

BACHELOR OF TRAVEL & TOURISM MANAGEMENT  
(FOUR YEARS (8-SEM) FULL-TIME PROGRAMME)  
CBCS (NEP)



2022-2026

SCHOOL OF STUDIES IN TOURISM & TRAVEL MANAGEMENT,

JIWAJI UNIVERSITY, GWAIOR-474011

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**BACHELOR OF TRAVEL & TOURISM MANAGEMENT**  
(FOUR-YEAR FULL-TIME PROGRAM)

(CBCS-NEP – 2022-2026)

FIRST YEAR (LEVEL-5)

**SEMESTER-I**

Course	Paper Code	Subject	Periods in a week			Credit	Evaluation Scheme				
			L	T	P		Theory		Practical		Total
							Int	Ext	Int	Ext	
Core-I	101	Historical Background of Tourism, Concept & Impacts	4		1	6	30	70	100	-	200
Core-II	102	Travel Agency & Tour Operation	5			6	30	70	-	-	100
Core-III	103	Tourism Entrepreneurship	5			4	30	70	-	-	100
Decip/-I	104	Communication Skills and Public relations for the Travel and Tourism Industry	3		1	2	30	70	100	-	200
Elective-I	105 A	Computer Fundamental & application	3		2	2	30	70	-	100	200
Elective-II	105 B	Information Technology Basics									
Project-I	106	Assignment & Project work		2		2			200		200
			20	2	4	22	150	350	400	100	1000

**SEMESTER-II**

Course	Paper Code	Subject	Periods in a week			Credit	Evaluation Scheme				
			L	T	P		Theory		Practical		Total
							Int	Ext	Int	Ext	
Core-I	201	Tourism products of India	4		1	6	30	70	100	-	200
Core-II	202	TourismMarketing-I	4		1	6	30	70	100	-	200
Core-III	203	Adventure Tourism	4		1	4	30	70	100	-	200
Decip/-I	204	International Tourism	5			2	30	70	-	-	100
Elective-I	205 A	Basics of Accounting	5			2	30	70	-	-	100
Elective-II	205 B	Basics of Financial Management									
Project-I	206	Summer Training		1		2			200		200
			22	1	3	22	150	350	500		1000

Note: -Students choose any one of the subjects from elective

L=Lecture, T= Tutorial, P=Practical

## SECOND YEAR (LEVEL 6)

### SEMESTER- III

Course	Paper Code	Subject	Periods in a week			Credit	Evaluation Scheme				
			L	T	P		Theory		Practical		Total
							Int	Ext	Int	Ext	
Core-I	301	Introduction to the Hospitality sector	5			6	30	70			100
Core-II	302	Tourism Impact	5			6	30	70			100
Core-III	303	Tour Guide & Escorting	4		1	4	30	70	100		200
Decip/-I	304	Business Environment	5			2	30	70			100
Decip/-II	305	Medical & Wellness Tourism	5			2	30	70			100
Project-I	306	Group Project/ Individual Project & Comprehensive (Tour Guiding & Interpretation)		1		2			200		200
			25	1		22	150	350	300		800

### SEMESTER- IV

Course	Paper Code	Subject	Periods in a week			Credit	Evaluation Scheme				
			L	T	P		Theory		Practical		Total
							Int	Ext	Int	Ext	
Core-I	401	Tourism Marketing- II	4		1	6	30	70	100		200
Core-II	402	Religious & Pilgrimage Tourism in India	5			6	30	70			100
Core-III	403	Transport for Travel & Tourism	5			4	30	70			100
Decip/-I	404	Tribal heritage of India	5			2	30	70			100
Decip/-II	405	Heritage Management	5			2	30	70			100
Project-I	406	Study Tour Report & Viva		1		2			200		200
			23	1	2	22	150	350	300		800

\*\* The Project Report should be market research and fieldwork oriented and related to the core subject (Tour Guide & Escorting). The documentation and presentation should be conducted before the panel of two internal examiners. Marks would be awarded for Project Report, Presentation & Viva-voce by the panel of examiners (Two internals)

\*\* A week-long study tour comprising cultural and natural places for tourists shall be conducted during the second-semester classes. After the completion of the Field Study Tour (FST) the students are required to submit their report which will be evaluated by a duly constituted board of internal faculty members. The students will have to give presentations based on their reports before the board.

L=Lecture, T= Tutorial, P=Practical

## THIRD YEAR (LEVEL 7)

### SEMESTER - V

Course	Paper Code	Subject	Periods in a week			Credit	Evaluation Scheme				
			Theory		Practical		Total				
			Int	Ext	Int			Ext			
Core-I	501	Indian Ethos & Management	5			6	30	70			100
Core-II	502	Geography for Tourism	4	1		6	30	70			100
Core-III	503	E-Tourism	5			4	30	70			100
Decip-I	504	EventManagement& MICE	4	1		2	30	70	100		200
Elective-I	505 A	Foreign Language-I (English)	4	1		2	30	70	100		200
Elective-II	505 B	Foreign Language-I (French)									
Project-I	506	Comprehensive Viva		1		2				200	200
			22	4		22	150	350	200	200	900

### SEMESTER - VI

Course	Paper Code	Subject	Periods in a week			Credit	Evaluation Scheme				
			Theory		Practical		Total				
			Int	Ext	Int			Ext			
Core-I	601	Destination Studies & Development	4		1	6	30	70	100		200
Core-II	602	Sustainable Tourism Development	5			6	30	70			100
Core-III	603	Air Cargo	5			4	30	70			100
Decip-I	604	Organizational Behaviour and Human Resource Management in Tourism	5			2	30	70			100
Elective-I	605 A	Foreign Language-II (English)	4	1		2	30	70	100		200
Elective-II	605 B	Foreign Language-II (French)									
Project-I	606	Workshop on Destination Development		1		2			200		200
			23	2	1	22	150	350	400		900

\*\* Workshop is intended to enhance the skill of students as destination developers as this is one of the most crucial aspects for the tourism industry to develop new thrust areas and untapped resources of tourism.

L=Lecture, T= Tutorial, P=Practical

## FOURTH-YEAR (LEVEL 8)

### SEMESTER - VII

Course	Paper Code	Subject	Periods in a week			Credit	Evaluation Scheme				
			L	T	P		Theory		Practical		Total
							Int	Ext	Int	Ext	
Core-I	701	Tourism Research Methodology	4	1		6	30	70			100
Core-II	702	Tourism Economics	4	1		6	30	70			100
Core-III	703	Indian Society & Culture	5			4	30	70			100
Core-IV	704	Ethical and Regulatory Aspect of Tourism Business	5			2	30	70			100
Decip/- I	705	Tourism Policy, Planning, and Development	5			2	30	70			100
Project-I	706	Research Paper/Article& Viva		1		2				200	200
			23	3		22	150	350		200	700

### SEMESTER -VIII

Course	Paper Code	Subject	Periods in a week			Credit	Evaluation Scheme				
			L	T	P		Theory		Practical		Total
							Int	Ext	Int	Ext	
Core-I	801	5 Months of Industrial Training				6				200	200
Core-II	802										
Core-III	803	Student Appraisal Performance report				4				100	100
Decip/-I	804	Training Presentation				4				100	100
Decip/-II	805	Comprehensive training Viva				4				100	100
Project-I	806	Training Project report				4				200	200
						22				700	700

\* Students will remain on the job training for 20 weeks (8 hours in a day and 5 days in a week are compulsory) during Training.

1. The performance Appraisal & Report will be supervised by the organization and evaluated by the Department.
2. Viva will be conducted and valued by the department after completion of the training. (Training certificate and Training report, to be submitted as per specifications and the Performance Appraisal given by the organization).

L=Lecture, T= Tutorial, P=Practical

## FIRST YEAR (LEVEL-5)

### FIRST SEMESTER

#### **101: (Theory) Historical Background of tourism, concept & Impacts (credits 4)**

Objective: Students will have an understanding of tourism as an industry and its various functions and impacts on society, the environment, and the economy of a nation.

<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b>
I	<b>Unit Name: Travel &amp; Tourism Introduction</b> Define-Tourism, Travel, Tourist, Visitor, Traveller & Excursionist, the Indian concept of deshatan, tirthatan, and Paryatan. History & growth of travel and tourism. Birth of Mass tourism, Old & new age tourism. Concept of Tourism- Nature, Scope, Characteristics, Components, and Significance of tourism. Tourism System- Interdisciplinary Approaches (General system theory and Leiper's model)	12
II	<b>Unit Name: Types &amp; Forms of Tourism</b> Forms- Inbound, Outbound, National, Domestic, Inter-regional, Intra-regional, Alternative tourism & Exclusive Tourism. Types- Cultural tourism, Wellness tourism, adventure tourism, Dark tourism, Yoga tourism, Cow tourism. Tourism Demand, motivation of tourism demand, Pattern & characteristic of tourism supply Factors influencing tourism supply.	12
III	<b>Unit Name: Tourism Theories</b> Butler's Tourism Area Life Cycle (TALC Model), Crompton's Push & Pull theory, Gunn's Tourism Planning Model, Mill-Morrison's Tourism policy Model, and Maslow's Theory of Motivation.	12
IV	<b>Unit Name: Tourism Impact</b> Economic Impact, Social Impact, Cultural Impact, Political Impact, Legal Impact, Technological Impact, Environmental Impact.	12
V	<b>Unit Name: National &amp; International Tourism Organization</b> ITDC (Indian Tourism Development Corporation), IRCTC (Indian Railway Catering & Tourism Corporation), IATA (International Air Transport Association), IATO (Indian Association of Tour Operators), TAAI (Travel Agent Association of India), UNWTO (United Nations World Tourism Organisation), PATA (Pacific Asia Travel Agent Association).	12
		60

#### Suggested Reading:

- Sharpley R, Tourism and Development, The Sage Course Companion, 2015
- A.K. Raina – Fundamentals of Tourism System, Kanishka Publishers, New Delhi, 2004
- A.K. Bhatia – Tourism Development – Principles and Practices, Sterling Publishers Pvt Ltd, New Delhi, 2003

**Recommended Practical (Credit 2), Total Lectures 05**

Study of Travel Pattern and tourism trends of Madhya Pradesh

- Survey form/Simple questionnaire framing.
- Collecting primary data at different tourist spots of Madhya Pradesh.
- Interviewing various hotels in Madhya Pradesh.
- Field visits at different tour operators for understanding tourist demand in this region.

**MARKING SCHEME FOR PRACTICAL EXAMINATION**

MAXIMUM MARKS                      100                      PASS MARKS                      50

Practical Assessment

1. Dressing & Grooming	20
2. Presentation	30
3. Viva	50
Total	100

Note: Assessment of practical work will be done internally based on the above marking scheme. All the students will be assigned a project from the department on which they have to give a presentation and submit a handwritten project file.



## 102: TRAVEL AGENCY AND TOUR OPERATION

Objective: Students will be able to assess the potential of tourism destinations and prepare tourism development plan as well as marketing techniques, they will have a thorough knowledge of the establishment of a travel agency and will be able to analyze and researches in the field of destination development endeavors.

