

**MASTER OF TRAVEL AND TOURISM MANAGEMENT (MTTM) COURSE
STRUCTURE AMENDED (w.e.f. 2012)**

1st SEMESTER				
Course No.	Title of Course	Max Marks	Ex.*	Int.*
MTTM101	Tourism Business	100	70	30
MTTM102	Principal and Practices of Management	100	70	30
MTTM103	Computer Applications In Tourism	100	70	30
MTTM104	Travel Agency & Tour Operations Business	100	70	30
MTTM105	Geography of Tourism	100	70	30
MTTM106	Communication Techniques	100	70	30
MTTM107	Managerial Economics for Tourism	100	70	30
MTTM108	Personality Development	100	100
MTTM109	General Viva-Voce	100	100
Field survey	Total Marks	900		

2nd SEMESTER				
Course No.	Title of the Course	Max Marks	Ex.*	Int.*
MTTM-201	International Tourism	100	70	30
MTTM-202	Tourism Marketing	100	70	30
MTTM-203	Airline Ticketing	100	70	30
MTTM-204	Tour Packing Management	100	70	30
MTTM-205	Culture Heritage and Tourism	100	70	30
MTTM-206	Event Management	100	70	30
MTTM-207	Accounting for Manager	100	70	30
MTTM-208	Soft skills Development	100	100
MTTM-209	Field Survey Report and Viva-Voce	100	100	
Total Marks:- 900				

6 Weeks On- The-Job Training From June 1 to July 15

3rd SEMESTER				
Course No.	Title of the Course	Max Marks	Ex.*	Int.*
MTTM-301	Tourism Planning Development & Management	100	70	30
MTTM-302	Tourist Behavior	100	70	30
MTTM-303	HRD for Tourism	100	70	30
MTTM-304	Presentation Skill	100	100
MTTM - 305	Major Destinations of India	100	70	30
MTTM-306	Training Report and Viva-Voce of on-the-Job Training	100	100	
Optional Paper (Select any Three)				

MTTM-307	Hotel Management	100	70	30
MTTM-308	Cargo Management	100	70	30
MTTM-309	Transport Management	100	70	30
MTTM-310	Adventure Tourism	100	70	30
MTTM-311	Entrepreneurship In Tourism	100	70	30
MTTM-312	Case Studies In Tourism	100	70	30
MTTM-313	Project Management	100	70	30
MTTM-314	Haryana Tourism	100	70	30
Total Marks			900	

6 Weeks On –The Job Training From Dec. 20 to Jan31

4th SEMESTER				
Course No.	Title of the Course	Max Marks	Ex.*	Int.*
MTTM-401	Major Destination of World	100	70	30
MTTM-402	Marketing Research & Sale Management	100	70	30
MTTM-403	Advanced Travel Agency Management	100	70	30
MTTM-404	Interactive & Interpersonal Skills	100	---	100
MTTM-405	Training Report and Viva-Voce of On The-Job Training	100	100	...
Optional Papers (Select any Four)				
MTTM-406	Field Techniques	100	70	30
MTTM-407	Customer Relationship Management	100	70	30
MTTM-408	Information Technology & On-Line Travel	100	70	30
MTTM-409	Financial Management	100	70	30
MTTM-410	Legal & Ethical Issues In Tourism	100	70	30
MTTM-411	Environment, Ecology & Tourism	100	70	30
MTTM-412	Rural Tourism	100	70	30
MTTM-413	Sustainable Tourism	100	70	30
MTTM-414	Health & Medical Tourism	100	70	30
		100	70	30
Total			900	
Grand Total		3600		

***Abbreviations**

Ex.: External Examinations

Int.: Internal Examinations

TOURISM BUSINESS

Max. Marks-100
External marks: 70
Internal Marks: 30
Time Duration: 3Hrs.

COURSE OBJECTIVE

This course aims at creating a basic understanding on the nature of Tourism business, meaning, type, elements and component of tourism. It unfolds the growth and development of international tourism and various factors which are influencing it. Its impacts on various aspects of life are also studied along with different service providers which are very important for the growth of tourism.

APPROACHES:

Lectures, group Discussions, Presentations, Practical, case studies, Business Games.

REQUIREMENTS:

Regular attendance and active participation during the course of class semester: Book and literature Surveys, Long essays and assignments; seminar presentations etc.

EVALUATION:

The performance of the students will be evaluated on the basic of class participation; house test; regularity and assignment carrying 30 per cent of the credit and the rest through Terminal Examination (3 hours duration)

MODE OF PAPER SETTING:

There will be **nine** questions in all. The candidate has to attempt five questions. Question No. 1, of 14 marks (7 short-answer type questions of 2 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 14 marks. The question No. 1 shall be covering all the four Units of the syllabus.

These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions.

UNIT – I: Understanding Tourism:

Tourism: Meaning, nature and Characteristics

Tourism Terms: Tourist, Tourism Resources; Tourism Product; Tourism Market, Destination; Recreation; Pleasure

Economic, Social, Cultural and Environmental benefits of tourism

UNIT –II: Growth of Tourism

Factors contributing for growth of tourism

Tourism Trends and patterns at global level

Tourism trends and patterns in India

UNIT – III: Motivations for tourism

Motivations, Needs and Expectations

Push and Pull factors in Motivation Theory

Types of Tourism and Tourists

UNIT – IV: Major Tourism Services

Travel Agency and Tour Operator Services

Tourist Transportation Services

Hospitality Services

Tourism Chain: Vertical and horizontal integration of services

REFERENCES:

1. Anand, M.M. Tourism and Hotel Industry in India, prentice Hall New Delhi, 1976
2. Bhatia, A.K., International Tourism, Sterling Publisher, New Delhi
3. Bhatia, A.K., Tourism development: Principles, practices and Philosophies, Sterling Publisher, New Delhi
4. McIntosh, Robert, W. Goldner, Charles, Tourism principles , practices and Philosophies, John Wiley and sons Inc. New York, 1990 (9th edition)
5. Mill, Robert Christie and Alastair M. Morrison, The Tourism System, Englewood Cliffs, N.J.,Prentice Hall, 1985
6. Negi, J.M.S., Tourism and Travel-Concepts and principles,Gitanjali Publishing House, New Delhi, 1990
7. Robinson, H.A., Geography of Tourism, Mc Donald and Evans, London, 1976
8. Sevlam , M., Tourism Industry in India, Himalaya Publishing House, Bombay, 1989 \
9. Seth, P.N. Successful Tourism Planning and Management, Cross Section Publications
10. Kaul, R.N., Dynamics of Tourism: A Trilogy, Sterling Publisher, New Delhi
11. Peters, M. International Tourism, Hutchinson London

MTTM-102
PRINCIPLES AND PRACTICES OF MANAGEMENT

EXTERNAL MARKS-70
INTERNAL MARKS-30
DURATION -3 Hours

OBJECTIVE

This course aims at enriching the understanding of students on the various forms of organization and management in general and relating to tourism and travel business in particular. It deals with the various concepts and methods relevant in the study of management and organisation in particular to tourism industry.

APPROACHES

Lectures, Group discussion, Presentations, Practical case studies Business Games

REQUIREMENTS

Regular attendances, active participation, review of books and literature, long essays and assignments, seminar presentations, etc.

EVALUATION

The performance of the students will be evaluated on the basis of class participation; house tests; regularity and assignment carrying 30 percent of the credit and the rest of 70 percent through Terminal Examinations (3 hours duration).

MODE OF PAPER SETTING

There will be **nine** questions in all. The candidate has to attempt five questions. Question No. 1, of 14 marks (7 short-answer type questions of 2 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 14 marks. The question No. 1 shall be covering all the four Units of the syllabus.

COURSE CONTENTS

UNIT-I –MANAGEMENT

Management: Definition, Nature and Purpose, Management as a Science, an Art and a profession, Systems Approach to the Management, Function, Operating in a Pluralistic Society, Social Responsibility of Managers Ethics in Managing.

UNIT-II

PLANNING: Meaning, Types of Plans, Steps in Planning, Nature and Purpose of Strategies and Policies the Strategies Planning Process, Premising and Forecasting.

DECISION MAKING: The Importance and Limitations of Rational Decision Making, Development of Alternatives and the Limiting Factors, Evolution of Alternatives, Selecting an Alternative: three Approaches, Programmed and Nonprogrammer Decisions, Decision making under Certainty, Uncertainty, and risk, Creativity and Innovation.

UNIT-III

ORGANIZATION: Formal and informal Organization, Organizational Division: The Department, Organizational levels and the Span of Management the Structure and Process of Organizing, Departmentation, the Virtual Organization, Authority and Power, Line/Staff Concepts and Functional Authorities, Delegation of Authority, Decentralization of Authority.

