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**Kuvempu University**  
Jnanasahyadri, Shankaraghatta-577 451, Shivamoga, Karnataka  
**Department of PG Studies and Research in Tourism Administration**

Minutes of the Meeting of BoS in Tourism Administration (P.G.)-held on Saturday, 21st December 2019 at 10 am in the Department of Tourism Administration, Kuvempu University, Shankaraghatta

**BoS Members:**

- Prof. B. George, Department of Tourism, Madurai Kamaraj University
- Prof. Venkatesh, Department of Commerce, Kuvempu University
- Dr. Dileep M R, Associate Professor, Department of Tourism, PRC, Calicut University
- Dr. Joseph P D, Assistant Professor and Coordinator, Department of Tourism, Mangalore University
- Dr. Binoy T A, Assistant Professor and Coordinator, Department of Tourism, Kuvempu University

Dr. Binoy T A, Chairman of the BoS in Tourism Administration (P.G.), Kuvempu University welcomed the Members of the Board and explained the agenda of the meeting. Later, the Board took up each subject listed in the BoS meeting agenda for consideration. Subsequent to a detailed discussion, the Board passed the following resolutions on various subjects in the agenda for further proceedings in the appropriate academic Bodies of the University.

**01 Review of Question Papers prepared for May 2019 II and IV semester examinations of MBA (TTM).**

**Resolution:** The Board reviewed the question papers prepared for the II and IV semester examinations of MBA (TTM), May 2019 and found them in order.

**02 Preparation and approval of Panel of Examiners for the MBA (TTM) examinations, May/December 2020**

**Resolution:** The Board has prepared and approved the Panel of Examiners for MBA (TTM) Examinations may be held on May/December 2020

**03 Preparation and approval of Panel of Examiners for PhD course work examinations of Tourism Administration, 2020**

**Resolution:** The Board has prepared and approved the Panel of Examiners for PhD course work examinations of Tourism Administration, 2020

**04 Revision and approval of curriculum for MBA (TTM) program.**

**Resolution:** The Board has revised and approved the curriculum for MBA (TTM) program and further, the Board also recommended to place it before the Faculty of Commerce, Kuvempu University for its consideration and approval.

**05 Any other subject: Nil**

**Name of the members and Signature**

Prof. Venkatesh, Member

Dr. Dileep M R, Member

Dr. Joseph P D, Member

**Dr. Binoy T A (Chairman)**  
**Chairman**

**BoS in Tourism Administration (P.G.)**  
**Kuvempu University**  
**Jnanasahyadri**  
**SHANKARAGHATTA - 577 451,**  
**(Shivamogga Dist. Karnataka)**



Master of Business Administration (Tourism and Travel Management)

| Master of Business Administration (Tourism and Travel Management) MBA (TTM)<br>Course Matrix (Proposed, 2020-21) |   |                |           |                     |                          |            |                               |
|--|---|----------------|-----------|---------------------|--------------------------|------------|-------------------------------|
| Course Code  | Course  | Teaching Hours | Credits   | Maximum Marks       |                          |            | Examination Duration in Hours |
|  |   |                |           | Internal Assessment | Semester End Examination | Total      |                               |
| <b>Semester I</b>  |   |                |           |                     |                          |            |                               |
| HC 101   | Principles and Practices of Tourism                   | 04             | 04        | 25                  | 75                       | 100        | 03:00                         |
| HC 102   | Tourism Products and Resources of India               | 04             | 04        | 25                  | 75                       | 100        | 03:00                         |
| HC 103   | Principles and Procedures of Service Management       | 03             | 03        | 25                  | 75                       | 100        | 03:00                         |
| HC 104   | Tourism and Hospitality Marketing                     | 03             | 03        | 25                  | 75                       | 100        | 03:00                         |
| HC 105   | Travel Agency and Tour Operation Management           | 03             | 03        | 25                  | 75                       | 100        | 03:00                         |
| SC 101   | Specialization Course-1                               | 03             | 03        | 25                  | 75                       | 100        | 03:00                         |
| SC 102   | Specialization Course-2                               | 03             | 03        | 25                  | 75                       | 100        | 03:00                         |
| <b>Semester Total</b>  |   | <b>23</b>      | <b>23</b> | <b>175</b>          | <b>525</b>               | <b>700</b> | <b>--</b>                     |
| <b>Semester II</b>   |   |                |           |                     |                          |            |                               |
| HC 201   | Tourism and Hospitality Legislation in India          | 04             | 04        | 25                  | 75                       | 100        | 03:00                         |
| HC 202   | Tourism Destinations of India                         | 04             | 04        | 25                  | 75                       | 100        | 03:00                         |
| HC 203   | Organizational Behavior and Human Resource Management | 03             | 03        | 25                  | 75                       | 100        | 03:00                         |
| HC 204   | Travel and Transportation Management                  | 03             | 03        | 25                  | 75                       | 100        | 03:00                         |
| HC 205   | Study Tour  | 02             | 02        | 25 (Viva)           | 75(Report)               | 100        | --                            |
| SC 201   | Specialization Course-3                               | 03             | 03        | 25                  | 75                       | 100        | 03:00                         |
| SC 202   | Specialization Course-4                               | 03             | 03        | 25                  | 75                       | 100        | 03:00                         |
| EL 201   | Elective Course                                       | 02             | 02        | 10                  | 40                       | 50         | 01:30                         |
| <b>Semester Total</b>  |   | <b>24</b>      | <b>24</b> | <b>180</b>          | <b>520</b>               | <b>750</b> | <b>--</b>                     |
| <b>Semester III</b>  |   |                |           |                     |                          |            |                               |
| HC 301   | Tourism Policy, Planning and Development              | 04             | 04        | 25                  | 75                       | 100        | 03:00                         |
| HC 302   | International Tourism Geography                       | 04             | 04        | 25                  | 75                       | 100        | 03:00                         |
| HC 303   | Research Methodology in Tourism and Hospitality       | 04             | 04        | 25                  | 75                       | 100        | 03:00                         |
| HC 304   | Financial Management and Accounting                   | 03             | 03        | 25                  | 75                       | 100        | 03:00                         |
| SC 301   | Specialization Course-5                               | 04             | 04        | 25                  | 75                       | 100        | 03:00                         |
| SC 302   | Specialization Course-6                               | 04             | 04        | 25                  | 75                       | 100        | 03:00                         |
| EL 301   | Elective Course                                       | 02             | 02        | 10                  | 40                       | 50         | 01:30                         |



Master of Business Administration (Tourism and Travel Management)

| Semester Total        |   | 25        | 25        | 160        | 490         | 650         | --        |
|-----------------------|---|-----------|-----------|------------|-------------|-------------|-----------|
| <b>Semester IV</b>    |   |           |           |            |             |             |           |
| HC 401                | Foreign Exchange Management                         | 04        | 04        | 25         | 75          | 100         | 03:00     |
| HC 402                | Managerial Communication in Tourism and Hospitality | 04        | 04        | 25         | 75          | 100         | 03:00     |
| HC 403                | Destination Planning and Development                | 05        | 05        | 25         | 75          | 100         | 03:00     |
| HC 404                | Tourism Entrepreneurship Development                | 04        | 03        | 25         | 75          | 100         | 03:00     |
| SC 401                | Specialization Course-7                             | 04        | 04        | 25         | 75          | 100         | 03:00     |
| SC 402                | Specialization Course-8                             | 04        | 04        | 25 (Viva)  | 75 (Report) | 100         | 03:00     |
| <b>Semester Total</b> |   | <b>25</b> | <b>25</b> | <b>150</b> | <b>450</b>  | <b>600</b>  | <b>--</b> |
| <b>Grand Total</b>    |   | <b>97</b> | <b>97</b> | <b>620</b> | <b>1880</b> | <b>2700</b> | <b>--</b> |

MBA (TTM) students have to study three compulsory soft skill courses in the first year, conducted by the University. The courses are;

1. Communication Skills Course (01 Credit)
2. Computer Skills Course (01 Credit)
3. Life Skill Course (01 Credit)

**Elective Courses (For students of other departments/disciplines)**

| Course Code  | Course  | Teaching Hours | Credits | Maximum Marks   |  |       | Examination Duration in Hours |
|--|---|----------------|---------|---|--|-------|-------------------------------|
|  |   |                |         | Internal Continuous Assessment  | Semester End Examination                     | Total |                               |
| EL 201   | Tourism and Hospitality Management                            | 02             | 02      | 10  | 40   | 50    | 01:30                         |
| EL 301   | Travel and Tourism Management                                 | 02             | 02      | 10  | 40   | 50    | 01:30                         |
| <b>Specialization (Soft Core) Stream -A<br/>Travel Agency, Tour Operation and Event Management</b> |   |                |         | <b>Specialization (Soft Core) Stream -B<br/>Airline, Airport and Hospitality Management</b> |  |       |                               |
| SC 101 A   | Tour Planning, Operations and Management                      |                |         | SC 101 B  | Airline Operations and Management            |       |                               |
| SC 102 A   | Event Management and MICE Tourism                             |                |         | SC 102 B  | Hospitality Operations and Management        |       |                               |
| SC 201 A   | Tourism Destinations of India                                 |                |         | SC 201B   | Airport operations and Management            |       |                               |
| SC 202A  | Tourism Destinations –North America, South America and Europe |                |         | SC 202B   | Hotel Front Office Operations and Management |       |                               |
| SC 301 A   | GDS and Computer Reservation System                           |                |         | SC 301B   | Air Cargo Management                         |       |                               |
| SC 302 A   | Tourism Destinations –Asia, Australia and Africa              |                |         | SC 302B   | Event Management and Promotion               |       |                               |
| SC 401A  | Itinerary Preparation and Tour Packaging                      |                |         | SC 401B   | Airline Computer Reservation System          |       |                               |
| SC 402A  | Training/Project Work   |                |         | SC 402B   | Training/Project Work                        |       |                               |



**Semester I**

**Course - HC101: Principles and Practice of Tourism**

|                                 |  |
|---------------------------------|--|
| <b>Learning Outcome:</b>        | The main objective of the course is to provide an orientation about the fundamentals concepts and theories of tourism to the aspirants. This will give an overview of functioning of tourism industry and its linkages with allied and associated organizations. |
| <b>Pedagogy:</b>                | A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Field visits, study tours, Industry visits, projects and assigned readings   |
| <b>Teaching Hours per Week:</b> | 04 Hours; and Credits: 04  |
| <b>Examination Duration:</b>    | 3 hours and Maximum Marks: 75  |

**\* Course Inputs \***

**Module 1: Introduction to Tourism and Hospitality Industry**

Brief history of tourism worldwide and in India-Types and Forms of Tourism: Inter-regional and intra-regional tourism, inbound and outbound tourism, domestic, international tourism. Forms of Tourism: religious, historical, social, adventure, health, business, conferences, conventions, incentives, sports and adventure, senior tourism, special interest tourism like culture or nature oriented, ethnic or 'roots' tourism, Space Tourism-tourist motivators –socio-economic effects of tourism on destination-New trends in Tourism-Medical Tourism

**Module 2: Tourism Principles, Theories and Practices**

Socio cultural and Economic impacts of Tourism, Environmental Impacts of Tourism, Need for Measurement of Tourism, Different Tourism Systems- Leiper's Geo-spatial Model, Mill-Morrison, Mathieson & Wall, Butler's Tourism Area Life Cycle (TALC) - Doxey's Irridex Index – Demonstration Effect – Crompton's Push and Pull Theory, Stanley Plog's Allo-centric and Psyc-centric Model of Destination Preferences

**Module 3: Travel Behavior & Motivations:**

Origin of Travel Motivation, Meaning of Motivation & Behaviour, Theory of Travel Motivations, Typology of Tourists, Different Travel Motives, Tourist Centric Approach, Leisure Travel Motivations, Tourist Decision-making Process, Lifestyle Pattern, Tourism Mindedness of People, Tourism & Cultural Relationships, Cultural Exchanges, GIT, FIT & Affinity Group Travel, Bilateral & Multilateral Tourism, Relationship between Human Life and Travel, Growth of Social Tourism

**Module 3: Tourism & Its Linkages with industry**

Meaning and Nature of Tourism Industry, Input and Output of Tourism Industry, Tourism Industry Network- Direct, Indirect and Support Services, Basic Components of Tourism - Transport- Modes of transportation-Air transportation: national and private airlines- Chartered operations-major airports in India-Rail Transport: Major Railway Systems of World, (Euro Rail and Amtrak) General information about Indian Railways, Types of rail tours in India:, Palace-on-Wheels and Royal Orient, Deccan Odyssey, Toy Trains. Indrail Pass-Water Transport: Historical past, cruise ships, ferries, hovercrafts, river and canal boats, Fly-cruise- Road Transportation: Coach Services, rent-a car

**Module 5: Tourism and Hospitality Industry:** Relationship between accommodation and tourism-Types and forms of accommodation: Hotels-Motels, Resorts, supplementary accommodation, classification and categorization of hotels.

**Module 6: Tourism Organizations:** Roles and Functions of United Nations World Tourism Organization (WTO), Pacific Asia Travel Association(PATA), World Tourism &Travel Council



(WTTC) - International Hotel Association (IHA), Ministry of Tourism, Govt. of India, India Tourism Development Corporation (ITDC), Federation of Hotel and Restaurants Associations of India (FHRAI).

