

B. A. WITH TOURISM & TRAVEL MANAGEMENT
6th SEMESTER
DISCIPLINE SPECIFIC ELECTIVE (DSE)

OPTION - I

TTM620DA: TOURISM & TRAVEL MANAGEMENT: HERITAGE TOURISM MANAGEMENT

CREDITS: THEORY: 4; PRACTICAL: 2
MAX. MARKS: THEORY: 60; PRACTICAL: 30
MIN. MARKS: THEORY: 24; PRACTICAL: 12

COURSE OBJECTIVES:

Students will understand, identify, and evaluate various meanings, uses, and values of heritage, including how heritage differs from history. Students will identify and evaluate relevant international and national policies, regulations, and industries involved in management and protection of cultural heritage and their uses through tourism. Students will discuss and debate the roles and responsibilities of heritage professionals.

Theory: 04 Credits (60 Marks)

Unit I: Heritage Perspectives

Terms and definitions of Heritage: Definitions of Heritage and History. Natural and Cultural Heritage; Tangible and Intangible Cultural Heritage; Heritage Discourses; The concept of 'World Heritage'; UNESCO World Heritage Convention (1972); UNESCO Intangible Heritage Convention (2003); Concept of 'Difficult heritage.'

Unit II: Heritage and Tourism

Concept of Heritage Tourism; Marketing heritage; Authenticity and Commodification of Cultural Heritage; Souvenirs and Tourism; Experiences of host communities and tourists in cultural encounters; Tourism at World Heritage Sites; Heritage Issues in Tourism: Issues of conservation and ethics; Museums and Tourism: Functions and Roles of museums in nation-building, identity-building and tourism development; the impact of tourism on the authenticity of heritage sites and their function in the local communities.

Unit III: Heritage Organizations

World Heritage Convention; UNESCO; ICOMOS; ICOM; ICCROM; IUCN; ASI ; INTACH and SPS Museum; Roles and Responsibilities of Heritage Professionals.

Unit IV: Heritage Resources of J&K

Natural heritage of J&K: Natural Landscapes, Plateaus of Kashmir, Water-bodies, rivers and canals of Kashmir; Wildlife Sanctuaries and Natural parks; Treks and trails of touristic importance; Floating Gardens of Kashmir. Cultural Landscapes: The Old city of Srinagar as a Heritage City; Built Heritage of Kashmir: Archaeological Sites, Mughal Gardens, Forts, Monuments and Other Material Heritage of J&K
Heritage Practices: Heritage Performances; Oral heritage of Kashmir; Papiér Maché; Arts and Crafts of Kashmir.

Recommended Readings:

Di Giovine, M. A. (2008), *Heritage-scape: UNESCO, World Heritage and Tourism*. Lanham, MD: Lexington Books
Harrison, Rodney (2012), *Heritage: Critical Approaches*, Routledge
Lowenthal, David (1998), *The Heritage Crusade and the Spoils of History*. Cambridge University Press, Cambridge.
Rowan, Yorke & Uzi Baram (eds.) (2004), *Marketing Heritage: Archaeology and the Consumption of the Past*. AltaMira Press, Walnut Creek.

PRACTICALS: 02 CREDITS (30 MARKS)

Unit 01: Museum Visits

The students will undertake visits to the SPS Museum and Museum of the Central Asian Studies of University of Kashmir, and acquire practical knowledge about the art collections, museographic and curatorial practices of these museums and their strategies for valorization through tourism.

Unit 02: Heritage inventory

The Students will undertake a field study of the local area and explore, identify, and inventorize both tangible and intangible natural and cultural heritage of the area, particularly highlighting the touristic importance of such heritage. Local Heritage walks will be developed from the field studies, and a detailed report will be prepared by students for evaluation.

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OPTION - II

TTM620DB: TOURISM & TRAVEL MANAGEMENT: TOURISM RESOURCES OF INDIA

CREDITS: THEORY: 4; PRACTICAL: 2
MAX. MARKS: THEORY: 60; PRACTICAL: 30
MIN. MARKS: THEORY: 24; PRACTICAL: 12

COURSE OBJECTIVES:

The course gives information regarding natural, build and symbiotic tourism resources of the country and it will help students to know the background elements of tourism resources.