STAFFING: Definition of Staffing, situational factors Affecting Staffing, Selection: Matching the person with the job, Position requirements and job design, skill and Personal Characteristics Needed in Managers

UNIT-IV

LEADING: Motivation, Behavioral Model: McGregor's Theory, Maslow's Hierarchy Theory, Alderfer's ERG Theory, Herzberg's Theory. Leadership, Ingredients of leadership, Trait Approaches to leadership, Leadership Behavior and Styles, situational and Contingency. Communication: Communication Process, Barriers in Communication, Toward Effective Communication, Electronic Media in Communication

CONTROLLING: Control Process, Control as a Feedback System, Real-time Information and Control, Feed forward, Control of Overall Performance, Management Audits, Requirements for Effective Controls, Control Device, Information Technology, the Digital Economic, E-Commerce, and M-Commerce.

REFERENCES:

1. Weihrich, Heinz, Mark V Cannice & Harold Koontz: Management: A Global and Entrepreneurial Perspective, Tata Mc Graw –Hill, New Delhi.
2. Ghuman, Karminder & K. Aswathappa: Management: Concept, Practice & Case, Tata Mc Graw –Hill, New Delhi.
3. Kase , F. L. and Rasonu, J.E, 1985, Organization and Management –A System and Contingency Approach, McGraw Hill Book Company, New York.
4. Becker, P.E, The Practices of Management, London, 1955.
5. May, D., The Evolution of Management Thought. Ronald Press, New York, 1972.
6. Singh, A.N., The Skills of Management, Gover Earnborough, 1980.
7. Ricks. S., Management of Organization, Macmillan publication, Honkong, 1981.
8. Y.A., Management, of Organization, McGraw Hill, 1958.
9. Crompton, Summer and Webber, 1973. Organizational Behavior and The Practices of Management, Scott, Poresman, Gleneve.
10. K.S., Jae, 1982, Management, Prentice Hall, New Delhi.

MTTM-103
COMPUTER APPLICATIONS IN TOURISM

External marks-70
Internal marks-30
Time Duration -3hrs.

COURSE OBJECTIVE:

The course will introduce learner to the role and importance of computers and information and communication technology at work. Students will be prepared to use the computer as a tool effectively as per the need of industry. The Units are structured around the computers related tasks that the managers are required to perform to be effective on job.

APPROACHES:

Lectures, Group Discussion, Presentations, Practical, Case studies, Business Games

REQUIREMENTS:

Regular attendance and active participation during the course of the semester; Books and literature Surveys, Long essays and assignments; seminar presentations etc.

EVALUATION:

The performance of the students will be evaluated on the basic of class participation; house test; regularity and assignments, carrying 30 percent of the credit and the rest through Terminal Examination (3 hours duration)

MODE OF PAPER SETTING

There will be **nine** questions in all. The candidate has to attempt five questions. Question No. 1, of 14 marks (7 short-answer type questions of 2 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 14 marks. The question No. 1 shall be covering all the four Units of the syllabus.

UNIT-I: Computer System

Introduction to Computers, Characteristics of computers, Applications of computers, Different units of computer, Component of computers, Input / Output and auxiliary storage Device . Computer application In Tourism.

UNIT-II : Windows & MS Office

Introduction to windows

MS –Office: MS Word, MS Excel, MS Power Point.

UNIT – III :Network and Communication

Networking: Concept, User, Types, Devices Used.

Basic Communication Components: Terminals, Modems, Channels, Communication processors, Host Computers, Types of Transmission.

UNIT – IV: Internet

Internet: Concept, uses, components, browsing, Search Engines, E-mail: Opening Account. Internet and Tourism

Information and Communication Technology (ICT)

ICT: need definition, uses for tourism, and future role. ICT in tourism sector, Strategic and tactical role of ICTs for Tourism.

REFERENCES:

1. Leon Alexis and Mathews Leon: Introduction to Computers, Vikas Publishing House Pvt Ltd. New Delhi
2. Bhatnagar S C and Ramani K V: Computers and information management. A Primer for Practicing Managers, New Delhi, Prentice Hall of India Pvt. Ltd.
3. Bansundara, S: Computer Today.
4. Goel Ritender and D N Kakkar: Computer Application in Management, New Age International Publishers, New Delhi.
5. Jaggi V P and Jain Sushma: Computers for Every one, New Delhi, Academic India Publishers.
6. Simpson Alan: Your First Computers (2nd Edition) New Delhi-BPB Publications.
7. Saxena S: and Prabhpreet Chopra: Cumputer Applications in Management, Vikas Publishing house Pvt. Ltd. New Delhi.
8. Saxena S: MS Office2000 for Everyone Vikas Publishing house Pvt. Ltd. New Delhi.
9. Saxena S: First Course in Computers 2003 (3rd Edition), Vikas Publishing house Pvt. Ltd. New Delhi.
10. Ragaraman, V: Fundamental of Computers, PHI, New Delhi.
11. Rajaaman V: Introduction to Computer Science.
12. Internet Sites and resources.

MTTM-104

TRAVEL AGENCY & TOUR OPERATIONS BUSINESS

Max Mark-100
External Marks-70
Internal Marks-30
Duration -3hrs

COURSE OBJECTIVE:

The course gives the desired exposure to the prevalent procedures and processing style in aspects of tourism, travel and tour management. It gives details regarding basic procedures adopted by agencies in the specific fields and focuses on the prescribed requirements by the administrative and bureaucratic machinery looking after specific aspects of tourism and allied activities.

APPROACHES:

Lectures, Group Discussion, Presentations, Practical, Case studies, Business Games.

REQUIREMENTS:

Regular attendance and active participation during the course of the semester; Books and literature Surveys, Long essays and assignments; seminar presentations etc.

EVALUATION:

The performance of the students will be evaluated on the basis of class participation; house test; regularity and assignments, carrying 30 percent of the credit and the rest through Terminal Examination (3 hours duration)

MODE OF PAPER SETTING

There will be **nine** questions in all. The candidate has to attempt five questions. Question No. 1, of 14 marks (7 short-answer type questions of 2 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 14 marks. The question No. 1 shall be covering all the four Units of the syllabus.

UNIT – I

Introduction

Travel agency and tour operator-meaning, concept, Types and importance. Historical growth and development of travel agency and tour operation business. Linkages and interrelations in travel agency & tour operation business. Entrepreneurship in travel operation and Career in travel agency and tour operation business. The future role of Travel Intermediaries.

UNIT – II

Organisation structure and Functions

Organisational structure of travel agency and tour-operator-main operational and managerial staff of major travel agencies/tour operators. Ownership structure-MNCs, Franchise,

collaborative and others. Travel agency HR planning and job analysis of major positions. Major functions of Travel agency and tour operators

UNIT – III

Setting up of travel agency and tour operation and their approval

Travel agency & Tour operation Business-Setting procedure and process. Ministry of Tourism, Govt. of India and IATA approval for travel agency and tour operator. Ownership structure and revenue sources of travel agency and tour operation. Financial incentives available for travel agency and tour operator in India.

UNIT – IV

Understanding the role of Govt. and other Organizations in travel Trade

Role and contribution of Department of Tourism, Government of India, ITDC and State Govt. Tourism corporations in travel agency and tour operation business. Travel Trade Association and Organisations-role of contribution of WTO, IATA, TAAI and IATO. Present business Trends and Future prospects of travel agency and tour operation business.

REFERENCES:

- Gee, Chuck and y. Makens,(2000) Professional Travel Agency Management, Prentice hall, New York..
- Mohinder Chand,,(2007), Travel Agency Management: An Introductory Text,Anmol publication Pvt. Ltd. New Delhi.
- Foster, D.L.(2010) The Business of Travel Agency Operations and Administration, McGraw Hill, Singapore.
- Frenmount P.,(2000), How to open and run a Money Making Travel Agency, Johan Wiley and Sons, New York..
- Gregory A.,(1990), The Travel Agent: Dealer in dreams,, Prentice Hall, London.
- Yole P.,(2000), The Business of Tour Operations, Pitman, Landon.
- Witt S., and Moutnho L.,(1990) Tourism, marketing and management handbook (ed.), prentice Hall, UK.
- Manjula Chaudhary, (2010) Tourism Marketing, Oxford publication , New delhi.
- Holloway, J.C.,(2010), The Business of Tourism, Pitman.
- Kamra K.K. and Chand Mohinder, (2002), Basic of Tourism- Theory operation and practice. Kanishka publishers, and distributors, New Delhi.
- Syratt G., manual of Travel Agency practice, (1995) Butterworth, Oxford.,
- IATA Manuals Various Issues.
- Ministry of Tourism, Govt. of India, Reports and guidelines for travel agency and tour operators.

MTTM-105
GEOGRAPHY OF TOURISM

Max Mark-100
External Marks-70
Internal Marks-30
Time Duration -3hrs.

