

**DEPT. OF HISTORY OF ART, BANARAS HINDU UNIVERSITY**  
**MASTER OF TOURISM AND TRAVEL MANAGEMENT (MTTM)**

**(Course Structure)**

<b>First Semester</b>						
	<i>Course Code</i>	<i>Course</i>	<i>Internal</i>	<i>External</i>	<i>Practical</i>	<i>Internship</i>
Core	MTM 01	Tourism Concepts, Principles and Practices	30	70	--	--
	MTM 02	Tourism Business Environment	30	70	--	--
	MTM 03	Communication Skills & Personality Development	30	70	--	--
	MTM 04	Domestic Tourism Market in India – Prospects and challenges	30	70	--	--
M.e.	MTM E- 01	Foreign Language- French/German	30	70	--	--
	MTM E- 02	Dynamics of Tourism	30	70		
(M.E: Major Elective) Total Credits Required: 20, Each Course Carries 4 Credits						
<b>Second Semester</b>						
		<i>Course</i>	<i>Internal</i>	<i>External</i>	<i>Practical</i>	<i>Internship</i>
Core	MTM 05	Geographical Aspects of Tourism	30	70	--	--
	MTM 06	Tourism Marketing	30	70	--	--
	MTM 07	Tour Operations -IBT	30	70	--	--
	MTM 08	Airline Ticketing and C.R.S.	30	70	--	--
M.E.	MTM E- 03	Foreign Language- French/German	30	70	--	--
	MTM E- 04	Introduction to Hospitality Sector	30	70		
	MTM E- 05	Glimpses on Indian Culture and Heritage	30	70		
(M.E: Major Elective) Total Credits Required: 20, Each Course Carries 4 Credits						
<b>Third Semester</b>						
		<i>Course</i>	<i>Internal</i>	<i>External</i>	<i>Practical</i>	<i>Internship</i>
Core	MTM 09	Tourism Planning & Development	30	70	--	--
	MTM 10	Emerging Trends in Tourism	30	70	--	--
	MTM 11	Tour Operations- OBT	30	70	--	--
M.E.	MTM E-06	Management Principles and Practice	30	70	--	--
	MTM-E-07	Destination Management	30	70		
	MTM-E-08	Financial Management	30	70		
	MTM-E-09	Adventure Tourism	30	70		
(M.E: Major Elective) Total Credits Required: 20, Each Course Carries 4 Credits						
<b>Fourth Semester</b>						
		<i>Course</i>	<i>Internal</i>	<i>External</i>	<i>Practical</i>	<i>Internship</i>
Core	MTM 12	Internship Training (Training+ Report + Viva)	100	--	--	--
	MTM 13	Educational Trip (Tour+ Report + Viva)	100	--	--	--
	MTM 14	Tourism Impacts	30	70	--	--
M.E.	MTM E- 10	Transport Management	30	70	--	--
	MTM E- 11	Dissertation and Viva Voce	100	--	--	--
	MTM E- 12	Human Resource Management in Tourism	30	70		
	MTM E- 13	Research Methodology	30	70		
(M.E: Major Elective) Total Credits Required: 20, Each Course Carries 4 Credits						
<b>Minor Elective</b>						
	MTM EL 01	Information Communication Technology & Tourism	30	70		
	MTM EL 02	Developing Employability Skills			100	
Each Course Carries 4 Credits						

## SEMESTER - I

### **MTM: 01 TOURISM CONCEPTS, PRINCIPLES AND PRACTICES**

**Objective:** This will be an introductory module providing the foundation of tourism studies for the new entrants. This course will give an overview of concept of tourism and the basics of tourism industry.

**Credits: 4**

#### **Course Content:**

**Unit I Introduction:** What is Tourism? Significance of Tourism; Definitions and Concepts – Tourism Systems, Visitor, Traveller, and Excursionist– Definition and differentiation; Growth of tourism through different periods.

**Unit II Elements, Nature, Characteristics and Components of Tourism Industry – 5 A’s –** Introduction, Attraction, Accessibility, Accommodation, Amenities, Activities; Motivations and deterrents for travel.

**Unit III Types and Forms of Tourism:** Inbound, outbound Inter–regional and intra–regional tourism, domestic, international tourism, adventure, health, business, conferences, conventions, incentives, sports, religious, senior tourism, special interest tourism like culture or nature oriented, ethnic or ‘roots’ tourism and VFR; General Tourism Trends; Typology of tourists by Plog, Smith, and Cohen

**Unit IV Role of Government :** Role of Ministry of Tourism in developing and promoting tourism in India; Role of Central and State Government in Promoting Tourism, Study of National Tourism Policy 2002, Tourism Policy of Kerala and Rajasthan.

**Unit V Study of Tourism Organisations:** Origin, location, institutional set up and functions of WTO, IATA, PATA, ASTA, UFTAA, IATO, TAAI and ICAO; Schengen agreement.

#### **Suggested Reading:**

- Burkart and Medlik, Tourism: Past, Present and Future
- Christopher.J. Hollway: Longman ; The Business of Tourism
- Cooper, Fletcher et al. : Tourism Principles and Practices
- Mill, R.C., Tourism: The International Business
- Roberts, K:Leisure in Contemporary Society, Wallingford
- Rojek, C: Leisure and Culture, Basingstoke, Hants, Mc Millan
- Seth, P.N.: Successful Tourism Management (Vol 1 &2)
- Tourism Policy of India, Govt. Of India.
- Charles R. Goeldner & J. R. Brent Ritchie: TOURISM: Principles, Practices, Philosophies
- Kamra & Mohinder Chand: Basics of Tourism

## SEMESTER- I

### **MTM: 02 TOURISM BUSINESS ENVIRONMENT**

**Objective:** The students will get conceptual understanding of the business scenario in tourism industry. They will be introduced to the suppliers in tourism and day to day work process in the tourism industry.

**Credits: 4**

#### **Course Content:**

**Unit I**            **Travel Business:** Travel agency, introduction, history of travel agents, growth of travel agency business, what is really a good service making customers feel important, methods for responding to customers' needs, travel consultants, General Sales Agents and Preferred Travel Agents.

**Unit II**            **Functions of a travel agent:** Understanding the functions of a travel agent, travel information and counselling, itinerary preparation, reservation, ticketing, preparation and marketing of travel tour packages, handling corporate clients, sources of income of a travel agent, organisation structure, Terminology: popular abbreviations used in travel business, Difference between a travel agent and a tour operator.

**Unit III**            **Approval of Tour Operators and Travel Agents:** Requirements for approval by Dept. of Tourism, Govt. of India, IATA, IATO, TAAI, etc.

**Unit IV**            **Online Travel Agency Business:** Challenges and Opportunities, Problems facing by traditional travel agents, Out sourcing of travel business, Role and share of BPOs in modern travel business.

