

COURSE CURRICULUM
ON
TRAVEL AND TOURISM STUDIES
IN NORTH EAST INDIA

উত্তৰ পূব ভাৰতৰ
ভ্ৰমণ আৰু পৰ্যটন অধ্যয়ন

(Six Months Certificate Course)
(ছয় মাহৰ প্ৰমাণপত্ৰ পাঠ্যক্ৰম)

OFFERED BY
Department History
Sapatgram College, Sapatgram



INTRODUCTION (About the Course)

It is common to confuse the terms tourism, travel, and hospitality or to define them as the same thing. While tourism is the all-encompassing umbrella term for the activities and industry that create the tourist experience, travel is the activity of moving between different locations often for any purpose but more so for leisure and recreation. On the other hand, hospitality can be defined as “the business of helping people to feel welcome and relaxed and to enjoy themselves” .Simply put, the hospitality industry is the combination of the accommodation and food and beverage groupings, collectively making up the largest segment of the industry. Tourism is one of the most important sectors in the world economy, and it is now considered as an efficient tool for promoting economic growth. Tourism is the world’s largest industry and it represents the fastest growing segment of this market. Tourism industry with an impressive growth rate across the world is one of the fastest growing industries.

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 skilled, semi-skilled and unskilled labour. Since it is a Service industry, it creates employment opportunities for the local population as well. The concept of tourism is new with tremendous potentiality for sustainable developments of nature-based tourist resources include beautiful forest and wild life and landscapes. Though Assam is a very backward state in comparison to some other states of Assam, yet it has the greatest potentiality to develop tourism industry. Assam has tremendous strength of tourism attractions like scenic beauty, cultural variety, ethnic mixture, and diverse flora and fauna. Now-a-days, Tourism has become very instrumental and beneficial for developing countries, where the level of unemployment and underemployment trends seems 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.

TOURISM: AN INTERDISCIPLINARY SUBJECT

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 educational 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.

EMPLOYMENT OPPORTUNITIES IN TOURISM SECTOR:

The Tourism industry comprised of mainly four distinctive sectors.

1. Government. Sector.
2. Transport, Accommodation and Hospitality
3. Space in Travel Agency Service
4. Self-Employment

1. Govt. Sector: The fact that tourism is one of the rapidly growing sectors of the world economy is beyond doubt. The development of the tourism sector not only increases economic growth directly, but also it can provide job opportunities the unemployed youths mainly in Government 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.

2. Transport, Accommodation and Hospitality: In the transportation sectors mainly in the airlines services, student graduates in Tourism studies 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. On the other hand the students of Tourism studies can get huge employment in In the Indian Railway service also.

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. Space in Travel Agency Service:In the Travel Agency Service there is also a huge employment opportunities for the Tourism Graduates and post Graduates. 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.

COURSE STRUCTURE AND SYLLABUS

For Six Month Certificate Course of Travel and Tourism

Department History
Sapatgram College, Sapatgram

FUNDAMENTALS OF TOURISM:SCOPE AND OPPORTUNITIES OF TOURISM IN ASSAM

Total Marks – 50
Total Lecture – 30
Group Discussion & Seminar – 2

CONTENTS:

Unit 1: Theory and Basic Concept of Tourism

পৰ্যটনৰ তত্ত্ব আৰু মৌলিক ধাৰণা

- Tourism – Concept, meaning and significance.
পৰ্যটন – ধাৰণা, অৰ্থ আৰু তাৎপৰ্য।
- Different types of Tourism.
বিভিন্ন প্ৰকাৰৰ পৰ্যটন।
- Physiographical divisions, water bodies and climatic conditions.
ফিজিঅ'গ্ৰাফিকেল বিভাগ, জলাশয় আৰু জলবায়ুৰ পৰিস্থিতি।
- Important wildlife habitats: Kaziranga, Manas, Orang, Nameri, Dibru Saikhowa, Namdapha, Keibul Lamjao, Rain forests of Assam.
গুৰুত্বপূৰ্ণ বন্যপ্ৰাণীৰ বাসস্থানঃ কাজিৰঙা, মানস, ওৰাং, নামেৰি, ডিব্ৰু-চৈখোৱা, নামদাফা, কেইবুল লামজাও, অসমৰ বৰষুণ বনাঞ্চল।