Unit	Topics	No. of Lectures
I	History & Growth of Travel Agency Business, Emergence of Thomas Cook & American Express, Emergence of Travel Intermediaries, Indian Travel Agents & Tour Operators. The interplay of Push & Pull Factors.	13
II	Travel Agents & Tour Operators: Differentiation and Interrelationship. Functions and Organizational Structures of Travel Agency and Tour Operators. Linkages of Tour Operation Business with Principal Suppliers, Government, and Other Agencies. Incentive and Concessions Applicable to Tour Operators in India.	13
III	How to Set up Travel Agency/Tour Operation Business: Sources of Funding, Comparative Study of Various Type of Organisation, Government Rule of Getting Approval, IATA Rules, Regulations and Accreditation, Documentation, Sources of Earning: Commissions, Service Charges, etc.	13
IV	Itinerary Preparation: Meaning, Importance, and Types of Itineraries - Resources and Steps for Itinerary Planning - Do's and Don'ts of Itinerary Preparation Tour Costing: Tariffs, FITS & GITS. Confidential Tariff. Packaging: Types and Forms of Package Tour.	13
V	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, customs, currency, baggage, and airport information.	13
		65

### Suggested Reading

- Bhatia, A. K (2012) Business of Travel Agency & Tour Operations Management, Sterling Publishers.
- J.M.S. Negi, Travel Agency & Tour Operations: Concepts & Principles
- Gunn, C. (2002). Tourism Planning: Basic, Concepts, and Cases. New York: Routledge.
- D.L. Foster, The Business of Travel agency Operation & Administration





### 103: TOURISM ENTREPRENEURSHIP

Objective: Students will be able to gain knowledge about the role of entrepreneurs in tourism, they will learn how to develop an efficient business plan and manage challenges at different levels.

Unit	Topics	No. of Lectures
I	Introduction to entrepreneurship; the tourism industry and business ideas; business strategy- understanding customers and analyzing the competition	10
II	Functional Area Management, Organization, and Business Tourism marketing mix; tourism marketing planning; financial planning; planning for people and operations. Form of organization, legal considerations; networking and collaboration; good business practices.	15
III	Business Plan Development: Feasibility; Writing a business plan- marketing, financial, operations, people, etc. planning.	12
IV	Entrepreneurship in India Functions of Entrepreneur: idea Generation, idea evaluation, Feasibility Analysis, Product/ Market Fit, checking the legal requirements (licenses & permits), Hiring a team, setting an ethical culture, entrepreneur motivation & performance evaluation. Communities promoted entrepreneurship in India,	18
V	Setting up a tourism enterprise: Steps, procedures, licenses, registration, etc	10
		65

#### Suggested Reading

- Chowdhary, Nimit and Prakash, Monika. (2010). *Managing Small Tourism Business*, New Delhi: Matrix Publishers. (L)
- Desai, V. (2014). *The Dynamics of Entrepreneurial Development and Management* (6th edition). Himalaya Publishing House.
- Prakash, Monika, and Chowdhary, Nimit (2010). *Starting a Tourism Company*, New Delhi: Matrix Publishers. (L)
- Mohanty, Sangram Keshari (2005). *Fundamentals of Entrepreneurship*, New Delhi: Prentice Hall of India.

## 104 A: FUNDAMENTALS OF COMPUTERS & APPLICATION-I – THEORY

Objective: This module is prescribed in the course to impart knowledge of computers and their applications.

Unit	Topics	No. Of Lectures
I	Introduction <ul style="list-style-type: none"><li>• What is a computer?</li><li>• Computer v/s Human Brain</li><li>• Impact &amp; versatility of computer</li><li>• Role of computers in our life</li><li>• Types and classification of computers</li></ul>	4
II	ELEMENTS OF A COMPUTER SYSTEM <ul style="list-style-type: none"><li>• Definitions</li><li>• Characteristics of Computers</li><li>• Classification of Computer parts</li><li>• Limitations</li></ul>	4
III	HARDWARE FEATURES AND USES <ul style="list-style-type: none"><li>• Components of a Computer</li><li>• Generations of Computers</li><li>• Primary and Secondary Storage Concepts</li><li>• Data Entry Devices</li><li>• Data Output devices</li></ul>	8
IV	SOFTWARE CONCEPTS <ul style="list-style-type: none"><li>• System Software</li><li>• Application Software</li><li>• Language Classification</li><li>• Compilers and Interpreters</li></ul>	8
V	OPERATING SYSTEMS/ENVIRONMENTS BASICS OF MS-DOS <ul style="list-style-type: none"><li>• Internal commands</li><li>• External commands</li></ul>	8
		32

### Suggested Readings:

- Braham, B. Computer System in Hotel and Catering Industry, Casseu.
- Basandra, S.K. Computer Today, New Delhi: Galgotia Publications.
- Clark, A Small Business Computer Systems. Hodder and Stoughton.
- London, K.C. and London, J.P.: Management System Information System - a contemporary perspective McMillan.

## 104 A -FUNDAMENTALS OF COMPUTERS & APPLICATION-I – PRACTICAL

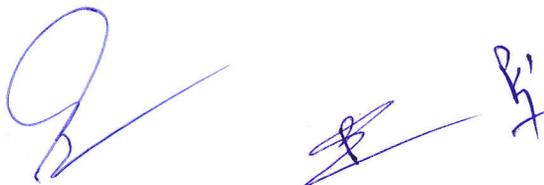
Unit	Topics	No. of Lectures
<b>I</b>	<b>WINDOWS OPERATIONS</b> <ul style="list-style-type: none"> <li>• Creating Folders</li> <li>• Creating Shortcuts</li> <li>• Copying Files/Folders</li> <li>• Renaming Files/Folders</li> </ul>	<b>4</b>
<b>II</b>	<b>MS-OFFICE WORD</b> <ul style="list-style-type: none"> <li>• creating a document</li> <li>• formatting a document</li> <li>• special effects</li> <li>• cut, copy and paste operation</li> </ul>	<b>6</b>
<b>III</b>	<b>MS OFFICE MS-EXCEL</b> <ul style="list-style-type: none"> <li>• creating a spreadsheet</li> <li>• making the worksheet look pretty</li> <li>• Applying the basic formulas</li> <li>• going through changes</li> <li>• printing the worksheet</li> </ul>	<b>8</b>
<b>IV</b>	<b>MS OFFICE MS-POWERPOINT</b> <ul style="list-style-type: none"> <li>• Making a simple presentation</li> <li>• Using Auto content Wizards and Templates</li> <li>• Power Points five views</li> </ul>	<b>8</b>
<b>V</b>	<b>Internet &amp; E-mail</b>	<b>4</b>
		<b>30</b>

### MARKING SCHEME FOR PRACTICAL EXAMINATION

MAXIMUM MARKS    100

PASS MARKS        50

	Marks
1. VIVA	: 50
2. Typing & Printing (20 lines)	: 25
3. 5 tasks of 5 marks each	: 25
<b>Total</b>	<b>:100</b>



## 104 B: INFORMATION TECHNOLOGY BASIC-I (THEORY)

Objective: - The course aims to impart knowledge of information technology and its application.

Unit	Topics	No. Of Lectures
I	<b>NETWORKS</b> <ul style="list-style-type: none"> <li>• Network Topology</li> <li>• Network Applications</li> <li>• Types of Networks</li> <li>• Network Configuration Hardware</li> <li>• Channel</li> <li>• Hubs</li> <li>• Network Interface Card</li> <li>• Network Software</li> <li>• Windows NT</li> </ul>	6
II	<b>Digital Documentation (Basic)</b> <ul style="list-style-type: none"> <li>• Create and Apply Styles in the document</li> <li>• Styles/ categories in Word Processor</li> <li>• Styles and Formatting window.</li> <li>• File Format.</li> <li>• Creating and updating new styles from the selection</li> <li>• Load style from a template or another document.</li> <li>• Creating a new style using drag-and-drop.</li> <li>• Applying styles</li> </ul>	7
III	<b>Database Management System</b> <ul style="list-style-type: none"> <li>• Appreciate the concept of Database Management System</li> <li>• Concept and examples of data and information,</li> <li>• Concept of the database,</li> <li>• Advantages of the database,</li> <li>• Features of the database</li> </ul>	8
IV	<b>A-Web Applications and Security</b> <ul style="list-style-type: none"> <li>• Working with Accessibility Options.</li> <li>• Understand various types of impairment that impact computer usage</li> <li>• Computer Accessibility Dialog box and its tabs</li> <li>• Serial Keys</li> </ul>	6
V	<b>Functioning of Cloud Computing, Cloud Architecture, Cloud Storage, Cloud Services –SaaS, IaaS, PaaS, DaaS, and VDI, etc.</b>	6
		33

### Suggested Readings:

- Thomas A. Powell, "HTML: the complete Reference", Osborne/Mc Graw-Hill
- Internet and webpage Designing by V.K. Jain(BPB)
- Cloud computing concept technology architecture by Thomas Erl. Prentice Hall
- Cloud computing theory & Practice by Dan C. Marinescu, Morgan Kaufman publication

## 104 B: INFORMATION TECHNOLOGY BASIC (PRACTICAL)

Unit	Topics	No. Of Lectures
<b>I</b>	<ul style="list-style-type: none"> <li>• List style categories. Select the style from the Styles and Formatting window.</li> <li>• Use Fill Format to apply a style to many different areas quickly.</li> </ul>	<b>6</b>
<b>II</b>	<ul style="list-style-type: none"> <li>• Insert an image to document from various sources.</li> <li>• Modify, resize, crop, and delete an image.</li> <li>• Create drawing objects</li> </ul>	<b>8</b>
<b>III</b>	<ul style="list-style-type: none"> <li>• Identify the data and information,</li> <li>• Identify the field, record, table in the database,</li> <li>• Prepare the sample table with some standard fields.</li> <li>• Assign the primary key to the field,</li> <li>• Identify the primary key, composite primary key, and foreign key.</li> </ul>	<b>6</b>
<b>IV</b>	<ul style="list-style-type: none"> <li>• Start the RDBMS and observe the parts of the main window,</li> <li>• Identify the database objects, Create the Sample table in any category using wizard, Practice creating Different tables from the available list, and choose fields from the available fields.</li> </ul>	<b>10</b>
		<b>30</b>

### MARKING SCHEME FOR PRACTICAL EXAMINATION

MAXIMUM MARKS                      100                      PASS MARKS                      50

	Marks
1. VIVA	:50
2. 5 tasks of 5 marks each	:25
3. Practical report/File/	:25
 Total	 :100

(Refer to the syllabus for tasks)




## 105: Communication Skills and Public Relations for Travel and Tourism Industry

Objective: To help participants to develop communication skills, discover what business communication is all about and learn how to adapt their communication experiences in life and college to the business world. To sharpen the analytical, written, and spoken communication skills required for business professionals

Unit	Topics	No. of Lectures
I	Communication in general: - Communication: functions elements and essentials-Types of communication and its merits and demerits. Communication barriers and their remedy, Cross-Cultural Communication, Mass media, a general study. Effective communication techniques in business- basic ideas, body language, power dressing, effective conversation.	10
II	Professional Communication: - Practical business communication- business letters, meeting notices, agenda, report making and its structure, C V preparations& advertisements, presentations- seminars, electronic communication etiquettes –the importance of public relations in tourism.	10
III	Business communication Dealing with customers-types of customers, finding customers, customer service, satisfying customers- Business Etiquette. Team management –how does a team work, set up a team, how to improve team efficiency, working for the future.	10
IV	Personality and communication Personality- general definitions, behavior, character, and personality. Barriers to goal achievement (four types)- Anxiety- anxiety management, personality disorders: a very general outline	10
V	Language Lab/ Practical Training Listening Skills – Reading Skills – Writing Skills: Business writing and correspondence, technical writing. Speaking Skills- Phonetics and Pronunciation, informal oral communication, telephonic communication, Presentation Skills, Public Speaking - reading out exercises and role play exercise, group discussions, and extempore.	14
		54

### Practical

Topics	No. of Practical
Business writing & correspondence	1
Informal Communication	2
Telephonic Communication	2
Presentation	2
Public Speaking	1
Role Play	1
Group Discussion	1
Extempore	1
	11

## MARKING SCHEME FOR PRACTICAL EXAMINATION

MAXIMUM MARKS 100

PASS MARKS 50

1. Skill demonstration  
Marks  
: 100

### Suggested Readings:

- Murphy, H., Hildebrant, H., and Thomas, J. (2008). Effective Business Communication, 7th edition, Tata McGraw Hill Education.
- Theobald, T. (2011). Develop Your Presentation Skills, Kogan Page Limited.