**Unit V**            **Case study of Aviation & Hospitality Sector in India**

#### **Suggested Reading:**

- Bukart and Medlik:      Tourism, Past, Present and Future
- Dileep M.R. Information Systems in Tourism
- Chand, Mohinder,:      Travel Agency Management
- Dixit, Manoj:      Travel Agency Management
- Holloway, J.C.: The Business of Tourism, Mc Donald and Evans
- IATA Fare Construction Manual
- Kaul, R.H :      Dynamics of Tourism, Sterling Publishers
- Reports by Ministry of Tourism

## SEMESTER - I

### MTM: 03                    **COMMUNICATION SKILLS & PERSONALITY DEVELOPMENT**

**Objective:** This module intends to impart the students' basics of communication and enable them to acquire business communication skills.

**Credits: 4**

#### **Course Content:**

- Unit I**                    **Fundamentals of communication**, elements of communication, process of communication, essentials of communication, objectives of communication, The seven C's of communication, Barriers of effective communication, interpersonal relationship.
- Unit II**                    **Effective speaking**, techniques of effective speaking/oral presentation, Listening and Active listening skills, listening process, barriers in listening, guidelines for effective listening.
- Unit III**                    **Nonverbal communication**, meaning and nature, body language, the voice, environment, implications and recommendations for nonverbal communication.
- Unit IV**                    **Interpersonal process and communication**, perception, understanding other people and self, forming impressions of others, consistency and stability, self concept, defending, adapting.
- Unit V**                    **Communication in group**-what is a group, primary and secondary group, formal and informal group, the development of a group, stages of group development, group structure, communication networks, patterns of status and power, developing and sustaining effective work groups.
- Unit VI**                    **Development of Self confidence**, Self esteem and self concept, the art of Influencing people, positive attitude, soft skills to face interviews, and related situations, Leadership skills and group discussion skills.

#### **Suggested Reading:**

- Alan Pease: Body Language
- Fisher Dalmer: Communication in Organisations, Jaico Publishing House, MPetit. L.: Effective Communication
- Rayudu. C.S.: Communication, Himalaya Publishing House, New Delhi.
- Guffey. M. : Essentials of Business Communication, Western Publications
- Bergur.A: Essentials of Mass communication Theory, Sage Publications, Vilanilam, J.V.: More Effective Communication, Sage Publications, New Delhi

## SEMESTER- I

### **MTM: 04 DOMESTIC TOURISM MARKET IN INDIA– PROSEPECTS AND CHALLENGES**

**Objective:** The aim of this module is to give a detailed insight in to the domestic tourist destinations in India in terms of tour packages offered in domestic market (LTC Tourism). Power point presentations/field visits would enhance the field knowledge of students.

**Credits: 4**

**Course content:**

- Unit I**            **Tourism Products & Attraction:** Elements and characteristics of tourism products, Tourism product, Tourism Product Life Cycle; classifications, natural, cultural, religious, adventure, events, rural and eco tourism, Special interest tourism.
- Unit II**            **Golden Triangle:** Tourist attractions in and around Delhi, Agra and Jaipur
- Unit III**           **Major Pilgrimage Centres (Northern India):** Vishno Devi, Amarnath, Dharmasala, Haridwar & Rishikesh, Badrinath, Kedarnath, Gomukh, Yamunotri, Ajmer, Pushkar, Amritsar
- Unit IV**           **Major Pilgrimage Centres (Northern India):** Allahabad, Chitrakoot, Varanasi, Ayodhya, Gaya, Sarnath, Bodh Gaya, Lumbini, Kushinagar, Rajgir
- Unit V**            **Major Pilgrimage Centres (Southern & Western India):** Shirdi, Tirupati, Madurai, Rameshwaram, Palitana, Somnath, Amaravati
- Unit VI**           **Major Pilgrimage Centres (Eastern India):** Bhubaneswar, Puri, Konark, Kalighat, Kamakhya, Tawang
- Unit VII**          **Major Adventure Sport centres:**  
Trekking routes : Uttarakhand, Himachal Pradesh and J & K, Sikkim, Western Ghats.  
Water Sports: Goa  
Off road drives: Jaisalmer, Ladakh, Gujarat

The following circuits may be given as assignments/presentations to students.

**Delhi-Agra-Jaipur- Ajmer- Pushkar-Delhi**

**Delhi-Chandigarh- Shimla-Kullu-Manali**

**Delhi-Amritsar-Vaga Border-Delhi**

**Delhi-Pathankot-Dharmasala-Dalhousie-Delhi**

**Jaipur-Udaipur-Mt.Abu-Jodhpur-Jaipur**

**Jaipur-Ajmer-Jodhpur-Jaisalmer-Jaipur**

**Delhi-Varanasi-Sarnath-Bodh Gaya –Rajgir-Kushinagar-Lumbini- Delhi**

**Delhi-Agra-Orcha-Gwalior-Khajuraho-Varanasi-Delhi**

**Bangalore-Mysore-Ooty-Kodaikanal-Madurai-Rameshawaram-Chennai**  
**Chennai-Mahabalipuram-Pondicherry-Chidambaram-Chennai**  
**Kochin-Munnar-Periyar-Alapalay-Kovalam-Trivandrum**  
**New Jaipalgi- Gangtok-Kalimpong- New Jaipalgi**  
**Guwahati-Tezpur-Tawang-Tezpur-Guwahati**  
**Jammu-Katra-Vaishno Devi-Jammu**  
**Jammu-Amarnath-Jammu**  
**Ahmedabad-Junagarh-Somanath-Ahmedabad**  
**Bhubaneswar-Puri-Konark-Bhubaneswar**  
**Hyderabad-Vijayavada-Tirupati-Vijayavada**  
**Hyderabad-Nagarjunasagar-Vijayavada-Visag**  
**Badami-Aihole-Pattadakal-Badami**  
**Kailas Mansarovar Trip**

**Suggested Reading :**

- Lonely planet India
- Rough Guide to India
- IATO manual of Tour Operators
- Brochures publish by Tourism Departments of states : Rajasthan, Jammu and Kashmir, Kerala, Odisha, Goa, Himachal Pradesh, Uttarakhand

## SEMESTER- I

### MTM: E-01 FOREIGN LANGUAGE - (FRENCH/GERMAN)

**Objective:** The aim of this module is to understand and learn expressions, terms used by tourists.

**Credits:** 4

**Course content:**

- Unit I**            **Knowledge of fundamental grammar**, Expressions relevant for Tourism, Expressions used for introduction, greetings, salutations, Name of days, months, seasons, colours, animals and birds, number, time.
- Unit II**            **Name and description of Indian Festivals**, (time/Place), festivals and their importance
- Unit III**           **Important Indian dishes**, their preparation and ingredients, spices, desserts of India, drinks available in India (soft and hard).
- Unit IV**            **Role Games**, conversations, dialogues, slogans and advertisements. Purchase, shopping, gifts, presents.
- Unit V**            **Objects of hygiene and sanitation**, Common diseases and ailments frequent among tourists

**Suggested Reading (French):**

- Alliance Francaise de Delhi- Methode de Francais de l'Hotellerie et du Tourism Pour Debutants-w.r
- Chandrashekar, Hangal, Krishnan Mokashi: A Votre Service Francais Pour l'Hotellerie et le tourisme.
- Larousse dictionary: (French to English)(English to French)
- Max Dany and Jean Robert Lalay : Le Francais, de l'Hotellerie et du Tourisme Industry
- N.S.F 1
- S. Bhattacharya: French for Hotel Management and Tourism Industry

## SEMESTER- I

### MTM: E-02

### DYNAMICS OF TOURISM

**Objective:** The module gives an outline on dynamics of tourism environment. It aims to give an insight in to the demand and supply factors of business tourism and outline of business tourism and event management.