COURSE OBJECTIVE:

Knowledge of Geography is the most essential subject in tourism because tourism starts, ends & occurs on the earth. Geography of tourism studies the phenomena of tourism over the global space with spatial attention on the place of origin, place of destinations & routes through which the transportation takes place. It provides knowledge about the characteristics of tourist markets, the main natural & cultural attractions of destinations and the accessibility by different modes of transportation. This paper has focused on some geographical concepts used with tourism knowledge of India and different countries of the world so that the students may be able to understand the tourism business on national and international Level.

APPROACHES:

Lectures, Group Discussion, Presentations, Practical, Case studies, Business Games.

REQUIREMENTS:

Regular attendance and active participation during the course of the semester; Books and literature Surveys, Long essays and assignments; seminar presentations etc.

EVALUATION:

The performance of the students will be evaluated on the basis of class participation; house test; regularity and assignments, carrying 30 percent of the credit and the rest through Terminal Examination (3 hours duration)

MODE OF PAPER SETTING

There will be **nine** questions in all. The candidate has to attempt five questions. Question No. 1, of 14 marks (7 short-answer type questions of 2 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 14 marks. The question No. 1 shall be covering all the four Units of the syllabus.

UNIT – I

Continents & Oceans, Geomorphology, Climate & Climatic Zones and tourism, Natural vegetation & wildlife.

Overview of tourism potential in different continents

Local time & G.M.T. Great Circle Routes; International Date Line; Daylight saving time.

UNIT -II

India: Physiographic regions, Tourism potential in Northern Mountains, Peninsula, Plains, Coastal regions and islands. Season & climatic zones and their impact on the seasonality of tourism. Nature Vegetation, Wildlife and Tourism.

UNIT – III

Tourism potentials in Asia- Africa-Pacific region:

Nepal, Sri Lanka, Thailand, South Africa, Australia

UNIT – IV

Tourism Attractions in Euro-American Region:

United Kingdom, France, Italy, United States of America, Argentina.

REFERENCES:

- 1) Boniface, B.G. & Christopher Cooper: The Geography of Travel and Tourism, Heinemann, London, 1987.
- 2) Douglas Pearce: Tourism Today: 'A Geographical Analysis, Longman. London , 1987.
- 3) Douglas Pearce: Topics in Applied Geography Tourism development, Longman, London
- 4) Foster, D.L. 'An Introduction to travel and Tourism' Glencoe Macgraw Hill, New York.
- 5) Gillard :Quentin 'Travel Geography Handbook' Vo Nostrand Reinhold, Now York, 1991.
- 6) Goh Cheong Long: An Economic Atlas of India, Oxford University.
- 7) Pichamahu, C.S., 'physical Geography of India , NBT ,New Delhi
- 8) Quereshi, lmtiaz (ed) Physical Geography of India, NCERT, New Delhi
- 9) Quereshi, lmtiaz (ed) India: Economy & Society, NCERT, New Delhi
- 10) Quereshi, lmtiaz (ed) World Geography, NCERT, New Delhi
- 11) Singh,Gopal: A Geography, of India: Atma Ram & Sons, New Delhi
- 12) Singh, R.L., India: A Regional Geography, National Geographical Society Varanasi, 1990
- 13) Students' Reference Atlas, Govt. of India
- 14) Atlas, Oxford or TTK publication
- 15) Lonely Planet Series on all countries mentioned in syllabus.
- 16) The Travel Planner, published by Cross Section Publications, New Delhi.
- 17) Websites of related countries

MTTM-106

COMMUNICATION TECHNIQUES

External Marks-70
Internal Marks-30
Time Duration -3hrs.

COURSE OBJECTIVE:

The course will introduce learner to the role and importance of effective communication at work. It present theories and principals of communication responsible for good interpersonal interaction. Students will be prepared to communicate effectively in variety of contexts AND different mediums. The units are structured around the communication task of managers.

APPROACHES:

Lectures, Group Discussion, Presentations, Practical, Case studies, Business Games.

REQUIREMENTS:

Regular attendance and active participation during the course of the semester; Books and literature Surveys, Long essays and assignments; seminar presentations etc.

EVALUATION:

The performance of the students will be evaluated on the basic of class participation; house test; regularity and assignments, carrying 30 percent of the credit and the rest through Terminal Examination (3 hours duration)

MODE OF PAPER SETTING

There will be **nine** questions in all. The candidate has to attempt five questions. Question No. 1, of 14 marks (7 short-answer type questions of 2 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 14 marks. The question No. 1 shall be covering all the four Units of the syllabus.

UNIT -I

Communication theory: Meaning, Significance and Scope of Communication; Models of Communication Process; Filtering in Communication; Words and Meanings, Perception and reality, Barriers of Communication. Flow of information in business organizations and role of effective communication in improving it

UNIT -II

Business writing Principles for clear Business Writing: Adoption Word Selection, Sentence Construction Qualities of Business Correspondence, Letters. Important Business correspondence; Memos, Reports, Inquires and Responses, Persuasive Requests, sales Letter. Facsimile, Curriculum Vitae, Email, use of MS Office in Business Communication. Business Reports Writing –Organization and Make-up of Different Type of Reports. Techniques of Writing, Visual aspects of Reports; Layout options and Illustrations

UNIT – III

Oral Business communication: Dictation, Telephone conversation. Public speaking and oral Reporting, Interviews, Demonstration. Meeting –Process and Organization of Meetings, Group Discussions.

UNIT – IV

Nonverbal Communication- Body Language, Importance of Gestures in Communication. Reading Body Language, Body Language in Business Communication.

Cross-Cultural Communication- Concept of Cultures, Functions of Culture, Impact of Culture of Communication, Important expressions in Cross Cultural Communication.

REFERENCES:

1. Snell Shelagh and Carpenter Jeff. “Communication in Travel and Tourism” Hodder and Stoughton Ltd. Kent by Page Bros. (Norwich) Ltd. 1990.
2. Leisikar V Raymond and Petit D John. “Business Commutations” Richard D Irwin. 1992.
3. MS Office.
4. Allan Peas, Body Language.
5. Desmand Morris, People Watching.
6. R.K. Madhukar, Business Communication, Vikas Publisher House, New Delhi.

MTTM-107
MANAGERIAL ECONOMICS FOR TOURISM

Max Mark-100
External Marks-70
Internal Marks-30
Duration -3hrs.

COURSE OBJECTIVE:

The Course endeavours to help the students in understanding the nature of Managerial Economics in general and economics of tourism in terms of demand, supply, pricing, impacts etc., in particular. As risk is a crucial factor in every business, special emphasis has been laid on business decision making.

APPROACHES:

Lectures, Group Discussion, Presentations, Practical, Case studies, Business Games.

REQUIREMENTS:

Regular attendance and active participation during the course of the semester; Books and literature Surveys, Long essays and assignments; seminar presentations etc.

EVALUATION:

The performance of the students will be evaluated on the basis of class participation; house test; regularity and assignments, carrying 30 percent of the credit and the rest through Terminal Examination (3 hours duration)

MODE OF PAPER SETTING

There will be **nine** questions in all. The candidate has to attempt five questions. Question No. 1, of 14 marks (7 short-answer type questions of 2 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 14 marks. The question No. 1 shall be covering all the four Units of the syllabus.

UNIT – I

Introduction to Managerial Economics: The circular Flow of Economics Activity: The Nature of the Firm; Economics and Decision Making; Concepts of economics and their relevance to tourism; Balance of Payments, Travel Account, Visible and invisible trade, Opportunity cost, Prime and Supplementary cost, Shadow Price: Tourism and Economic Development.

UNIT – II

Demand for tourism: Concept and definitions of demand for Tourism: Consumer behavior and tourism demand: Determinants of Tourism demand, Measurement of Tourism demand: Elasticity of Demand - meaning, types. Supply of tourism; Patterns and characteristics, Elasticity of Supply, pricing of Tourism product; Concept Objectives and Policies.

UNIT – III

The economic impacts of tourism: Direct, indirect, induced and negative: the measurement of economic impact: Multiplier – meaning and types (Investment, Employment and Tourism Multipliers), Linkages and leakages.

UNIT – IV

The Production Function; Production with One Variable Inputs; Economies of Sales and Scope; Tourism Demand Forecasting, Cost-Benefit analysis in tourism, concept of break-even point and Project Feasibility Study.

REFERENCES:

- Bull, Ahdian, The Economics of Travel of Tourism, 2000,, Longman, Cheshire, Mlbourne.
- Cooper, Chris, Fletcher, John, Gilbert, David and Wanhil Stephen,(2001) Tourism Principles and practice, Pitman Publishing, London.
- Gupta, G.S., 2002, Managerial Economics, Tata McGraw Hill Publishing Company Ltd. New Delhi.
- Mathieson, Alister, and Wall, Geoffery,(2002) Tourism Economic, Physical Social Impacts, Longman Scientific and Technical England.
- Peterson, H. Craig and W. Cris Lewis, (2001), Managerial Economics, Prentice Hall of India Pvt. Ltd. New Delhi.
- Singh, Tejvir, Mary Fish. Valene Smith & Linda R. Righter (eds) (1999), Tourism Environment-Nature Culture, Economy, Inter Indian Publications, New Delhi.
- Smith, Stephen, L.J., (1990), Tourism analysis: A Handbook, John Welley and Sons, New York.
- Witt. Stephen F. and Luiz Mountinho (eds) 1989, Tourism Marketing and Management Handbook, Prentice Hall, New York.