**Books for Reference**

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.
3. Goeldner, C.R. & Brent Ritchie, J.R. (2006). Tourism, Principles, Practices, Philosophies. John Wiley and Sons, New Jersey.
4. Page Stephen J. Brunt Paul, Busby Graham and Cornell .J (2007). Tourism: Modern Synthesis. Thomson Learning, London. U.K.
5. Gee, Chuck Y., James C. Makens,, and Dexter J.L. Choy. (1997). The Travel Industry, Van Nostrand Reinhold, New York.
6. Youell, R.(1998). Tourism-An Introduction. Addison Wesley Longman, Essex.
7. Michael M. Coltman. (1989). Introduction to Travel and Tourism- An International Approach. Van Nostrand Reinhold, New York.
8. Burkart A.J., Medlik S. (1992). Tourism - Past, Present and Future. Heinemann, London.
9. Roday. S, Biwal. A & Joshi. V. (2009). Tourism Operations and Management, Oxford University Press, New Delhi.
10. Seth, P.N., (1999) Successful Tourism Management (Vol 1 & 2)
11. Jagmohan Negi, Tourism and Travel: Concepts and Principles
12. K Kamra, Basics of Tourism

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**Semester I**

**Course – HC 102: Tourism Products and Resources of India**

|                             |  |
|-----------------------------|--|
| <b>Learning Outcome</b>     | The main objective of the course is to provide the concept of tourism products and resources. The students would be able to identify the tourism resources and able to convert them as products. |
| <b>Pedagogy</b>             | A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Field visits, study tours, Industry visits, projects and assigned readings                                     |
| <b>Teaching Hours/ Week</b> | 04 Hours; and Credits: 04  |
| <b>Examination Duration</b> | 3 hours and Maximum Marks: 75  |

**\* Course Inputs \***

**Module 1 Geography of India:**

Physical Setting-Mountain Ranges-Planes and Coastal regions- Neighboring countries-Drainage system and watersheds-Physiographic regions-Mechanism of Indian monsoons and rainfall patterns-Climatic Regions and Seasons-Natural Vegetation-Cultural Setting-Racial, linguistic and ethnic diversities- major tribes and tribal areas

**Module-2 Archaeological Heritage Resources:**

Architecture: main types and trends - Buddhist, Jain, Hindu, Indo-Islamic, European and modern Architecture-Secular buildings and monuments- Indian Sculpture- Museums and Art Galleries – World Heritage Sites in India-Rock cut cave architecture-Major Historical Monuments in India.

**Module-3 Indian Cultural Heritage Resources:**

Religious Shrines & Pilgrimage Centers - Hindu, Buddhist, Jain, Sikh, Muslim, Christian and others-Basic Tenets – Different Indian and Western Philosophy Vedic, Vaishnava, Shaiva,



Shaktha Traditions, -Cuisine-Handicrafts-Folk Arts and Folklore- Indian Railway and IRCTC-  
Luxury Train Services of India

**Module-4 Performing art resources:**

Classical Music- Classical Dances- Folk Dances-Fairs and festivals- Painting- major schools of  
paintings

**Module-5 Natural tourism Resources**

Wildlife Sanctuaries-National Parks- Biosphere Reserves – Adventure Tourism resources –  
Beaches – Hill Stations-Deserts-Back Waters-Water Falls-Lakes and Lagoons-Mountains-Theme  
parks-Gardens-Valleys and Gorges-Glaciars.

**Module: 6 MICE and Medical Tourism Resources**

Wellness and Ayurvedic Tourism-Yoga and meditation-Health Tourism Resources

**Books for Reference:**

1. Gupta, SP, Lal, K, Bhattacharya, M. Cultural Tourism in India (DK Print 2002)
2. Dixit, M and Sheela, C. Tourism Products (New Royal Book, 2001)
3. Mitra, Devla, Buddhist Architecture, Calcutta.
4. Michell, George, Monuments of India, Vol. 1. London.
5. Davies, Philip, Monuments of India, Vol. II., London.
6. Brown Percy, Indian Architecture (Buddhist and Hindu), Bombay.
7. Brown Percy, Indian Architecture (Islamic period), Bombay.
8. Vatsayana, Kapila, Indian Classical Dance, New Delhi.
9. Swami, Prayaganand, History of Indian Music.
10. Robinet Jecob, Tourism Products of India, Anmol Publications
11. Lonely Planet- India

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**Semester I**

**Course - HC: 103 Principles of Service Management**

**Learning Outcome** The main objective of the course is to give details about the principles  
and applications of different management theories in various business  
establishments, particularly in travel and tourism industry.

**Pedagogy** A combination of Lecture, Case Analysis, Group Discussion, Seminars,  
Assignments, Industry visits, projects and assigned readings

**Teaching Hours/ Week** 03 Hours; and Credits: 03

**Examination Duration** 3 hours and Maximum Marks: 75

**\* Course Inputs \***

**Module 1 Concept of Management**

Functions and responsibilities of managers- Fayol's principles of management- management  
thought the classical school- the human relations school- system theory- contingency  
management

**Module 2 Planning**

he nature and purpose of planning- principles of planning- types of planning- advantages and  
limitations of planning

**Module 3**

Concept and nature of objective – Types of objective- importance of objectives- management by  
objectives (MBO)

**Module-4 Strategies and Policies**



Concept of corporate strategy- formulation of strategy- types of strategies- types of policies- principles of formulation of policies- decision making- decision making process

**Module-5 Organizing**

Nature and purpose of organizing- basis of departmentation-span of management- determinants of span of management- line and staff relationship- line and staff conflicts-bases of delegation- delegation and decentralization-methods of decentralization

**Module 6 Directing**

Directing and problems in human relationship-motivation-communication and leadership-coordinating

**Module 7 Controlling**

Concept and process of control, control of overall performance, human aspect of control.

**Books for Reference:**

1. Essential of Management – Harold Koontz and Heinz Weihrle
2. Organization and Management – R.D.Agarwal.
3. C.B. Memoria, Personnel Management.
4. K. Aswathappa, Human Resource Management , Tata Mc-Graw Hill New York.
5. C.S. Venkata Ratnam, Personnel Management, Tata Mc-Graw Hill New York.
6. C.B.Gupta, Human Resource Management, Sultan chand & Sons, New Delhi.
7. Tripathi, Personnel Management & Industrial Relations, Sultan chand & Sons, New Delhi.
8. P. Subba Rao, Human Resource Management & Industrial Relations, Himalaya Publishing House, Mumbai.

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**Semester I**

**Course - HC104: Tourism and Hospitality Marketing**

|                             |   |
|-----------------------------|---|
| <b>Learning Outcome</b>     | The main objective of the course is to give basic idea about the theories of hospitality marketing and its application in tourism and allied tourism industries. Students are given direction to formulate marketing plans and promotional approaches to tourism and other related organizations. |
| <b>Pedagogy</b>             | A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, projects and assigned readings  |
| <b>Teaching Hours/ Week</b> | 03 Hours; and Credits: 03   |
| <b>Examination Duration</b> | 3 hours and Maximum Marks: 75   |

**\* Course Inputs \***

**Module 1: Introduction to Marketing:**

Core Concept of Marketing, Need, Want and Demand, Product, Value, Satisfaction, Quality, Exchange and Transaction, Market and Marketing, Marketing philosophies-Service Characteristics of Tourism- The Service Marketing Triangle

**Module 2: Analysis and Selection of Market**

Measuring and forecasting tourism Demand-Fore casting Methods-Market Segmentation and Positioning-P's of marketing and marketing mix

**Module 3: Developing Marketing Environment:**

Consumer Buying Behavior-Competitive Differentiation and Marketing Strategies-New Product Development- Incentive and Relationship Marketing-Issues Pertaining to Relationship



Marketing-Strategies and Relevance for Current Trends in Market Place

**Module 4: Planning Marketing Program:**

Product and product strategies-Product line-Product Mix-Branding and Packaging-Pricing Considerations-Approaches and Strategies-Distribution Channels and Strategies- Advertising and Sales Promotion,

**Module 5: Public Relation:**

Major activities of Public Relation Departments-Press Relations-Product Publicity-Corporate Communication-Lobbying-Counseling-The Public Relation Process-Implementation of Public Relation plan-Evaluating Public Relation result-Major Tools of Public Relation

**Module 6: Destination Marketing:**

Identifying Target Market-Classification of Visitor Segments-Monitoring the Tourist Market-Competition of Visitors involves image Making-Developing Package of attraction and Amenities

**Module 7: Issues in Marketing:**

Globalization of Markets-Direct Marketing-Marketing on Web-Green Marketing-Ethical and social Responsibilities of Marketers-Consumerism and Legal Issues

**Books for Reference**

1. Chaudhary, Manjula (2011). Tourism Marketing, Oxford University Press, New Delhi.
2. Bennett J. A., Strydom J. Wilhelm (2001). Introduction to Travel and Tourism Marketing, Juta Education, Lansdown.

**SUGGESTED REFERENCE BOOKS**

3. Kotler P. (2012). Marketing Management, Pearson Education, New Delhi.
4. Stanton W. J. (1999). Fundamentals of Marketing, McGraw Hill, New York.
5. Neelamegham. S. (1998). Marketing in India: Cases & Readings, Vikas, New Delhi.
6. Ramasamy V.S. & Namakumar. S. (1990). Marketing Management: Planning & Control, Macmillan, New Delhi.
7. Stone, Marilyn A., Desmond, John. (2007). Fundamentals of Marketing, Routledge, New York.
8. S M Jha-Tourism Marketing
9. Sinha, P.C : Tourism marketing
10. Singh Raghubir, Marketing and Consumer Behaviour.

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**Semester I**

**HC 105 Travel Agency and Tour Operation Management**

**Learning Outcome** After the successful completion of the course, the students would be able to understand the operations of travel and tourism organizations and develop skills required to manage such organizations.

**Pedagogy** A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Industry Visits, projects and assigned readings

**Teaching Hours/ Week** 03 Hours; and Credits: 03

**Examination Duration** 3 hours and Maximum Marks: 75

**\* Course Inputs \***

**Module 1 Travel Intermediaries**

Distribution channels, Tourism Distribution, Functions of distribution channels in tourism,



Levels of distribution, Intermediaries in Tourism, need of intermediaries, Intermediaries and benefits, Types of Tourism Intermediaries, The challenge of disintermediation and re-intermediation.

**Module 2 Travel Agency Operations**

Travel agency, concept and definition, Types of Travel Agencies, Retail travel Agent, Wholesale travel agent, Corporate travel agency, Specialty travel agency, Online travel agent, Functions and activities of travel agents, Organization and management, setting of a travel agency, Billing and Settlement Plan (BSP).

**Module 3 Travel distribution system**

Travel distribution system: concept and structure, electronic distribution, New Distribution Capability (NDC), Computer Reservation Systems, Evolution and growth of CRS and GDS, CRS and Information based strategies, Major Global Distribution Systems, introduction to Travelport/GALILEO AND WORLDSPAN, AMADEUS, SABRE, GNEs, Airline Reservation System, OTA, MTA, Other online intermediaries.

**Module 4 Tour operation**

The concept, Evolution of Tour Operation, the product, suppliers and the consumer, Types of tour operators, Contributions and Benefits of Tour operation, Benefits to Tourist, for destinations and suppliers, Disadvantages, Tour operation and risks, Organization structure.

**Module 5 Package Tours**

Tour: Definition and Concept. Tour classification, FIT, Custom designed/Tailor-made tours, GIT, Mass market tours, Special Interest Tours/'Niche Tours', Long haul and Short haul tours, Single-centre/multi-centre holidays, All Inclusive tours, Guided, hosted and escorted tours, Affinity tour, Tours based on mode of transport, Business tours, Package tour, Elements of a package tour. Tour itinerary, samples, points to consider in itinerary preparation, tour costing basics.

**References**

1. M.R.Dileep, 2019. Tourism, Transport and Travel Management, Routledge, London and New York.
2. Horner, P. (1996). Travel Agency Practice. Longman: England
3. Laws, E., 1997. Managing Packaged Tourism: Relationships, Responsibilities and Service Quality in the Inclusive Holiday Industry, International Thomson Business Press.
4. Mancini, M. (2001) Conducting Tours. 3rd Edition. New York: Thomson Learning
5. Purzyiki, S.J., 2001, A Practical Guide to Fares and Ticketing, 3rd Edn, 2001, Delmar: Thomson learning, Albany, USA
6. Holloway J C and Taylor N, 2006, The Business of Tourism, 7th Edn., Essex, Prentix Hall.
7. IATA, 2008. International Air Transport Association-IATA-UFTAA Foundation Course Study Material, Montreal: IATA.

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**Semester I (Specialization Course- Stream A)**

**SC 101A: Tour Planning, Operations and Management**

**Learning Outcome**

After the successful completion of the course, the students would be able to understand the operations of tour operating organizations, preparation of tour itineraries and tour packages.



|                             |   |
|-----------------------------|---|
| <b>Pedagogy</b>             | A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Industry Visits, projects and assigned readings |
| <b>Teaching Hours/ Week</b> | 03 Hours; and Credits: 03.  |
| <b>Examination Duration</b> | 3 hours and Maximum Marks: 75   |

**\* Course Inputs \***

**Module 1 Designing a Tour**

Package Tour: Planning and Designing; stages, Market Research, Itinerary preparation, Guidelines for preparing itinerary, Capacity planning and negotiation, Commitment, Allocation, Ad-hoc basis, Time series chartering, Part-chartering, Ad-hoc chartering, Tour costing and Pricing. Case study: prepare and itinerary and make price.

**Module 2 Tour Marketing**

Tour Brochure, Importance, contents, Qualities, Brochure design process, Brochure launch, Market Segmentation and target market, Tourist buying behavior and the role of tour operator, Image, branding and positioning, Marketing Mix, tour Promotion, tour distribution system.

**Module 3 Preparations for a tour**

Tour booking and administration, Travel documents, Passenger manifest, Rooming list, Tour Manager Briefing, Duties of a Tour Manager, Roles of Tour Manager, Qualities needed for a Tour Manager, Do's and Don'ts, Tour manager preparations, Pre departure meeting, Departure procedure at airport.

**Module 4 Managing the tour**

Tour overseas representatives, ground handling activities, Arrival procedures, Handling emergencies, Post tour activities, tourist satisfaction, factors that contribute in tourist satisfaction, Need of quality and customer satisfaction, factors that cause tourist dissatisfaction.

**Module 5 Tour Guiding**

Tour Guiding, Interpretation, Tour guide, Evolution of tour guiding, Roles of Guide, Tour guiding: various aspects, Traits/qualities of a tour guide, Types of Tour guide, Challenges of tour guiding, tour guiding-Do's and Don'ts, Preparations needed. handling emergencies.