**Credits: 4**

#### Course Content:

- Unit I**            **Introduction to Tourism Statistics** - Tourism Statistics, conventional methods of measurement of tourism, Concept of TSA
- Unit II**            **Tourism Demand** - Introduction, Elasticity of Tourism Demand, Forecasting tourism demand, Delphi Approach
- Unit III**           **Dynamics of Tourism Demand** – Demand, Determinants of demand – Economic, Social-psychological, and exogenous determinants, The destination Element, Carrying Capacity, Tourist Characteristics, Characteristics of destination area and its population
- Unit IV**           **Tourist Decision Making** – Factors involved in tourist decision making, purchasing tourist product, Tourist profile, Socio Economic characteristics, Behavioural Characteristics
- Unit V**            **Business Tourism** – Growth of Business tourism, Needs of business traveller, facilities for business tourists at airports, hotels etc. scope of business tourism in India with reference to NCR region.
- Unit VI**           **Introduction to MICE-** Introduction, Scope of MICE Market in India, Facilities required for a MICE Destination, Clubbing MICE & Leisure, case study of any MICE event organised in India/Abroad

#### Suggestive Reading

- Pizam: Consumer Behaviour in Tourism
- T. Sinclair & M. Stabler: The Economics of Tourism
- Walker J.R. : Introduction to Hospitality Management, Pearson Publications
- Wall and Mathieson: Tourism, Change, Impacts and Opportunities, Pearson Publications
- Rogers, T. : Conferences and Conventions, B.H.
- Swarbrooke and Horner: Business Travel and Tourism. B.H.



## SEMESTER- II

### MTM: 05 GEOGRAPHICAL ASPECTS OF TOURISM

**Objective:** The course aims to impart the fundamental knowledge of Geography and its linkages and anthropological aspects of tourism.

**Credits: 4**

#### **Course Content:**

- Unit I**            **Introduction:** The Globe, latitude and longitude, international date line, maps, maps reading, temperature zones of the world, Implications of weather in tourist movements, brief study of top 5 tourism generating countries and its climatic features.
- Unit II**            **Geography of Travel:** Theoretical models of traveller flows, inter regional travel- continent wise, influence of demographic segment in destination choice, senior tourism, honey moons, youth and back packers, hippies, adventure tourists.
- Unit III**           **Indian Geography and Tourism:** A study on Indian climate, geographical regions of India, A brief study of hill stations, rivers, wild life and desert of India
- Unit IV**           **Geographical Features & International Tourism:** Canyons as a tourism product – case study of Grand Canyon, Lakes & Tourism, case study of Lake Victoria, Volcanoes as a tourism product, North America, Green tourism, Galapagos Island, Leisure Tourism- case study of Dubai
- Unit V**            **Anthropological Aspects & Tourism:** Study of 2 major communities in Africa and community tourism projects, Maoris-New Zealand, Eskimos & Vikings, Nomads in Himalayas
- Unit VI**           **Nature, Community & Tourism :** Concept of Nature Tourism, Community Based Tourism (CBT), indigenous communities in Canada-Nunavut, Case study of major tourism Development Projects by UNDP in India, Nepal and Thailand.

#### **Suggested Reading:**

Rose Mary Burton: Travel Geography  
World Geography: Majid Husain  
Michael Hall & Stephan Page: The Geography of Tourism & Recreation  
Boniface & Cooper: World Wide Destinations  
Peter Mason : Tourism Impacts, Planning & Management  
Hall C M & Stephen Page: The Geography of Tourism Recreation  
I.L. Singh: Indian Geography

## SEMESTER- II

### MTM: 06 TOURISM MARKETING

**Objective:** The students are expected to attain basic knowledge of marketing, principles, and promotional programme, formulate marketing plans to tourism and other related organisations.

**Credits: 4**

#### **Course Content:**

- Unit I**      **Introduction:** Core concepts in marketing- Needs, Wants, Demands, Markets, Products, value, satisfaction, quality, exchange, transaction and relationship; Marketing Philosophies- production, product, sales, marketing, societal marketing; economic importance of marketing; 8 P's of Marketing- Marketing Mix; marketing Services and its special features, Tourism Marketing and its uniqueness.
- Unit II**      **Marketing strategies:** Marketing Research- Need, Methods; SWOT analysis- setting objectives, measuring and forecasting tourism demands, forecasting methods, managing demand and capacity; market segmentation, targeting and positioning (STP); niche marketing; developing marketing environment-consumer buying behaviour
- Unit III**      **Product & Pricing:** Product concept, approaches and strategies, 5 Aspect Meal Model, Product Life Cycle, Product mix, product line and depth, New Product development; Pricing Considerations, Approaches and Strategies.
- Unit IV**      **Promotion:** Major Promotional Tools/ Promotional Mix, Branding, Packaging, 5 M's of Advertising - Setting objectives, budgeting, Message Decision, Media Selection, Campaign evaluation, Sales Promotion – objectives and tools, Direct Marketing, Publicity, Public Relations, Sponsorship.
- Unit V**      **Distribution Channel:** Distribution Channel and Strategies, GSA, Tourism Journals and periodicals, Marketing Skills needed in Tourism – creativity, communication, self motivation, team building and personality development, CRM, CEM.
- Unit VI**      **Tourism Marketing:** Marketing strategies for Airlines, Tour Operators, Hotels; Effectiveness, role of travel brochure and videos, travel shows, Sales Promotion – techniques and Planning; direct marketing and its Characteristics.; destination Marketing, New Product Development.

### **Suggested Reading:**

- Assael H.: Consumer Behaviour and Marketing Action
- Subroto Sengupta: Brand Positioning
- Crough: Marketing Research for Managers.
- Kotler, Philip : Marketing Management & Hospitality and Tourism Marketing
- Kotler, Philip and Armstrong Philip: Principles of Marketing, 1999
- J.C. Gandhi: Marketing
- Kotler, Jon Bower, James Maken: Marketing for Hospitality and Tourism
- Christopher Holloway & Chris Robinson: Marketing for Tourism
- Victor T.C. Middleton: Marketing in Travel and Tourism
- V.S. Ramaswamy , S. Namakumari: Marketing Management
- Patel, S.G.: Modern Market Research, Himalaya Publishing.
- Singh Raghbir: Marketing and Consumer Behaviour.
- Sinha, P.C : Tourism Marketing
- Stephen F. Wilt and Luiz Mountinho: Tourism Marketing & Management Handbook
- Les Lumsdon: Tourism Marketing:
- Vearne, Morrisson Alison: Hospitality marketing
- Stephen Pike : Tourism Marketing

## SEMESTER- II

### MTM: 07                      TOUR OPERATIONS - IBT

**Objective:** This module plans to introduce all the practical aspects of the business of tour operations-Inbound Tour Operations. The main area of study will be the itineraries for inbound and domestic tourists.