Journals:

- Annals of Tourism Research
Tourism Recreation research
Tourism Management

MTTM-108
PERSONALITY DEVELOPMENT

Max Mark-100
Internal Marks-100

COURSE OBJECTIVE:

This course aims at enriching the understanding of students on specific traits of personality related to tourism industry. The course focuses on various of aspects personality, such as personal Grooming, Etiquettes and Manners, Individual Group Presentations.

APPROACHES:

Lectures, Group Discussion, Presentations, Practical, Case studies, Business Games

EVALUATION:

Evolution will be completely internal based on classroom performance in presentations, participation and learning.

UNIT – I

Personal Grooming: Meaning and significance

Etiquettes and Manners and their role in personality development

UNIT – II

Role playing related to Tourism organization and other situation.

UNIT – III

Individual Presentations on current developments and issues in tourism industry

UNIT – IV

Group Presentations on 2 books:

1. “7 habits of highly effective people” by Steven Covey.
2. “You can win” by Shiv Khera

MTTM-201

INTERNATIONAL TOURISM

External Marks: 70

Internal Marks: 30

Duration: 3 Hours

OBJECTIVES

The course intends to develop an insight into trends and patterns in international tourism in terms of past, present and future perspectives besides looking into the forces and factors influencing tourism growth. To develop a comprehensive view of international tourism, a study of the regional distribution of tourism traffic is given due attention besides the role of tourism organizations in regulating and coordinating various activities in international tourism.

APPROACHES:

Lectures, Group Discussion, presentations, practical, Case studies, Business Games.

EVALUATION:

The performance of the students will be evaluated on the basis of class participation; house test; regularity and assignments, carrying 30 percent of the credit and the rest through Terminal Examination (3 hours duration)

MODE OF PAPER SETTING

There will be Nine questions in all. The candidate has to attempt five questions. Question No. 1, of 14 marks (7 short-answer type questions of 2 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 14 marks each. The question No. 1 shall be covering all the four Units of the syllabus.

These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions.

UNIT – I: International Tourism growth

Forces and factors influencing growth of international tourism

Trends in tourists' arrivals and receipt in international tourism

Measurement of international tourism: Methods and their merits and demerits

UNIT – II: Regional Distribution of International Tourism-I

International Tourism (inbound tourism) trends in Europe with special reference to French, Spain, Italy, and United Kingdom

International tourism (inbound tourism) trends in Americas with special reference to USA, Mexico, Caribbean, Islands and Brazil

UNIT – III: Regional Distribution of International Tourism-II

International tourism (inbound tourism) trends in Asia-Pacific region with special reference to China, Thailand, Singapore, India, Australia, and New Zealand

International tourism (inbound tourism) trends in Africa and Middle East with special reference to South Africa, Kenya and Egypt

UNIT – IV: International Tourism Organization

United Nations World Tourism Organization (UNWTO): Role in tourism development and promotion, membership and objectives

World Travel & Tourism Council (WTTC) role in tourism development and promotion, membership and objectives

Pacific Asia Travel Association (PATA) : role in tourism development and promotion, membership and objectives

International Air Transports Association (IATA): role in tourism development and promotion, membership and objectives

REFERENCES:

World Development Indicators 2012, World Bank, World Bank Group 2012 World Bank Group

Trends and Issues in Global Tourism 2012, Roland Conrady, Martin Buck -2012 Springer. Copyright.

International Cases in Tourism Management -Susan Horner, John Swarbrooke 2012 Routledge

Domestic Tourism in Asia: Diversity and Divergence by Shalini Singh - 2012 Routledge

Understanding Tourism -S. Medlik -2012 C R C

Atlas of Travel and Tourism Development -Myra Shackley -2012 Routledge Tourism -John Whittingdale, 2008, The Stationery Office. 8.Tourism and Climate Change: Impacts, Adaptation and Mitigation, C. Michael Hall, Stefan Gössling, Daniel Scott, 2012 Routledge

Global Tourism: Cultural Heritage and Economic Encounters; Sarah M. Lyon, E. Christian Wells 2012 Rowman Altamira.

Burkari A.A.J. & Medlik, S, 1981. Tourism: Past, Present and Future, Helnemann

McIntosh Robert, W.Goeldner & R. Charles, 1990. Tourism principles, Practices & Philosophies, John Wiley & Sons Inc. New York (6th edition)

O'Grady R. 1981: Third World Stopover world Councilof Churches, Geneva.

Robinson, H.R. 1976. Geography of Tourism. Mac Donald & Evan, London, 1976.

Singh T.V., H.L. Theuns and E.M. Go (eds) 1989: Towards appropriate tourism-The Case of developing Countries, peter Long, Frankfurt.

W.T.O. Country Tourism Profiles, Madrid

Travel Review Media Transasia, 3/F, Sarasin Building, 14 Surasak Road Bangkok

MTTM-202

TOURISM MARKETING

External Marks: 70

Internal Marks: 30

Duration: 3 Hours

OBJECTIVES

The course provides a basic understanding of tourism marketing. It begins with the general marketing concept and moves into the specifics of services and tourism marketing. Students will learn about importance of tourist orientation and ways to reach tourist through proper marketing strategies. The course will provide both theoretical and applied understanding. The emphasis on the tourism marketing mix and integrated strategies as applied in the contemporary times is the hallmark of the course.

APPROACHES:

Lectures, Group Discussion, presentations, practical, Case studies, Business Games

REQUIREMENTS:

Regular attendance and active participation during the course: Book and literature Surveys.

Long essays and assignments: presentations, seminar presentations etc.

EVALUATION:

The performance of the students will be evaluated on the basis of class participation; house test; regularity and assignments, carrying 30 percent of the credit and the rest through Terminal Examination (3 hours duration)

MODE OF PAPER SETTING

There will be **nine** questions in all. The candidate has to attempt five questions. Question No. 1, of 14 marks (7 short-answer type questions of 2 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 14 marks. The question No. 1 shall be covering all the four Units of the syllabus.

These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions

UNIT-I

Understanding Marketing

Concept of Marketing and stages of its growth

Core concepts in marketing- Need, Wants, Demand, Exchange, Markets.

Concept of Service Marketing and Tourism Marketing and their characteristic features

Distinct features of Tourism Products and Services and role of marketing

UNIT II

Analysis of Market

Marketing Environment and its analysis- Tourism Marketing system

Understanding buyer-Buying process and factors affecting buying process

Researching the market- Marketing Information System and Marketing Research Demand Forecasting

Market Segmentation, Market targeting and Product Positioning

UNIT III

Marketing strategies – I

Concept of Marketing Mix and its 7p's framework in tourism- product, Place, Price, Promotion, people, Process, Physical evidence

Product related strategies- New Product development. Product life cycle; Branding; Product – mix Strategies; Tourism Packaging

Place related strategies –Distribution in Tourism, middlemen and their function.

Pricing strategies- Concept of price and factors affecting pricing; Pricing strategies.

UNIT IV

Marketing strategies – II

Promotion strategies – Promotion mix; Integrated marketing communication;

Devising the promotional plan Strategies- Role of employees in tourism service delivery, Internal Marketing Customer Satisfaction and Customer Relationship Marketing

Process strategies- modes of delivery of tourism services; Balancing supply and demand; Online delivery of tourism services

Physical evidence – Importance of ambience and experience of tourism; Components of physical evidence; Creating right physical evidence

References:

Advances in Tourism Destination Marketing ; Edited by Metin Kozak, Juergen, Gnoth and Luisa L.A Andreu, 2009 Routledge

Alan Jeffeson and Leonard Lickorish: Marketing tourism

Andrew Vladimir: A Complete travel Marketing Handbook NTC Business Books, Illinois 1975

Ashworth, Grgory and Brain G.(ed) Marketing Tourism Places, Rutledge, London 1990

Braden, P.V. and Wiener, L.: Tourism Marketing and Management Issues, George Washishton University 1980