**References**

1. M.R.Dileep, 2019. Tourism, Transport and Travel Management, Routledge, London and New York.
2. Chilembwe, M.J and Mweiwa, V, 2014, Tour Guides: Are they tourism promoters and developers: A case study of Malawi, IMPACT: International Journal of Research in Business Management, 2(9),Pp29-46.
3. Cohen, E. (1985). The tourist guide: the origins, structure and dynamics of a role. Annals of Tourism Research, Vol. 12, pp.5-29.
4. Cuckier, J. (1998). Tourism employment and shifts in the determination of social status in Bali. In G. Ringer (Eds.) Destinations: Cultural Landscape of Tourism. London: Routledge.
5. Horner, P. (1996). Travel Agency Practice. Longman: England
6. Hu, W. (2007) Our Guides and Sustainable Development: The Case of Hainan, China.
7. Laws, E., 1997. Managing Packaged Tourism: Relationships, Responsibilities and Service Quality in the Inclusive Holiday Industry, International Thomson Business Press.
8. Mancini, M. (2001) Conducting Tours. 3rd Edition. New York: Thomson Learning.

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**Semester 1 (Specialization Course- Stream A)**

**Course SC 102 A Event Management and MICE Tourism**

|                             |   |
|-----------------------------|---|
| <b>Learning Outcome</b>     | This course is designed for empowering the students to understand, plan and organize various events and MICE activities.  |
| <b>Pedagogy</b>             | A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Industry Visits, organizing various MICE programs, Role Playing, projects and assigned readings |
| <b>Teaching Hours/ Week</b> | 03 Hours; and Credits: 03   |
| <b>Examination Duration</b> | 3 hours and Maximum Marks: 75   |

**\* Course Inputs \***

**Module 1 Introduction to Event**

Understanding events-Types and size of Events – Characteristics of Events - Five C's of Event Management - Trends of Event Business - Scope of Event Business - Roles and Functions of Event Manager - Advantages of events- to the organizer, event planner, participants, economy and society; Broad classification of Events.

**Module 2. Planning and Scheduling Events**

Managing Events - Corporate Events - Trade Shows and Exhibitions - Events in Educational Institutions - Use of Budget Preparation - Estimating Fixed and Variable Costs - Cash Flow - Sponsorship and Subsidies -Ethical Behavioral Practices in MICE industry.

**Module 3 Events Venues**

Concept and types; Conference venues- facilities, check-in and check-out procedures, requirements; conference room lay-outs; Convention manager; inter-related venues; project planning and development. Introduction to conference facilities in India. Role and functions of ICPB and ICCA.

**Module 4 Introduction to MICE**

Evolution of MICE industry; Components of MICE; Economic and social significance of MICE; Introduction to professional meeting planning- definition, Budgeting of MICE-types and roles; associate, corporate & independent meeting planners; TA's and TO's as meeting planner; Convention Visitor Bureaus (CVB) - functions, structure and sources of funding.

**Module 5**

**Trade Shows and Exhibitions/Expositions;** types of shows, benefits of exhibitions, participant decision-making process. Contract negotiations– principles; negotiation with hotels, airlines and ground handlers.

**Books for Reference**

1. George G. Fenich (2014). Production and Logistics in Meeting, Expositions, Events and Conventions.
2. Robincon, P., Wale, D. & Dickson, G. (2010). Events Management 'Ed'. London : CABI
3. Editorial DataGroup USA (2018). Exhibition & Conference Organisers United States: Market Sales in the United States Kindle Edition

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**Semester I (Specialization Course- Stream B)**

**Course SC 101 B - Airline Operations and Management**

|                         |   |
|-------------------------|---|
| <b>Learning Outcome</b> | The course is designed to provide awareness to the students about the |
|-------------------------|---|



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|---|---|
| <b>Pedagogy</b>   | operations and management of Airlines. The students would be able to design airline marketing and promotional programs.<br>A combination of Lecture, Case Analysis, problem solving, Seminars, Assignments, Industry visits, projects and assigned readings assigned readings |
| <b>Teaching Hours/ Week</b>   | 03 Hours; and Credits: 03   |
| <b>Examination Duration</b>   | 3 hours and Maximum Marks: 75   |
| <b>* Course Inputs *</b>  |   |
| <b>Module 1 Air transport regulation</b><br>Concept and Types, National regulations, Bilateral Regulations, Market Access Right, Tariffs, Freedoms of The Air. Role of ICAO and IATA. Chicago Convention, De-regulation stage, Era of Open-Skies, Multilateral Regulations, Open skies', structure of airline industry, Features, Scheduled airlines, Cargo Airlines, Other types of-airlines, Differences between FSC, LCC and Hybrid airlines, Charter airlines, airline alliances.   |   |
| <b>Module 2 Airline planning</b><br>Planning in airlines, fleet Planning, Network planning, types of network, Liner, point to point network, Hub and Spoke System, types of hub and Spoke networks, Code sharing, types of Code Shares, interline Agreements, Schedule planning and Development, fleet Assignment, aircraft Routing, crew Planning and scheduling, crew pairing, roster, bidding  |   |
| <b>Module 3 Airline operations</b><br>Airline Operations, Operations control, flight planning and Dispatch, load control planning and load sheet preparation, crew Operations Control, aircraft maintenance types, maintenance base, major stations, station Operations Control, passenger processing and flight operation, boarding and arrival procedures, airline Disruptions and Irregular Operations, safety and security operations, Key personnel and organization.  |   |
| <b>Module 4 Airline Marketing</b><br>Process and Functions of Marketing, marketing environment, buyer behavior, Segmentation, targeting and positioning, Airline Product management and branding, Airline Distribution, marketing communications and promotional tools, CRM and Frequent Flyer Programme (FFP) of Airlines  |   |
| <b>Module 5 Airline pricing</b><br>Introduction Airline Pricing, Dynamic pricing, revenue optimization, Revenue Management, Airfare Calculation: The Basics. Airline industry in India-current status; history of aviation growth in India, air transport authorities in India.   |   |
| <b>References</b> <ol style="list-style-type: none"><li>1. Cook, N.G. and Billing, G.B., 2017. Airline Operations and Management: A Management Textbook, Oxon: Routledge</li><li>2. Dileep, M.R. (2019), Tourism, Transport and Travel Management, London: Routledge.</li><li>3. Harvey, G.,2007. Management in the Airline Industry, Oxon: Routledge.</li><li>4. Shah, S., 2007, Airline Marketing and Management, Hampshire: Ashgate.</li><li>5. Cristina, S and Monica,C.G.(2017). "Hybrid" airlines – Generating value between low-cost and traditional," Proceedings of the International Conference on Business Excellence, Sciendo, vol. 11(1), pages 577-587, July.</li></ol> |   |
| *****   |   |
| <b>Semester I (Specialization- Stream B)</b>  |   |



**SC 102 B Hospitality Operations and Management**

|                             |   |
|-----------------------------|---|
| <b>Learning Outcome</b>     | This course is prescribed to appraise students about the important departments of a hotel and to teach various aspects related to hospitality Industry. |
| <b>Pedagogy</b>             | A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Field visits, Industry visits, projects and assigned readings         |
| <b>Teaching Hours/ Week</b> | 03 Hours; and Credits: 03   |
| <b>Examination Duration</b> | 3 hours and Maximum Marks: 75   |

**\* Course Inputs \***

**Module 1 Evolution of Hospitality Services**

Meaning & Nature of Hospitality, Features of Hospitality Services, Structure of Accommodation Industry, Operation of Accommodation Units, Hospitality Industry Network, Determinants of Hospitality, Network Demand & Supply for Accommodation in India, Types of Accommodation: Conventional, Supplementary and Customized Accommodation, Non-Commercial & Commercial Establishments, Hospitality Business Scenario.

**Module 2 Functions of Front Office Management**

Organization Structure, Functions, Attributes and Skills of Manager & Executives, Reservation & Cancellation Procedures, Handling Individual and Groups, Solving Guests' Problems, Automation/ CRS in Front Office, Travel Desk

**Module 3 Functions of House Keeping**

Organization Structure, Functions, Works of Executive House Keeper-Rooms and Floor Cleaning Practices and Interior Decorations, Types of Rooms, House Keeping Control Desk, Housekeeping Supply Rooms, Uniforms, Housekeeping Practices, Co-ordination with Other Departments

**Module 4 Food and Beverage Services**

Organization Structure, Department-Food Production- Organization, Kitchen, Buffets, Beverages Operation, Functions, Outlets of F & B, Types of Meal Plans, Types of Restaurant-Menu, Room Service, Catering Services-Food Service for the Airlines, Banquette, Corporate, MICE, Retail Food Market, Business/Industrial Food Service, Healthcare Food Service, Cruise ship, Railways

**Module 5 Administration and Finance**

Finance & Accounts, Sales and Marketing, Administration, Revenue Management, Yield Management, Personnel Management, Training and Development, Safety Management, Management of Distribution Channel

**SUGGESTED TEXT BOOKS**

1. Negi. J (2008). Professional Hotel Management. Sultan Chand & Company, New Delhi.
2. Raghubalan, G. &Ragubalan S. (2009). Hotel Housekeeping Operations and Management, OUP, New Delhi.
3. Tewari, J.R. (2009). *Hotel Front Office Operations and Management*, OUP, Publication New Delhi.
4. Gray and Ligouri (2000), *Hotel and Motel Management and Operations*, PHI, New Delhi.
5. Andrews, S.(2009). *Hotel Front Office Training Manual*, Tata McGraw Hill, Mumbai.
6. Foskett, J.C.D. &Gillespie,C. (2002). *Food and Beverage Management*, Pearson Education, England.



7. Spears, C.M. (2003). *Food Service Organisation. A Managerial & Systems Approach*, Prentice Hall, New Delhi.
8. Andrews, S. (2008). *Front Office Management and Operation*. TATA McGraw-Hill, New Delhi.
9. Bardi, J. A. (2010). *Hotel Front Office Management*. John Wiley & Sons, New Jersey.
10. Burt, D.N, Dobler, D.W. & Starling, S.L (2007). *World-Class Supply Management*. TATA McGraw Hill, New Delhi.
11. Walker, J.R. (2007). *Introduction to Hospitality Management*, Pearson Education. New Delhi.

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### Semester II

#### Course - HC201: Tourism and Hospitality Legislation in India

|                             |  |
|-----------------------------|--|
| <b>Learning Outcome</b>     | The main objective of the course is to give details about the legislations applicable to travel and tourism industry. Analyzing the relevance of existing business laws related to tourism and Environment and to find the gaps. Being aware of the ethical principles to be followed in tourism by the stakeholders |
| <b>Pedagogy</b>             | A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, projects and assigned readings   |
| <b>Teaching Hours/ Week</b> | 04 Hours; and Credits: 04  |
| <b>Examination Duration</b> | 3 hours and Maximum Marks: 75  |

#### \* Course Inputs \*

##### Module 1 Introduction

Law and society - General Principles of Contract Act – Breach of Contract – Indemnity - Guarantee – Bailment, Consumer Protection Act – Consumer issues in Hotels - Travel Agency – Tour Operations – Transportation - Carriage of persons with disability and reduced mobility.

##### Module 2 Tourism Policies

Historical development of Tourism in Indian – Various committees -Overview of Five Year Plans for Tourism Development and Promotion- National Action Plan- National Tourism Policy- Role of NITI AYOOG.

##### Module 3 Interrelationship between Tourism and Laws

Citizenship act (1955 and Amended acts) – Passport act (1967 and Amendments) Passport act and Passport Amendment rules (2006) – Visa regulations to visit India – FEMA and Tourism Industry -Customs Regulations in India & RBI Guidelines for foreign currencies- Foreigners Registration Act .

##### Module 4 Tourism and Environmental Concerns

Environment Act (1986) – EIA guidelines - Forest Conservation Act – Wildlife Protection Act – Coastal Zone Regulation Act – Land Acquisition act - General suggestions to improve tourism in India.

##### Module 5 Tourism Ethics

Significance – application – CSR – accessible tourism –legal policy framework – tourism and livelihood – Tourism and Human Rights – environmental, management ethics - opportunities and challenges to implementation of ethical principles in the tourism sector.

##### Books for Reference

1. Shyam Divan, Armin Rosencranz (2008), *Environmental law and policy in India*, Oxford University Press.
2. *Hotel and Tourism Laws* –Dr.Jagmohan Negi –Frank Bros & Co.(Publishers) Ltd.
3. Chandra P.R (2007), *Mercantile Law*, Galgotia Publishing House, New Delhi.



4. Tulsain P.C (2007), Business Laws, Tata McGraw Hill, New Delhi.
5. Civil Aviation Requirements Section 3 – Air Transport Series ‘M’ Part I, 2008
6. The Environment (Protection) Act, 1986, amended 1991

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**Semester II**

**Course - HC202: Tourism Destinations of India**

|                             |   |
|-----------------------------|---|
| <b>Learning Outcome</b>     | The main outcome of the course is to understand, identify and evaluate the tourism products and resources of India. It enables the students to prepare domestic tour itineraries and preparing circuits |
| <b>Pedagogy</b>             | A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Field visits, Industry visits, projects and assigned readings   |
| <b>Teaching Hours/ Week</b> | 04 Hours; and Credits: 04   |
| <b>Examination Duration</b> | 3 hours and Maximum Marks: 75   |

**\* Course Inputs \***

**Module 1 National Parks & Wildlife Sanctuaries**

Locations, Accessibility, Facilities, Amenities, Unique Selling Propositions (USP), Dachigam National Park, Corbett National Park, Ranthambore National Park, Hazaribag National Park, Simlipal National Park, Bhitarkanika National Park, Kaziranga National Park, Bandhavagarh National Park, Mudumalli National Park, Periyar National Park, Sunderban National Park, Nilgiri Biosphere Reserve, Kanha National Park, Srishilam Wildlife Sanctuaries.