### 106: Assignment & Project work

An assignment /project work is assigned to each student by the department as per the core subject.

### MARKING SCHEME

Maximum Marks	200	Passing Marks	100
		Marks	
Project work		100	
Presentation		50	
Viva		50	
Total		200	



## SECOND SEMESTER

### 201- Tourism Product of India

Objective: The course aims to understand the conceptual and theoretical basis of various tourism products and resources in general and to understand the various tourism resources in India, in particular.

Unit	Topics	No. of Lectures
I	<b>Unit Name: Introduction to Tourism Products</b> Definition of tourism products, Concept of tourism products, Classifications of tourism products, Nature of tourism products, and Characteristic of India's Tourism Products: Seasonality & Diversities.	07
II	<b>Unit Name: Arts of India</b> Forms & types of classical dances- Bharatanatyam, Kathak, Kuchipudi, and Odissi. Folk dances of different regions- Hikat, Yakshagan, Lavani, Kolattam, Bihu, Garba-Dandiya, Jhumar, Jatra, Bhangra-Giddha, Raslila, Grida. Indian Music- different Gharans and status of Indian music abroad. Handicrafts of India.	12
III	<b>Unit Name: Tangible &amp; Intangible Heritage</b> Museums, Gardens, Ancient & historical monuments, fairs& Festivals, and, Indian Cuisine.	12
IV	<b>Unit Name: Geographical-based tourism products</b> Popular Hill stations-Darjeling, Coorg, Manali, Shimla, Shillong, Munnar, Mount Abu, Leh& Ladakh. Deserts- Jaisalmer & Runn of Kutch. Coastal areas & Beaches- Goa (Calangute, Dona-Paula, Palolem, Agonda), Kerala (Kovalam, Varkala, and Marari), Maharashtra (Juhu and Gapatipule), Gujrat (Dwarka, Mandvi, and Somnath). Islands- Andaman and Nicobar, Daman & Diu, Manjuli, Elephanta island	12
V	<b>Unit Name: Environmental Tourism Product</b> National Parks- Jim Corbet, Manas National Park, Gir National Park, Bandhavgarh National Park, Kaziranga National Park, The Great Himalayan National Park Biosphere Reserves- Nanda Devi Biosphere reserve, Nokrek Biosphere reserve, Achanakmar-Amarkantak Biosphere reserve, and Great Nicobar Biosphere reserve Tiger Reserves- Panna Tiger Reserve, Kanha Tiger Reserve, Ranthambore National Park/Tiger reserve, and Satpura Tiger Reserve. Valley of flowers.	12
		55

#### Suggested Readings:

- Gupta, SP Lal, K. Bhattacharya. M, Cultural Tourism in India, DK Print
- Brown Percy, Indian Architecture (Buddhist and Hindu), Bombay.
- Mishra, L. Cultural Tourism in India, Mohit Publications
- Jacob, Tourism Products Of India, Abhijeet Publications

- Deva, B.C, Musical Instruments, National Book Trust.
- Dixit Manoj & Charusheela, Tourism Products, New Royal Book Company.

**Recommended Practical (Credit 2), Total Lectures 10**

Students will be taken to cultural and natural tourist places; a faculty shall accompany the students to take care of sightseeing and provide information. The objective of conducting this field study is to provide practical exposure to the students to gain experience in the architecture, iconography, and historical knowledge of the site. After the completion of the Field Study, the students are required to submit their report which will be evaluated by a duly constituted board of internal faculty members. The students will have to give presentations based on their reports before the board

**MARKING SCHEME FOR PRACTICAL EXAMINATION**

MAXIMUM MARKS	100	PASS MARKS	50
		Marks	
1. Viva		: 30	
2. Presentation		: 20	
3. Assignment/Report		: 50	
Total		: 100	

## 202: Tourism Marketing-I

Objective: This paper is intended to provide a clear understanding of the theory and practices of marketing with special reference to the tourism business.

Unit	Topics	No. of Lectures
I	Marketing: Core concept in marketing- Need, Wants, Demands, Market, Products, Value, Quality, Exchange, Satisfaction, Transaction, and Relationships: Marketing philosophies- Production, Product, Sales, Marketing, and Societal.	12
II	Service Marketing- Concept and unique characteristics: Tourism marketing- Concept, features, and importance. 8 P's of Tourism Marketing- Product, Place, Price, Promotion, Physical Evidence, People, Process & Packaging.	12
III	Marketing Environment- Concept, importance, and components: Marketing Research-Need, Methods, SWOT analysis, Tourism demand forecasting methods.	12
IV	Marketing Mix- Concept and importance: Segmentation, targeting, and positioning (STP) in marketing	12
V	Consumer Buying Behaviour- Concept and process: Buying Motives: Concept, types, and importance: Consumer buying roles: Sales Management- Concept, objectives, and importance. Marketing communication, P.R for Tourism and Hospitality Industry, Crisis Management	12
		60

### Suggested Readings:

- Philip Kotler, Jon Bower, and James Maken. Marketing for Hospitality and Tourism
- Chaudhary, Manjula (2011). Tourism Marketing, Oxford University Press, New Delhi.
- Bennett J. A., Strydom J. Wilhelm (2001). Introduction to Travel and Tourism Marketing, Juta Education, Lansdown.
- Kotler P. (2012). Marketing Management, Pearson Education, New Delhi.
- Stanton W. J. (1999). Fundamentals of Marketing, McGraw Hill, New York.

### Recommended Practical (Credit 1), Total Lectures 05

- Each student will have to submit a project report based on a Local Market analysis. This will be a survey-based work, under the guidance of a concerned member of the faculty. The students will have to appear before a board of examiners constituted for conducting viva voce.

### MARKING SCHEME FOR PRACTICAL EXAMINATION

MAXIMUM MARKS

100

PASS MARKS

50

1. Viva
3. Assignment/Report

Marks  
: 50  
: 50

## 203: Adventure Tourism

Objectives: The course helps in understanding the resource potential for adventure tourism in India and the existing popular destinations and activities. Impart knowledge of various aspects of Adventure Tourism.

Unit	Topics	No. of Lectures
I	<p style="text-align: center;"><b>Unit Name: Introduction to Adventure Tourism</b></p> <p>Definition, Nature, and scope of Adventure tourism, Adventure in the present context, contemporary trends in Adventure tourism, Geographical diversities, and opportunities for A.T.in India. Potential and existing adventure tourism in different states.The promotional step was taken by states and central agencies. Organization and institutions promoting Adventure Tourism in India.</p>	10
II	<p style="text-align: center;"><b>Unit Name: Land-Based Adventure</b></p> <p>Mountaineering, Trekking, Rock climbing, skiing, and skating and their necessary equipment, techniques, and problems. Institutes for the training of land-based adventure activities. Wildlife tourism: status of wildlife tourism, popular National parks, Wildlife sanctuaries, and Biosphere reserves.</p>	08
III	<p style="text-align: center;"><b>Unit Name: Water-Based Adventure</b></p> <p>Water resources of India: rivers, sea, and lakes. River reading, nature of white water, silent water, and seawater. Rafting, kayaking canoeing, yachting, water scooter, Surfing, SCUBA diving, underwater activities, Places, organizations, and equipment associated with the above activities.</p>	10
IV	<p style="text-align: center;"><b>Unit Name: Air Based Adventure</b></p> <p>Air-based activities: Hang gliding, Ballooning, Para jumping, Sky diving, Parasailing. Places, organizations, and equipment associated with the above activities.</p>	08
V	<p style="text-align: center;"><b>Unit Name: Developing adventure tourism</b></p> <p>Policy framework for developing adventure tourism in India, Role of Government and stakeholders for developing adventure tourism in India. Format of standard itineraries for adventure tourism. Role of ATTA and ATOAI. Case study of some popular adventure tourism destinations (Himachal Pradesh, Ladakh, Kerala, Goa, Uttarakhand, Andaman &amp; Nicobar island, and Rajasthan)</p>	14
		50

### Suggested Readings:

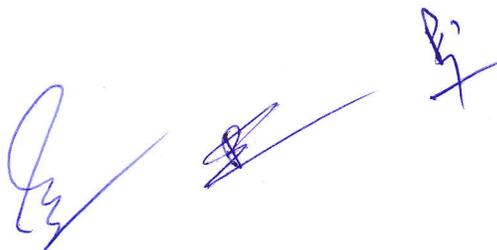
- Buckley. R. Adventure Tourism Management. Routledge Publishers.
- Gupta. V. K, Tourism in India. Gian Publishing House, Delhi
- I.C. Gupta & Kasbekar.S. Tourism Products of India.
- Malik, S.S, Potential of Adventure Tourism in India, Agam Kala Prakashan Publishers.
- Negi. J. Adventure Tourism and Sports: Risks and Challenges. Kanishka Publications.
- Wright. G. Hill Stations of India. Penguin Books, New Delhi

**Recommended Practical (Credit 2), Total Lectures 15**

- A study tour at the adventure camp shall be conducted during second-semester classes. A faculty shall accompany the students to take care of stay, movement, participation in adventure activities, etc. The objective of conducting an adventure tour is to provide practical exposure to the students to gain experience and know-how of the adventure activities being conducted and operated, visit the adventure tourism destination, get acquainted with facilities and amenities at the destinations, and interact with vendors of service providers and local community members. After the completion of the Field Study Tour (FST,) the students are required to submit their report which will be evaluated by a duly constituted board of internal faculty members. The students will have to give presentations based on their reports before the board

**MARKING SCHEME FOR PRACTICAL EXAMINATION**

MAXIMUM MARKS	100	PASS MARKS	50
1. Viva		: 30	
2. Presentation		: 20	
3. Assignment/Report		: 50	



## 204: International Tourism

Objective: The course intends to develop an insight into fields and patterns in international tourism in terms of past, present, and future perspectives besides looking into the forces and factors influencing tourism growth

UNIT	TOPICS	NO. OF LECTURES
I	International Travel Meaning, Definition, forms, and types, Intra-regional and Inter-regional. Tourist trends- Regional and Global tourist movements, Tourist Arrivals/Receipts, challenges. Factors affecting- Demand and origin factors, destination & resource factors	13
II	International Tourism Destination Development Need for planned development, various levels at which plans are prepared. The scale of International Tourism Destination Development, Allo-centric, Mid-centric, and Psycho-centric destination. The emerging International Tourism types.	13
III	The Role of the Government and International Tourism Bodies Need for Tourism organizations, National Tourism Organization (NTO) - Functions, Administrative setup. Patterns of India's major international markets, domestic Tourism in India, patterns, and characteristics of major tourist generating states. Role of ITDC, DGCA, AAI, FHRAI, TAAI.	13
IV	Important tourist circuits and popular Itineraries of the Middle East, Asia Pacific, and Europe. Passport, Emigration, and Immigration- passport, Arrival and Departure Formalities, Health Regulations, Airport tax. Visa- types. Visa rules for India, Duration of stay, Currency regulations, Exchange Control formalities- Currency and jewelry, payment of hotel bills, purchase of goods.	13
V	International Tourism Organizations: UFTAA, WATA, WTO, PATA, IATA, ICAO	13
		65

### Suggested Readings:

- Mill and Morrison, the Tourism System, an Introductory Text, Prentice Hall.
- Mill R.C, Tourism, the International Business, Pretence Hall, New Jersey.
- Bhatia A.K, International Tourism Management, Sterling Publishers Pvt. Ltd, New Delhi.
- Seth P.N, Successful Tourism Management (Vol 1 &2).
- Sunitha, Roday ET. AI, Tourism Operations and Management, Oxford Univ. Press, New Delhi.
- Gupta S.K, Foreign Exchange Laws and Practice, Taxman Publications Delhi.

