
		Dissertation (Writing a Research Proposal and Review of Related Literature) / Academic Writing / 1 Community project proposal / Lab Work/ Book review of 2 credits in lieu of Dissertation**for those who have already done a dissertation in their 4th year at the UG level of the FYUGP	IPMTD9201	1	2	2
						22

**Semester Wise and  
Component**

<b>X</b>	Destination Management & Marketing	IPMTMJ10401	1	4	4
	Meeting, Incentives, Conventions and Exhibitions	IPMTMJ10402	1	4	4
	Medical & Wellness Tourism	IPMTE10301	1	3	3
	Case Studies in Tourism	IPMT10302	1	3	3
	Dissertation (Collection of Data, Analysis and Preparation of Report) / 2 DSE Courses of 4 credits each in lieu of Dissertation for those who have already done a dissertation in their 4th year at the UG level of the FYUGP.	IPMTD10801	1 or 2	8 or 4 + 4	8
					22

**SYLLABUS  
OF  
FIVE-YEARS INTEGRATED POST GRADUATE PROGRAMME (FYIPGP)  
INTEGRATED MASTER OF TOURISM AND TRAVEL MANAGEMENT (INTEGRATED MTTM)  
(As Per NEP 2020)**



**DEPARTMENT OF TOURISM AND TRAVEL MANAGEMENT ASSAM WOMEN'S UNIVERSITY**

**JORHAT, ASSAM-785004**



**Course Name: Fundamentals of Tourism**

**Course Code: IPMTMJ1401**

**Credit Hours: 4 (L-3 , T-1, P-0)**

**Course Objective:**

CO1: To introduce the key concepts and definitions of tourism.

CO2: To enhance the understanding of the different forms of tourism and its characteristics

CO3: To explain the tourism organizations in details

CO4: To describe the tourism system

CO5: To explain the travel Intermediaries

CO6: To discuss the roles of the travel intermediaries such as Transportation, Accommodation industry

CO7: To discuss the effectiveness of travel intermediaries to satisfy tourists.

**Course Outcome:**

CO1: Students will gain the knowledge of fundamental concepts and definitions of tourism (**Knowledge**)

CO2: Students will able to understand the different forms of tourism and their characteristics (**Understanding**)

CO3: Students will able to Explain the tourism organizations (**Understanding**)

CO4: Students will able to discuss the tourism system(**understanding**)

CO5: Students will able to explain the travel Intermediaries (**Understanding**)

CO6: Students will able to analyze the strength and weakness of travel intermediaries such as transportation, accommodation industry (**Analyzing**)

CO7: Students will able to evaluate the effectiveness of travel intermediaries to satisfy tourists (**Evaluating**).

<b>Module</b>	<b>Topic</b>
<b>1: Concept of Tourism &amp; Travel</b>	<ul style="list-style-type: none"><li>○ Defining Tourism –</li><li>○ Forms of Tourism-</li><li>○ Tourism System</li><li>○ Definition and Distinction between Travellers, Visitors, Excursionist, Tourist</li><li>○ Historical Perspective on the Development of Tourism</li></ul>
<b>2: Structure and Organization of Tourism Industry</b>	<ul style="list-style-type: none"><li>○ Components of tourism and its Characteristics</li><li>○ 5A's of Tourism</li><li>○ The Accommodation Sector</li><li>○ Transportation</li><li>○ Travel Intermediaries</li></ul>
<b>3: Travel Motivators</b>	<ul style="list-style-type: none"><li>○ Significance of Tourism;</li><li>○ Motivation for Travel;</li><li>○ Classification of Traveler;</li><li>○ Push &amp; Pull Factors;</li><li>○ Typology of Tourism;</li></ul>



<b>4: Tourism Organization</b>	<ul style="list-style-type: none"> <li>○ UN World Tourism Organization (WTO)</li> <li>○ World Tourism &amp; Travel Council (WTTC)</li> <li>○ Ministry of Tourism, Govt. of India</li> <li>○ Travel Agent Association of India (TAAI)</li> <li>○ Indian Association of Tour Operators (IATO)</li> <li>○ Federation of Hotel &amp; Restaurant Association of India (FHRAI)</li> </ul>

### SUGGESTED TEXT BOOKS

1. Swain, S.K. & Mishra, J.M.(2012). Tourism Principles & Practices, Oxford University Press, New Delhi.
2. Bhatia A.K. (2002), International Tourism Management, Sterling Publishers, New Delhi.