**Module 2 Hill Stations**

Locations, Accessibility, Facilities, Amenities, Unique Selling Propositions (USP), Shrinagar, Kullu&Manali, Shimla, Mussorie, Nainital, Mahabaleswar, Chikmangulaur, Coorg, Waynad, Munnar, Ooty, Kodiakanal, Arakku, Horsley Hills, Darjeeling, Gangtok, Shillong, Tawang.

**Module 3 Beach Resorts**

Locations, Accessibility, Facilities, Amenities, Unique Selling Propositions (USP), Important Beaches in Gujarat, Maharashtra, Goa, Karnataka, Kerala, Tamil Nadu, Puducherry, Andhra Pradesh, Odisha, West Bengal, Lakshadweep, Andaman & Nicobar Islands

**Module 4 Adventure Tourism Sites**

Locations, Accessibility, Facilities, Amenities, Unique Selling Propositions (USP), Land, Water and Air Based Adventure Sports and Tourism.

**Books for Reference**

1. Dixit, M.(2002). Tourism Products. New Royal Book Co, Lucknow.
2. Jacob,R. (2012), Indian Tourism Products, Abhijeet Publications, Delhi.
3. Ball, S. (2012). Encyclopedia of Tourism Resources in India, Butterworth –Heinemann.
4. Douglas. N. Ed. (2001), Special Interest Tourism, John Wiley & Sons, Australia.
5. Pletcher. Kenneth(2011), The Geography of India: Sacred and Historic Places. Britannica Educational Publication, New York.
6. Negi, Sharad Singh. (2002), Handbook of National Parks, Wildlife Sanctuaries, and Biosphere Reserves in India. Indus Publishing Co. New Delhi.
7. Robinet Jacob. (2013). Places of Touristic Interest in India .Abhijeet Publications, Delhi.
8. Lonely Planet India

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**Semester II**

**Course - HC: 203: Organizational Behavior and HRM**



|   |   |
|---|---|
| <b>Learning Outcome</b>   | The main objective of the course is to provide an orientation about the fundamental concepts, theories and practices of organizational behavior and Human Resource Management in general and especially in travel and tourism industry. |
| <b>Pedagogy</b>   | A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Industry visits, projects and assigned readings   |
| <b>Teaching Hours/ Week</b>   | 03 Hours; and Credits: 03   |
| <b>Examination Duration</b>   | 3 hours and Maximum Marks: 75   |
| <b>* Course Inputs *</b>  |   |
| <b>Module-1: Organizational Behavior:</b><br>Fundamental concepts, Nature, Scope, Contributing, Approaches, Historical evolution and Organizational Behavior Model. Foundations of Individual Behavior: Causes of human behavior, Personality, Perception, Learning, Attitudes, Values, Emotions and Moods, Job satisfaction, Motivation and Leadership.  |   |
| <b>Module-2: Group Dynamics:</b><br>Determinants of Group Behavior, Types of Groups, Group Formation, Group Development, Group Composition, Group Norms and Group cohesiveness, Decision Making in Groups, and Teams v/s Groups. Organizational Change and Development: Organizational culture, Work Stress, Organizational Conflict and Negotiations, Organizational Change, Organizational Development and Effectiveness.   |   |
| <b>Module-3: Introduction to HRM and HRP:</b><br>Introduction, Definition, Nature, Scope, Evolution and Development of HRM, Functions of HR Manager and HR Practices in Tourism and Travel Industry. Human Resource Planning: Objectives, Importance and Need of HRP; Process of HRP, Job Analysis, Job Description and Job Specification; Recruitment and Selection: Sources, Process, Methods, Placement and Induction; Retention of Employees.   |   |
| <b>Module-4: Performance and Compensation Management System:</b><br>Human Resource Appraisal: Meaning and importance of HRA, Methods and Evaluation, Rating Errors, Competency Management, Human Resource Training and Development: Objectives, Importance, Need, Methods, Tools and Aids, Evaluation of Training Programs, Career Planning and Succession Planning. Compensation Management: Meaning, Importance, Objectives, Factors Influencing Wage Fixation, Methods of Compensation, Compensation Policy, Incentive Schemes, Benefits and Services; Human Resource Mobility: Importance and Purpose, Promotion, Demotion, Transfer, Separation, Absenteeism, Labour Turnover. |   |
| <b>Module 5: Industrial Relations and Administrations:</b><br>Administration of Discipline: Objectives and Importance, Guidelines and Procedure, Management of Grievances: Causes, Handling and Redressal Procedure, Labour Relations: Industrial Disputes, Types, Causes, Procedure for settlement, Collective Bargaining, Government and Industrial Relations programs, Trade Unions: Features, Objectives, Functions of Trade Union.   |   |
| <b>Books for Reference:</b> <ol style="list-style-type: none"><li>1. Robbins, S.P. Organizational Behavior, Prentice Hall of India.</li><li>2. Luthans, F. Organizational Behavior, Tata Mc-Graw Hill, New York.</li><li>3. K. Aswathappa, Human Resource Management, Tata Mc-Graw-Hill New York.</li><li>4. C.S. Venkata Ratnam, Personnel Management, Tata Mc-Graw Hill New York.</li></ol>   |   |



5. C.B.Gupta, Human Resource Management, Sultan chand & Sons, New Delhi.
6. Tripathi, Personnel Management & Industrial Relations, Sultan chand & Sons, New Delhi.
7. P. Subba Rao, Human Resource Management & Industrial Relations, Himalaya Publishing House, Mumbai.
8. V.P. Michael, Human Resource Management & Industrial Relations, Himalaya Publishing House, Mumbai.
9. A.M. Sharma, personnel Management and Human Resource Management, Himalaya Publishing House, Mumbai.
10. Robert A. Baron and Jerald Green Berg, Organizational behaviour Prentice Hall of India.
11. Keith Davis and Newstrom, Organizational Behavior, Tata Mc-Graw Hill, New York.
12. Sharma, R.A. Organizational theory and behavior, Tata Mc-Graw Hill Niw York.
13. Gregory Moorhead and Ricky W Griffin, Organizational behavior, Jaico publishing. House, Mumbai.
14. Davis, Human Behaviour at Work and Organization Behavior, Tata Mc-Graw Hill New York.
15. Uday pareek, Understanding Organizational Behavior, Oxford and IBH Publications. Jaipur,
16. Organizational Behavior Aswathappa, K. Himalaya publishing House, Mumbai.
17. Rao, B.S.P. and Narayana P.S. Organization Theory and Behavior, Konark Publishers, New Delhi.
18. Shashi. K. Gupta, Organizational Behavior , Kalyani Publishers, New Delhi.

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## Semester II

### Course - HC: 204: Travel and Transport Management

|                             |   |
|-----------------------------|---|
| <b>Learning Outcome</b>     | The main objective of the course is to provide an insight to various travel and transpiration system used in tourism sector. After the successful completion of the course, the students would be able to manage various travel and transportation organizations. |
| <b>Pedagogy</b>             | A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Industry/Airport Visits, projects and assigned readings   |
| <b>Teaching Hours/ Week</b> | 03 Hours; and Credits: 03   |
| <b>Examination Duration</b> | 3 hours and Maximum Marks: 75   |

#### \* Course Inputs \*

#### Module 1 Tourism and Transport

Transport: elements, types and linkages, tourism and transport interrelationship, Role of transport in Tourism, Transport: from a geographical perspective, Accessibility and tourism transport, Multimodal transport for tourism, Tourism transport: nature and types, Factors influence tourist transport selection, Tourism Demand and transport

#### Module 2 Air transport and tourism

Aviation, types, Air Transportation System, evolution of air transport, Deregulation, 'Open-skies' agreements, Mergers, take-over and alliances, Role of air transport in tourism, International regulations- Paris Convention, The Havana convention, Warsaw Convention, Chicago Convention, Bilateral agreements and 'Freedoms of Air', Safety and security issues

#### Module 3 Airlines and Airports

Airport, definition, functions, roles, history, Revenue sources, Airport ownership and privatization, Structure of an airport, Certification and regulations of airports, Organization and



personnel, Airport Codes, Airline, airline industry, elements, characteristics, Airline consumers and tourists, Airline product, Types of Airlines, FSCs, LCCs, Hybrid airlines, airline operations, Classes of Service, Airline Personnel and Organization, FFP, Hub and Spoke System, Code sharing, Interline agreement.

**Module 4 Land transport and tourism**

Road Transportation and tourism, vehicles used, Motor Coach tourism, Automobile and tourism, Car. Rentals and services, Rail Transport, Rail tourism, High Speed trains, Luxury trains, Tourism services of AMTRAK, Eurail Pass, Brit Rail Pass, Tourist trains in India.

**Module 5 Cruise Tourism**

Water Transportation, Water transport and tourism, Cruise tourism, trends in Cruise tourism, history, On board facilities and services, Types of cruises, cruise destinations, Cruise organization and personnel, Environmental concerns of cruise tourism, Other water transport services in Tourism.

**References**

1. M.R.Dileep, 2019. Tourism, Transport and Travel Management, Routledge, London and New York.
2. Cook, N.G. and Billing, G.B., 2017. Airline Operations and Management: A Management Textbook, Oxon; Routledge.
3. Odoni, A, 2009, Airports, in Peter Belobaba, Amedeo Odoni and Cynthia Barnhart (Eds.) The Global Airline Industry, John Wiley & Sons, West Sussex: UK.
4. Seidenstat, P., 2004. Terrorism, airport security, and the private sector. *Review of policy Research*, 21 (3), P 275-291.
5. The Travel Insider, A History of US Airline Deregulation, data available at <http://thetravelinsider.info/airlinemismmanagement/airlinederegulation2.htm> (accessed on 15 April 2016)
6. Wells TA, 1988, Air Transportation: A management perspective, California: Wadsworth publishing company.
7. Wensveen, G, J., 2007. Air Transport: A Management Perspective, 6<sup>th</sup>Edn., Hampshire: Ashgate.

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**Semester II**

**HC 205: Study Tour and Viva Voce Examination**

**\* Course Inputs \***

Study Tour shall be offered to the students as a compulsory component. The objective of the study tour is to give exposure to the students about attractions and resources available at a tourist destinations of repute. Students have to submit the final report within 15 days of completion of the tour and the viva-voce for the same shall be conducted during the second semester examinations. The credits assigned to this paper shall be distributed in the ratio of 3:1 for report and viva-voce respectively.

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**Semester II (Specialization Stream-A)**

**SCA 201 Tourism Destinations of India**

**Learning Outcome**

The main outcome of the course is to give provide a comprehensive idea about the tourism destinations of India and the students would be able to prepare domestic tourism itineraries and inbound tour packages



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|--|--|
| <b>Pedagogy</b>  | A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Simulation, Itinerary Preparations, projects and assigned readings |
| <b>Teaching Hours/ Week</b>  | 04 Hours; and Credits: 04  |
| <b>Examination Duration</b>  | 3 hours and Maximum Marks: 75  |
| <b>* Course Inputs *</b>   |  |
| <b>Module 1. Natural and Wild Life Tourism Destinations</b>  |  |
| Wildlife Sanctuaries, National Parks and Natural Reserves in India (Jim Corbett Tiger Reserve, Bharatpur Bird Sanctuary, Valley of Flowers, Kanha, Kaziranga, Sasan Gir, Dachigam, Ranthambhore and Keoladeo Ghana); Hill Stations: Study of Hill Station attractions and their environments with case studies of Mussoorie, Nainital, Munnar and Ooty, Hill stations of Karnataka and Kerala.   |  |
| <b>Module 2 Beaches and Islands:</b>   |  |
| Beaches in Goa, Kerala, Karnataka, Tamil Nadu, Orissa. Andaman Nicobar & Lakshadweep islands. water based adventure activities and destinations.   |  |
| <b>Module 3 Tourism Attractions of Major Destinations</b>  |  |
| Delhi, Agra, Jaipur, Khajuraho, Varanasi, Mumbai, Kolkata, Chennai, Bangalore, Hyderabad, Mahabalipuram, Madurai, Tanjore, Hampi, Ellora, Elephanta, Konark and Fatehpur Sikri, UNESCO World Heritage Sites in India.  |  |
| Monuments- Qutub Minar, Atala Mosque (Jaunpur), Kirtistambha (Chittor), Sher Shah Suri's Tomb, Sikandara, Red Fort (Delhi), Taj Mahal, Golden Temple (Amritsar), Hawa Mahal (Jaipur), Bara Imambara (Lucknow).   |  |
| <b>Module 4 Pilgrimage Destinations</b>  |  |
| Hindu- Charo Dham Yatra, Jyotirlinga Yatra, Devi Yatra Vindhya (U.P.) Kamakhya (Assam), Vaishnavadevi, Kashi, Prayag, Gaya, Ayodhya, Mathura-Vrindavana, Allahabad, Ujjain, Hardwar, Nasik, Gangasagar.  |  |
| Buddhist: Lumbini, Bodhgaya, Sarnath, Kushinagar, Sharavasti, Sankisa, Vaishali, Rajgriha, Kapilvastu, Nalanda, Sanchi, Ajanta.  |  |
| Jain: Kashi, Pavapuri, Shatrunjaya, Girnar, Mt. Abu, Sharavanbelgola, Palitana   |  |
| Muslim: Ajmer Sharif, Nizamuddin (Delhi), Fatehpur Sikri, and some important Mazars.   |  |
| Sikh: Patna, Nanded, Guru-ka-Tal (Agra), Amritsar.   |  |
| Saint: Kabir, Tulasi, Raidas, Sankaracharya.   |  |
| <b>Module 5. Fairs and Festivals</b>   |  |
| Kumbha, Pushkar, Sonapur, Dadari, Tarnetar, Chhatha, Pongal/Makar-Sankranti, Baishakhi, Meenakshi Kalyanam, Holi, Gangaur, Onam, Durga Puja, Ramalila, Diwali, Kartik Purnima (Dev Deepawali, Guru Parb), Dashahara (Kullu), Rathayatra, Nag Nathaiya (Varanasi), Bhrawafat, Id-ul-Fitr, Easter, Christmas, Carnival (Goa), Burhawa Mangal (Varanasi), Ganga Mahotsava, Taj Mahotsava, Khajuraho Mahotsava and Desert Festival. Handicrafts and Handlooms. History of Dance Styles and main Gharanas of North Indian Music. History of Drama in India and its present scenario |  |
| <b>Module 6. Medical and Wellness Tourism Destinations</b>   |  |
| Tourist profile, market analysis, designing medical tour packages, Approvals and formalities, Pre-tour arrangements, tour operations and post-tour management, Health Insurance, Role of Government in Health Tourism-Case studies about selected medical and wellness tourism destinations  |  |



**Books for Reference**

1. Gupta, SP, Lal, K, Bhattacharya, M. Cultural Tourism in India (DK Print 2002)
2. Dixit, M and Sheela, C. Tourism Products (New Royal Book, 2001)
3. Oki Morihiro, Fairs and Festivals, World Friendship Association, Tokyo, 1988.
4. Mitra, Devla, Buddhist Architecture, Calcutta.
5. Michell, George, Monuments of India, Vol. 1. London.
6. Davies, Philip, Monuments of India, Vol. II., London.
7. Brown Percy, Indian Architecture ( Buddhist and Hindu), Bombay.
8. Brown Percy, Indian Architecture (Islamic period), Bombay.
9. Hawkins. R.E., Encyclopaedia of Indian Natural History.
10. Vatsayana, Kapila, Indian Classical Dance, New Delhi.
11. Swami, Prayaganand, History of Indian Music.
12. Jain, Jyotindra & Arti, Aggrawala : National Handicrafts and Handlooms Museum.
13. Mode. H. & Chandra.S. : Indian Folk Art, Bombay.
14. Mehta. R. J. : Handicrafts & Industrial Arts of India, New York.
15. Grewal, Bikram ( ed ) : Indian Wildlife.