Theory: Credits: 4

Marks: 60

Unit I

Resources: Meaning and Concept; Tourism Resource: Meaning and Concept; Types of tourism Resources; India: A brief historical and physiographic Profile; Seasons and climatic regions.

Unit II

The Northern Mountains: General introduction of the Himalayas, their importance for religious, cultural, natural, and adventure tourism (Shimla, Nainital, Darjeeling & Gangtok).

Unit III

The Northern and Central Plains: General introduction of Northern Plains, deserts and central plains, their Importance for natural, cultural, religious & adventure tourism (Delhi, Jaipur & Agra).

Unit IV

The Coastal Area: General introduction, features of coastal areas; tourism significance of Khajuraho, Hyderabad, Bangalore, Ooty; The coastal plains and islands: General features of coastal regions, their Importance for religious, cultural & beach tourism (Mumbai, Goa, and Lakshadweep).

PRACTICAL: CREDITS: 2

MARKS: 30

- ✓ Field visit to any tourist spot and students shall submit a brief report on tourist resources of any one of the geographical regions of India supported with the relevant literature.
- ✓ Conduct of Group Discussion, Seminars and Presentations on any of the topics as mentioned in the theory part of the course. Students will be evaluated on the basis of their participation, documentation and performance in these activities.

SUGGESTED READINGS:

1. Basham, A.L., *The Wonder That Was India*, Rupa and Co., New Delhi
2. Hussain, Abid, S., (reprint) *The National Culture of India*, National Book Trust, New Delhi.
3. Hawkins. R.E., *Encyclopaedia of Indian Natural History*.
4. Hay, Stephen, (Ed.), *Sources of Indian Tradition*, 2 vols., Penguin Books, Delhi

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OPTION - III

TTM620DC: TOURISM & TRAVEL MANAGEMENT: ACCOUNTING FOR TOURISM MANAGERS

CREDITS: THEORY: 4; PRACTICAL: 2
MAX. MARKS: THEORY: 60; PRACTICAL: 30
MIN. MARKS: THEORY: 24; PRACTICAL: 12

COURSE OBJECTIVES:

The basic purpose of this paper is to apprise the students about the fundamentals of accounting so that they can analyse and interpret the financial statements of various business enterprises particularly related to tourism and hospitality.

Course Contents:

Theory: 4 Credits

Marks: 60

Unit-I

Basics of Accounting, Need, development and functions; Generally accepted accounting principles-Concepts & Conventions; Journalizing Transactions-Rules of debit and Credit; Ledger -Posting from Journal to Ledger.

Unit-II

Trail Balance-Preparation, features and objectives; Depreciation, Provisions and reserves; Measurement of income- Capital and Revenue: Classification of Income; Classification of expenditure; Classification of receipts, Accounting concept of income; Accounting concepts and income measurement; Expired cost and income measurement

Unit-III

Final accounts relating to tourism business; Trading account; Profit and Loss Account; Balance Sheet of business firms relating to tourism; Adjustment entries. Rectification of errors: Classification, Location and Rectification Suspense Account; Effect on Profit.

Unit -IV

Module of cost, log book, cost sheet, computation of cost per kilometre, utilization ratio and ratio statement. Hotel and Canteen Costing; Canteen cost statement, calculation of room rent per day.

PRACTICAL: CREDITS: 2

MARKS: 30

- ✓ Field visit to any nearby place of touristic importance for scanning accounting practices and procedures adopted in tourism related business.
- ✓ Preparation of accounting Conduct of Group Discussion/Seminars/Presentations on any of the topics as mentioned in the theory part of the course. Students will be evaluated on the basis of their participation, documentation and performance in these activities.

SUGGESTED READINGS

1. *Batacharya S.K and Dearden J, Accounting for Management, Text and Cases: Vikas Publishing House, New Delhi.*
2. *Heitger L.E and Matulich S, Financial Accounting, Tata McGraw Hills.*
3. *Gupta R.L and Radhaswamy M, Advanced Accountancy, Sultan Chand and Sons.*
4. *Anthony R.N and Reece J.S, Accounting Principles, Homewood Illinois.*
5. *Asish K Bhattacharyya; Essentials of Financial Accounting, Prentice Hall of India.*
6. *Niagm and Jain; Cost Accounting: Principles and Practice, Prentice Hall of India.*
7. *Banerjee; Cost Accounting ñ Theory and Practice, 12th Edition, Prentice Hall of India.*