- Christopher, H Lovvelock, Services Marketing, Prentice Hall, Engewood Cliffs, 1984
- Donnelly, J.H. and George, W.H. : Marketing of Services Chicago, 1984.
- Factors affecting E-Marketing adoption and implementation in tourism firms: An empirical investigation of Egyptian small tourism organizations; Hatem El-Gohary, Oct., 2012
Elsevier
- Holloway, J.C. and Plant, R.V.: Marketing for tourism Pitman Publishing, London, 1990
- Hospitality Marketing; David Bowie, Francis Buttle, 2011, Routledge
- Kotler Philip: Marketing Management, Universal Publisher, New Delhi , 1986
- Kotler, P.: Marketing Management: Analysis, Planning and Control/Prentice Hall, London (6th edition)
- Managing and Marketing Tourist Destinations; Metin Kozak and Seyhmus Baloglu, 2010 Routledge
- Marketing Communications in Tourism and Hospitality; Scott McCabe ,2012 Routledge
- Marketing in Travel and Tourism; Victor T.C. T. C. Middleton, Jackie R. R. Clarke - 2012
Routledge
- Mc Garthy, E.J.: Basic Marketing: A Management Approach
- McClellan, Hunter : Marketing Management (Tourism in your business), Canadian Hotel and Restaurant Ltd., 1984
- Perceptions of visitor relationship marketing opportunities by destination marketers: An importance-performance analysis, Samantha Murdy, Steven Pike, Oct. 2012
Elsevier
- Public Relations as a Tool of Tourism Marketing; Melis Ceylan , 2008, Routledge
- Robert Christic: Tourism the International Business, Prentice Hall, New Jersey, 1990
- Ronald, A. Nykiel: Marketing n Hospitality Industry (2nd Ed.), Van Nostrand Reinhold, 1986
- Strategic Marketing in Tourism Services - Rodoula H. Tsiotsou, Ronald E. Goldsmith
2012 Emerald Group Publishing.
- The Routledge Handbook of Tourism Marketing; Scott Macabe October 2012 Routledge

MTTM-203

AIRLINE TICKETING & CARGO

External Marks: 70

Internal Marks: 30

Duration: 3 Hours

OBJECTIVES:

The aviation industry is growing at very fast pace. It has opened a great vista of different types of jobs related with aviation industry. The course aims to provide a systematic & extensive knowledge of aviation industry with basic knowledge of airlines ticketing and cargo handling. It includes an introduction of air transport industry. It explains various codes, time calculation, types of journey and fare calculation, cargo handling and formalities at airports.

APPROACHES:

Lectures, Group Discussion, Presentations, Practical, Case studies Business Games.

REQUIREMENTS:

Regular attendance and active participation during the course: Book and literature Surveys.

Long essays and assignments: presentations, seminar presentations etc.

EVALUATION:

The performance of the students will be evaluated on the basis of class participation; house test; regularity and assignments, carrying 30 percent of the credit and the rest through Terminal Examination (3 hours duration)

MODE OF PAPER SETTING

There will be nine questions in all. The candidate has to attempt five questions. Question No. 1, of 14 marks (7 short-answer type questions of 2 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 14 marks. The question No. 1 shall be covering all the four Units of the syllabus.

These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions

UNIT – I

History of air transport in the world & India. International & Domestic airlines: Public & Private Airline

IATA, ICAO & DGCA organizational structure & functions. Freedoms of Air, Bilateral agreements. Time zones, time calculation. Airport formalities; custom clearance, health regulation, passport, VISA.

UNIT – II

Understanding of various codes;

City and airport codes, airlines codes etc.

Airline geography, IATA areas and sub areas, planning itinerary with special reference to Air Transport connectivity.

UNIT – III

Types of tickets: On line tickets, paper tickets, computerized & Hand written Tickets.

Looking MPM, calculating TPM, Surcharges, Fare calculations, currency Conversion, NUC, ADD ON, currency codes. Different types of fares; One way, Round Trip, APEX fare, concessional Fares etc.

Computerization in ticking business, online ticketing on internet. Use of Amadeus, PNR, and Other information related to online ticketing

Steps of ticketing: domestic & international, Issuance of tickets

UNIT – IV

Cargo and Baggage, Free baggage allowance, weight and piece system, Dangerous goods rules. Packaging of cargo, Airway bill, Type of Cargo. Specific commodity rates.

References:

1. Aggarwal, Surinder : Travel Agency Management Communication India ND
2. Bradnock, Robert & Rama ; India Handbook 1996', Passport Publishers ,UK. 1995
3. Hannel, Christine, Robert Harshman and Graham Draper : Travel and Tourism : A World Regional Geography, John Wiley & Sons, New York,1992
4. .Hurst, Eliot.: Transportation Geography, Mc Grow Hill, New York.
5. Kaul , R.N.: Dynamics of Tourism: A Triology', Sterling Publisher, New Delhi
6. Leong, Goh Cheng & G.C. Morgan: 'Human & Economic Geography'/Oxford University
7. Mishra, M.L."Derivation & Aarthik Vikas ' Rajasthan Hindu Granth Academy, Jaipur
8. Nagar, Vishnu Datt & Sudhakar : Principals & Problems of India. Transport, Kailash Pustak Sadan, Gwalior.
9. Nawab, A.W. : Comparative evolution of world Air Transport, National publishing House, Delhi
10. Negi, Jagmohan: 'Principles of Grading & Classification of Hotels, Tourist Resorts & Restaurants NRI publication, New Delhi
11. Negi, Jagmohan: 'Tourism and travel Concepts and Principles, Gitanjali Publishing House, New Delhi,1990
12. Ram, Acharya : 'Civil Aviation & Tourism Administration in India'. National, New Delhi.
13. Reports of the Natinal Transport Policy Committee: Planning Commision, Govt. of India, New Delhi, 1980

14. Singh, R.L. (ed) : 'India: A Regional Geography' National Geographical Society of India, Varanasi
15. Stratford, A.H.: 'Air Transport Economics in the super sonic era'. Mac millian, Bristol.
16. Trooboff, S.K. Robert Schwartz and D.J. Mac Neil: 'Travel, sales and Customer Services' Irwin Mirror Press, Boston, 1995
17. The World of Travel, National Publishers, (1979).
18. 'The India' Travel Planners' Cross Section Publication, New Delhi.
19. Thompson, R.S.& P.B.: 'The Geography of Economic activity' Mc Grow Hill, New York.
20. William, Crook : 'Travels in India' Oriental Publishers, New Delhi.
21. O A G Books, Reed Travel Group, UK
22. Time Table and Tariff books by different airlines.

MTTM-204

TOUR PACKAGING MANAGEMENT

External Marks: 70

Internal Marks: 30

Duration: 3 Hours

OBJECTIVES:

Tour packaging is an essential dimension of tourism industry and is fastest growing at global level. It requires systematic and scientific approaches to deal with the growing demands for tour packages. In fact it is the core component of tourism industry where more than 90% students get jobs. Thus, the course aims to provide a comprehensive theoretical and practical knowledge to the students for understanding the concept of tour operation, type of tour, standard components of tour package and preparation of tour packages- their costing and pricing and marketing strategies. It also helps to develop students as tour manager. Its arising in that relationship. To understand reasonably the culture-tourism relationship the Indian culture and heritage shall be taught with the purpose of application of the same in tourism.

APPROACHES:

Lectures, Group Discussion, Presentations, Practical, Case studies Business Games.

REQUIREMENTS:

Regular attendance and actives participation during the course: Book and literature Surveys.

Long essays and assignments: presentations, seminar presentations etc.

EVALUATION:

The performance of the students will be evaluated on the basic of class participation; house test; regularity and assignments, carrying 30 percent of the credit and the rest through Terminal Examination (3 hours duration)

MODE OF PAPER SETTING

There will be nine questions in all. The candidate has to attempt five questions. Question No. 1, of 14 marks (7 short-answer type questions of 2 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 14 marks. The question No. 1 shall be covering all the four Units of the syllabus.

These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions

UNIT -I

Tour package-origin and growth over the years, components of a tour package Types of tour packages, tour operation industry in India and global level, Role and contribution of tour

operation industry and its future prospects. Linkages of tour operation business with principal suppliers and other agencies. Incentives and concessions applicable to tour operators in India.

UNIT – II

Tour designing process- meaning and steps – tour research, development of tour itinerary, negotiation with travel vendors, Designing and printing of tour brochure; Tour costing and pricing and Tour promotion. Detailed study of passport, visa, health regulations. Customs and currency regulations, baggage rules and insurance,.

UNIT – III

itinerary preparation- meaning, types, Do's and Don'ts of itinerary preparation. Limitations and constraints., Tour costing and pricing-cost concept, types of costs. Tour cost sheet. Procedure of costing; group tour, independent tours, and business tours pricing in tour operation industry-Tour pricing strategies in India. Pricing of different tour packages.

UNIT – IV

Developing tour packages for business travelers; Cultural destinations; Popular Itineraries for Pilgrimage destinations. Tour packages for hill resort, adventure sports, deserts & beach resorts. Study of outbound tour packages offered by major tour operators of India- Cox & Kings, American Express, Thomas Cook and Kuoni Travels to south-East Asia-Singapore, Thailand and Malaysia, USA and Europe. Salient features of destinations covered in these itineraries.