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**Semester II (Specialization Stream-A)**

**SC 202 A Tourism Destinations –North America, South America and Europe**

|                             |   |
|-----------------------------|---|
| <b>Learning Outcome</b>     | The main objective of the course is to understand the spatial geography of the world in order to better acquainted with global perspectives of the worldwide tourism destinations. It also help the students to get an insight into the travel regulations, tourist itinerary, and develop their role as travel professional. |
| <b>Pedagogy</b>             | A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Simulation, role plays, projects and assigned readings  |
| <b>Teaching Hours/ Week</b> | 03 Hours; and Credits: 03   |
| <b>Examination Duration</b> | 3 hours and Maximum Marks: 75   |

**\* Course Inputs \***

**Module 1 Geography of Tourism in North America**

Geography and tourism in North America – Tourism characteristics - major tourism destination and attractions of Canada and United States - Major tourist destination in Mexico and the Caribbean countries. Popular tourist's itineraries in the continent. Travel regulations.

**Module 2 Geography of Tourism in South America**

The tourism geography of South America - Division of South American Tourism - the Andean countries: Venezuela, Columbia, Ecuador, Peru, Bolivia and Chile – middle latitude South America – Argentina – Paraguay – Uruguay – Brazil. Important tourist destinations of South America – Leading tourist itineraries – travel regulations.

**Module 3 Geography of Tourism in Europe**

An Introduction to the tourism Geography of Europe – physical characteristics – Tourism characteristics in Western Europe – Ireland – the United Kingdom – France – Belgium – the Netherlands – Germany – Austria – Switzerland – leading tourist itineraries – travel regulations.

**Module 4 Geography of Tourism in Scandinavia and Eastern Europe**

North West Europe – Scandinavia – Eastern Europe and CIS – Tourism in Southern Europe – Greece, Italy – Iberian, peninsula (Spain and Portugal). Popular tourist itineraries to



Scandinavian Europe. Emerging tourists destinations in Eastern Europe – present status of Tourist destinations in Mediterranean Europe

**Assignments:** Field trips to various tourist destinations in India and report submission.

**Skill Development:**

1. Map plotting of popular tourist destinations: North America, South America, and Europe.
2. Preparation of travel itinerary – cum. – Class presentations.

**Books for References:**

1. Dawne M. Flammger (1993), Destination: North America.
2. Simon Calder and et al (2014), 48 Hours In... North American Cities.
3. Philip.G. Davidoff (2002), Geography for Tourism.
4. T Manoj Dixit, Amith Kumar Singh and Pravin Singh Rana, Tourism Geography.
5. Lonely Planet – Asia, North America, South America, Europe.
6. Husain Masjid (2004), World Geography, Rawat Publications, Delhi and Jaipur.
7. Husain Masjid,(2003), Indian and World Geography, Rawat Publications, Delhi and Jaipur
8. J. K Chopra, World Geography.
9. M A Boniface, Chris Cooper and Robyn Cooper, Worldwide Destinations: The Geography of Travel and Tourism: Volume – 1, London.
10. Tim Liffel (2008), the World's Cheapest Destinations- Asia Edition

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**Semester II**

**Course - SC 201 B: Airport Operations and Management**

|                             |  |
|-----------------------------|--|
| <b>Learning Outcome</b>     | The course is designed to inculcate the students about the procedure of Airport handling and Airline Management.                         |
| <b>Pedagogy</b>             | A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Simulation, role plays, projects and assigned readings |
| <b>Teaching Hours/ Week</b> | 04 Hours; and Credits: 04  |
| <b>Examination Duration</b> | 3 hours and Maximum Marks: 75  |

**\* Course Inputs \***

**Module 1 Introduction**

Airport and air transport Airport, Definition, Concept of Airport, History of airports, Airport Classification, Civil aviation airports, General aviation airports, Military airport, Other types of airports, Airport Customers, Revenue sources of airports, Airport business and its socio-economic impact, Environmental impacts of Airports.

**Module 2 Airport Management**

Airport Ownership, Public-Private Partnership (PPP) Airport Project, Modern Airports, Airports Council International (ACI), Aviation career and Training, Airport Standards and Certification, ICAO legislation, Need for Certification, National Standards and Recommended Practices, Aerodrome Manual, Airport Names and IATA Codes, ICAO Airport Codes.

**Module 3 Airport Structure**

Structure of the Airport, The Airside, Runways, Taxi ways, Path Markings, Pathway Signs, Apron/Ramp, Hangar, Air Navigation Services (ANS) and Air traffic Control(ATC), The Terminal, Structure and components of a terminal, The Landside, Physical components of landside.

**Module 4 Airport Operations**

Airport Ground Operations Passenger Handling, types of passengers, Passenger Check-In,



Arrival and transfer Services, Baggage Handling and delivery, Aircraft Ramp Handling, Aircraft Weight and balance (Load Control), Ramp Safety in Aircraft Handling, Airport Security measures, Passenger Security, Baggage security.

**Module 4 Airport Management in India**

Indian airport authority, types of airports in India, green field airports, major international airports in India and codes, AAI, DGCA, Functions and activities of AAI, Airport training in India, courses and institutes. Privatisation in airport sector in India.

**References**

1. Ashford, N.J.S. Mumayiz, and Wright P.H. 2013. Airport Engineering: Planning Design and Engineering of 21st Century Airports, 4th Edn., New York: Wiley.
2. Dileep, M.R. (2019), Tourism, Transport and Travel Management, London: Routledge.
3. Graham, A., 2014. Managing Airports: An International Perspective, 4th Edn. Oxon: Routledge.
4. Hardaway, M.R., 1991, Airport Regulation, Law and Public Policy, Westport: Quorum Books.
5. Wells, T.A. and Young, S., 2004. Airport: Planning and Management, 5th Edn., McGraw-Hill.

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**Semester II (Specialization Stream-B)**

**SC 202 B Hotel Front Office Operations and Management**

|                             |  |
|-----------------------------|--|
| <b>Learning Outcome</b>     | This course would provide a theoretical and practical exposure about the front office operations of a hotel.                             |
| <b>Pedagogy</b>             | A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Simulation, role plays, projects and assigned readings |
| <b>Teaching Hours/ Week</b> | 04 Hours; and Credits: 04  |
| <b>Examination Duration</b> | 3 hours and Maximum Marks: 75  |

**\* Course Inputs \***

**Module 1 Layout of a Front Office and Reservation**

Layout and basic functions of a front office, Qualities required for a front office staff, Basic definition, modes of room reservation and source of hotel bookings, system of room reservation, conventional density, different records, diaries, forms, etc. used for recording room reservation, filling system for reservations, introduction to computerized reservation system.

**Module 2 Reception**

Receiving, registration and rooming of the guest on arrival. Rooming of VIP and VVIP guests and group arrivals, contractual terms between hotel and guests, record registers, forms, etc. required in the reception office, functions and operation of the room rack and other equipment at the reception counter, dealing with walk-in guests with scanty baggage, procedure of crew arrival and lay over passengers, change of guest rooms, handling of guest, staff and hotel mail, maintenance of books, key handling and control, use and function of the key rack, handling of messages and enquiries for the guest, calculating room occupancy reports, housekeeping occupancy reports.

**Module 3 Cash billings**



Various systems of maintaining guest accounts, reports and cashier desk, departure procedure, credit and discounts in hotels, handling of credit cards, travellers cheques, travel agents coupons and airline vouchers, foreign exchange regulations in the hotels regarding payment of hotel bills by foreigners and NRIs, handling of guest valuables.

**Module 4 Communications**

Knowledge of PBX, EPABX, handling the telephone, important telephone numbers, reading of directories, phonograms, method of operation of e-mail, fax, facsimile, mobile phones, public address system and accessing web sites.

**Module 5. The Lobby Manager's Desk**

Functions of the Lobby Manager, forms and registers required, handling of any unusual event like theft, fire, accident, death, skippers, scanty luggage guests, etc. Handling of master keys, duplicate and original keys while receiving and rooming of VIP guests, handling guest complaints and problems.

**Module 6 Caring for guests and Travel Desk**

Guest needs, arranging tickets, organizing sightseeing and transport, arranging safe custody of valuables and handling of emergencies, seeing off guests.

**Books for Reference**

1. Bardi, James A. *Hotel Front Office Management*, 5th ed, John Wiley 2010
2. Baker, S. Bradley, P. & Huyton, J. *Principles of Front Office Operations*, Cassell, 2001
3. Tewari, J.R. (2009). *Hotel Front Office Operations and Management*, OUP, Publication New Delhi.
4. Gray and Ligouri (2000), *Hotel and Motel Management and Operations*, PHI, New Delhi.
5. Andrews, S.(2009). *Hotel Front Office Training Manual*, Tata McGraw Hill, Mumbai.

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**Semester III**

**HC 301: Tourism Policy, Planning and Development**

|                             |  |
|-----------------------------|--|
| <b>Learning Outcome</b>     | The course aims to give a comprehensive idea about the tourism planning and developmental theories and its application.                  |
| <b>Pedagogy</b>             | A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Simulation, role plays, projects and assigned readings |
| <b>Teaching Hours/ Week</b> | 04 Hours; and Credits: 04  |
| <b>Examination Duration</b> | 3 hours and Maximum Marks: 75  |

**\* Course Inputs \***

**Module 1 Concept of Destination Development**

Meaning, Types and Characteristics of Tourism Destination– Destination Development, Destination Lifecycle- Destinations and Products –Destination Management Systems– Overview of tourism impacts, over tourism, evolution of sustainability concept, sustainable tourism, concept, practices, principles, Alternative Tourism, Green tourism, Ecotourism, concept, history, principles, Responsible Tourism, concept, history and principles, Geo-tourism, emerging trends in sustainable tourism.

**Module 2 Tourism Policy**

Concept and Meaning of Tourism Policy, Need for Tourism Policy, Significance of Tourism Policy, Objectives & Principles of Tourism Policy, Formulation of Tourism Policy, Approaches to Policy Implementation, Minimization of Policy Gap, Role of Implementing Agencies,



Stakeholder-Driven Policy, Hurdles in Formulating and Implementing Tourism Policy, Linking Tourism Policy with Planning.

**Module 3 History of Initiatives for Tourism Planning**

Sargent & Jha Committee, National Tourism Policy of India-1982,1987& 2002, National Action Plan- 1992, Tourism Policy in Kerala, Rajasthan, Haryana, Jammu & Kashmir, Andhra Pradesh & Karnataka, Gujarat.

**Module 4 Fundamentals of Tourism Planning**

Concept, Meaning, Nature, Types of Tourism Planning, Destination Planning Guidelines - Destination Zone, Planning Model, Stages in Tourism Planning Process - Roles of Public and Private Sectors - Developing Tourism Plans: Goals – components- Designing Plan Documents- Techniques, Surveys & Area Characteristics- Stages of Formulation, Environment Impact Assessment (EIA), Carrying capacity, types, Tourism through Five-Year Plans in India, WTO Guidelines for Planners, Town Planning -Characteristics of Rural Tourism Planning- Environmental Management Systems (EMS) –Destination Vision, Competitive Sustainable Destination -Destination Mapping, Visitor management, concept and strategies.

**Module 5 Sustainable and Eco Tourism**

Evolution of Sustainable Tourism - Principles, Major Dimensions of Sustainability- 10 R's- Stockholm Conference 1972 - Brundtland Commission – The Rio Declarations. World Conference on Sustainable Tourism 1995 - WSSD 2002 , Earth Summit-Agenda 21, Globe 90 conference Eco Tourism - Evolution, Principles -Quebec Declaration 2002 - Kyoto Protocol, 1997- Functions of Ecotourism- Ecological Footprints – Activities & Impacts-Carrying capacity- Responsible Ecotourism- Community Participation - Types of Participation - Ecotourism Policies -Ecotourism Projects - Case Studies

**Books for Reference**

1. Gunn, C. (2002). Tourism Planning: Basic, Concepts and Cases, Cognizant Publication.
2. Swain, S.K. & Mishra, J.M.(2012). Tourism Principles & Practices. Oxford University Press, New Delhi.
3. Morgan, N, Pritchard, A &Pride, R. (2011). *Destination Branding: Creating the Unique Proposition*, Butterworth and Heinemann,
4. Butler, R.W. (2006). *Tourism Area Life Cycle: Applications and Modifications*, Channel View Publications.
5. Tang, C.H. & Jones, E.E. (2005). *Tourism SMEs, Service Quality and Destination Competitiveness*, CABI Publishing,
6. Singh, S. Timothy, D.J. & Dowling, R.K. (2003). *Tourism in Destination Communities*, CABI Publishing,
7. Crouch, D.I. J.R. Ritchie, B.&Kossatz, H.G. (2003). *Competitive Destination: A Sustainable Tourism Perspective*, CABI Publishing,
8. Murphy, P. E.(1986). *Tourism: A Community Approach*. Methuen, New York.
9. Inskeep, E. (1991). *Tourism Planning: An Integrated and Sustainable Development Approach*. Van Nostrand Reinhold, New York.

