

Entrance Test Syllabus for 2 Year PG programme in Tourism & Travel Management

Unit 1 - History & Evolution of Tourism

- Sources of Data for Studying the History of Tourism
- Travel Motivations during Ancient Greece and Rome, Wonders of Ancient Tourism
- Trade Routes (Silk Route, Pilgrimages, Grand Tour)
- Tourism during the Contemporary Period

Unit 2 - Soft Skills in Tourism

- Interpersonal Communication, Public Speaking, Group Discussion
- Non-Verbal Communication- importance and elements of communication
- Reading Comprehension, Reading Skills, Presentation Skills
- Writing Skills, Report Writing, Resume Writing
- Personality Development, Models of Personality Development

Unit 3- Tourism Principals and Practices

- Tourism Terminology, Types and forms of Tourism, Components of Tourism
- Approaches to Tourism Studies
- Benefits and Costs of Tourism (Economic, Socio-cultural & Environmental)
- Motivation & Deterrents to Travel, Stanley Plog's Psychographic Model

Unit 4 - Tourism Resources of J&K

- Pilgrimage Resources - Hazratbal & Char Sharief Shrine, Amarnathji Yatra, Chattipadshahi, Shankracharaya Temple
- Historical Resources - Mughal Gardens, Pari Mahal, Dogra Art Museum, Bahu Fort
- Natural Resources and Lakes - Gulmarg, Pahalgam, Dal Lake, Patnitop, Mansar & Surinsar Lake

Unit 5 - Travel Agency and Tour Operations

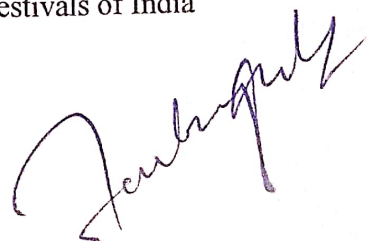
- Concepts, Definitions & Evolution of Travel Agency and Tour Operation business
- Roles and responsibilities of Travel Agency and Tour Operator
- Types of Travel Agencies and Tour Companies
- Online Booking Systems & Travel Portals, Travel Documentation, Travel Itinerary
- Tour Costing and Pricing Strategies

Unit 6 - Tourism Geography

- Components of Travel Geography, Seasonality and Tourism
- Landforms and their influence on Travel Destinations, Climate and its impact on Travel patterns, Water bodies and their significance Tourism
- Heritage Sites (ASI & UT protected) and their significance in Tourism

Unit 7 - Tourism Resources of India

- National Parks: Dachigam, Corbett, Periyar, Gir, Sunderbans, Valley of Flowers
- Hill Stations: Sonmarg, Verinag, Kullu, Manali, Nainital, Darjeeling
- Popular Religious Centres of Muslim, Hindu, Sikh, and Christian religions, Important Museums, Art Galleries, Libraries & Fairs and Festivals of India



Unit 8 - Tourism Marketing

- Marketing concepts, Marketing Mix
- Market Research, Market Segmentation, Market Targeting and Market Positioning
- People: Managing People and encounters in Tourism experience
- Process: Managing Process in Tourism
- Physical Evidence: Concept, role & components

Unit 9 - Tourism Planning

- Concept, Objectives & Principles of Tourism Policy
- Levels and Types of Tourism Planning, Environment Impact Assessment (EIA), Carrying Capacity, Tourism Planning Process, Techniques of Plan Formulation
- Planning for Tourism - Objectives, methods & factors influencing Planning
- Tourism Area Life Cycle (TALC), Community-Based Tourism, Ecotourism

Unit 10 - Hospitality Management

- Origin, Evolution and Growth of the Hotel Industry in India and Kashmir,
- Hotel; Meaning & Classification, Star Rating of Hotels, Hotel Tariff and Meal Plans
- Major Departments of a Hotel – Front Office, F&B & Housekeeping
- Main sections of Front Office- Reception, Reservation, Registration, Bell Desk & Concierge

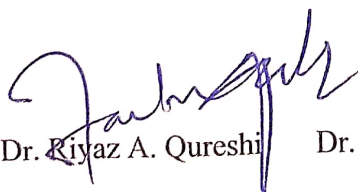
Unit 11 - Tourism Entrepreneurship

- Evolution, Concept & Definition of Tourism Entrepreneurship; Theories of Entrepreneurship
- Entrepreneurial Motivations, Concept and Meaning Motivational Cycle
- Policy measures for Tourism Entrepreneurship, Tourism & Start-up Policy of India
- Features of Small-Scale Enterprises, Need and Rationale of SSI Development
- Concept, Meaning, Need for Financial Planning, Business Plan, Forms of Business

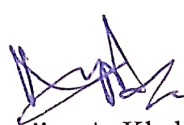
Unit 12 - Adventure Tourism Management

- Meaning, evolution, definitions of Adventure Tourism, the Adventure Tourist
- Adventure Tourism Market, Management Issues in business of Adventure Tourism
- Certification and Standardization among Adventure Tourism Operators
- River Tourism, Adventure operations in Marine Environment, Mountains & Air Based, Wildlife Tourism Operations
- Ethical Codes of Conduct, Climate Change & Adventure Tourism

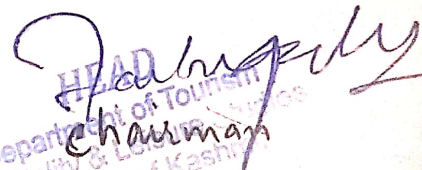
Departmental Committee Members


Dr. Riyaz A. Qureshi


Dr. Shahnawaz A. Dar


Dr. Aijaz A. Khaki

Dr. Zubair A. Dada


HEAD
Department of Tourism
Hospitality & Leisure Services
University of Kashmir