## 205 A: Basics of Accounting

Objective: This paper will explain the basic principles of accounting and help the students familiarise themselves with the analysis and interpretation of financial statements. along with techniques to understand finance strategies and management of funds in the tourism business

Unit	Topics	No. of Lectures
I	<p style="text-align: center;"><b>Unit Name: Introduction to Basic Accounting</b></p> Concept & meaning of accounting, Nature, Objectives, Need for accounting, Scope, and Usefulness of Financial Accounting, Branches of accounting, conventions & Principles of accounting (GAAP), Accounting Standards in India (Only brief Introduction), Role and Importance of accounting in tourism enterprises.	13
II	<p style="text-align: center;"><b>Unit Name: Basic Accounting Procedures</b></p> Journalizing transactions: Rules of Debit and Credit, classification of accounts, steps of journalizing, Ledger: Concept, Posting & balancing the ledger. Trial Balance: Definition, objects & preparation of trial balance, financial statements: Meaning and types, Trading A/C, Balance Sheet, Need and importance (Practical Problems with Adjustments)	13
III	<p style="text-align: center;"><b>Unit Name: Depreciation</b></p> Meaning, Nature, causes of depreciation, Basic factors of depreciation, Methods of depreciation (straight line and written down value method), Reserves and Provisions: Meaning, types of provisions, capital reserve, general reserve, and secret reserve	13
IV	<p style="text-align: center;"><b>Unit Name: Joint Venture Accounts</b></p> Concept, Accounting Treatment (simple problems), Rectification of errors; types of errors, their rectification	13
V	<p style="text-align: center;"><b>Unit Name: Professional ethics in accounting</b></p> Basic principles of professional accountants, Principles of behavior accountants, and Presentation of case studies (at least 3 big house organizations)	13
		65

Suggested reading:

- Maheshwari & Maheshwari – An Introduction To Accountancy 5th – Vikas Publishing House. 2015
- Maheshwari S.N – Principals of management accounting – XI Edition – Sultan Chand & Sons. 2018
- Khan & Jain, Management Accounting, TATA McGraw-Hill Education, 2006

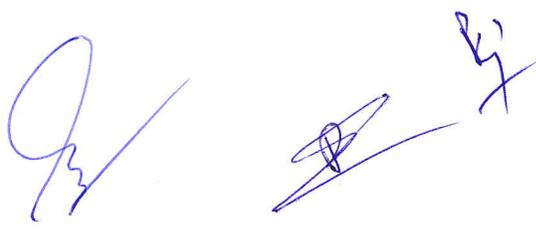
## 205 B: Basics of Financial Management

**Objective:** This paper will explain the basic principles of financial management and help the students familiarise themselves with the interpretation of financial statements along with techniques to understand finance strategies and management of funds in the tourism business.

UNIT	TOPICS	NO. OF LECTURES
I	Financial Management: Concept of finance & Accounting, Scope, objectives, importance & organization of finance function: Role and status of the financial executive.	13
II	Financial Decisions- Investing, financing & dividend decisions, Financial Planning, definition, objectives, importance, and types.	13
III	Capitalization: Concept, Over capitalization & under capitalization, Concept, objectives, determinants, and approaches of capital structure.	13
IV	Cost of capital-Definition, types, and factors affecting the cost of capital, operating, and financial leverage analysis.	13
V	Working capital management-Concept, need determinants and estimates of working capital, Capital Budgeting-meaning, roles and analysis of capital investments in fixed assets.	13
		65

### Suggested Readings:

- Pandey, I.M.: Financial Management, Vikas Publication.
- Khan & Jain: Financial Management.
- Chandra, Prasanna: Financial Management.



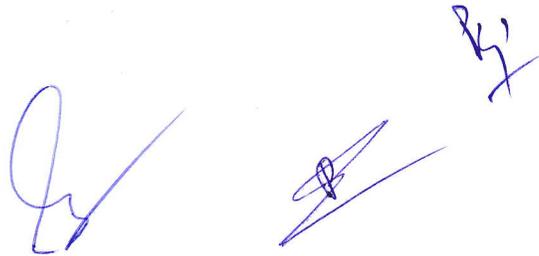
## 206: SUMMER TRAINING

At the end of the second-semester summer training, the report & viva-voce component shall be a compulsory component for the students. Each student shall have to undergo 5-weeks or One month (June-July) long training in Tourism, Travel, and Hospitality Organizations under the guidance of a faculty advisor. The objective of this is to create an opportunity for the students to undergo training in Travel agencies, Tour Operations, Tourism Information offices, and Hotels/Resorts. Such training would help students to understand customer services along with administrative, financial, and marketing aspects of the travel business.

### MARKING SCHEME

Maximum Marks      200                      Passing Marks      100

	Marks
1. Training report	100
2. Presentation	50
3. Viva	50
Total	200



## SECOND YEAR (LEVEL-6)

### THIRD SEMESTER

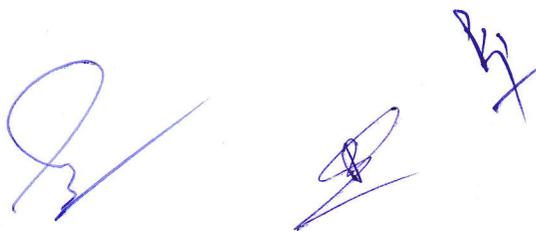
#### **301: Introduction to Hospitality Sector**

**Objectives:** This course aims to give a detailed outlook on the hospitality sector of India.

Unit	Topics	No. Of Lectures
I	Evolution and growth of hospitality sector: History, Inns, taverns, sarais, Viharas, concept of hotels, modern era since 1947, the evolution of hospitality In the Indian scenario.	13
II	Classification of Hotels: Classification based on size, clientele, locations, length of the guest stay, levels of services, ownership, etc. Supplementary Accommodation, Heritage Hotels Various Meal Plans, Type of rooms.	13
III	Hotel Organisation: Major Departments, Front Office, House Keeping, F & B production, Service, Engineering, Sales and Marketing, Security, Purchase, Accounts.	13
IV	Other Hospitality Establishments – Upscale Restaurants, limited-service Hotels, Convention & Conference Centres, Resorts, Timeshares, and Condominiums.	13
V	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 the new millennium.	13
		65

#### **Suggested Readings:**

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



## 302: TOURISM IMPACTS

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

UNIT	TOPICS	NO.OF LECTURES
I	<b>Unit Name: Tourism Growth</b> Growth of tourism over last 50 years, Mass tourism and issues, Third world countries tourism, Tourism Area Life cycle, Types of tourists and impact level, Cooper's typology, Host behavior and attitudinal changes, Doxey's index of irritation.	13
II	<b>Unit Name: Economic Impact of tourism</b> Receipts from tourism, infrastructural development, employment, multiplier effect, Tourism, economic prosperity, myth and truth, economic leakage.	13
III	<b>Unit Name: Environmental Impact</b> Tourist activity and environment, nature and impacts, the concept of preservation, climate change and tourism, new age tourist and eco-tourism, Tourism development, and issues of coastline, wildlife, lakes, and other natural areas.	13
IV	<b>Unit Name: Socio-Cultural Impact</b> Preservation of art form, museums, supporting local artists, cultural issues and staged authenticity, cultural drain, and demonstration effect.	13
V	<b>Unit Name: Tourism in South East Asia</b> Issues of Mass tourism in Thailand, Vietnam and Philippines, Indonesia, the proposal of low impact tourism, Eco-friendly practices, a case study of Kovalam and Goa.	13

### Suggested Readings:

- Impacts of Tourism, Romila Chawla, Routledge, 2019.
- Tourism Impact, Planning, and Management, Peter Mason, Butterworth-Heinemann, 2003, 1st edition.
- Critical Issues in Tourism, Shaw & William, Oxford: Blackwell, 1994.

### 303: Tour Guiding & Operation

Objective: This course will help the students to understand what the profession of tour escorting is all about by giving them a practical experience of how to practice escorting in real-life situations. It will also orient them to the nitty-gritty of this profession. This course also intends to deliver key skills.

UNIT	TOPICS	NO. OF LECTURES
I	Tour Guiding: Introduction to tour guiding and tour escorting, the difference between tour guiding and tour escorting, the role of a tour guide; Tour guiding in India; Characteristics of a tour guide, steps to becoming a tour guide; Presenting yourself.	12
II	Guiding Techniques: Understanding the dynamics of tour guiding, practical tips, mechanics of tour guiding; tools of the trade.	10
III	Roles, responsibilities, and other functions: The Professional Daily Briefing, dealing with FAQs, taking care of logistics: Dine Around, Shopping / Commissions / Ethics; Safety of guests, Arrival preparations: Briefing instructions and Reconfirming Flights; Tour Conclusion and feedback, Tools of the trade for the tour manager, Understanding cross-cultural differences	12
IV	Situation Handling: Handling difficult tourists, handling questions, handling emergencies, searching for information, responsible guiding; designing, and conducting heritage walks.	10
V	Managing Guiding Business: How to plan an itinerary, business partners, setting up a tour guiding business, Code of Conduct for tour guides in India (MoT).	10
		54

**Suggested Reading:**

- Chowdhary, Nimit (2013). Handbook for Tour Guides. New Delhi: Matrix Publishers.
- Mitchell, G.E. (2005). How to Start a Tour Guiding Business. Charleston: The GEM Group Ltd.
- Pond, K.L. (1993). The Professional Guide. New York: Van Nostrand Reinhold.

Practical (11 Lectures & demonstrations)
Practical Guiding: Guiding at a monument, guiding at a religious site, guiding at a museum, guiding on an archaeological site, guiding on a nature walk, guiding on walking tours, guiding on a coach, designing and conducting heritage walks.



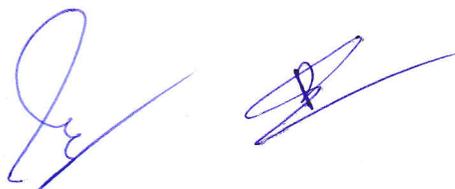
### 304: Business Environment

Objective: The students will get a conceptual understanding of the business scenario.