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**Semester III**

**HC 302 International Tourism Geography**

**Learning Outcome**

The course aims to give a comprehensive idea about international tourism destinations and tourism trends.

**Pedagogy**

A combination of Lecture, Case Analysis, Group Discussion, Seminars,



|   |                               |
|---|-------------------------------|
| Teaching Hours/ Week  | 04 Hours; and Credits: 04     |
| Examination Duration  | 3 hours and Maximum Marks: 75 |
| <b>* Course Inputs *</b>  |                               |
| <b>Module 1 Global Tourism: Past, Present and Future Trends</b>   |                               |
| Global Tourism Trends, Tourist Arrivals, Receipts & GDP of First Ten Leading Countries , India's Position in Global Tourism, Factors Contributing to the Growth of Global Tourism, Global Tourism by 2020, Diversification of Emerging Tourism Products, New Competitive Global Emerging Tourism Destinations, Changing Dimensions of Tourism Products.   |                               |
| <b>Module 2 Introduction</b>  |                               |
| Introduction to International tourism destinations – concept of international destinations - growth and development of international tourism destinations. Patterns of international tourism destination development. Contemporary issues, challenges and opportunities in destination countries – Travel barriers and measures to overcome the barriers. |                               |
| <b>Module 3 Tourism Geography</b>   |                               |
| Meaning and definition, relationship between tourism and geography, elements of Geography - Importance of Geography in Tourism – spatial patterns of destination distribution. Understanding the socio-economic and cultural geography and their relationship with destination development. Impact of weather and climate on tourism destinations.        |                               |
| <b>Module 3 Tourist Destinations in Asia and Oceania</b>  |                               |
| Major Tourism Places of Interest in Nepal, Sri Lanka, Maldives, UAE, Singapore, Thailand, Malaysia, Hong Kong, China, Japan, Cambodia, Philippines, Indonesia and Russia - Special Interests- Activities-Travel Formalities - Itineraries, Australia, New Zealand - Special Interests - Activities - Travel Formalities - Itineraries                     |                               |
| <b>Module 3 Tourist Destinations in Europe and Africa</b>   |                               |
| Major Tourism Places of Interest in UK, France, Germany, Spain, Portugal, Belgium, Austria, Switzerland, Norway, Turkey, Greece, and Italy- Special Interests - Activities - Travel Formalities - Itineraries; Egypt, South Africa, Tanzania, Zimbabwe, Kenya, Mauritius, Seychelles, Madagascar  |                               |
| <b>Module 4 Tourist Destinations in the Americas</b>  |                               |
| Major Tourism Places of Interest in USA, Canada, Mexico, Cuba, Venezuela, Brazil, Argentina, Peru, Chile, Jamaica and Costa Rica - Special Interests-Activities-Travel Formalities - Itineraries  |                               |
| <b>Books for Reference</b>  |                               |
| 1. Bhatia A.K. (2011), <i>International Tourism Management</i> , Sterling Publishers, New Delhi.  |                               |
| 2. Boniface, B., Cooper, R. & Cooper, C. (2016). <i>World Wide Destinations – The Geography of Travel and Tourism</i> . New York: Routledge.  |                               |
| 3. Reisinger Y, (2009), <i>International Tourism – Cultures and Behaviour</i> , Butterworth-Heinemann, Oxford, UK.  |                               |
| 4. William F. Theobald, W.F. (2013) <i>Global Tourism</i> , Elsevier Science, London.   |                               |
| 5. Cochrane, J. (2008) <i>Asian Tourism Growth and Change</i> , Elsevier, London.   |                               |
| 6. UN World Tourism Organization (2002). <i>Performance Indicators for Tourism Destinations in Asia and the Pacific Region</i> , Business & Economics.  |                               |
| *****   |                               |
| <b>Semester III</b>   |                               |
| <b>Course - HC: 303 Research Methodology in Tourism and Hospitality</b>   |                               |



|                             |  |
|-----------------------------|--|
| <b>Learning Outcome</b>     | The main objective of the course is to provide the methods of research and report writing in the field of tourism and travel industry. |
| <b>Pedagogy</b>             | A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Simulation, projects and assigned readings           |
| <b>Teaching Hours/ Week</b> | 04 Hours; and Credits: 04  |
| <b>Examination Duration</b> | 3 hours and Maximum Marks: 75  |

**\* Course Inputs \***

**Module 1 Concepts of Research**

Nature, Scope and Significance of Research - Art and Science of Knowing Ontology and Epistemology - Theoretical Development - What is Theory Not, Deductive and Inductive Research - Variables, Construct and Relationship – Reliability and Validity - Methodology and Research Methods - Propositions and Hypothesis.

**Module 2 Problem Identification**

Review of Old and Current Literature Raising Research Questions – Item Generation- Scale Development - Scale Evaluation – Scale Adoption, Questionnaire Design, Working and Types of Questionnaire – Sampling Methods - Sample Error - Grounded Theory, Formulation of Research and Operational Hypothesis

**Module 3 Qualitative Methods**

Ethnography and Case Study - Experimentation, In-depth Interviews - Focused Group Interview, Delphi Technique, Participant Observations - Projective Techniques - Content Analysis, Pilot Study, Historical Analysis - Preparation of Field Notes.

**Module 4 Quantitative Methods**

Measures of Central Tendency and Dispersion – Normal Distribution - Correlation, Regression Analysis - Testing of Hypothesis - Parametric and Non-Parametric Tools for Hypothesis Test- Multivariate Analytical Techniques - Use of SPSS.

**Module 5 Data Coding Presentation**

Data Collection – Coding the Data, Communicating Research Findings - Report Writing Tips - Scientific Writing Styles - Structure and Steps of Preparing Research Proposal - the Art of Writing Research Paper - Art of Citing References (APA, MLA), Written & Oral Presentation.

**Books for reference**

1. C.R Kothari (2002), Research Methodology, New Age Publication. India.
2. Naresh Malhotra, John Hall, Mike Shaw & Peter (2002), Market Research, Second Edition, Prentice Hall.
3. Blaikie N. (2000), Designing Social Research, Polity Press, 2000, Canterbury, UK.
4. Marshall. L, Rossman B. (1999), Designing Qualitative Research, 3rd Edition, Sage Publications, New Delhi.
5. David de Vaus. (2002), Analyzing social sciences, Data, Sage Publication, New Delhi.
6. Malhotra.N.K. (2007), Marketing Research, An applied Orientation, Fifth Edition, Pearson Education.
7. Babbie. E (2001), The Practice of Social Research, 9th Edition, Wardworth, and Thomson Learns, USA.
8. Joseph F, Haur, Robert & David. J (2004), Market Research, McGraw Hill, New Delhi.
9. Donald R Cooper & Pamela S Schindler (2006), Business Research Methods, McGraw Hill, New Delhi.

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**Semester III**



| <b>HC 304: Financial Management and Accounting</b>  |   |
|---|---|
| <b>Learning Outcome</b>   | The course would help the students to acquaint oneself with the fundamental principles of accounting, enabling them to analyze and interpret the financial statements and also providing expertise in applying accounting techniques and finance strategies in the field of tourism activities. |
| <b>Pedagogy</b>   | A combination of Lecture, Case Analysis, Seminars, Assignments, projects and assigned readings  |
| <b>Teaching Hours/ Week</b>   | 03 Hours; and Credits: 03   |
| <b>Examination Duration</b>   | 3 hours and Maximum Marks: 75   |
| <b>* Course Inputs *</b>  |   |
| <b>Module 1 Financial Accounting</b><br>Concepts and Conventions – Double Entry System – Preparation of Journal, Ledger and Trial Balance – Users and Uses of Accounting information.   |   |
| <b>Module 2 Preparation of Final Accounts</b><br>Trading, Profit and Loss Account and Balance Sheet – Adjustment Entries - Accounts of Non-Profit Organizations: Income and Expenditure Account – Receipts and Payments: Travel Agency & Hotel Accounting.  |   |
| <b>Module 3 Financial Statement Analysis and Interpretation</b><br>Meaning – Types of Analysis – Objectives – Importance – Tools of Analysis, Marginal Costing – Concept, Techniques & Applications – Cost Volume Profit Relationship – Break-Even Analysis.  |   |
| <b>Module 4 Cost Accounting</b><br>Concept – Distinction Between Costing and Cost Accounting – Elements of Cost – Preparation of Cost Sheet – Types of Costs - Establishing Cost Standard, Types of Budget, Preparation of Budget, and Zero Based Budgeting.  |   |
| <b>Module 5 Financial Management</b><br>Scope – Objectives – Finance Functions – Major Financial Decisions – Sources of Finance; Long-Term and Short-Term, Advantages and Disadvantages of Different Sources of Funds, Capital Structure, Capital Budgeting, Internal Financial Control, Problems of Financial Management Unique to Hospitality Industry, Working Capital Management, Cash Management, Opportunities and Challenges for Investments in Hotel, Aviation & Tourism Related Sectors, Role of TFCI and Other Financial Organizations.   |   |
| <b>Books for Reference</b> <ol style="list-style-type: none"><li>1. Lal, J. (2009), Accounting for Management, Himalayan Publishing House.</li><li>2. Pandey. I.M (2006), Financial Management, Vikas Publishing House Pvt, Ltd., New Delhi.</li><li>3. Grewal, T.S. &amp; Shukla, M.C. (2010), Advanced Accounts Vol.1, Sultan Chand &amp; Sons, Delhi.</li><li>4. Chandra, P. (2006). Financial Management- Theory and Practice, Tata McGraw Hill, New Delhi.</li><li>5. Gupta, R.L. &amp; Radhaswamy, M.(2006), Advanced Accountancy- Vol. I, Sultan Chand &amp; Sons,</li><li>6. Maheshwari, S.N. &amp; Maheshwari. S.K.(2006), Fundamentals of Accounting, Vikas Publishing House, New Delhi</li></ol> |   |
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**Semester III**

**SC 301 A: GDS and Computer Reservation System**

The main learning outcome of the course is to orient the Amadeus/SABRE/ Galileo software used for services booking. After the successful completion of the course the students would be able to do air fare quote, PNR creation and issue of air ticket through Amadeus, SABRE/Galileo software.

**Module 1 Introduction**

Encoding and decoding-Flight availability- Alternative availability entry-availability change entries- Flight information-Minimum connecting time-Selling Air Segments

**Module 2 Passenger Name records**

Mandatory elements for PNR- Name-Phone field- Ticketing Arrangements- Reference-End transaction-Optional Elements- Other service information-Special service request- Modifying PNR- Exercise for PNR creation.

**Module 3. Passport and visa information**

Information segment-Fare quotes and rates-Pricing entries- PNR retrieval and display

**Module 4 Itinerary Printing** - Issuing Tickets - Miscellaneous Entries - Hotel list display- Hotel availability-Hotel sell and pricing-Modification and cancellation

*(Note:Practical training need to be given in computer lab equipped with Amadeus reservation software. The course teacher will conduct the examination in the laboratory using CRS package Amadeus/Galileo) in the offline. The system will generate the marks/points as per the performance of the students. So the system generated marks can be equalised as per the course structure).*

**REFEREENCE**

1. Amadeus quick reference guide.

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**Semester III**

**SC 302 A: Tourism Destinations –Asia, Australia and Africa**

**Learning Outcome** The main learning outcome of the course is to make the students understand the geography and tourism in Africa, Asia, and Australia. it also helps the students to familiarize with the current tourism trends and prospects

**Pedagogy** A combination of Lecture, Case Analysis, Itinerary Preparation, Group Discussion, Seminars, Assignments, Simulation, role plays, projects and assigned readings

**Teaching Hours/ Week** 04 Hours; and Credits: 04

**Examination Duration** 3 hours and Maximum Marks: 75

**\* Course Inputs \***

**Module 1 Geography of Tourism in Africa**

Geographical features. Tourism in the countries bordering to the Middle East. The North African Coast – Tunisia – Algeria – Egypt –Morocco. Characteristics of tourism in Sub Saharan Africa – West Africa – East Africa and Southern parts of Africa. Popular tourist itineraries-travel regulations.

**Module 2 Geography of Tourism in the Middle East**

Geographical features – tourism in Israel – Syria - Iran – Iraq – Yemen – UAE - Saudi Arabia -



Bahrain - Jordan - Lebanon - Kuwait - Qatar - Oman. Popular tourist attractions - travel formalities - top itineraries.

**Module 3 Geography of Tourism in Asia**

Major Tourism resources of East Asia and South East Asia: - East Asia: Japan - China - Hong Kong - South Korea - South East Asia - Singapore - Indonesia - Malaysia - Thailand - The Philippines - Laos, Vietnam and Cambodia. Popular tourist itineraries and travel regulations.

**Module 4 Tourism in The Indian Sub-Continent**

Tourism geography of India - Nepal - Bhutan - Sri Lanka - Bangladesh, Pakistan and Myanmar and Maldives. Major tourist destinations - Leading tourist itineraries - travel regulations.

**Chapter V**

**Module 5. Geography and Tourism in Australia**

Tourism Characteristics of Australia and New Zealand Patterns of Tourism in Australia - New Zealand's Tourist Regions. The Pacific Islands. Popular tourist itineraries - travel regulations.

**Module 6 International Tourism Trends**

Introduction to tourism trends - tourism receipt - tourism expenditure - tourist arrivals. Top 10 tourist receiving countries / Destinations - World and regional tourism trends-international tourist flow-UNWTO forecast for international tourism.