### REFERENCE BOOKS

1. Goeldner, C.R. & Brent Ritchie, J.R. (2006). Tourism, Principles, Practices, Philosophies. John Wiley and Sons, New Jersey.
2. Page Stephen J. Brunt Paul, Busby Graham and Cornell .J (2007). Tourism: Modern Synthesis. Thomson Learning. London. U.K.
3. Gee, Chuck Y., James C. Makens., and Dexter J.L. Choy. (1997). The Travel Industry, Van Nostrand Reinhold, New York.
4. Youell, R.(1998). Tourism-An Introduction. Addison Wesley Longman, Essex.
5. Michael M. Coltman. (1989). Introduction to Travel and Tourism- An International Approach. Van Nostrand Reinhold, New York.

**Course Name: Principles of Management**

**Course Code: IPMTMN1501**

**Credit Hours: 5 (L-4 , T-1, P-0)**

**Course Objective:**

CO1: To introduce the key management theories, features, nature and functions of management.

CO2: To discuss the concepts of planning,organizing,staffing ,leading, controlling and decision making to solve managerial problems

CO3: To explain the different approaches and styles of management

CO4: To discuss the effective communication

CO5: To discuss the impact of management planning,organizing,leading ,controlling and decision making in the organization

**Course Outcome:**

CO1: Students will gain knowledge of basic management concepts and definitions (**Remembering**)

CO2: Students will be able to understand management theories, features, nature and functions of management(**Understanding**)

CO3: Students will be able to apply planning and decision-making process to real world scenarios (**Applying**)

CO4: Students will be able to apply management concepts and principles to real world scenarios (**Applying**)

CO5: Students will be able to create effective communication strategies (**Synthesizing**)

CO6: students will be able to evaluate leadership styles and approaches (**Evaluating**)

<b>Module</b>	<b>Topic</b>
<b>1: Meaning and Concept of Management</b>	<ul style="list-style-type: none"><li>• Concept &amp; Definitions, Features of Management,</li><li>• Management As Science, Art &amp; Profession,</li><li>• Levels of Management,</li><li>• Nature of Management</li><li>• Process, Classification of Managerial Functions,</li><li>• Evolution of Management Thought Approaches</li><li>• To Management (Classical, Behavioural, Quantitative Contingency),</li><li>• Contribution of Leading Thinkers,</li><li>• Recent Trends In management Thought.</li></ul>
<b>2: Planning</b>	<ul style="list-style-type: none"><li>• Process and Types,</li><li>• Decision Making Process,</li><li>• Management By Objectives (MBO),</li><li>• Forecasting</li></ul>
<b>3: Principles of Organizing</b>	Organizing: Nature & Principles of Organization, Span of Management, Authority &

	Responsibility, Delegation and Decentralization, Forms of Organization Structure, Line & Staff Authority Relationships
<b>4: Directing &amp; Concept and Process of Control</b>	<ul style="list-style-type: none"> <li>• Principles of directing – Motivation –</li> <li>• Motivation – Concept and concept and content theories,</li> <li>• Communication – Process, Barriers and types,</li> <li>• Leadership – concept, styles and skills,</li> <li>• Coordination, Controlling: Nature &amp; Process of Controlling</li> </ul>

#### **SUGGESTED TEXT BOOKS**

1. Koontz, H. and Weihrich, H. (2010). Essentials of Management. McGraw Hill Publishing House, Singapore.
2. Prasad, L.M.(2008 ) Principles of Management, Sultan Chand & Sons, New Delhi.

#### **SUGGESTED REFERENCE BOOKS**

1. Richard .M H. (1993). Management, Academic Press, New Jersey.
2. Hampton, D. R. (1992). Management, TATA McGraw Hill, International Edition, Tokyo.
3. Stoner, J.A.F&Wankel, I.C. (1999). Management, Prentice Hall India, New Delhi.
4. Peter F. D. (1987). Practice of Management, Pan Books, London.
5. Peter F D. (1983). Innovation and Entrepreneurship, Butterworth & Heinemann, New York

**Course Name: Basics of Tourism - I**  
**Credit Hours: 3 (L-2 , T-1, P-0)**

**Course Objective:**

CO1: To introduce the fundamental concepts and definitions of tourism.

CO2: To identify the different forms of tourism and its characteristics

CO3: To explain the tourism organizations in details

CO4: To explain the travel Intermediaries such as Transportation, Accommodation, and tour operators.