**Credits: 4**

#### Course Content:

- Unit I                      Tour Operator and Tour Packaging:** History, Tour Operator, Approval by DOT, Types-IBT, OBT, Domestic T. Functions, of tour operators, source of income, stakeholders.
- Unit II                      Types of Tour Packages:** Tour Itinerary and its type, Tour Package Designing Process, do's and don'ts of itinerary preparation; format of itinerary and Costing, Brochure preparation.
- Unit III                      Documentation & Procedures:** Methodology of Quotation, Pricing, Tariff – FIT, GIT and Special Rates, Pricing a tour; Filing – booking, reservation forms, cancellation, status report, docket; documentation - vouchers, informing ground agents.
- Unit IV                      Mode of payment:** Credit card and payment issues, Electronic Transfer, post tour management; refund and cancellation charges. Car Rental Companies its tariff calculation.
- Unit V                      Itinerary Preparation & Costing :** Preparing Itineraries and its Costing of IBT, Comparative analysis of existing package of different companies like Cox & Kings, Thomas Cook, SOTC, TCI, Kuoni, Indian Holidays, Raj Tour etc

#### Suggested Reading:

- D.L. Foster: Sales and Marketing for Travel Professionals
- D.L. Foster: The Business of Travel Agency Operation and Administration
- Delmar Thomson: Conducting Tours, Marc Mancini
- India - Lonely Planet Publication
- J.M.S. Negi: Travel Agency and Tour Operation : Concept and Principles –
- Chand, Mohinder, Travel Agency Management
- K.K. Kamra & Mohinder Chand: Basics of Tourism-Theory, Operation & Practice
- Laurence Stevens: Guiding to starting and operating successful travel agency
- Pat Yale: The business of Tour Operations
- Susan Websters: Group Travel Operating Procedures
- Various Tour Brochures of Inbound Tour Operators
- Websites of India Tourism, State Tourism, Indian Railways, and IRCTC.

## SEMESTER –II

### MTM: 08 AIRLINE TICKETING AND C.R.S.

**Objective:** This module plans to introduce all the practical aspects of Airline Ticketing. Learning Computer Reservations System is also part of this course

- Unit I**            **Introduction to GDS**, Use of GDS in Travel business, air ticketing, hotel booking, car rentals.
- Unit II**            **Booking:** Sign In/off, Work Areas, Displaying City codes, Airline Codes, Decoding, Seat Booking, Basic flight Availability, Creating PNRs, Entering name segment, itinerary, contact, Ticket Element, Billing address , special requests, and other information.
- Unit III**           **Changing the PNR Elements**, Deleting basic PNR Data, Cancelling mandatory elements, Rebooking, Advance seating request.
- Unit IV**           **Itinerary Pricing**, Displaying of Fares, booking tickets, rebooking of tickets, Issuing electronic tickets and paper tickets, Que, Mandatory que, Removing a PNR from que, Placing PNR in delay que .
- Unit V**            **Airline Geography-** IATA Traffic Conference Areas, important cities and airports of the world, Airline codes, Various codes used in Airline Ticketing, Planning itineraries, time differences, flying time, types of journeys, domestic ticketing, components of airfare, taxes, fees, issuing paper tickets, international tickets.
- Unit VI**           **Role of international agencies:** IATA BSP, credit cards, MPDs and MCOs, Baggage Rules, Piece and Weight Concept, Special fares, Discounts available for various types of passengers, special facilities available for Visually Challenged people, Concessions available- student, child, infants, senior citizen, army, air force, and navy, cancer patients and other special fares.

#### **Suggested Readings:**

- ABC World Airways Guide
- Amadeus/Galileo/Sabre—Global Distribution System
- IATA Air Ticketing Handbook
- Passenger Air Tariff.
- Travel Information Manual

## SEMESTER- II

### **MTM: E-03      FOREIGN LANGUAGE (FRENCH/GERMAN)**

**Objective:** The aim of this module is to improve the speaking skills of students in French/German

**Credits: 4**

#### **Course content**

- Unit I**            **Fundamental Grammar**, continued grammatical exercise.
- Unit II**            **Expressions used in air travel**, Expressions used in journey by taxi and trip, expressions used for money exchange, accommodation, expressions used in daily life (post, railway, cinema, hotel, pharmacy, hospital).
- Unit III**           **To give and receive information**, (oral and written expressions), to advertise, to advise, to create slogans, advertisement, Operating emails in the concerned language, letter writing.
- Unit IV**           **Travels and adventure sports of India**, weather, clothing in India, learning to pronounce the botanical/zoological names in manner of the native speaker.
- Unit V**            **Entertaining Guests** by using jokes, Indian Films, songs, stories, folktales, and expressions of other entertaining items in the language concerned

#### **Suggested Reading (French):**

- Alliance Francaise de Delhi- Methode de Francais de l'Hotellerie et du Tourism Pour Debutants-w.r
- Chandrasekhar, Hangal, Krishnan Mokashi: A Votre Service Francais Pour l'Hotellerie et le tourisme.
- Larousse dictionary: (French to English)(English to French)
- Max Dany and Jean Robert Lalay : Le Francais, de l'Hotellerie et du Tourisme Industry
- N.S.F 1
- S. Bhattacharya: French for Hotel Management and Tourism Industry

## SEMESTER- II

### MTM: E-04 INTRODUCTION TO HOSPITALITY SECTOR

**Objective:** This course aims to give a detailed outlook on various a brief outline on hospitality sector in India.

**Credits: 4**

#### Course Content

- Unit I**            **Evolution and Growth of Hospitality Sector:** History, Inns, Taverns, Sarais, Viharas, concept of Hotels, Modern Era Since 1947, Evolution of Hospitality in Indian Scenario.
- Unit II**            **Classification of Hotels:** Classification on the basis of size, clientele, locations, length of guest stay, levels of services, ownership etc. Supplementary Accommodation, Heritage Hotels Various Meal Plans, Type of rooms.
- Unit III**           **Hotel Organisation:** Major Departments, Front Office, House Keeping, F & B – Production, Service, Engineering, Sales and Marketing, Security, Purchase, Accounts.
- Unit IV**           **Front Office:** Reservation, Reception, Information, Cash and Bills Travel Desk, Communication System, Guest Cycle, Room reservation, registration, guest services, check out and settlement, Night Auditing
- Unit V**            **Other Hospitality Establishments** – Upscale Restaurants, Limited Service Hotels, Convention & Conference Centres, Resorts, Time shares and Condominiums
- Unit VI**           **Study on Hospitality Sector in India:** I.T.D.C., other leading hotel chains in India- Luxury, Business Class and Budget Class. Challenges and Prospects of Hospitality Sector in new millennium

#### Suggested Reading

Walker, J.: Introduction to Hospitality Management  
Tiwari: Hotel Management, Front Office Operations  
Ninemeier, J.D. Discovering Hospitality and Tourism  
Woods, Ninemeier et.al. Professional Front Office Management

## SEMESTER- II

### **MTM: E-05 GLIMPSES ON INDIAN CULTURE AND HERITAGE**

**Objective:** This course aims to give a detailed outlook on various a brief outline on Indian, Culture, Heritage and Heritage Tourism