References:

- Gee, Chuck and y. Makens,(2000) Professional Travel Agency Management, Prentice hall, New York..
- Mohinder Chand,(2007), Travel Agency Management: An Introductory Text,Anmol publication Pvt. Ltd. New Delhi.
- Foster, D.L.(2010) The Business of Travel Agency Operations and Administration, McGraw Hill, Singapore.
- Frenmount P.,(2000), How to open and run a Money Making Travel Agency, Johan Wiley and Sons, New York..
- Gregory A.,(1990), The Travel Agent: Dealer in dreams,, Prentice Hall, London.
- Yole P.,(2000), The Business of Tour Operations, Pitman, Landon.
- Witt S., and Moutnho L.,(1990) Tourism, marketing and management handbook (ed.), prentice Hall, UK.
- Manjula Chaudhary, (2010) Tourism Marketing, Oxford publication , New delhi.
- Holloway, J.C.,(2010), The Business of Tourism, Pitman.
- Kamra K.K. and Chand Mohinder, (2002), Basic of Tourism- Theory operation and practice. Kanishka publishers, and distributors, New Delhi.
- Syratt G., manual of Travel Agency practice, (1995) Butterworth, Oxford.,
- IATA Manuals Various Issues.
- Ministry of Tourism, Govt. of India, Reports and guidelines for travel agency and tour operators.

MTTM-205

CULTURE, HERITAGE AND TOURISM

External Marks: 70

Internal Marks: 30

Duration: 3 Hours

OBJECTIVES:

The main objective of the paper is to provide a comprehensive view of culture- tourism relationship to the students and to acquaint them with the possible impacts arising in that relationship. To understand reasonably the culture- tourism relationship, the Indian culture and heritage shall be taught with the purpose of application of the same in tourism

APPROACHES:

Lectures, Group Discussion, Presentations, Practical, Case studies

REQUIREMENTS:

Regular attendance and active participation during the course: Book and literature Surveys.

Long essays and assignments: presentations, seminar presentations etc.

EVALUATION:

The performance of the students will be evaluated on the basis of class participation; house test; regularity and assignments, carrying 30 percent of the credit and the rest through Terminal Examination (3 hours duration)

MODE OF PAPER SETTING

There will be **nine** questions in all. The candidate has to attempt five questions. Question No. 1, of 14 marks (7 short-answer type questions of 2 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 14 marks. The question No. 1 shall be covering all the four Units of the syllabus.

These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions.

Unit 1: Understanding Culture & Tourism

Concept and Fundamentals of Indian Culture

Culture – Tourism Relationship; Socio-Cultural Impacts of Tourism

Spiritual basis of Indian culture

Unit – II: Architectural Heritage of India

Landmarks of Buddhist architecture in India with special reference to Sanchi, Ajanta and Ellora caves

Marvels of Hindu architecture in Central India (Khajuraho); Eastern India (Konark) and Southern India (Hampi, Brihadisvara and Mamallapuram).

Architecture in Medieval times with special reference to Taj Mahal, Fatehpur Sikri, Red Fort, and Jaisalmer Fort.

Unit - III: Living Culture and Performing Art of India

Major Fairs and festivals of India

Classical dances and Music of India

Indian handicrafts

Unit – IV: Heritage Management in India

United Nation's Provisions for Heritage Management

Role of Archaeological Survey of India in Heritage Management

Role of Indian National Trust for Art and Cultural Heritage (INTACH) in Heritage Management in India

References

Safeguarding Intangible Cultural Heritage: Touching the Intangible; Michelle L. Stefano, Peter Davis, Gerard Corsane, 2012 Boydell Press.

Global Tourism: Cultural Heritage and Economic Encounters; Sarah M. Lyon, E. Christian Wells 2012 Rowman Altamira.

Indian Cultural Heritage Perspective for Tourism; L.K. Singh 2008, Gyan Publishing House

Cross-Cultural Behaviour in Tourism; Yvette Reisinger, PhD, Lindsay Turner 2012, Routledge

Mapping Cultures: Place, Practice, Performance, Dr Les Roberts ,2012, Palgrave Macmillan.

Multimedia for Cultural Heritage: First International Workshop; Costantino Grana, Rita Cucchiara

2012 Springer. Responsible Tourism: Critical Issues for Conservation and Development; Anna Spenceley - 2012 Routledge

Tradition, Archaeological Heritage Protection and Communities; Innocent Pikirayi, 2012

African Books Collective Tourist Attractions in India; Patrick Sing, 2012 Webster's Digital Services

MTTM-206

EVENT MANAGEMENT

External Marks: 70

Internal Marks: 30

Duration: 3 Hours

OBJECTIVES:

The course introduces concepts of events and their management in holistic perspective students will learn importance of events as a business, importance types of events and managing events. The focus is on specialized events and to help learner to be able to organize events.

APPROACHES:

Lectures, Group Discussion, Presentations, Practical, Case studies Business Games.

REQUIREMENTS:

Regular attendance and active participation during the course: Book and literature Surveys.

Long essays and assignments: presentations, seminar presentations etc.

EVALUATION:

The performance of the students will be evaluated on the basis of class participation; house test; regularity and assignments, carrying 30 percent of the credit and the rest through Terminal Examination (3 hours duration)

MODE OF PAPER SETTING

There will be **nine** questions in all. The candidate has to attempt five questions. Question No. 1, of 14 marks (7 short-answer type questions of 2 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 14 marks. The question No. 1 shall be covering all the four Units of the syllabus.

These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions.

Unit – I

Introduction to Event Management

Introduction to Events – Concept, Definition and Frameworks, Categories and Typologies. Characteristics of Events, Social- Economical and Developmental implications of Events. Market Demand and Supply for Event.

Unit – II

Event Planning

Event planning – Concept, Process and Design, Pre- Event Research, Studying Event Feasibility, Legal compliances, Event Venue Finding, Logistics and Ambience.

Marketing, and Advertising for Events. For Events, PR for Events Financial Management of Events. Events Catering tips. Events decoration Entertainment planning and Speaker selection. Various Protocols Events Time Management in Events.

Unit – III

Issues in Event Management

HR Considerations: The Human Resource Planning Process: Need Assessment: Policies and Procedures; Job Descriptions: Recruitment and selection; training and development of event staff. Developing Leadership and Supervision skills during Events. Group development, Skills required to be a Good event planner.

Safety and Security Considerations; Occupational Safety, and Health, Major Risks. Incident Reporting, Crowd Management and Evacuation: the Crowd Management plan.

Unit – IV

Specialized Events

Indian Weddings Management: understanding India and its wedding system. Planning and Managing Indian weddings.

Theme Parties: meaning. Types. Various considerations while organizing theme parties.

Introduction to M.I.C.E (Meeting, Incentive, Conference and Convention, Exhibitions Business Meetings: understanding the concept, various meeting setups. Organizing business meetings.

REFERENCES:

- Lynn V. and Brenda R., Event Management, Pearson Publication, New Delhi
- Van der Wagen, L., & Carlos, B. R. (2005). Event management: For tourism cultural, Business and Sporting Events. Upper Saddle River, NJ: Pearson, Prentice Hall.
- S.N Bagchi and Anita Sharma , Food and Beverage Service, Aman Publication. New Delhi.
- Lawson, F.R Congress, Conventions and Conference: facility Supply and demand International Journal of tourism management, September. 188, 1980.
- Donald Getz, Event Management and Event Tourism, 1999.
- sGoldblatt, JJ Special Evens: Art and Science of Celebration. New York, Van Nostrand Reinhold. 1990

MTTM-207
ACCOUNTING FOR MANAGERS

External Marks: 70
Internal Marks: 30
Duration: 3 Hours

OBJECTIVE

The basic purpose of this paper is to apprise the students about the fundamentals of accounting so that they can analyse and interpret the financial statements of various business enterprises particularly related to tourism. The students in addition to the given contents in their paper are also required to go through the Annual Reports of leading Travel Agencies and other business establishments in India.

APPROACHES

Lectures, Group discussion, Presentations, Practical case studies Business Games

REQUIREMENTS

Regular attendances, active participation, review of books and literature, long essays and assignments, seminar presentations, etc.

EVALUATION

The performance of the students will be evaluated on the basis of class participation; house tests; regularity and assignment carrying 30 percent of the credit and the rest of 70 percent through Terminal Examinations (3 hours duration).

MODE OF PAPER SETTING

There will be nine questions in all. The candidate has to attempt five questions. Question No. 1, of 14 marks (7 short-answer type questions of 2 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 14 marks. The question No. 1 shall be covering all the four Units of the syllabus.

These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions.

COURSE CONTENTS

Unit-I

Meaning and Scope of Accounting

Need for Accounting, Definition and Functions of Accounting, Book-keeping and Accounting, Accounting as an Art or Science, Classification of Accounting: Financial Accounting, Management Accounting, Difference between Management and Financial Accounting, Accounting Principles, Accounting Principles, Journal, Rules of Debit and Credit, Compound Journal Entry.

Unit-II

Ledger Posting and Trial Balance & Final Account

Ledger Posting Relationship between Journal and Ledger, rules Regarding Posting, Trial Balance.