UNIT	TOPICS	NO.OF LECTURES
I	Business environment - nature, components, and determinants. Assessing business environment risk. Techniques of environmental scanning and monitoring. Business cycle	13
II	Government policies- industrial policy, fiscal policy, monetary policy, FDI policy, EXIM policy, price policy, economic reforms, the policy of liberalization and globalization	13
III	MRTP act, FEMA, GST, direct and indirect taxes	13
IV	Foreign exchange, Forex Market structure, convertibility of rupee basics, the importance of international business environment related to industry WTO (world trade organization)	13
V	Corporate Social responsibility and business ethics, Success and failure of 5 years plans and tourism in India.	13
		65

#### Suggested Readings:

- Alagh, Yoginder K: Indian Development Planning and policy, Vikas publication, New Delhi.
- Baxi, C.V. and Prasad, Ajit, Corporate Social Responsibility, Excel Books
- Sachdeva, Business Environment



### 305: Medical & Wellness Tourism

Objective: This paper is designed to understand the medical tourism system and the role of service providers including that of medical travel facilitators and also to gain knowledge on legal formalities and matters related to medical tourism safety.

UNIT	TOPICS	NO. OF LECTURES
I	Introduction to Health Tourism: Origin and development over ages, health as a motivator to travel, ancient centers of healing and bath, Quality of Life (QOL). Concept, Definitions, and dimensions of Health, wellness and wellbeing, spirituality, Typologies of Health tourism, and Factors affecting the growth of health tourism.	13
II	Leisure, lifestyle and tourism: – Tools for wellness: medicine, therapy: - therapeutic recreation, psychology, nutrition, rehabilitation, cosmetics. Factors influencing health and wellness tourism. Forms of health tourism- medical tourism, spa tourism, Ayurveda tourism, Yoga & Meditation tourism, holistic tourism, spiritual tourism, and Ashram tourism.	13
III	Yoga and Meditation: Origin and development of yoga and meditation in India. Different forms of yoga and meditation. The impact of yoga and meditation on the body and mind. International Yoga Day. Some of the important yoga centers in India.	13
IV	Medical tourism: - concept, typology evolution of Medical Tourism. Benefits of medical tourism. Global medical tourism scenario. Countries promoting medical tourism. Indian medical tourism: Centres/Destinations, Current and futuristic trends, Potentials, Issues, and Challenges, Government Support.	13
V	Medical tourism product and package: Factors and Steps for designing product and tour package, development, issues and considerations, Approvals and formalities, Pre-tour arrangements, tour operations, and post-tour management, Health Insurance, Legal Aspects of Medical Tourism: Certification and Accreditation in health and medical tourism.	13
		65

#### Suggested Readings:

- M. Smith and L. Puczko(2009), Health and wellness tourism.
- B. Heinemann Sonali Kulkarni (2008), Spa and Health Tourism, Book Enclave, Jaipur.
- Raj Pruthi(2006), Medical Tourism in India, New Delhi: Arise Pub





### 306: Group/Individual Project Work

The objective of Field Exposure is to provide students the feel of the actual working environment and to gain practical knowledge and skills, which in turn will motivate, develop and build their confidence.

#### MARKING SCHEME FOR GROUP/INDIVIDUAL PROJECT WORK

MAXIMUM MARKS	100	PASS MARKS	50
		MARKS	
1. VIVA:		20	
2. Project report:		50	
3. Field performance:		30	
TOTAL		100	



## FOURTH SEMESTER

### **401: Tourism Marketing-II**

Objective: This paper is intended to provide a clear understanding of the theory and practices of marketing with special reference to the tourism business.

UNIT	TOPICS	NO. OF LECTURES
I	Tourism Marketing- Introduction, Global and Domestic marketing environment, Characteristics of travel and tourism products, Service marketing triangle: Relationship Marketing-Concept, Importance, and strategies.	12
II	Product- Concept, Product line, and depth, Product life cycle, new product development, Branding, Packaging, and labeling: Pricing-considerations, approaches, and strategies	11
III	Marketing of Tourism Products: Trends in Tourism Marketing, Marketing of Known and Lesser-Known Destinations, Airlines, Hotels, Resorts, Travel Agencies, Event Management Company. Organization and managing Tourism Markets, Marketing Plans. Marketing Communication-Concept, objectives, and process, The marketing communication mix-Advertising, Personal selling, Sales promotion, Public relations, Direct marketing, and online marketing.	14
IV	People decision- The Service customer, The role of service provider: Process-The service delivery system, Service encounter and blueprinting: Physical Evidence-Effect of physical evidence on employees and customers.	11
V	Marketing Skills for Tourism Business: Self-Motivation, Team Building, Personality Development, Creativity & Innovation, Innovative Products in Tourism, Five-Gap Model of Service Quality, Marketing Control.	12
		<b>60</b>

#### Suggested Readings:

- Marketing for Hospitality and Tourism: Philip Kotler, Jon Bower, and James Maken
- Marketing for Tourism: J. Christopher Holloway & Chris Robinson
- Tourism marketing and management handbook: Stephen F. Wilt & Luiz mountinho
- Marketing in Travel & Tourism: Victor T.C. Middleton

#### Recommended Practical (Credit 1), Total Lectures 05

- Each student will have to submit a project report based on a Local Market analysis. This will be a survey-based work, under the guidance of a concerned member of the faculty. The students will have to appear before a board of examiners constituted to conduct viva voice.

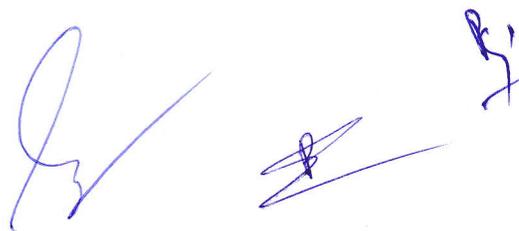
## 402: Religious & Pilgrimage Tourism in India

Objective: This paper aims to highlight the important pilgrimage destinations of all religions of India.

UNIT	TOPICS	NO.OF LECTURES
I	<b>Unit Name: Introduction</b> Religious& Pilgrimage Tourism: Concept, Definition, characteristics and Significance, historical perspective of religious tourism in India,Problems, and Prospects of Religious& Pilgrimage Tourism in India.	13
II	<b>Unit Name: Major Religious &amp; Pilgrimage Destinations of India</b> Islam and Christianity in India: Basic Features and geographical Extent, Sikhism: Basic Features	13
III	<b>Unit Name: Major Religious&amp; Pilgrimage Destinations of India</b> Hinduism: Char Dham Yatra, Char Dham Yatra of Uttarakhand, 12 Jyotirlingas, Kumbh Mela. Buddhism: Bodhgaya, Sarnath, Vaishali, & Kushinagar.	13
IV	<b>Unit Name: Major Religious&amp; Pilgrimage Destinations of India</b> Islam & Christianity: Ajmer, Haji Ali Dargah (Mumbai), Hazratbal shrine (Srinagar), Goa. Jainism & Sikhism: Mount Abu, Palitana, Amritsar, Hemkund Sahib (Chamoli), Patna Sahib, Data Bandi Chod (Gwalior)	13
V	<b>Unit Name: Religious&amp; Pilgrimage Tourism- An Overview</b> Trends and Pattern in Religious tourism in India, Designing of the religious tourism product. Kamdhenu tourism- concept, importance and circuits, Role of Rashtriya Kamdhenu Aayog in developing Kamdhenu tourism.	13
		65

### Suggested Readings:

- Abid Hussain, S. 2003 (reprint), The National Culture of India, National Book Trust, New Delhi.
- Basham, A.L., 1985 (reprint), The Wonder that was India, Rupa & Co., New Delhi.
- Hay, Stephen, (Ed.) 1992, Sources of Indian Tradition, 2 vols., Penguin Books, Delhi.



### 403: Transport for Travel and Tourism

Objective: This course aims to provide specialized knowledge of transportation systems

Unit	Topics	No. of Lectures
I	<p style="text-align: center;"><b>Unit Name: Evolution of Tourist Transport System</b></p> <p>Growth &amp; development of transportation system, Importance of transport in tourism, Introduction to transport system- Air, Rail, Road, Water. Marketing of passenger transportation, patterns of demand for tourist transportation, characteristics of supply, and marketing strategies.</p>	13
II	<p style="text-align: center;"><b>Unit Name: Air Transport</b></p> <p>Introduction to Air transport, Current Policies, Practices, Law about airlines, Licencing of air carriers, Freedom of air, Open sky Policy of India, Role, and functions of – DGCA, ICAO &amp; AAI.</p>	13
III	<p style="text-align: center;"><b>Unit Name: Surface Transport System</b></p> <p>Approved tourist transport, car hire companies including renter car scheme and tourist-coach companies. Documents connected with road transport - Regional Transport Authority, transport and insurance documents, Road taxes, Fitness certificates, contact carriage, state carriage, All India permits, maxi car, motor car, etc.</p>	13
IV	<p style="text-align: center;"><b>Unit Name: Railway &amp; Tourism</b></p> <p>Present status of Indian railway. Zonal distribution, network &amp; infrastructural basis of Indian Railway. Role of Indian railway in tourism promotion. Special trains &amp; packages for tourists. Government policies regarding railway. Problems faced by Indian railway. Case Study of Major Railway System of World- British Rail, Euro Rail, and Amtrak.</p>	13
V	<p style="text-align: center;"><b>Unit Name: Water Transport System</b></p> <p>Historical past, cruise ships, Ferries, Hovercraft, river canal boats, Different waterways in India, Prospects, and future growth of water transport in India. Merger and acquisitions within national boundaries, cross-border acquisition and allowances patterns, Franchising.</p>	13
		65

**Suggested Readings:**

- Dileep M.R, Tourism, Transport, and Travel Management. Routledge, Washington
- Page S.J, Tourism Management. Routledge, New York
- Page Stephen, Transport for Tourism. Routledge, New York
- Mill R.C and Morrison, Tourism System. Hunt Publishing Company, Kendall

## 404: Tribal heritage of India

Objective: This paper is designed to reflect upon the tribal heritage of India. Students will learn about the development of tourism in the tribal areas and the preservation of tribal heritage through tourism.

UNIT	TOPICS	NO. OF LECTURES
I	Introduction Origin of Tribes, Types of Tribes- Indo-Aryan, Dravidian, Turkic-Mongol, Austro-Asiatic, Important Endangered Tribes in India- Jarwa, Bonda, Gadaba, Muria, Dongariya Kondh. Distribution of Tribes in India, Features, and Characteristics of Indian Tribes.	12
II	Tribal Society and Culture: Values and Beliefs, Prominent Tribal Languages in India, Tribal Life, Art, Culture, Fairs and Festivals, Rituals, Costumes, Marriage, Other Practices.	10
III	Socio-economic Condition of Tribes: Basic amenities, Occupations, Sources of Employment & Self-Employment, Government Schemes for Socio-economic Development, and Entrepreneurship Activities in Tourism for Tribes.	10
IV	Tribal Resources for Tourism Development: Dance, Music, Handicrafts, Tribal Herbal Medicines, Traditional Medical Practices, Tribal Museums, Features and Characteristics of Tour for Tribal Culture.	14
V	Management of Tourism in Tribal Areas: Preservation of Tribal Heritage & Culture, Practices of Sustainable and Responsible Tourism Principles, Strategies for Development of Tribal Areas from Tourism Perspectives, Promotion of tourism destinations in Tribal Areas, Commoditization of Tribal Culture.	14
		65

### Suggested Readings:

- Fuchs, S (1974).The aboriginal tribes of India, Macmillan India
- Vidyarthi, L.P., Rai, B.K. (1977) The tribal culture of India. Concept Publishing Company
- Zeppe, H.D (2006) Indigenous Ecotourism: Sustainable Development and Management, CABI
- Smith, M. (2009) Issues in Cultural Tourism Studies, Routledge.
- Mohanty, P.K. (2004) Encyclopaedia of Primitive Tribes in India, Volume 1. Gyan Publishing House, New Delhi.