Unit 2: Ancient remains and important tourist places of the North-East India

প্ৰাচীন অৱশিষ্ট আৰু উত্তৰ-পূব ভাৰতৰ গুৰুত্বপূৰ্ণ পৰ্যটন স্থান

- Ancient remains: Goalpara, Ambari, Tezpur, Deopahar, Malinithan, Doyang-Dhansiri Valley.
প্ৰাচীন অৱশেষ: গোৱালপাৰা, আম্বাৰী, দেউপাহাৰ, মালিনীথান, দোয়াং-ধনশিৰি উপত্যকা।
- Tourist places: Shillong, Cherapunjee, Aizwal, Gangtok, Kohima, Tawang, Poa Mecca (Hajo), Azan Pir Dargah, Jatinga.
পৰ্যটন স্থল: শ্বিলং, চেৰাপুঞ্জী, আইজৱাল, গেংটক, কোহিমা, টাৱাং, পোৱা মক্কা (হাজো), আজান পীৰ দৰগাহ, জাতিঙ্গা।

Unit 3: Historical, Religious and cultural tourism resources of Assam

অসমৰ ঐতিহাসিক, ধৰ্মীয় আৰু সাংস্কৃতিক পৰ্যটন সম্পদ

- National Parks and Sanctuaries, Hill Station and Adventure Sports based on nature. Natural Tourist Resources of North-East India - Wild life parks and sanctuaries.
ৰাষ্ট্ৰীয় উদ্যান আৰু অভয়াৰণ্য, পাহাৰীয়া ষ্টেচন আৰু প্ৰকৃতিৰ ওপৰত আধাৰিত দুঃসাহসিক ক্ৰীড়া। উত্তৰ-পূব ভাৰতৰ প্ৰাকৃতিক পৰ্যটন সম্পদ - বন্য জীৱন উদ্যান আৰু অভয়াৰণ্য।
- Historical Tourism Resources: Monuments, museums, historical sites, art and architecture, archaeological and ruins sites of Assam
ঐতিহাসিক পৰ্যটন সম্পদ: স্মাৰক, সংগ্ৰহালয়, ঐতিহাসিক স্থান, কলা আৰু স্থাপত্য, প্ৰত্নতাত্ত্বিক আৰু অসমৰ ধ্বংসাৱশেষ স্থান
- Cultural Tourism Resources: Major tribes, fair and festivals, dance and music, handicraft and handloom, cuisines, dress materials, etc.
সাংস্কৃতিক পৰ্যটন সম্পদ: মুখ্য জনজাতি, নিৰপেক্ষ আৰু উৎসৱ, নৃত্য আৰু সংগীত, হস্তশিল্প আৰু হস্ততাঁত, বন্ধনপ্ৰণালী, পোছাক সামগ্ৰী ইত্যাদি।

Unit 4: Fairs and festivals of the North-East

উত্তৰ-পূৰ্বাঞ্চলৰ মেলা আৰু উৎসৱ

- Festivals – Bihu, Ali Aye Lrigang, Buddhist festivals in Assam.
উৎসৱ – বিহু, আলী আয়ে লৃগাং, অসমত বৌদ্ধ উৎসৱ।
- Fairs – Jonbil Mela, Ambubachi fair at Kamakhya.
মেলা – জোনবিল মেলা, কামাখ্যাত অম্বুবাচী মেলা।
- Tourist festivals based on ethnic culture – Horn Bill festival, Sangai festival, Dihing Patkai festival.
জাতিগত সংস্কৃতিৰ ওপৰত আধাৰিত পৰ্যটন উৎসৱ – হৰ্ণ বিল উৎসৱ, চাংগাই উৎসৱ, দিহিং পাটকাই উৎসৱ।

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