Trading Account, Profit & Loss Account: Manufacturing Account, Balance Sheet (without Adjustment Entries).

Unit III

Management Accounting

Management Accounting: Meaning, Functions, Scope, Utility, Limitation of System;
Cost Accounting: Meaning, Activities, difference between Cost Accounting and Financial Accounting, Cost Accounting and Management Accounting; Concepts of Cost: Cost, Expense and Loss, Elements of Cost, Components of Total Cost.

Unit IV

Financial Statements: analysis and Interpretation:

Financial Statements: Meaning and Types, Nature, Limitations, Analysis and Interpretation;
Ratio Analysis; Classification of Ratios; Profitability Ratios; Turnover Ratios; Financial Ratios; Advantages of Ratios analysis.

Fund Flow Statement & Cash Flow Statement: Use, preparation of statement, difference between Fund Flow Statement & Cash Flow Statement.

REFERENCES:

1. Donald F. Sutton, 1986. Financial Management in Hotel and Catering Heinemann, London.
2. Flamholds Etle, Human Research Accounting, California.
3. G. Boni and F.F. Shartes, 1988 Hotel Organization Management and Accounting, Sir ISAAR, Pitman, London.
4. Horwarth and Toth, 1979, Hotel Accounting, Ronald Press, New York.
5. J. M. Negi, 1987, Financial and cost Control Techniques in hotel and Catering Industry.
6. L. S. Porwal, 1993, Accounting theory, An Introduction Tata McGraw Hill Publishing Co., Ltd., New Delhi.
7. Leslie Chadwick, 1995 The Essence of Financial Accounting Prentice Hall of India Pvt. Ltd., New Delhi.
8. Owen, Accounting for Hospitality Tourism and Leisure, Pitman.
9. Richard, Katas, 1984, Management Accounting for Hotels and Restaurants, Surrey University Press.
10. Richard, Katas, 1989, Book-Keeping in hotel and Catering Industry, Surrey University Press, London.
11. Robert and Anthony, 1995, Management Accounting, Prentice Hall of India Pvt., Ltd. New Delhi.
12. R.D. Boardman, 1980, Hotel and Catering Costing and Budgets, Heinemann, London.
13. Adrill, P and Mclancey, 2001, Accounting and Finance for non-Specialists, Prentice Hall.
14. Dyson J R, 2001, Accounting for Non-Accounting Students, 5th Ed. Prentice Hall.

MTTM-208

SOFT SKILLS DEVELOPMENT

Max. Marks: 100
Internal Marks: 100

OBJECTIVES:

This course aims at enriching the understanding of students on specific skills related to hospitality industry. The course focuses on various aspects of soft skills such as Interview, team building leadership, time management and attitude.

APPROACHES:

Lectures, Group Discussion, Presentations, Role-playing

REQUIREMENTS:

Regular attendance and active participation during the course: Book and literature Surveys.

Long essays and assignments: presentations, seminar presentations etc.

EVALUATION:

The performance of the students will be evaluated on the basis of active class participation; and individual presentations

UNIT – I

Interview: Grooming for interview: Appearing for interview and handling interview.

UNIT – II

Team building and team work: features of successful teams: understanding teams and working in teams, skills needed for team works.

UNIT – III

Leadership: understanding leadership; traits of leader and development of leadership qualities.

Attitudes: Attitudes: in service industry and developing suitable attitudes

UNIT – IV

Time management: concept of time management; techniques of time management

REFERENCES:

Open Source.

MTTM-301

TOURISM PLANNING & DEVELOPMENT MANAGEMENT

External Marks: 70

Internal Marks: 30

Duration: 3 Hours

COURSE OBJECTIVE

The students should

- A. Know about tourism planning process, strategy, and policies.
- B. Know about importance of tourism planning and marking at national level.
- C. Understand problems relating tourism and its development in India

APPROACHES

Lectures, Group discussion, Presentations, Practical case studies Business Games

REQUIREMENTS

Regular attendances, active participation, review of books and literature, long essays and assignments, seminar presentations, etc.

EVALUATION

The performance of the students will be evaluated on the basis of class participation; house tests; regularity and assignment carrying 30 percent of the credit and the rest of 70 percent through Terminal Examinations (3 hours duration).

MODE OF PAPER SETTING

There will be nine questions in all. The candidate has to attempt five questions. Question No. 1, of 14 marks (7 short-answer type questions of 2 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 14 marks. The question No. 1 shall be covering all the four Units of the syllabus.

These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions.

Unit-I Nature and Scope of Tourism Planning

Definition of Tourism, Impacts of Tourism, Relationship to Recreation and Conservation, Planning as a Concepts, Recent Decades of Tourism Planning, Case of Developing Countries.

Unit-II Planning Approaches

Tourism and Politics, Planning and Political Ideologies, Foundations for Planning, Functioning Tourism System, External Factors: Markets, , Attractions, , Services, , Transports, Promotion/Information.

Unit-III Regional Potential Planning

Capacity Assessment Planning, Spatial Interest, Integrated Development Planning, Tourism Planning Goals, the Planner and Publics, Inter-sector Planning.

Levels of Planning: Continues Planning, Regional Strategic Planning, Regional Strategic Process,

Unit-IV Community Tourism Planning

Impacts on the Community, Planning Concepts, Planning Process, and Principles

REFERENCES:

1. Cooper, Chris; Fletcher John; Gilbert, David and Wanhill, Stephen: Tourism principles and practices, Pitman Publishing London.
2. Donald E. Hawkins , Elwood L. Dhafer and James m Rovelstad; Torism Planning and Development Issues, George Washington University, Washington DC.
3. Gunn, Cleare A, Tourism Planning and Development, New York.
4. Gunn, Cleare A, Tourism Planning New York.
5. Hawkins, D.E : Tourism Planning and Development. George University Press, London.
6. Little, I.M.D and J.A. Mirrlees, ; Project Appraisal and planning for Development: Countries, Basic Books, New York.
7. Kaisar, Charles Jr. and Larry E. Heiber: Tourism Planning and Development , CBI Publishing Boston.
8. Leonard J. Lickorist: Developing tourism Destinations: Policies and Prospectives, Longman.
9. Melntosh, Robert, W. Geoldner and R. Chartes. Tourism Principles Practices, Philosophies, John Wiley and Sons, Inc. New York.
10. Mill Robert Christ and Alstrair M Morrison, The Tourism System.
11. Pearce Douglas, Tourism Today: A Geographical Analysis. John wiley and Sons, Inc., New. York

MTTM-302

TOURIST BEHAVIOUR

External Marks: 70

Internal Marks: 30

Duration: 3 Hours

Course Objectives:

The course enables learner to critically assess the relationship between consumer activity and basic psychological functioning. The theoretical and applied in-depth analysis of consumers are impacted by various kinds of social influence, their own identities and self-concepts are emphasized

Approaches:

Lectures, Group, Discussion, presentations, Practical, Case studies.

Requirements:

Regular attendance and active participation during the course; Books and literature Survey, Long essay and assignments; seminar presentations etc.

Evaluation:

The performance of the students will be evaluated on the basis of the class participations; house tests, regularity and assignments, carrying 30 percent of the credit and the rest through Terminal Examination (3 hours duration).

Mode of Paper Setting:

There will be **nine** questions in all. The candidate has to attempt five questions. Question No. 1, of 14 marks (7 short-answer type questions of 2 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 14 marks. The question No. 1 shall be covering all the four Units of the syllabus.

These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions.

Unit –I

Introduction to Tourist Behaviour

Overview of Tourist Behaviour; Tourist decision making process and influences; Complexity of tourist behaviour

UNIT – II Intrinsic influences on tourists

Tourist needs and motivation, personality and psychographics, perception, learning – theories and process, motivation –causes and process, perception- process and theories.

Unit –III: Extrinsic influences on tourist Behaviour

Environmental and situational influences; Groups and their influences – families, Social class, other reference groups

Cultural, cross- cultural and sub – cultural influences

Opinion Leadership, innovation and its diffusion

Unit IV : Models of tourist Behaviour

Models of man – Economic, Passive, Cognitive and Emotional.

Features of general models – of consumer and tourist behaviour.