**Credits: 4**

#### **Course Content**

- Unit – I**      **Glimpses of Indian cultural history** – Pre and Post Vedic periods, Ancient Indian Literatures, Sacred Literature, Secular Literature, Ancient Society & Culture, Ashrama, Varna System, Purushartha
- Unit – II**      **Religions of India**-Religious Shrines & Centers, Hindu, Buddhist, Jain, Sikh, Muslim, Christian and others-Basic Tenets, Indian Vs Western Philosophy.
- Unit – III**      **Cultural Heritage** - Performing Arts: Dance Forms, Music, Vocal & Instruments, Folk Arts, Indian Paintings and Sculpture, Ayurveda, Yoga and meditation
- Unit – IV**      **Architectural Heritage** -Rock cut Architecture, Buddhist Architecture, Gandhara & Mathura Schools of Art, Hindu Temple Architecture, Indo-Islamic Architecture - Modern Architecture - Forts, Palaces and Havelies.
- Unit –V**      **Museums and Art Galleries** - Fairs and Festivals, Traditional Arts and Crafts, important museums and World Heritage sites in India
- Unit VI**      **Heritage Tourism:** Definition, Model of Heritage and heritage Tourism, Religious heritage and pilgrimage, Managing heritage tourism, Visitor Activity management at heritage sites, visitor impact management process

#### **REFERENCES**

- S.P. Gupta : Cultural Tourism in India, Indraprastha Museum of Art and Archaeology, New Delhi.
- Hussain.A.K : The National Culture of India, National Book Trust, New Delhi.
- Robinet Jacob :Indian Tourism Products, Abhijeet publications.
- Surendra Sahai :Indian Architecture: Hindu Buddhist and Jain, Prakash Books.
- The Gazette of India: History and Culture, Vol.2, publication division, Ministry of Information and Broadcasting
- Basham.A.L: The Wonder that was India, Rupa and Com, Delhi
- Dallen J Timothy and Stephan W Boyd: Heritage Tourism, Prentice Hall



## SEMESTER- III

### MTM: 09 TOURISM PLANNING & DEVELOPMENT

**Objective:** This course aims to give the insights in tourism planning. It also gives a detail picture on various types of planning, and various planning considerations.

**Credits: 4**

**Course content:**

- Unit I**            **Planning:** Nature of planning, planning & policy, importance of planning, planning process, Types of planning, Micro level planning, Macro level planning, strategic and tactical planning, Tourism Planning Scale.
- Unit II**            **Planning in Tourism:** Economic Considerations in Planning, Tourism & Economy, planning to enhance the economic benefits, strengthening cross sectoral linkage, ownership of tourism facilities, local employment, local management of resources, expansion of tourist facilities.
- Unit III**           **Environmental considerations in Planning.** Impact on Environment, impact mitigation measures, environmental planning process, **Socio Cultural Considerations:** Preservation of Culture, sites, conservation of music and dances and music, development of cultural centres
- Unit IV**           **Levels of Planning.** Global, National, Regional, Local level, in detail-Regional Tourism Concepts, planning process, Destination Planning concepts, issues, destination zone planning model, WTO guide for planners.
- Unit V**            **Role of Govt.** Five year plans and tourism in India, National Tourism Policy 2002, Public Private sector in Tourism, Case study of PPP projects, Bangalore airport, Hyderabad Convention Centre.

**Suggested Reading:**

- Clare A Gunn : Tourism Planning
- Peter Mason : Tourism Impacts & Management
- Edward & Innskeep: Tourism Planning
- Wall, G.& Mathieson A.: Tourism Change, Impacts & Opportunities
- Ranjit Taneja : Tourism Planning
- Romilla Chawla: Tourism Research, Planning & Development
- Lew A., Hal C.M. & Williams A. : A Companion to Tourism
- Charles R. Goeldner & J. R. Brent Ritchie: TOURISM: Principles, Practices, Philosophies
- Lesley Pender and Richard Sharpley: The Management of Tourism

## SEMESTER- III

### MTM: 10 EMERGING TRENDS IN TOURISM

**Objective:** This module introduces the emerging trends in tourism industry and the area of SIT – Special Interest Tourism.

**Credits: 4**

#### **Course Content:**

**Unit I Sustainable Tourism:** Evolution, Concepts, Principles, Sustainability as a development and management Approach, Planning, Issues and Challenges, Techniques for sustainable development, Environmental Issues and models of ecotourism development, Case studies of Ecotourism, Coastal Tourism and Mountain Tourism.

**Unit II Adventure Tourism:** Definition, Concepts, Classification (Surface/Air/Water) and grading, GIS and weather and climate and their relationship with adventure tourism, Facilities required – equipments, clothing, instructors; Guiding Principles for adventure activities, legal liabilities, risk assessment and management, associations.

**Unit III Ecotourism:** Definition, concept, principles, environmental issues and tourism, responsibility of visitors, involvement of local community in tourism, case study of a project in North Eastern states/Kerala/Sikkim

**Unit IV Rural Tourism and Ethnic Tourism:** Concepts, difference with other rural based tourism, village tourism, Govt of India Policy on Rural Tourism, identified villages, Scope of developing ethnic tourism in India, Case Studies of Ladakh, Jharkhand.

**Unit V Health Tourism:** Concepts, introduction to natural living, Physical and mental well-being, Medical tourism and Wellness Tourism, Ayurveda, Siddha, Unani, Homeopathy, Aromatherapy, Yoga, Spa (Water Therapy) Role of Ayurveda in Health Tourism - Basic Principle of Ayurveda – four Aspects of Life, Scope of Health Tourism In India.

#### **Suggested Reading**

- Ashworth, G.J.: The tourist Historic city: Retrospect and Prospect of Managing the Heritage City
- Dr. S. P. Bansal., Sushma, Sonia & Chander Mohan: Tourism in the New Millenium.
- Erlet Cater & Gwen Lowman: Ecotourism
- Foster, D. S.: The Business of Travel Agency Operation and Administration
- Local Agenda 21, U.N-World Tourism Organisation
- Malik, S.S.: Adventure Tourism
- Negi, J. : Adventure Tourism and Sports – Part- I & II
- Inskeep, Edward: Tourism Planning, An Integrated and Sustainable Development Appraoch (1991)

- New Som, D., Moore, S.A., Dowling, R.K.: Natural Area Tourism
- P. K. Rao: Sustainable Development
- Pond K. L.: The Professional Guide: Dynamics of tour guiding
- Robert Svoboda and Arnie Lade: Chinese Medicine and Ayurveda
- Robinet Jacob: Ayurvedic Tourism in Kerala
- Salah Vahab & John J. Pigram: Tourism Development and Growth
- Sunil.V. Joshii : Ayurveda and Panchakarma
- Theobald and Theobald: Global Tourism
- Victor T. C. Middleton & Rebecca Hawkins: Sustainable Tourism

## SEMESTER- III

### MTM: 11                      TOUR OPERATIONS - OBT

**Objective:** The main area of study will be the itineraries, packaging, marketing, sales and the process of outbound tour operation business.