## 405: Heritage Management

**Objective:** This module is important to study because India is rich in heritage properties and its maintenance is necessary. This will help to understand the nature of heritage properties and conservation.

UNIT	TOPICS	NO.OF LECTURES
I	Indian Culture: General Features, Sources, Components and Evolution.	13
II	What is Heritage? Meaning and concept. Criteria for selection as heritage sites, monuments, and zone by UNESCO (WHC). Types of heritage property. World famous heritage sites and monuments in India and abroad	13
III	Heritage Management, objectives and strategies, Protection, Conservation and Preservation, Case study of one destination. Heritage Marketing, Destination development	13
IV	National and International Organisations engaged in Heritage Management (UNESCO, IUCN, ICOMOS, ASI, INTACH, and NGOs),	13
V	Museums, Concept, and classification. (National Museum, New Delhi; Bharat Kala Bhawan, Varanasi; Archaeological Museum, Sarnath, etc.), Heritage Hotels and its classification.	13
		65

### Suggested Readings:

- Allchin, B., Allchin, F.R. et al. (1989) Conservation of Indian Heritage, Cosmo Publishers, New Delhi.
- New Inskip, Edward, Tourism Planning: An Integrated and Sustainable Development Approach (1991) VNR, New York.
- Ashworth, G. J. (2000), The Tourist Historic City. Retrospect and Prospect of Managing the Heritage City, Pergamon, Oxford.
- UNESCO-IUCN (1992) Eds. Masterworks of Man and Nature, Pantoja, Australia.

## 406: Field Study Tour - Report & viva

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 destination of repute. A faculty shall accompany the students to take care of stay, movement, sightseeing, etc. The objective of conducting study tour is to provide practical exposure to the students to gain experience on traveling in various modes of transport, visiting the destinations, getting acquainted with facilities and amenities of the destinations and interacting with vendors of service providers and local community members. This will not only give the participatory experience to the students but also how to organize such tours in the future. They will have to submit the final report within 15 days of completion of the tour, mentioning their experience and suggestions. The report should be typewritten and should not be a true copy of the information available on the internet/books. The marks will be awarded as follows. After examining the tour report by the internal examiner, the marks will be forwarded to the controller of examinations.

### MARKING SCHEME

	Marks
1. The behavior of the students during the trip:	50 Marks by the tour guide
2. Tour Report:	50 Marks by the internal examiner
3. Constructive ideas and suggestions/Involvement:	50 Marks by the internal examiner
4. Viva:	50 Marks by the examiner



# THIRD YEAR (LEVEL 7)

## SEMESTER V

### **501: Indian Ethos & Management**

Objective: To let students know how they can use our ancient practices and Indian philosophy in efficient management.

UNIT	TOPICS	NO. OF LECTURES
I	Indian Ethos: Meaning, Features, Need, History, Relevance, Principles Practiced by Indian Companies, Requisites, Elements, Role of Indian Ethos in Managerial Practices.	10
II	Management Lessons from Scriptures Management Lessons from Vedas, Management Lessons from Mahabharata Management Lessons from Kautilya's Arthashastra, Indian Heritage in Business Management, Production and Consumption, Ethics v/s Ethos. Indian Management v/s Western Management	12
III	Work Ethos Meaning, Levels, Dimensions, Steps, Factors Responsible for Poor Work Ethos. Values: Meaning, Features, Values for Indian Managers, Relevance of Value-Based Management in Global Change, Impact of Values on Stakeholders: Employees, Customers, Government, Competitors, and Society. Values for Managers, Trans-cultural Human Values in Management and Management Education, Secular v/s Spiritual Values in Management, Importance of Value System in Work Culture.	15
IV	Stress Management: Meaning, Types of Stress at Work, Causes of Stress, Consequences of Stress. Stress Management Techniques: - Meditation: Meaning, Techniques, Advantages, Mental Health and its Importance in Management, Brain Storming, Brain Stilling, Yoga: Meaning, Significance	13
V	Learning: Meaning, Mechanisms, Gurukul System of Learning v/s Modern System of Learning Karma: Meaning, Importance of Karma to Managers, Laws of Karma: The Great Law, Law of Creation, Law of Humility, Law of Growth, Law of Responsibility, Law of Connection. Corporate Karma: Meaning, Methodology, Guidelines for Good Corporate Karma. Personality Development: Meaning, Determinants, Indian Ethos and Personality Development.	15
		65

#### Suggested Reading:

- Agrawal Tushar & Chandorkar Nidhi (2017). Indian Ethos in Management. Himalayan Publishing house.
- Sharma, Subhash (2017). Indian Ethos, Indian culture, and Indian Management. Indian Management Volume I.
- Balachandran, S., Raja, K C R & Nair, B. K (2008), Ethics, Indian Ethos and Management, Second Edition, Shroff Publisher & distributors Pvt ltd

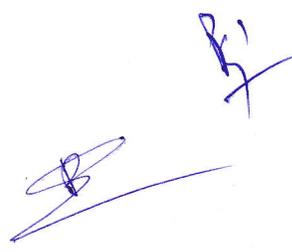
## 502: Geography for Tourism

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

Unit	Topics	No. of Lectures
I	<b>Unit Name: Introduction</b> Importance of Geography in tourism, Concept of Longitude, Concept of Latitude, International date line, Daylight saving, Reading map Locations.	12
II	<b>Unit Name: Geographical resources</b> Study of mountains and their flora and fauna, Main Rivers of India and their role in the development of tourism, Geography of coastal regions and its significance.	12
III	<b>Unit Name: Climate and Weather</b> Elements of weather and climate, Climatic regions of the world, Impact of weather and climate on tourist destinations, Itinerary planning by Air, Factors affecting global and regional tourist movement	18
IV	<b>Unit Name: IATA Areas, Code, and GMT Time</b> Time Zones, Concept and calculation of Time differences, Concept of GMT and its variations, concepts of elapsed time, Concept and calculation of flying time, Map Reading, Understanding various navigation tools, Location of major tourist destinations of India.	12
V	<b>Unit Name: Case Studies</b> Case study of selected Indian states- Goa, Rajasthan, Kerala, Madhya Pradesh, Tamil Nadu, Uttar Pradesh, Uttarakhand, Himachal Pradesh, Jammu & Kashmir	12
		65

Suggested readings:

- William S & Lew A.A, Tourism Geography: Critical Understanding of Place, Space, and Experience. Routledge, Philadelphia.
- Mamoria C. and Singh K., Geography of Tourism. SBPD publication, Agra.
- Fair L.S., An Introduction to the Geography of Tourism: Velvet Nelson Lanham. Rowman and Littlefield, Maryland.
- Geetanjali P., Tourism Geography. Centrum Press, New Delhi.

### 503: E-Tourism

Objective: This paper has been designed to make students aware of the role and importance of ICT in tourism.

UNIT	TOPICS	NO. OF LECTURES
I	Introduction to E-tourism: Concept and significance of E-tourism, Historical Development - Electronic technology for data processing and communication - Strategic, Tactical, and operational use of IT in Tourism.	13
II	Global Distribution System: History & Evolution - GDS & CRS - Levels of CRS Participation - Hotel Distribution System - Cases of Amadeus - Galileo, World Span, SABRE, Abacus - Changing Business models of GDS.	13
III	Typologies of E-tourism: Business models - Business to Business (B2B), Business to Consumer (B2C), Consumer to Business (C2B), Consumer to consumer (C2C), Business to Employees (B2E) & Business to Government (B2G).	13
IV	Payment Systems in E-Tourism: Payment Gateway - Billing and Settlement Plan (BSP), Security Issues and Certification, usage of Wallets, quick pay (Gpay, BHIM), Virtual banks (Airtel, Paytm).	13
V	Future of E-Tourism E-marketing and promotion of tourism products- Facebook, Twitter, you Tube, WhatsApp, Travel blogs, virtual reality, Challenges for conventional business models & competitive strategies.	13
		65

#### Suggested Reading:

- Sheldon P. (2002), Tourism Information Technology, CABI.
- Inkpen G. (2000), Information technology for Travel and Tourism, Addison Wesley.
- Buhalis D. (2004), E-tourism: Information Technology for Strategic Tourism Management, Prentice Hall India.
- Poon A. (1998), Tourism, Technology, and Competitive Strategies, CABI.
- Rayport J.F. & Jaworski B.J. (2002), Introduction to Ecommerce, McGraw-Hill.



## 504: Event Management & MICE

Objective: Students will learn the importance of events as a business, important types of events, and managing events. The focus is on specialized events and to help the learner to be able to organize events professionally.

UNIT	TOPICS	NO. OF LECTURES
I	Event Management: Role of events for the promotion of tourism, Types of Events-Cultural, festivals, religious, business, etc. Need of event management, key factors for best event management. Case study of some cultural events (Ganga Mahotsava, Khajuraho dance festival, Tansen Mahotsav, and Taj Mahotsava)	12
II	Concept of MICE Introduction of meetings, incentives, conferences/conventions, and exhibitions. Definition of the conference and the components of the conference market. The nature of conference markets and demand for conference facilities. The impact of conventions on local and national communities.	12
III	Management of Conference at Site, Trade shows and exhibitions, principal purpose, types of shows, benefits, major participants, organization and membership, evaluation of attendees. Convention/exhibition facilities; Benefits of convention facilities, Inter-related venues, Project planning, and development.	12
IV	Budgeting a Conference Exhibition: Use of Budget preparation, Estimating, fixed and variable costs, cash flow, sponsorship, and subsidies. Registration, Seating Arrangements, Documentation, interpreting press relations, Computer Graphics, Teleconferencing, Recording and Publishing Proceedings	12
V	Role of Travel Agency in the management of conferences. Hotel Convention Service Management: Human Resources Management Transportation, Group Fares, Airline Negotiation, Extra Services, Cargo Transportation.	12
		60

### Suggested Readings:

- Coleman, Lee & Frankle, Powerhouse Conferences. Educational Institute of AH & MA.
- Hoyle, Dorf & Jones, Meaning conventions & Group business. Educational institute of AH & MA.
- Judith Mair, Conferences and Conventions A Research Perspective Routledge.
- Montgomery, R.J, Meeting, Conventions, and Expositions: VNR, New York.
- Vassilios Ziakas. Event Portfolio Planning and Management A Holistic Approach Routledge

### Tutorial (5 Lectures)

Students will organize 2 days of the World Tourism Day event and anyone other events of their choice in the department itself and within a week of the event, they need to submit a detailed report of the event which will be evaluated by the constituted board of internal faculties.

## 505 (A): FOREIGN LANGUAGE (FRENCH)\*

UNIT	TOPICS	NO. OF LECTURES
I	Elementary French Understanding, and uses of accents, orthographic signs & punctuation Knowledge of cardinaux & ordinaux (Ordinal & cardinal) Days, Dates, Time, Months, and Seasons	20
II	Translation of simple sentences or paragraphs from French into English.	10
III	Translation of simple sentences or paragraphs from English into French	10
IV	Grammar (Questions should be based on the grammar covered in the I and II units of the prescribed book)	13
V	Questions based on the lessons of the I and II units of the prescribed book. Dialogue writing (Based on the situations of restaurant or hotel).	12
		65

Prescribed Book:

- Initial (Part-I)- unit 1 and unit-2 - Sylvie poisson-Quinton, Marina Sala.