**Assignments:** Field trips to various tourist destinations in India and report submission.

**Skill Development:**

1. Map plotting of popular tourist destinations: Africa, Middle East, Asia and Australia.
2. Preparation of itinerary - cum - Class presentations.

**References:**

1. Cooper, Chris and Bonifare, Worldwide Destinations, the Geography of Travel and Tourism, Butterworth Publications.
2. Hudman, Lloyd and Jackson Richard (1999), Geography of Travel and Tourism, Delmar Publishers.
3. Lonely Planet - Europe, Australia and Africa (Recent)
4. Perlitz, Lee and Elliot, Steven (2001), International Destinations, Prentice Hall Publications.
5. Tour brochures of Thomas Cook, Cox and Kings, Travel Corporation of India etc.
6. Kjell M. Torbiorn, Destination Europe: The Political and Economic Growth of a continent.
7. Tim Leffel, the World's Cheapest Destinations of Europe
8. Chris Dorsey, World's Greatest Wing shooting Destinations: Europe, Africa and Latin America
9. Thomas Preston & Elizabeth Preston, The Double Eagle Guide to 1,000 Great! Western Recreation Destinations Pacific Coast: Pacific Coast: Washington, Oregon, California Double Eagle Guides)
10. Jonathan Grupper, Destination Australia.
11. Carleton Cole (2009), Destination: Asia: Coming to Thailand & Asian adventures.

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**Semester III**

**SC 301 B: Air Cargo Management**

**Learning Outcome**

The course will help the students to understanding the prospects of air cargo industry, familiarizing the operations and management of air cargo business and analyzing the trends and practices in the air cargo business.

**Pedagogy**

A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Simulation, role plays, projects and assigned readings



Teaching Hours/ Week 04 Hours; and Credits: 04  
 Examination Duration 3 hours and Maximum Marks: 75

**\* Course Inputs \***

**Module 1 Introduction to Air Cargo**

Types and nature of air cargo - General and precious cargo- Cargo with special attention - Dangerous goods, Live Animals, Human organs, Human remains, Arms and ammunitions, Wet cargo, Mails.

**Module 2 Air Cargo Rates and Charges**

Weight of the cargo - Normal rate, Minimum rate, Quantity rate, Class cargo rate, Specific commodity rate, Valuation charge, Volumetric charge, ULD rate, Demurrage charge, Express cargo rate, Add on rates - Surcharges - Cargo capacity of Airlines.

**Module 3 Aircraft and Cargo Terminal Facilities**

Cargo booking procedures - Packing, marking and labeling - Acceptance of cargo - Unit Load Devices - Claims and complaints.

**Module 4 Loading of Cargo**

Arrival and off loading - Cargo documentation - Airway bill, Charges collection advice, Irregularity report, Cargo Manifesto, Cargo transfer manifesto - Import and export of cargo - Prohibited articles-Cargo insurances - Selected case study of popular cargo companies.

**Books for references**

1. K.M.Unnikrishnan (2013). *Air Cargo Management and Airport Handling*, Gemini printers, Bangalore.
2. Prem Nath Dhar (2008). *Global Cargo Management –Concepts, Typology, law and policy*, Kanishka Publishers, New Delhi
3. Camille Allaz (2004). *History of Air Cargo and Airmails from the 18<sup>th</sup> century*, Christopher Foyle Publishing, Paris.
4. Michael Sales(2013). *The Air Logistics Handbook*, Routledge, Abingdon.
5. IATA Live Animals Regulation Manual.
6. FIATA Training manual

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**SC 401B Event Management and Promotion**

**Learning Outcome**

This course is designed for empowering the students to understand, plan and organize various events and MICE activities.

**Pedagogy**

A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Simulation, role plays, projects and assigned readings

**Teaching Hours/ Week**

04 Hours; and Credits: 04

**Examination Duration**

3 hours and Maximum Marks: 75

**Module 1. Event Process**

Initiating an event- Planning an Event's Scope - Conducting a Site Survey - Managing Client's Goals and Expectations- Site venue Layout / Design - Selecting Contracting and Managing Performers - Staging the Event.

**Module 2. Planning and Organizing of Corporate Events**

Conferences , Seminars , Meetings, Conventions, Educational or Training Events -Planning and organizing of Leisure events- Sport Events , Festivals , Fashion Shows -Planning and organizing of private events -Weddings ,Special Party Celebrations.



**Module 3. The Role of an Event Planner**

Main Tasks Involved in Event Planning -Skills Required for Event Planners- Benefits of Successful and Safe Events- Requirements for successful events- Research, Design-Planning, Coordination, Evaluation- Contract negotiations- principles; negotiation with hotels, airlines and ground handlers.

**Module 4. Crisis Management**

Event Risk Management -How to Manage Risk - Hazard Analysis - Contingency Plans -Threat Assessment – Planning for safety.

**Module 5**

**Trade Shows and Exhibitions/Expositions:** types of shows, benefits of exhibitions, participant decision-making process. Contract negotiations- principles; negotiation with hotels, airlines and ground handlers.

**Books for Reference**

1. George G. Fenich (2014). Production and Logistics in Meeting, Expositions, Events and Conventions.
2. Robincon, P., Walé, D. & Dickson, G. (2010). Events Management 'Ed'. London : CABI
3. Editorial DataGroup USA (2018). Exhibition & Conference Organisers United States: Market Sales in the United States Kindle Edition
4. Natalie Johnson (2014). Event Planning Tips: The Straight Scoop on How to Run a Successful Event (Event Planning, Event Planning Book, Event Planning Business) Kindle Edition.
5. George G. Fenich (2014). Production and Logistics in Meeting, Expositions, Events and Conventions.
6. Robincon, P., Wale, D. & Dickson, G. (2010). Events Management 'Ed'. London : CABI

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**Semester IV**

**HC 401 Foreign Exchange Management**

**Learning Outcome**

This course would orient the students about the rules and regulations pertaining to foreign exchange management in India.

**Pedagogy**

A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Simulation, role plays, projects and assigned readings

**Teaching Hours/ Week**

04 Hours; and Credits: 04

**Examination Duration**

3 hours and Maximum Marks: 75

**\* Course Inputs \***

**Module 1 Foreign Exchange**

Background of Exchange Rates System - International Monetary System - Gold Standard - Fixed Exchange Rates - Flexible Exchange Rates - Managed Float System - Fluctuations in Foreign Exchange Rate- Foreign Exchange Market: Cash and Spot Exchange Markets - Eurocurrency Markets - Role of Commercial Banks - Mechanics of Making Foreign Payment – SWIFT - Costs Associated with International Payments, Foreign Exchange Markets and Its Importance in Tourism Industry.

**Module 2 Determination of Exchange Rates**

Factors Affecting Exchange Rates – International Trade – Theories of Determination of Foreign



Exchange Rates – Law of One Price –Purchasing Power Parity  
– Interest Parity – Balance of Payment-Theory of Different Types of Exchange Rates, Merchant Rates, Restricted Operation Accounts for Tourism Agencies and Suppliers of Tourism Services.

**Module 3 Foreign Exchange Exposure Management**

Forecasting Forex Rates – Forward Rate as a Short-Term Forecast – Technical Forecasts – Economic Model – Forecasting of Fixed Exchange Rates from Convertible Currencies – Denomination in Local Currency - Management of Foreign Exchange Reserves.

**Module 4 Exchange Rates Arrangement in India**

Foreign Direct Investment-FDI Theories on Macro Level, Micro level, Development Theories, OLI theory- Cost and Benefits of FDI, Strategy for FDI – Concept of FII. Indian Forex Market: Foreign Exchange Administration in India – Setting Up and Operating a Forex Dealership – Convertibility of Rupees on Current Account.– Convertibility of Rupees on Capital Account – Pros and Cons – Foreign Exchange Control Objectives – Methods – Exchange Control in India – Role of FEDAI – FEMA 1997

**Module 5 Forex Trading: Forex Trading Infrastructure and Networks**

Controls on Order Placing – Direct and Indirect Quotas – Cross Rates – Speculation – Exchange Arithmetic – Psychology of Forex Trader – Computerized Trading Programme – Information Analysis of Trading - Documents Used in Foreign Trade- Mates Receipt- Bill of Lading- Shipping Bill- Bill of Entry-Letter of Credit-

**Books for Reference**

1. Bhardwaj, H.P. (1994). Foreign Exchange Handbook, Wheeler Publishing
2. Bhole, L. M. (2004). Financial institutions and markets- structure, growth and innovation. (4 ed.). New Delhi: Tata Mc-Graw Hill.
3. Clark, E.(2004). International Finance, (2 ed.). Thomson Publications.
4. Gandolfo, G. (2006). International Finance and Open Economy Macro Economics, Springer International Edition

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**Semester IV**

**HC 402 Managerial Communications in Tourism**

|                             |  |
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| <b>Learning Outcome</b>     | This course would orient the students about the rules and regulations pertaining to foreign exchange management in India.                |
| <b>Pedagogy</b>             | A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Simulation, role plays, projects and assigned readings |
| <b>Teaching Hours/ Week</b> | 04 Hours; and Credits: 04  |
| <b>Examination Duration</b> | 3 hours and Maximum Marks: 75  |

**\* Course Inputs \***

**Module 1 Introduction**

Meaning & Definition, Role, Classification – Purpose of communication – Communication Process – Characteristics of successful communication – Importance of communication in management – Communication structure in organization – Communication in conflict resolution – Communication in crisis. Communication and negotiation –Communication in a cross-cultural setting.



**Module 2 Oral and Written Communication**

Meaning – Principles of successful oral communication – Barriers to communication – Conversation control – Reflection and Empathy: two sides of effective oral communication. Modes of Oral Communication – Listening as a Communication Skill, Nonverbal communication. Purpose of writing – Clarity in writing – Principles of effective writing – Approaching the writing process systematically: The 3X3 writing process for business communication: Pre writing – Writing – Revising – Specific writing features – Coherence – Electronic writing process.

**Module 3 Business Letters and Reports**

Introduction to business letters – Types of Business Letters – Writing routine and persuasive letters – Positive and Negative messages Writing Reports: Purpose, Kinds and Objectives of reports – Organization & Preparing reports, short and long reports Writing Proposals: Structure & preparation – Writing memos Media Management: The press release – Press conference – Media interviews

**Module 4 Presentation skills**

Elements of presentation – Designing & Delivering Business Presentations – Advanced Visual Support for managers. Case Methods of learning: Understanding the case method of learning. Negotiation skills: Nature and need for negotiation – Factors affecting negotiation – Stages of negotiation process – Negotiation strategies.

**Module 5 Employment Communication**

Introduction – Composing Application Messages – Writing CVs – Group discussions – Interview skills Impact of Technological Advancement on Business Communication– Technology-enabled Communication-Communication networks– Intranet–Internet–E-mails–SMS– teleconferencing – videoconferencing.

**Books for Reference**

1. Neeru Vasishtith and Namitha Rajput (2006), Business Communication, Kithab mahal,
2. Shalini Agrawal, Essential Communication Skills, Ane Books Pvt. Ltd
3. Business Communication – Sinha.
4. Effective Communication – M.V. Rodrgrigues.
5. Effective Communication, Urmila Roy
6. The Art of Effective Communication – Margersion.

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**Semester IV**

**HC 403 Destination Planning and Development**

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|-----------------------------|--|
| <b>Learning Outcome</b>     | The course would empower the students on the importance of planning and management of tourism destinations, assessing the tourism potential of a destination and to prepare tourism development plan and also helps to introduce he advanced analysis and research in the field of destination development |
| <b>Pedagogy</b>             | A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Simulation, Destination Visit, role plays, projects and assigned readings  |
| <b>Teaching Hours/ Week</b> | 04 Hours; and Credits: 04  |
| <b>Examination Duration</b> | 3 hours and Maximum Marks: 75  |



**\* Course Inputs \***

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**Module 1 Destination Development**

Meaning, Types and Characteristics of Tourism Destination -Destinations and Products-goals for development; Tourism and linkage between destination and development-Destination Management Systems-Destination Planning Guidelines - Destination Selection Process - Values of Tourism.

**Module 2 Destination Planning Process and Analysis**

National and Regional Tourism Planning and Development – Assessment of Tourism Potential- Planning for Sustainable Tourism Development - Contingency Planning - Economic, Social, Cultural and Environmental considerations - Environmental Impact Assessment - Demand and Supply Match - Design and Innovations.

**Module 3 Destination Image Development**

Attributes of Destinations: Person's Determined Image, Destination Determined Image, Measurement of Destination Image – Destination Branding Perspectives and Challenges-Creating Unique Destination Proposition – Place Branding and Destination Image - Destination Image Formation Process; Unstructured Image – Product Development and Packaging - Destination Branding and Web -Case Study of Incredible India and God's Own Country.

**Module 4 Destination Promotion and Publicity**

Six 'A's Framework for Tourism Destinations –Dynamic Wheel of Tourism Stakeholders - Destination Marketing Mix – Destination Competitiveness – Distribution Channels-Marketing Communication and Strategies.

**Module 5 Institutional Support**

Public Private Partnership (PPP): National Planning Policies for Destination Development-UNWTO Guidelines for Planners - Role of Urban Civic Bodies: Town Planning - Characteristics of Tourism Planning for Alternative Tourism- Rural, Eco, Farm, etc - Environmental Management Systems – Destination Vision- Focus of Tourism Policy: Competitive Sustainable Destination -Destination Mapping (Practical Assignment).