**Credits: 4**

**Course Content:**

- Unit I                      Destinations of Asia & Oceania:** SAARC countries – travel formalities; China Mainland – Beijing, Shanghai, Hong Kong, Macau, Thailand– Bangkok, Pattaya, Phuket; Malaysia –Kuala Lumpur, Lankavi and Genting Highlands; Indonesia – Bali, Singapore (with Sentosa Is.), Australia – Sydney, Melbourne, Gold Coast, Cairns, New Zealand – Auckland, Wellington, Christ Church and Rotoroua.
- Unit II                      Destinations of America:** Travel Formalities: U.S.A. – Washington, New York, Los Angeles, Las Vegas, San Francisco, Orlando, Chicago, Miami; Canada – Niagara, Ottawa, Toronto, Montreal, Vancouver
- Unit III                      Destinations of Europe:** Travel Formalities: Germany – Frankfurt, Munich; France – Paris, Monte Carlo, Chamonix, U.K.–London, Edinburgh, Belfast; Netherlands– Amsterdam; Belgium-Brussels, Luxemburg, Switzerland–Geneva, Zurich, Lucerne ; Austria – Vienna, Innsbruck, Salzburg; Italy – Rome, Vatican, Milan, Florence, Naples, Venice, Greece – Athens; Turkey – Ankara, Istanbul
- Unit IV                      Destinations of Africa and Middle East:** Travel Formalities: South Africa – Durban, Cape town, Johannesburg; Mauritius – Male; Wildlife Safari-Kenya & Tansania; Egypt – Cairo, Aswan, Luxor; United Arab Emirates – Dubai, Abu Dhabi, Sharjah.
- Unit V                      Cruise Lines:** Star Cruises, Cruises in Mediterranean Sea, Major Cruises operated from Istanbul
- Unit VI                      Eurail Packages:**

**Suggested Reading:**

- Robinson, HA: A Geography of Tourism
- Encyclopaedia of World Geography
- Boniface B. and Cooper C: Geography of Travel and Tourism .
- Susan Websters: Group Travel Operating Procedures
- Pat Yale: The Business of Tour Operations,
- D.L. Foster: The Business of Travel Agency Operation and Administration
- Burton: The Geography of Travel and Tourism , Rosemery
- Tourist and Visitor Interpretation- Reading Material prepared by Oxford Brookes University.

## SEMESTER- III

### MTM E-06      MANAGEMENT PRINCIPLES & PRACTICES

**Objective:** This module explains the meaning of management and analyses its process in the modern organisations, including that of tourism and travel organisations.

**Credits: 4**

#### Course Content

- Unit I      Management:** Concept, Nature, Process and significance of Management. Management as an art and science; Management as profession, skills and roles of managers in organisation; Evolution of management thoughts; schools of management thoughts, concepts of TQM, Systems Theory, corporate social responsibility.
- Unit II      Functions of Management:** An overview of functions of management; Concepts of POSDCORB Planning: Nature, purpose, types and process, Management By Objectives (MBO), Decision Making process, tools and techniques; Decision making components of effective decision making.
- Unit III      Organising:** Concept of organising and organisation. Line and Staff, Authority and responsibility, span of control, Delegation of authority, Departmentalisation, Organisation Structure and design; Staffing and Selection Process.
- Unit IV      Directing:** Communication, Process and Types; Barriers and principle of effective communication (Horizontal and Vertical communication), Motivation Theories, Maslow's Need Hierarchy Theory, Two Factor Theory, Expectancy Theory, Mc Clellands Theory.
- Unit V      Leading:** Leadership Concept, Theories of Leadership, Trait Theories, Situational approaches, Managerial grid, Successful leadership styles in travel trade and hospitality organisations; Concept of Controlling, types of Controlling, Process of Controlling.
- Unit VI      Management Information System:** MIS, Meaning, Nature, Role, Evolution, Development, Managerial use of MIS, Management levels and MIS organisation, Strategic Planning for management information system.

#### Suggested Reading:

- Harold Koontz: Essential of Management: & Heinsz Weirich.
- Railey M.: Human Resource Management , Butterworth Heinemann
- H.Koontz & Cyrill O'Donnell: Management
- V.S.P. Rao: Management Concepts, Konark Publishers
- Jungle, H. Koontz: Management Theory
- R. D. Agarwal: Organization & Management, Tata McGraw Hill.
- L.M. Prasad: Principles & Practice of Management – , S. Chand.

## SEMESTER- III

### MTM: E- 07 DESTINATION MANAGEMENT

**Objective:** This course aims to give a detailed outlook on various impacts of tourism and need of destination management in tourism

**Credits:** 4

#### Course Content

**Unit I**            **Categorising Destinations:** Coastal Tourism, Urban Tourism, Rural Tourism, Island Tourism, Spa Tourism, The Successful Destinations.

**Unit II**            **Tourist Attractions:** Cultural Tourism, Religious Tourism, Shopping, Gastronomic, Other Attractions, Events, Sports, Dark Tourism

**Unit IV**            **Destination Management:** Visitor Management, controlling the impacts of Tourism, meeting the cost of visitor management, operational approaches to visitor management, Technology and Visitor Management

**Unit V**            **Planning Tourist Resorts and Recreation Complexes:** Integrated resorts, developers, principles of development, environmental integration, increasing value of resources, landscaping, distribution of buildings and focus of interest, phasing projects. Case study analysis of Chowki Dhani/Amber Vatika in Jaipur

**Unit VI**            **Frame work for Tourism Recreation Master Plan:** Aims in planning tourism/recreation development. Differences in planning for tourism and recreation, fundamental planning considerations, government structures and policies, processes, scales and levels of planning, environmental protection, conflicts of interests, time scales for implementation

**Unit VII**            **Case Study of a selected destination**

#### Suggestive Reading

- C. Holloway: The Business of Tourism
- M. Baud-Bovy & F Lawson: Tourism and Recreation Handbook of planning and design
- Peter Mason: Tourism Impacts, Planning & Management
- Lew, Hall & Williams: A Companion to Tourism
- Cooper & Fletcher : Tourism Principles and Practices
- Shaw & Williams: Critical Issues in Tourism
- Romila Chawla: Impacts of Tourism
- Lynn Jones: The Impacts of Tourism Case Study
- Asian Tourism: Janet Cochrane
- Cooper, World Wide Destinations, Case Study
- Pizam Consumer Behaviour in Tourism

## SEMESTER- III

### MTM: E- 08

### FINANCIAL MANAGEMENT

**Objectives:** The objective is to provide the understanding of basic principles and techniques of preparing financial information.