Suggested Readings:

- Bonne route
- Sans frontier - part 1





## 505 (B): FOREIGN LANGUAGE (ENGLISH)\*

UNIT	TOPICS	NO. OF LECTURES
I	Improving English speaking skills, correct pronunciation, English writing aids, punctuation, spellings, idioms and phrases, essentials of English vocabulary, language as a tool of communication, strategies, skimming, and scanning	13
II	Comprehension, essays, general student letters, applications, notice, reports.	10
III	Basics of communication, communication elements, and process, needs of communication skills for managers, channels forms and dimensions of communication, and barriers of communication. How to overcome them - tools of effective communication, legal aspects of communications - defamation, invasion of privacy, fraud, and other issues questions for assessment.	16
IV	Needs, functions, and kinds of letters, business letters, different formats, persuasive letters, appointments, retrenchments, resignation, complaints, and adjustments. Circular and sales letters.	13
V	Messages, meetings, group discussions, minutes, interviews, personality development, and grooming	13
		65

### SUGGESTED READINGS:

- Basic Business Communication - Robert Maarcher
- Effective Business Communication - Murphy
- Excellence in Business Communication - Thrill
- Essentials of Business Communication - Rajendra Pal & J.S.K.
- Business Communication Management - D.D. Singhal, V.K. Mittal, N.C. Garg, V. S. Vyas.

### 506: Comprehensive Viva

The objective of conducting a comprehensive viva-voce examination is to test the level of understanding on various subjects taught in the semester and examine the level of logical presentation and articulation of students.

Maximum marks 200

Passing Marks 100

## SIXTH SEMESTER

### **601: Destination Planning and Management**

Objective: This paper aims to train and educate the students about the importance of planning and management of tourism destinations.

UNIT	TOPICS	NO. OF LECTURES
I	Concept of Destination Development: Meaning, Types, and Characteristics of Tourism Destination, Destination Development, Destination Lifecycle, Destinations and Products, Destination Management Systems, Destination Planning Guidelines, Destination Zone, Planning Model.	12
II	History of Initiatives for Tourism Planning: Sargent & Jha Committee, National Tourism Policy of India-1982,1987& 2002, National Action Plan- 1992, Tourism Policy of Madhya Pradesh.	12
III	Tourism Planning: Concept, Meaning, Nature, Types of Tourism Planning, Stages in Tourism Planning Process - Roles of Public and Private Sectors. Developing Tourism Plans: Goals, components, Designing Plan Documents.	12
IV	Town Planning, Characteristics of Rural Tourism Planning, Environmental Management Systems (EMS), Destination Vision, Competitive Sustainable Destination, Destination Mapping.	12
V	Destination Promotion and Publicity: Six 'A's for Tourism Destinations, Dynamic Wheel of Tourism Stakeholders, Destination Marketing Mix, Destination Competitiveness, Destination Image, Destination Image Formation Process, Tangible and Intangible Attributes of Destination, Measurement of Destination Image.	12
		60

#### Suggested Readings:

- Gunn, C. (2002). Tourism Planning: Basic, Concepts and Cases, Cognizant Publication.
- Inskip, E. (1991). Tourism Planning: An Integrated and Sustainable Development Approach. Van Nostrand Reinhold, New York.
- Morgan, N, Pritchard, A & Pride, R. (2011). Destination Branding: Creating the Unique Proposition, Butterworth and Heinemann.
- Tang, C.H. & Jones, E.E. (2005). Tourism SMEs, Service Quality and Destination Competitiveness, CABI Publishing.

#### Practical (05 lectures)

1. Survey in tourism market and prepare a case study report on any of the following
  - i) Incredible India
  - ii) God's own Country
  - iii) Vibrant Gujrat
  - iv) Heart of Incredible Indiaor
2. Explore any exotic untapped tourist spot or destination and prepare a development plan for the same.

## 602: Sustainable Tourism Development

Objective: This paper aims to make students aware of the role of sustainable tourism in the changing global scenario.

UNIT	TOPICS	NO. OF LECTURES
I	Sustainable Tourism & its Dimensions: Historical Background, Nature and Scope of Sustainable Tourism, New Approaches to Sustainable Tourism Management, Sustainable Tourism three Dimensions, Environmental Dimension, Economic Dimension, Social Dimension.	13
II	Role of different agencies in Sustainable Tourism: Public Sector, Tourism Industry, Voluntary Sector, Host Community. Role of Marketing the in promotion of sustainable Tourism	13
III	Sustainable Tourism & Responsible Tourism: Sustainable Tourism Development-Guiding Principles for Planning and Management. Responsible Tourism, Key Characteristics of Responsible Tourism, Empowering Community through Tourism, Community-based Tourism, and Global Climate change-issues and challenges	13
IV	Sustainable Tourism Infrastructure and instruments for more sustainable Tourism: Tourist Destinations, Visitor Attractions, Tour Operations, Transport, Hospitality, Cultural, Tourism, Eco-tourism, Business Tourism, Future of Sustainable Tourism, sustainable tourism instruments-measurement, command and control, economic, voluntary, and supporting instruments.	13
V	Standardization and Certification for Tourism Sustainability: ISO 14000- Role of WTTC, UNWTO, PATA, UNEP, IUCN, Global observatory on sustainable tourism in Sustainable Tourism Development. - Agenda 21 for Travel and Tourism Industry; Global Significance of Sustainable Tourism (GOST) and Global sustainable tourism criteria and council (GSTC).	13
		65

### Suggested Readings:

- Tony Griffin, Sustainable Tourism, A Global Perspective by Rob Harris, Peter Williams, Butterworth-Heinemann.
- World Tourism Organization, Sustainable Development of Tourism: An Annotated Bibliography.
- Irene Herremans, Cases in Sustainable Tourism; an Experimental Approach to Making Decisions.
- David Weaver Powell's City of Book, Sustainable Tourism; Theory and Practice.
- Swarbrooke, J. Sustainable Tourism Management, CABI publisher

## 603: Air Cargo

Objective: This paper aims at understanding cargo operation & management and related issues.

UNIT	TOPICS	NO. OF LECTURES
I	introduction to air cargo: its growth & development, Air cargo industry regulations: ICAO, NAA IATA, FIATA DGCA.	10
II	Geography for aviation: 3 letters IATA recognized city/airport codes, 2 letter airline IATA codes and currency codes for different countries, IATA Traffic conference areas, & subareas, GMT calculation, Flying time calculation.	15
III	Aircraft characteristics and loading limitations: Aircraft structure, Air cargo agents - role, responsibilities & Inanities, custom procedures for import & Export, OAG air cargo guide, SLI, Airwaybill: introduction, types, completion & significance.	13
IV	The Air cargo Tariff (TACT) Rounding off regulation for weight, dimensions, and currency, Rites & charges: General rules of cargo rates and charges, General cargo Rates (GCR), specific commodity Rate (SCR), commodity classification Rate (CCR), valuation charges, Disbursement Fee, Charges Collect Fee	13
V	Acceptance & Handling of General goods, acceptance, & handling of special load cargo, shipping bill & its types, Dangerous goods: classification, marking, labeling, and documentation, Live Animal: marking, labeling, and documentation.	14
		65

### Suggested Readings:

- The Air Cargo Tariff (TACT)
- IATA Live Animals Regulations Manuals
- IATA Special Mail Manual
- Michael Allen sales, Air cargo Management: Air Freight and the Global Supply Chain

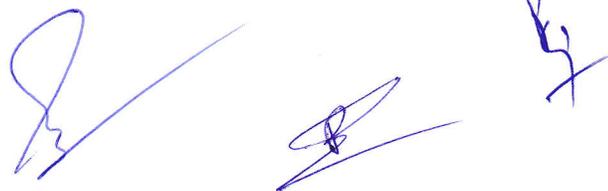
## 604: Organizational Behaviour & Human Resource Management in Tourism

Objective: This paper is intended to provide a comprehensive understanding of concepts, functions, and practices of management for human resources and organizational behavior.

UNIT	TOPICS	NO. OF LECTURES
I	Introduction: Definition of organization, Organizational behavior- Concept, Nature & Scope, Significance of O.B. in tourism Business.	13
II	Individual Behaviour: Personality: Determinants and types, Perception: definition and process, Theories of learning, Attitude: Types and measurement, Perceptual Selectivity, Transactional Analysis, JOEHARRY Window, Management of Stress	13
III	Group dynamics: Concept & Stages of the group, Group Behavior, Group Formation, Understanding Work Teams, Conflict, Negotiation, and Intergroup Behavior. Leadership: Concept and style, Concept & theories of Motivation, Change Management: Concept and process.	13
IV	Human Resource Management: Concept, objectives, importance, and functions, Human Resource process, Human Resource Planning: Concept, need & importance. Evolution of HR Practices in Indian Context - Global Trends in HR Practices.	13
V	Job Analysis: Concept and process, Compensation Management: Concept & methods, Recruitment & selection: Concept, sources, and process	13
		65

### Suggested Readings:

- Robbins S.P. (2001). Organizational Behaviour, 14/E Pearson Education India.
- Luthans, (2005). Organizational Behaviour, 12/F, McGraw Hill
- L. M. Prasad (2018). Human Resource Management, Sultan Chand & Son's.
- P. Subba Rao. (2015) Personnel and Human Resource Management, Himalaya Publishing House



**605 (A): FOREIGN LANGUAGE-II (FRENCH)\***

UNIT	TOPICS	NO. OF LECTURES
I	Translation of sentences or paragraphs from English into French.	12
II	Translation of sentences or paragraphs from French into English.	12
III	Grammar (Questions should be based on the grammar covered in the III and IV units of the prescribed book).	15
IV	Questions based on the lessons of the III and IV units of the prescribed book.	13
V	Written comprehension (Based on the situations of the tourism industry).	13
		65

Suggested reading:

- Initial (part-1)- unit 1 and unit-2 - Sylvie Poisson-quinton, Marina Sala.
- Bonne route
- Sans frontier - part 1

## 605 (B): FOREIGN LANGUAGE-II (ENGLISH)\*

UNIT	TOPICS	NO. OF LECTURES
I	Essays, comprehension, letters, notice, reports	10
II	Communication, meaning, the importance of objectives, principles of communication, the process of communication, types of communication, barriers of communication, techniques of effective communications, needs of essential qualities in effective communication	15
III	Business letters need, functions and kinds of business letters, inquiries, and replies, complaints, and adjustments, collection letters, circular letters, sales letters, circular letters, and inquiries.	14
IV	Request letters, applications, letters, resumes, correspondence, confirmation letters, letters of reference, letters of appointments, retrenchment, persuasive letters, and resignation.	13
V	Report writing, types of reports, proposals, notification, agenda, minutes, meetings, presentations, group discussions, interviews, speeches, public notices	13
		65

Practical
1. The students are requested to identify topics of interest and make oral presentations in front of teachers. The course instructors should evaluate the presentation skill and suggests methods of improvement.
2. The report is evaluated on various dimensions of written communication, and suggestions for improvement will be offered.
3. Group discussions for effective communication and improving the English language will also be organized by the course instructor and evaluated in which students have to perform.