**Course Outcome:**

CO1: Students will gain the knowledge of tourism concepts and definitions(**Remembering**)

CO2: Students will able to understand different forms of tourism and their characteristics(**Understanding**)

CO3: Students will able to explain the tourism organizations in details(**Understanding**)

CO4: Students will able to explain the travel Intermediaries such as Transportation, Accommodation, and tour operators(**Understanding**)

<b>Module</b>	<b>Topic</b>
<b>1. Concept of Tourism &amp; Travel:</b>	<ul style="list-style-type: none"><li>• Defining Tourism –</li><li>• Components of Tourism 5A's-</li><li>• Meaning of Visitors, Travellers, Tourist, Excursionist- Purpose of Travel-</li><li>• Forms of Tourism: Domestic, Inbound, Outbound, Internal -National, International-</li></ul>
<b>2. Structure &amp; Organization of Tourism</b>	<ul style="list-style-type: none"><li>• Tour Operators-</li><li>• Accommodation Sectors-</li><li>• Transportation- Types;</li><li>• Regulatory Bodies of Tourism</li></ul>
<b>3. Emerging Areas in Tourism:</b>	<ul style="list-style-type: none"><li>• Wildlife Tourism-</li><li>• Eco Tourism- Rural Tourism-</li><li>• Medical Tourism-</li><li>• Cultural Tourism-</li><li>• Heritage Tourism-</li></ul>

	<ul style="list-style-type: none"> <li>• Pilgrimage Tourism-</li> <li>• Film Tourism-</li> <li>• Adventure Tourism-</li> <li>• MICE</li> </ul>
<b>4. Tourism Resources of India:</b>	<ul style="list-style-type: none"> <li>• Popular Hills Station –</li> <li>• Wildlife Destinations –</li> <li>• World Heritage Sites-</li> <li>• Beaches-</li> <li>• Fairs and Festivals –</li> <li>• Important Pilgrimage Centers-</li> <li>• Food habits &amp; Cuisines;</li> </ul>

#### **SUGGESTED TEXT BOOKS**

1. Swain, S.K. & Mishra, J.M.(2012). Tourism Principles & Practices, Oxford University Press, New Delhi. 2. Bhatia A.K. (2002), International Tourism Management, Sterling Publishers, New Delhi.

#### **SUGGESTED REFERENCE**

1. Lonely Planet
2. Incredible India Website
3. State tourism websites

**Course Name: Computer Application**

**Course Code: IPTMSE1301**

**Credit Hours: 3 (L-2 , T-0,P-1)**

**Course Objective:**

CO1: The purpose of this paper is to expose the students to the basics computer terminology and identify computer hardware components

CO2: To understand computer software and their applications and uses

CO3: To understand internet and their applications and uses

CO5: To familiarize the students with the computer skills to practical tasks.

**Course Outcome:**

CO1: Students will able to acquire knowledge on the basics computer terminology(**Remembering**)

CO2: Students will able to understand the computer hardware components(**Understanding**)

CO3: Students will able to understand computer software and their applications and uses(**Understanding**)

CO4: Students will able to understand internet and their applications and uses(**Understanding**)

CO5: Students will able to apply basic computer skills to practical tasks.(**Applying**)

<b>Module</b>	<b>Topic</b>
<b>1. Introduction to Computers:</b>	<ul style="list-style-type: none"><li>• Classification,</li><li>• Generations,</li><li>• Organization,</li><li>• Capabilities Characteristics &amp; Limitations,</li><li>• Application of Computer in Tourism Industry</li></ul>
<b>2. Introduction to Computer Hardware's</b>	<ul style="list-style-type: none"><li>• : Components of Computers-Hardware:</li><li>• Hardware elements - input, storage, processing &amp; output devices.</li><li>• Block diagram of computer</li></ul>
<b>3. Introduction to Computer Software's</b>	<ul style="list-style-type: none"><li>• Types of Software,</li><li>• System Software,</li><li>• Application Software,</li><li>• Utility Software's,</li><li>• Use of MSOffice:</li><li>• Basics of MS-Word.</li><li>• MS-Excel and</li><li>• MS-Power Point;</li></ul>
<b>4. Introduction to Internet</b>	<ul style="list-style-type: none"><li>• Introduction to Internet:</li><li>• Definition of networks, concepts of web page, website and web searching (browsing). Benefits, Application, Working, Hardware and Software requirements,</li><li>• World Wide Web,</li><li>• Web Browser, URL, Search Engines.</li></ul>

### SUGGESTED TEXT BOOKS

1. Leon & Leon, Introduction to Computers, Vikas Publishing House, New Delhi. –
2. June Jamrich Parsons, Computer Concepts 7th Edition, Thomson Learning, Bombay.
3. Comer 4e, Computer networks and Internet, Pearson Education - White, Data Communications & Computer Network, Thomson Learning, Bombay.