**Credits: 4**

#### Course Content:

- Unit I**            **Nature of accounting:** Nature of accounting, use, concepts and accepted accounting principles; Double entry, Book Keeping – Transaction Analysis, Cash Book and Bank Transactions; double entry system – journal, ledger, posting, trial balance, final accounts, Balance Sheet.
- Unit II**            **Financial Management:** Introduction to financial management, scope and role, profit maximisation vs. wealth maximisation; job of the financial manager, financial goals, financial control, organization & objective of financial function; analysis of financial statements – meaning, advantages, types of ratio, fund flow statement and cash flow statement, budgetary control.
- Unit III**           **Costing:** nature, importance and methods, classification, preparation of cost sheet, Analysis for decision making – Cost Volume, Profit Analysis; Break Even analysis – construction and limitation.
- Unit IV**           **Capitalisation and Capital Structure:** Meaning, concept of capital, Theories of capitalization, Over capitalization and under capitalization, optimum capital structure, Determinant of capital structure, Financial Leverage, Debt capacity of company Debt equity ratio.
- Unit V**            **Working Capital Management:** Concept, need, determinant of working capital, estimates of working capital and financing of current assets. Capital Budgeting and Capital Investment Decision: Management of Fixed Assets, Meaning, roles and analysis of capital investment in fixed assets.

#### Suggested Readings:

- Anthony and Reece : Management Accounting Principles : Text and Cases
- Davis D. : The Art of Managing Finance, Mc Graw Hill.
- Panday, I.M., and Bhatt, Ramesh : Cases in Financial Management, TATA Magraw Hill.
- Pandey, I.M. : Financial Management, Vikas Publication
- Pandey, L.M.: Management Accounting: A Planning and Control, Approach, Vikas Publication.
- Van Horne : Financial Management and Policy, Prentice Hall.

## SEMESTER- III

**MTM: E- 09**

### **ADVENTURE TOURISM**

**Objectives:** The objective is to provide the understanding of basic concepts of adventure tourism and its variant forms, applicability in tourism.

**Credits: 4**

**Course Content:**

- Unit I**            **Historical Themes in Adventure Tourism :** Themes in historical development, Hedonism, explorers, adventurers, pilgrims, traders, settlers, seasonal migrants, missionaries, women travellers, and travel writers, spiritual enlightenment.
- Unit II**            **The adventure Tourist:** motives, relationship between risk and adventure, characteristics of risk, risk experience and adventure, sensation seeking and adventure, ecotourist and adventure tourist, wildlife tourist and adventure tourist
- Unit III**           **The Adventure Tourism Market:** international adventure tourism market, selected destinations Botswana, Brazil, Chile, New Zealand, Nepal, Hard or soft adventure
- Unit IV**           **Adventure Tourism:** Aerial, water and air, A glimpse of requirements of equipments, insurance and medical aid, crisis management
- Unit V**            **Scope of Adventure tourism in India : Case studies on places**

**Reference:**

John Swarbrooke, Colin Beard et.al: Adventure Tourism, The New Frontier, B.H.

Ralf Buckley: Adventure Tourism, Cabi

(To add more reference materials)

Web Sources



## SEMESTER- IV

### **MTM: 12                    INTERNSHIP TRAINING**

*(Training + Report + Viva)*

#### **Credits: 4**

Students have to undergo internship training in a Tour Operating Company/Airline/Hospitality or any organisation directly or indirectly associated with tourism business for a period of 7-8 weeks. At the end of the training period they have to submit the report in the department in the prescribed format/ as per the directions of the concerned teachers looking after training. Awarding of marks for this paper will be based on Summer Training, Report and Viva at a ratio of (40:30:30).

## SEMESTER- IV

### **MTM : 13                    EDUCATIONAL TRIP**

*(Tour + Report + Viva)*

#### **Credits: 4**

#### **EDUCATIONAL TOUR: WILD LIFE SAFARI/ RIVER RAFTING/OTHER ADVENTURE SPORTS**

The students concerned will organise an educational tour/undergo any adventure sports practical training at any convenient place. This will not only give the participatory experience to the students but also how to organise such tours in future. They will have to submit a report based on experience and suggestions within 20 days after completion of the trip. The report should be type written and should not be a true copy of the information available from internet/books. The marks will be awarded as follows. After examining the tour report by the internal examiner, the marks will be forwarded to controller of examinations.

Behaviour of the Students during the trip                    :                    20 Marks by the tour guide

Tour Report                    :                    20 Marks by the internal examiner

Constructive ideas and suggestions/Involvement :                    10 Marks by the internal examiner

Viva                    :                    50 Marks by the examiner

If any student could not join the tour due to any unavoidable circumstances, he/she has to choose an elective subject and appear examinations.

In case of any technical issues/other reasons tour couldn't be conducted, students will be given options to appear any elective subjects.

## SEMESTER- IV

**MTM: 14**

### **TOURISM IMPACTS**

**Objective:** The module aims to give the details on various impacts of tourism.

**Credits: 4**

**Course Content:**

- Unit I**            **Tourism Growth:** Growth of tourism over last 50 years, Mass tourism and Issues, Third world countries and tourism, Tourism Area Life Cycle, Type of tourists and the impact level, Cooper's typology, Host Behaviour, Attitudinal changes, Doxey's index of irritation
- Unit II**            **Economic Impacts of Tourism:** Receipts from Tourism, infrastructural development, Employment, Multiplier effect, Tourism and economic prosperity, myth and truth, economic leakages
- Unit III**           **Environmental impacts of tourism:** Tourist activity and environment , nature and impacts, concept of preservation, climate change and tourism new age tourist and eco tourism, Tourism development and issues of Coast line, wildlife, lakes and other natural area
- Unit IV**           **Socio Cultural Impacts:** Preservation of art forms, Museums, supporting local artists, cultural issues and staged authenticity, cultural drain, demonstration effect.
- Unit V**            **Tourism in South East Asia:** Issues of Mass Tourism in Thailand, Vietnam and Philippines, Indonesia, proposal of Low Impact Tourism, Eco friendly practices, case study of Kovalam/Goa.

#### **Suggestive Reading**

- Peter Mason: Tourism Impacts, Planning & Management
- Lew, Hall & Williams: A Companion to Tourism
- Cooper & Fletcher : Tourism Principles and Practices
- Shaw & Williams: Critical Issues in Tourism
- Romila Chawla: Impacts of Tourism
- Lynn Jones: The Impacts of Tourism Case Study
- Asian Tourism: Janet Cochrane
- Cooper, World Wide Destinations, Case Study
- Pizam Consumer Behaviour in Tourism

## SEMESTER- IV

### MTM: E 10

### TRANSPORT MANAGEMENT

**Objective:** This course aims to provide specialised knowledge on transportation systems

**Credits:** 4

#### Course Content

- Unit I**            **Transportation as dynamic & visual manifestation of tourism.** History of different modes of transportation. Growth of civilization and role of transport. Development & present status of means of transportation in different parts of India & World: a comparative study.
- Unit II**            **Airlines & tourism: history of airlines' in India.** Role and contribution of air India, Indian. Airlines, private airlines & helicopter services. Infrastructural basis of airlines in India. Role of airlines in tourism promotion: recent policies regarding airlines, problems of airlines business.
- Unit III**          **Surface transport & tourism:** importance of surface transportation. Infrastructural basis for surface transport in tourism promotion. Coaches' car rental system in India. Taxes & subsidies on tourist coaches & cars. Problems faced by surface transport sector.
- Unit IV**          **Railways & Tourism:** History & present status of Indian railway. Zonal distribution, network & infrastructural basis of Indian Railway. Role of Indian railway in tourism promotion. Special trains & packages for tourists. Government policies regarding railway. Problems faced by Indian railway.
- Unit V**            **Water transport:** History & present status of water transport in seawater & inland waters. Water Transport system in India-Historical pats, Cruise ships, Ferries, Hovercraft, River and canal boats, Fly cruise, Future prospects

#### Suggested Reading

- Stephan Page: Transport & Tourism
- IATA Materials on tourist transport
- Kamra: Basics of Tourism
- Singh R. Transport and Tourism
- Nayak G. Tourism Transport & Travel Management

**SEMESTER- IV**  
**MTM-E11 DISSERTATION & VIVA VOCE**

**Credits: 4**

Students who has opted this course has to prepare a dissertation in the given format and submit it as per the instructions. The format of the dissertation is mentioned below.