### SUGGESTED READINGS:

- Basic Business Communication - Robert Maarcher
- Effective Business Communication - Murhy
- Excellence in Business Communication - Thrill
- Essentials of Business Communication - Rajendra Pal & J.S.K

### 606: Workshop on Destination Development

Objective: A workshop is a single, short (although short may mean anything from 45 minutes to two full days) educational program designed to teach or introduce to students practical skills, techniques, or ideas that they can then use in their work or their daily lives.

Maximum Marks 200

Passing Marks 100

## FOURTH-YEAR (LEVEL-8)

### SEVENTH SEMESTER

#### **701: Tourism Research Methodology**

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

UNIT	TOPICS	NO. OF LECTURES
	Introduction, meaning, objectives, types of research, fundamental, applied, descriptive, quantitative, qualitative, analytical, empirical, exploratory research, the significance of the research, and scientific research process. Defining research problem.	13
II	Research Design, the 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 hypotheses, and Hypothesis testing.	13
III	Types and sources of Data: Collection techniques, Sampling Design, census and sample survey, criteria of selecting a sampling procedure, different types of samples, measurement and scaling, sources of data (Primary and secondary) methods of data collection.	13
IV	Qualitative methods: Ethnography and Case Study - Experimentation, In-depth Interviews - Focused Group Interview, Delphi technique. Quantitative Methods: Measures of Central Tendency and Dispersion, Correlation, Regression Analysis, Testing of Hypothesis - Parametric and Non-Parametric Tools for Hypothesis (only overview)	13
V	Report Writing: Introduction, types of reports, research report format, principles of writing, documentation: footnotes and bibliography.	13
		65

Suggested readings:

- C. R. Kothari (2002), Research Methodology, New Age Publication. India.
- Marshall. L, Rossman B. (1999), Designing Qualitative Research, 3rd Edition, Sage Publications, New Delhi.
- Malhotra. N. K. (2007), Marketing Research, An Applied Orientation, Fifth Edition, Pearson Education.
- Babbie E (2001), The Practice of Social Research, 9th Edition, Wardworth, and Thomson Learns, USA.
- Donald R Cooper & Pamela S Schindler (2006), Business Research Methods, McGraw Hill, New Delhi



## 702: Tourism Economics

Objective: Students will understand the role of economics in the tourism industry.

UNIT	TOPICS	NO. OF LECTURES
I	Concept and Definition of Managerial Economics, Nature and scope of managerial economics, Role of Managerial Economics, Theory of demand, Demand-functions, Demand Elasticity, Demand Forecasting- Purposes and methods, Tourism Demand.	13
II	Pricing - Determinants, Objectives, Pricing under different market conditions, Cost curves, Break-even analysis, and cost control, Theory of the firm, Profit maximization, sales maximizations, Ownership, and control, Market structure perfect competition, Monopoly, Oligopoly, Monopolistic competition	13
III	Macro Economics - aggregate Concepts GNP and GDP- Aggregate and Measurement of National income, Determination of National Income, Consumption Function, Investment function.	13
IV	Inflation-types and approaches, causes and effects of Inflation and employment. Balance of Payment Disequilibrium in Balance of Payment, causes of disequilibrium in Balance of Payment, measures to correct disequilibrium in Balance of Payment.	13
V	Impacts of Macroeconomy on Tourism Industry. Economic, Socio-Cultural and Environmental Impacts of Tourism, Multiplier process, Multiplier effects and its impacts of tourism. Economic Impacts of Tourism in India.	13
		65

Suggested Reading:

- Petersen, Craig H. Managerial Economics, New Delhi Pearson Education.
- Mithani, D.M. Managerial Economics, New Delhi, Himalaya Publications.
- Chopra, O.P. Managerial Economics. New Delhi Me Graw Hill.
- Peter Cullen, Economics of Hospitality Management.

### 703: Indian Society and Culture

Objective: Students will understand the glory of art, culture, and heritage and their significance in tourism.

UNIT	TOPICS	NO. OF LECTURES
I	Cultural heritage, the structure of Indian society – varna vyavastha, ashram vyavastha, development of caste system in India,	13
II	Art and Architecture - Indus valley art, Mauryan art, Sunga art, Sat vahana, Mathura & Gandhara school of art, Gupta art, Chandelle art, Pallava art, Chola art, and Rashtrakuta art.	13
III	Chief Indian communities and religious faiths- Hinduism, Buddhism, Jainism, Islam, Sikhism, Christianity.	13
IV	Paintings- Ajanta, Mughal, Rajput Indian classical dances & history of Indian music	13
V	Indian rituals and ceremonies, and unity in diversity, the main characteristics of Indian culture.	13
		65

Suggested reading:

- Harle, J. C, "The Art and Architecture of Indian Sub-Continent".
- S. Huntington, - "The Art of Ancient India".
- Manoj Dixit, Charusheela, Tourism Products, New Royal Books
- Singh, A. - "Cultural Tourism in India".



## 704: Ethical and Regulatory aspect of Tourism Business

Objective: Students will understand the ethical and legal dimensions of Tourism. It will include a greater understanding of ethics, and its utility for business and tourists. The legal dimension shall include the knowledge of the laws relevant to tourism.

UNIT	TOPICS	NO. OF LECTURES
I	The nature of Business Ethics. Moral versus non-moral standards. Ethical issues in the tourism business. Social responsibility of tourism business	13
II	Ethical Theories and principles. Consequentialist and non-consequentialist theories of Ethics, Egoism, Utilitarianism, Rights, and duties. The Ethics of care. Virtue Ethics. Implications for the Tourism industry.	13
III	Tourism Legislation, Sources of Tourism Law, The Indian Scenario Laws related to Ancient Monuments, The Ancient Monuments Act. Regulations made by the Archaeological Survey of India; Guidelines issued by the Ministry of Culture. Legislation for hospitality and catering	13
IV	Regulatory Laws for Tourism Business in India: Inbound and outbound travel. Transport industry and Airlines. Accommodation and Hotel Industry. Foreign Exchange Regulation Act. Tourist-related Laws: Citizenship, Passport, Visa, Foreigners, Foreigners Registration.	13
V	Definition of Environment, Environmental Protection Act, Fair Trade Practices, Safeguarding Health and wellbeing of Customers. Consumer Protection Act, Right to Information Act.	13
		65

### Suggested Reading:

- David A. Fennell., Tourism Ethics. Kindle, Kindle Publishing House.
- Gupta S.K, Foreign Exchange Laws and Practice, Taxman Publications Delhi.
- Shrivastava. Tourism ethics, Centrum Press.
- Malik, S.S, Ethical, Legal and Regulatory aspects of Tourism Business, Rahul, Delhi
- Sajnani M, Indian Tourism Business, a Legal Perspective
- Manuel G. Velasquez, Business Ethics Concepts and Cases, Phi Learning Pvt Ltd



## 705: Tourism Policy, Planning, and Development

Objective: Students will develop a deep understanding of planning and policy formulation in tourism and will also be able to analyze current and past policies.

UNIT	TOPICS	NO. OF LECTURES
I	Concept, need, objective, institutional framework, and the principal lines of public tourism policy; The role of government, public and private sector in the formulation of tourism policy.	13
II	Policy-making bodies and their process at national levels. Outline of L.K.Jha Committee (Ad-hoc Committee) - 1963, National Tourism Policy -1982, National Committee Report-1998, National Action Plan on Tourism - 1992.	13
III	National Tourism Policy-2002. Opportunities for investments in the hotel sector & Tourism related organizations. Incentives and concessions extended for tourism projects and resources of funding. Case study of TFCI	13
IV	Process and techniques of Plan Formulation. Planning for Tourism Destinations-Objectives, methods, steps, and factors influencing planning. Destination life cycle concept.	13
V	Tourism planning at international, national, regional, state, and local, the traditional, approach and PASLOP method of tourism planning, Important features of five-year tourism plans in India.	13
		65

### Suggested Readings:

- Bezbarua M.P, Indian Tourism Beyond the Millennium.
- Burkart & Medlik, Tourism; Past, Present, and Future.
- Gee, Chuck Y, James C. Makens, Dexter J. L. & Choy, The Travel Industry.
- Murphy, Peter H, Tourism: A Community Approach.



## 706: - Research paper/article

Once you have finalized the first draft or synopsis in consultation with your supervisor during SEM, plan to write the final research paper during SEM-VII. Keep in mind the following:

1. Statement of purpose: tell the reader what you're going to say.
2. Main body of the paper: say it
3. Summary and conclusion: tell the reader what you've said.
4. Stick to the point, and avoid digression. State each major idea quickly and then develop it through examples and explanations.
5. Include concrete examples, illustrations, and factual details to back up your generalizations.
6. Criticize, evaluate, illustrate, attack, or defend where appropriate to your topic. Show what you've been thinking.
7. As you write, indicate your information source (by # of card or author's name) in the margin beside ideas. You can return later to complete the documenting of your references.
8. Unless your professor has specified otherwise, be sure to introduce quotations and show how they fit in with your position. Don't use them as filler.
9. Read it out loud to check for flow and awkward language. Read for clarity and logical progression and smooth transitions.
10. Find alternate words for ones you are using too often (check a Thesaurus).
11. Check for mechanical errors such as misspelled words, inaccurate punctuation, incorrect grammar, etc.
12. Watch carefully to prevent plagiarism. Be absolutely certain that your documentation gives full credit for all materials used not only in quotations but in paraphrased form.
13. Revise and polish your tentative draft for the final project
14. Type the final version of your article. Double space and allow for proper margins.
15. Follow the exact format prescribed by your instructor for the title page, bibliography, and documentation. This may vary from topic to topic, so be sure to check if you're in doubt.
16. Double-check your documentation against your alphabetized bibliography. Make certain that all of your documentation is accurately tied to the references listed in your bibliography.
17. After typing, be sure to proofread for typos and other errors.
18. Hand your paper in!!

Remember all research is expected to show originality as it provides significant contribution to enhancing knowledge. Do give reference of ideas, quotes etc. in your paper from wherever it has been borrowed. The research paper must be accompanied by a certificate to the affect that it is an original piece of work. If at any stage it is found that the research paper has been copied, in part or full, it is likely to be cancelled and the student failed in the subject



## EIGHTH SEMESTER

**801, 802** - 20 weeks On Job Training.

Students must be completed 20 weeks of Training from a well-renowned travel agency or any stakeholder in the tourism industry.

### **RESPONSIBILITIES OF THE TRAINEE**

1. Should be punctual.
2. Should be attentive and careful while doing work.
3. Should be keen to learn and maintain high standards and quality of work.
4. Should be honest and loyal to the hotel and towards their training.
5. Gain maximum from the exposure given, to get maximum practical knowledge and skills.
6. Should attend the training review sessions/classes regularly.
7. Should be prepared for the arduous working condition and should face them positively.
8. Should adhere to the prescribed training schedule.
9. Should take the initiative to do the work as training is the only time where you can get maximum exposure.
10. Students, on completion of Industrial Training, hand over all the reports, appraisals, and completion certificates to the institute.

**803** Student Appraisal Performance report. This appraisal performance report will be completed by the concerned firm/organization and signed by all departments and training/HR manager and send to the department in sealed envelope.

**804** Training Presentation after completing. Trained students must be given ppt presentation in front of the panel.

**805** Comprehensive training Viva.

**806** Training Project report. Student must submit their training Project report in given format with in the time with completion certificate.