**Books for Reference**

1. Gunn, C. (2002), Tourism Planning: Basic, Concepts and Cases, Cognizant Publication.
2. Morgan, N., Pritchard, A. & Pride, R. (2001), Destination branding: Creating the Unique Proposition, Butterworth and Heinemann.
3. Butler, R.W. (2006), the Tourism Area Life Cycle: Applications and Modifications, Channel View Publications.
4. Claire, H.T. & Jones, E.E. (2005), Tourism SMEs, Service Quality and Destination Competitiveness, CABI Publishing.
5. Singh, S., Timothy, D.J. & Dowling, R.S. (2003), Tourism in Destination Communities, CABI Publishing.
6. Ritchie, J. B., & Crouch, G. I. (2003). The competitive destination: A sustainable tourism perspective. Cabi

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**Semester VI**

**HC 404 Tourism Entrepreneurship Development**

**Learning Outcome** The course is intended to prepare competent entrepreneurship and



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|--|---|
| <b>Pedagogy</b>  | entrepreneurial skills; motivating students to become job creators and exposing students to supporting factors to become an entrepreneur.<br>A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Simulation, role plays, projects and assigned readings |
| <b>Teaching Hours/ Week</b>  | 04 Hours; and Credits: 03   |
| <b>Examination Duration</b>  | 3 hours and Maximum Marks: 75   |
| <b>* Course Inputs *</b>   |   |
| <b>Module 1 Introduction to Entrepreneurship</b>   |   |
| Definitions - Types of entrepreneurship - role of entrepreneurship in economic growth. - Entrepreneurial traits- Entrepreneurial functions-role of entrepreneurs in the economic development- Factor affecting entrepreneurial growth - Entrepreneur Vs Intrapreneur. Entrepreneurship Theories & Approaches - Entrepreneurial Climate- Myths about Entrepreneurship.                |   |
| <b>Module 2 Creativity &amp; Innovation in Entrepreneurship</b>  |   |
| Process of Creativity-Roadblocks for Creativity-Innovation-Types of Innovation- Role of Creativity & Innovations in Travel & Tourism Businesses-Contemporary Trends.   |   |
| <b>Module 3 Entrepreneurship in Tourism</b>  |   |
| Opportunity Identification -Sources of Ideas- New Product Development -Business Plan - Feasibility Report - Technical Feasibility vs. Economic Viability.  |   |
| <b>Module 4 Funding Options</b>  |   |
| Sources of Finance for Tourism Enterprises , Subsidies & Incentives- Promotion and Development of Tourism - Institutional Framework - Venture Creation-Forms of Organization-Management. Role of Govt. in Promoting Entrepreneurship - Tourism Finance Corporation of India-Venture credit - Venture funding - Angel funding- Private funding - Primary market and Secondary market. |   |
| <b>Module 5 Managing Growth</b>  |   |
| Business Integration - Diversification-Mergers & Acquisitions-Business Failure-Causes for failure-Revival of Sick Enterprises-Strategies for revival-Women Empowerment in Tourism.   |   |
| <b>Books for Reference</b>   |   |
| 1. Arthur, S. J., & Hisrich, R. D. (2011). <i>Entrepreneurship through the ages: Lessons learned</i> . Journal of Enterprising Culture, 19(01), 1-40.  |   |
| 2. Kuratko, D.F. & Hodgets, R.M. (2008), <i>Entrepreneurship</i> , Harcourt College Publishers, New York   |   |
| 3. Drucker, P.F. (1985), <i>Innovation &amp; Entrepreneurship</i> , Harper & Row, New York.  |   |
| 4. Bezbaruah, M.P (2000), <i>Beyond the Millennium</i> , Gyan Pub House, New Delhi   |   |
| *****/*  |   |
| <b>Semester IV (Specialization Stream- A)</b>  |   |
| <b>SC 401 A: Itinerary Preparation and Tour Packaging</b>  |   |
| <b>Learning Outcome</b>  | This paper is an attempt to help the students prepare tour itinerary and design package tour independently.   |
| <b>Pedagogy</b>  | A combination of Lecture, Case Analysis, Itinerary Preparation, Group Discussion, Seminars, Assignments, Simulation, role plays, projects and assigned readings   |



Teaching Hours/ Week 04 Hours; and Credits: 04  
Examination Duration 3 hours and Maximum Marks: 75

**\* Course Inputs \***

**Module 1 Itinerary Planning & Development**

Meaning, Importance and Types of Itinerary -Resources and Steps for Itinerary Planning - Do's and Don'ts of Itinerary Preparation

**Module 2 Developing & Innovating Package Tour**

Tour Formulation and Designing Process: FITs & Group- Special Interest Tours (SITs), Tour Packaging: Importance of Tour Packaging - Classifications of Tour Packages - Components of Package Tours, Pre Tour Management, Tour Operation, Post Tour Management.

**Module 3 Concept of Costing**

Types of Costs, Components of Tour Cost - Preparation of Cost Sheet - Tour Pricing - Calculation of Tour Price - Pricing Strategies - Tour Packages of Thomas Cook, SOTC, Cox & Kings and TCI.

**Module 4 Operation of Package Tour**

Confirmation of Tour, Creation of Docket/ File, Issue of Tour Vouchers, Reconfirmation with Airlines, Hotel & Ground Service Providers, Distributing Customized Itinerary to Tour Leader, Guide, Driver & Transporter, Standard Procedures for Pickup and Drop, Check-in and Check-out in the Hotel, Sightseeing, Do's and Don'ts of Sightseeing, Crisis Management in tour, Preparation of Feedback or Guest Comment Sheet, Filling the Guest Comment Sheet, Analysis of Comments of Guest, Service providers, Tour Escorts.

**Module 5 Travel Documentation**

Familiarization with TIM (Travel Information Manual), Passport & VISA- Meaning, Types, Procedures, Validity, Necessary Information to fill the Passport and VISA Form for Issuance, Health Certificates, Currency, Travel Insurance, Credit & Debit Card,

**SUGGESTED TEXT BOOKS**

1. Swain, S.K. & Mishra, J.M.(2012). Tourism Principles & Practices, Oxford University Press, New
2. Chand, M. (2002), Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd., New Delhi.
3. Negi, J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.
4. Holloway, J.C. (2002), The Business of Tourism, Prentice Hall, London, pp.220-279.
5. Roday, S, Biwal, A & Joshi, V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296.
6. Goeldner, R & Ritchie, B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London.

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**Semester IV (Specialization Stream- A)**

**SC 402 A: Project/Training Report and Viva Examination**

The students have to undergo one month on the Job Training in a reputed Travel Organization (Travel Agency/Tour Operation/Event Management) during the fourth semester. A Project Report should be submitted by the guidance and supervision of a faculty assigned by the Department before the end semester examinations of fourth semester in the prescribed structure and format signed by the student, supervisor and Chairman/Coordinator of the Department before the last date given by the Department. There shall be an Internal and External evaluation of Project report followed by viva voce examinations (25 marks for Viva and 75 marks for report).



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**Semester IV (Specialization Stream- B)**  
**SC 401 B Airline Computer Reservation System**

**\* Course Inputs \***

**Module 1. Introduction**

Encoding and decoding-Flight availability- Alternative availability entry-availability change entries- Flight information-Minimum connecting time-Selling Air Segments

**Module 2. Passenger Name records**

Mandatory elements for PNR- Name-Phone field- Ticketing Arrangements- Reference-End transaction-Optional Elements- Other service information-Special service request- Modifying PNR- Exercise for PNR creation.

**Module 3 Passport and visa information**

Information segment-Fare quotes and rates-Pricing entries- PNR retrieval and display

**Module 4 Itinerary Printing**

Issuing Tickets - Miscellaneous Entries - Hotel list display-Hotel availability-Hotel sell and pricing-Modification and cancellation

*(Note: Practical training need to be given in computer lab equipped with Amadeus reservation software. The course teacher will conduct the examination in the laboratory using CRS package Amadeus/Galileo) in the offline. The system will generate the marks/points as per the performance of the students. So the system generated marks can be equalized as per the course structure).*

**REFERENCE**

1. Amadeus quick reference guide.

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**Semester IV (Specialization Stream- B)**  
**SC 402 B: Project/Training Report and Viva Examination**

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**Semester II Open Elective (For students of other Department/Discipline)**  
**EL 201: Tourism and Hospitality Management**

(Even Semester)

|                             |  |
|-----------------------------|--|
| <b>Learning Outcome</b>     | This course is offered to students from other departments of the University as elective. The course is designed to provide basic knowledge about tourism and hospitality management. |
| <b>Pedagogy</b>             | A combination of Lecture, Case Analysis, Itinerary Preparation, Group Discussion, Seminars, Assignments, Simulation, role plays, projects and assigned readings                      |
| <b>Teaching Hours/ Week</b> | 04 Hours; and Credits: 04  |
| <b>Examination Duration</b> | 01:30 hours and Maximum Marks: 40  |

**\*Course Inputs\***

**Module-1: Introduction to Tourism**

Definition and Meaning of Tourism and Tourist-Forms, types and Nature of Tourism, Socio Economic Significances of Tourism-Tourism Components and Distribution-Positive and Negative Impacts of Tourism



**Module-2 Tourism Products and Resources**

Concept, Meaning and Classification- Characteristics of Tourism Products-Tourism Resources of India-Concept of Eco Tourism and Sustainable Tourism

**Module-3: Destination Marketing:**

Identifying Target Market-Classification of Visitor Segments-Monitoring the Tourist Market-Competition of Visitors involves image Making-Developing Package of attraction and Amenities

**Module-3: Travel Procedure:**

Passport, Types of Passports; Visa, Types of Visa; Health Regulations; Customs Regulations; Currency Regulations; Special Permits to visit certain restricted Places of India; and Baggage Allowances

**Books for Reference:**

1. Mill and Morrison, (1992), The Tourism System: An Introductory Text, Prentice Hall.
2. Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
3. Mill, R.C., (1990), Tourism: The International Business, Prentice Hall, New Jersey.
4. Seth, P.N., (1999) Successful Tourism Management (Vol 1 & 2)
5. Jagmohan Negi, Tourism and Travel: Concepts and Principles
6. Bhatia, A.K. International Tourism Management
7. K Kamra, Basics of Tourism
8. Bryn Thomas- Lonely Planet India
9. I.C. Gupta and S. Kasbekar-Tourism Products of India
10. Manophar Sajjani-Encyclopedia of Tourism Resources of India
11. IATA., Travel Information Manual
12. Mohinder Chand., Travel Agency Management
13. Jagmohan Negi., Travel Agency and Tour Operations Management
14. Philip Kotler, John Bowen-Marketing for Hospitality and Tourism

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**Semester III Open Elective (For students of other Department/Discipline)**

**EL 301: Travel and Tourism Management**

(Odd Semester)

**Learning Outcome**

This course is offered to students from other departments of the University as elective. The course is designed to provide basic knowledge about travel agency and tour operation management.

**Pedagogy**

A combination of Lecture, Case Analysis, Itinerary Preparation, Group Discussion, Seminars, Assignments, Simulation, role plays, projects and assigned readings

**Teaching Hours/ Week**

04 Hours; and Credits: 04

**Examination Duration**

01:30 hours and Maximum Marks: 40

**\*Course Inputs\***

**Module -1:** General Introduction to Travel Agency and Tour Operation – Definition of Travel Agency, Tour operator-Types-Functions of Travel Agency – IATA and its functions.

**Module -2:** Geography of the world – World time difference- Climatic Zones-Longitude and Latitude-International Date Line-GMT- the hemisphere and the season-Time Zones- importance of Weather and climate in tourism planning



**Module -3:** Travel formalities and Regulations –Travel Information Manual- Passport, VISA, Foreign exchange customs, Health Regulations, Travel Insurance and immigration –introduction to computerized Reservation system and Global Distribution System.

**Module -4:** The Modern Tour Industry – Package tours – Custom Tours – Tour Wholesalers – Types of package Tours: Independent package, hosted tour, escorted tour, sightseeing tours – Group, Incentive and convention tour – Components of package Tour – Basic Principles on packaging – factors affecting tour design and selection- planning an itinerary – costing of tours – Reservation and documentation –Routing –programming daily activities – transport –transfers – accommodation – meals/Meal Plans – sight seeing

**Books for Reference**

1. An introduction to Travel and Tourism, McGraw Hill Int. Edition. 1994
2. Laws, Eric, Managing Packaged Tourism, International Thomson Business Press, Edition 1997.
3. Chand Mahinder, Travel Agency Management: An introductory Text, Anmoll Publication, Edition 2000.
4. Negi, Jagmohan, Toursit Guide and Tour operation, Kanishka Publishers 2004.
5. Syrratt, Gwenda Manual of Travel Agency Practices, Elsevier, Butterworth Heinmann, Edition 2003.
6. Pender, Lesley, Travel Trade and Transport. An Introduction, Edition 2001

**Question Paper Patter for MBA (TTM) I/II/III/IV Semester-end Examinations**

Each Question Paper shall be divided into three Sections viz., Section – A (Conceptual), Section – B (Analytical) and Section – C (Application).

**Section – A (5x2=10)**

- Maximum Marks: 10
- One Question comprising of *seven* sub-questions and the Students have to answer any *five* sub-questions
- Each sub-question carries *Two* marks
- Answer to each sub-question shall be in not more than six sentences (roughly a paragraph)

**Section – B (5x7=35)**

- Maximum Marks: 35
- *Five* Questions shall be answered out *Seven* Questions (including *three* Problems in the case of Quantitative Papers)
- Each Question carries *Seven* marks
- Answer to each theory Question shall be in not more than three pages

**Section – C (2x15=30)**

- Maximum Marks: 30
- *Two* Questions shall be answered out *three* Questions and one question may



be a case analysis

Note: 01. Examination Duration: 3 hours

02. Calculators and Mathematical Tables are allowed

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**Question Paper Pattern for the II and III PG Elective Semester-end Examination offered  
by Department of Tourism Administration**

Note:

01. Examination Duration: 1.30 hours

02. Maximum Marks: 40

The Question Paper shall be divided into two Sections viz., Section – A and Section – B

**Section – A (5x2=10)**

- Maximum Marks: 10
- One Question comprising of *seven* sub-questions and the Students have to answer any *five* sub-questions
- Each sub-question carries *Two* marks
- Answer to each sub-question shall be in not more than six sentences/a paragraph

*Section – B (10x3=30)*

- Maximum Marks: 30
- *Three* Questions shall be answered out *Five* Questions
- Each Question carries *Ten* marks
- Answer to each theory Question shall be in not more than four pages