Cover page

Declaration

Certificate of the Guide

Acknowledgement

Preface

Content

Introduction

Scope of the study

Significance

Objectives

Methodology

Review of Literature

Chapters

Bibliography

Appendices

The dissertation should contain a minimum of 40 pages and it should be typewritten and properly binded. The thesis will be internally evaluated based on the Supervisor's remark and the methodology followed, which match with the findings of the study

Distribution of marks for this paper is

For Dissertation: 60 and

for Viva voce : 40

## SEMESTER- IV

### MTM: E-12 HUMAN RESOURCE MANAGEMENT IN TOURISM

**Objective:** This course aims to develop skills for procedures and practices applied for the manpower training and placement in Tourism Industry

**Credits: 4**

#### **Course Content:**

**Unit I Human Resource Development:** H.R.D. - Concepts, Objectives, Needs, Importance, Philosophies and Approaches (Mechanical, Paternalism and Social) and Constraints. Rationale of H.R.D. in Tourism Industry.

**Unit II Human Resources and Planning** : Personnel and HRM- Strategic purpose and business objectives and its position in the organization. Tourism H.R/Manpower Planning-Challenges, Linkages, Processes, Procedures and steps for effective planning.

**Unit III Recruitment, Selection and Training:** Recruitment- Concept, Planning and Forecasting of HR, Building Employee Commitments; Promotion-from within, Sources, developing and using Application Blank, I.T. and Recruiting through Job Portals. Selection - Induction, Orientation and Placement of new employees. Training- Process, Needs, Techniques Special Purpose and training via Internet/Online.

**Unit IV Issues and Problems of H.R in Tourism:** Requirement of Personnel in Travel and Tourism Industry, Management and Training Bottlenecks. Infrastructure and Facilities available in N.T.O, Tour operation Companies, Hotels and other related ancillary services.

**Unit V Human Factor in Employment and Human Relations:** importance of human factor in organisations, concept of human relations, work & motivation, types of motivations and motivational techniques, employee motivation and executive motivation, theories of motivation

#### **Suggested Reading**

- Lee-Ross: HRM In Tourism And Hospitality,
- Percy K. Singh: HRM In Hotel And Tourism Industry: Existing Trends And Practices,
- Gary Dessler: Human Resource Management
- VSP Rao: Human Resource Management: Text and Cases
- TN Bhagoliwal: Personnel Management & Industrial Relations

## SEMESTER –IV

### MTM: E-13 RESEARCH METHODOLOGY

Objective: This module intends to provide an insight in to the research types, methodology and report writing.

**Credits: 4**

#### **Course Content:**

- Unit I**      **Introduction**, meaning, objectives, types of research, fundamental, applied, descriptive, quantitative, qualitative, analytical, empirical, exploratory research, significance of research, scientific research process. Defining research problem.
- Unit II**      **Research Design**, meaning of a research design, features of a good research design, important concepts relating to good research design, Hypothesis formulation and its importance in research, Types of hypothesis, Hypothesis testing.
- Unit III**      **Types and sources of Data:** Collection techniques, Sampling Design, census and sample survey, criteria of selecting a sampling procedure, different types of sample, measurement and scaling, sources of data (Primary and secondary) methods of data collection.
- Unit IV**      **Processing and analysis of data**, use of statistical techniques in research, SPSS.
- Unit V**      **Interpretation and report writing**, technique of interpretation, precaution of interpretation, significance of report writing, different steps in report writing, layout of the research report.

#### **Suggestive reading:**

- Chris Ryan : Researching Tourist Satisfaction, Issues, Concepts and Problems
- Donald .C. Cooper: Business Research Method
- Kothari C.R. : Vishwa Prakashan
- Naresh Kumar Malhotra: Marketing Research
- S.P. Gupta: Research Methodology, Himalaya Publications
- Ranjit Kumar: Research Methodology

## MINOR ELECTIVE

### MTM EL-01      **INFORMATION COMMUNICATION TECHNOLOGY & TOURISM**

**Objective :** This course aims students who opted other than MTM. The course is designed to give a detailed outlook on the role of ICT in tourism

**Credits: 3**

#### **Course Content**

- Unit I      Introduction:** Defining ICTs, information system, information management, stages of ICT revolution, ICTS and new business tools, networking and information superhighway, technological convergence and new ICT developments.
- Unit II      Implications of the ICT in Business:** implications of business and business strategy, Impact of the ICT revolution and the information society, value chains and the influence of ICTs, development of the information market place and ecommerce.
- Unit III      E-tourism: impact of ICTs on tourism,** best operational practices in tourism, tourism system and ICT, use of hardware and software in tourism organisations, application of ICT in tourism and hospitality, evolution of CRS, Multidimensional framework for ICT in tourism.
- Unit IV      Operational Management and distribution in etourism:** tourism distribution mechanism and Practice, ICT tools for managing the digital tourism organisation, internet supported etourism management, internal systems and intranet, Cost benefit analysis for incorporating ICTs and developing online business.
- Unit V      Case study:** WTO guidelines to design website for destinations, South West Airlines, Expedia, Makemytrip, Amadeus, worldres.com, Via and Voyager.

#### **Suggested Reading:**

- D. Buhalis: e-Tourism, Information Technology for Strategic Management  
Buhalis & Costa: Tourism Business Frontiers  
A. Poon: Tourism, Technology and Competitive Strategies  
Harish Bhatt & Badan: Impact of ICT in Tourism

## MINOR ELECTIVE

### **MTM EL-02      DEVELOPING EMPLOYABILITY SKILLS**

**Objective :** The aim of this course is to give students to prepare themselves to take up better job assignments after completion of the course. This course is advisable to opt in second semester. This paper will be taught through practical components, exercises or through workshops and evaluation internally by a group of experts in the field of Soft Skill Training .

**Credits: 3**

#### **Course Content**

- Unit: 1**      **Assessment of the employability skills of students:** Skills inventory, skills each student has, areas to improve, skills required for various kinds of jobs administrative and technical – self assessment
- Unit 2**      **Top 10 skills employers want: SWOT analysis:** Decision making skills, problem solving skills, commercial awareness, negotiation skills, language, striving for excellence, etc. working out with the back areas
- Unit 3**      **Preparation of CVs:** Preparation of covering letter for jobs, attending G.D.s, Attending interview
- Unit 4**      **How to improve performance and Efficiency:** Basic Tips
- Unit 5**      **Preparing reports and Making Power Point Presentations and answering questions:**