Nicosia, Howard – Sheth and Engel – Kollat Blackwell models of consumer behaviour

Schmoll, Mathesian and Wall Moutinho models of Tourist Behaviour

References:

1. Chawdhry k. Kakar, S. : Understanding Organizational Behavior, Tata McGraw Hill Publishing Co.,
2. Devis, K: Human Behaviors at works, Organizational Behavior, Tata McGraw Hill Publishing Co.,
3. Dwivedi, R.S., Dynamics of Human Behavior at Work, Oxford and IBH Publishing Co.,
4. Robbins, S.P.: Organisational Behavior, Prentice Hall Inc.
5. Flemming , Hanson: Consumer Choice
6. Fred D Reynolds and William D. Wells : Consumer Behavior
7. Lawless, D.J. Organisational Behavior, Prentice Hall Inc.
8. Pareek U. Managing Conflict and Collaboration, Oxford and IBH Publishing Co.,
9. Rom, J. Markin: The Psychology of Consumer Behavior

MTTM-303HRD FOR TOURISM

External Marks: 70

Internal Marks: 30

Duration: 3 Hours

Course Objective: Successful implementation of human Resource Development Programme is crucial to the success of an organization in this era of globalization and service acceleration through competency and self-development of employees at all levels. Increasing competition, cost consciousness, and a desire to serve Customer better have persuaded many organizations to form Human Resource Development departments. This course aims to develop knowledge and skill in a range of HRD activities in organizations and to relate these to the professional standards. It covers the practical application of personnel theory to tourism industry and imparts knowledge to students to cope with the changing HRD practices in tourism industry.

APPROACHES:

Lectures, Group Discussion, Presentations, Practical, Case studies, Business Games.

REQUIREMENTS:

Regular attendance and active participation during the course of the semester; Books and literature Surveys, Long essays and assignments; seminar presentations etc.

EVALUATION:

The performance of the students will be evaluated on the basic of class participation; house test; regularity and assignments, carrying 30 percent of the credit and the rest through Terminal Examination (3 hours duration)

Mode of paper setting:

There will be five questions in all and candidates will have to attempt all the six questions. First questions will be of 14 marks and shall contain 7 short-answer type questions. These questions shall be spread over the whole syllabus. Remaining four questions shall be of 14 marks each and will be of 14 marks each and will be set module wise, where internal option among 2 questions will be given.

These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions.

MODULE -I

Human Resource Development: Concept and origin of HRD, Nature, history and philosophy of Human Resource Development (HRD), aims of HRD, Importance of HRD, approaches to HRD, Constraints in HRD, Current trends in HRD practices, future of HRD in tourism industry

MODULE -II

Human Resource Planning : Concepts, approaches, process and practices of Human Resource planning in tourism industry, methods and techniques of Human Resource planning, measurements in Human Resource planning, Relationship between HRM, HRP and HRD. Role and responsibilities of HR manager, sub-system of HRD.

MODULE-III

Job-analysis and design: Concepts and the process of JA. Job description and specification of major positions in tourism industry-Travel agency and Tour operation: potential problems of JA, Factors and techniques affecting job design.

Recruitment and selection: Recruitment Process: searching screening, evaluation and control, philosophy of recruitment, effective selection process, Induction and placement

MODULE -IV

Training and Development: Importance of Training and Development , training process, inputs in training and development, ongoing process in training element of effective training .

Performance management: Evaluation of performance and review, potential appraisal and promotion, the relevance of compensation and reward, counseling, job evaluation.

Suggested Readings:

Tapomoy Deb, Human Resource Development: Theory and Practice, Ane Books New Delhi 2006.

Aloke K. Sen, Human resource: Planning and Development (Asian Books Private Limited 1st Ed 2003).

Vivek Paranjpe, Hewlett packhard-Strategic HR planning (Allied Publishers Ltd.)

Randy L.Desimone, Jon M. Werner and David M. Harris- Human Resource Development (Thomson South-Western, Third edition)

P.C. Tripathi-Human Resource Development (Sultan Chand and Sons)

Madan Mohan Verma-Human Resource Development (Gitanjali Publishing House)

D.M. Sivera-Human Resource Development: the Indian experience (N I P)

Suresh Vyas –HRD Priorities (Point Publishing, Jaipur)

Bhawdeep Singh and Prem Kumar –Current trends in HRD: Challengers and Strategies in a changing scenario.

H.C Sainy , Sharad Kumar –Human Resource Management and Development.

Pareek U and Rao T V – Designing and Managing Human Resources Systems (Oxford and IBH, 1999).

Rao V S P and Pereira D F (Ed)- Recent experiences in HRD (Oxford and IBH, 1985).

Mohinder Chand, Travel Agency Management (2nd .ed.), Anmol Publications, New Delhi,2006

Aswathappa K- Human Resources and Personnel Management: Texts and Cases (Tata Mc Graw-Hill, 2002).

Beardwell I H and Holden L- Human Resources Management: A Contemporary Perspective (Macmillan, 2002).

Dessler G- Human Resources Management (Pearson Education Asia,2002).

Flippo E B- Personnel Management (McGraw-Hill, 1984).

Mamoria C B and Gankar S V- Personnel Management (Himalaya Publishing,2000).

Mondy W R, Noe R M and Premaux S R- Human Resources Management (Prentice-Hall, 2001).

Rao V S P – Human Resources Management: Text and Cases (Excel Books, 2000)

MTTM -304

PRESENTATION SKILLS

Max. Marks: 100

Internal Marks: 100

OBJECTIVE:

This course aims at imparting specific skills related to hospitality industry. It focuses on various aspects of presentation skills such as, Public speaking, Group, Discussion, Preparing PowerPoint presentation and Mock Interviews.

Approaches:

Lectures, Group, Discussion, presentations, Role Playing.

Requirements:

Regular attendance and active participation during the course; Books and literature Survey, Long essay and assignments; seminar presentations etc.

Evaluation:

The performance of the students will be evaluated on the basis of active class participations and individual presentation.

Unit-I

Public Speaking- Seminars, Workshops

Handling Objections and Queries in different Public Speaking Situations

Unit-II

Group Discussions

Unit-III

Preparing PowerPoint Presentations

Unit-IV

Mock Interviews

References:

Open Source

MTTM-305

MAJOR DESTINATIONS OF INDIA

External Marks: 70

Internal Marks: 30

Duration: 3 Hours

OBJECTIVES:

India is seventh largest country with a great legacy of cultural heritage. That is why it is considered as one of the top five attractive places to visit. India has a great diversity of natural and cultural tourist attractions. It is a very necessary for the students of tourism to know some important destinations of India with their attractions, accommodation and accessibility. In this course the student will know about different destinations as a part of itinerary preparation and package formulation.

APPROACHES:

Lectures, Group Discussion, Presentations, Practical, Case studies, Business Games.

REQUIREMENTS:

Regular attendance and active participation during the course: of the semester: Book and literature Surveys, long essays and assignments: seminar presentations etc.

EVALUATION:

The performance of the students will be evaluated on the basis of class participation; house tests; regularity and assignments, carrying 30 percent of the credit and the rest through terminal Examination (3 hours duration).

MODE OF PAPER SETTING:

There will be nine questions in all. The candidate has to attempt five questions. Question No. 1, of 14 marks (7 short-answer type questions of 2 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 14 marks. The question No. 1 shall be covering all the four Units of the syllabus.

These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions.

Unit –I- Historical / Monumental / Architectural destinations Delhi – Agra- Jaipur, Khajuraho, Nalanda, Ajanta- Ellora, Hampi- Halebid, Lucknow.

Unit –II- Religious / Cultural Centers Haridwar- Badri Nath- Kedarnath, Bodh Gaya, Bhuvaneshwar – Puri- Konark, Rameshwaram, Dwarka, Amritsar.

Unit –III –Hill Stations and National Parks; Leh, SriNagar, Manali, Darjeeling, Ooty, Mahabaleshwar. Jim Corbett, Sariska, Kanha, Gir

Unit-IV- Coastal Destinations & Islands; Puri, Mumbai, Goa, Lakshadweep. Cochin, Kanyakumari, Chennai, Pondicherry, Andman & Nicobar, Kolkata

References:

1. Ahmad, Aizaz: General Geography of India, NCERT, New Delhi.
2. Goh Cheong Long: An Economics of India, Oxford University.
3. National Atlas of India, Govt. of India Publication, Calcutta 1997.
4. Atlas of World Oxford Press, New Delhi.
5. Singh, R.L. (ed.) India: A Regional Geography National Geographical Society of India, Varanasi, 1989.
6. Manorama Year Book 2012
7. Indian Year Book 2012, Publication Division, Govt. of India, New Delhi.
8. Tourism Planner.
9. Tour Brochures etc.
10. Lonely Planet-India
11. Kumar, Ravi Bhushan: Coastal Tourism & Environment, AOH Publishing Corporation, New Delhi.
12. Pilgrimage in India, R.N Pillai.
13. Kohli, M.S.: Mountaineering in India, Vikas Publishing House, and New Delh.
14. Tirthank Visheshank, Gita Press Gorakhpur.

MTTM-307

HOTEL MANAGEMENT

External Marks: 70

Internal Marks: 30

Duration: 3 Hours

Course Objectives:- Hotel is an essential component of tourism industry and is very complex in terms of management as it incorporates varying forces. In any tour package (product) accommodation occupies pivotal component and has required a special consideration on the tourist perspective. Thus, tourism students need to understand the fundamentals of hotel management both knowledge and tourist product perspective. The course aims to impart knowledge of hotel operation and management to the students as tour planner, and tour executive so that they can add this vital component in the tour package and offer it to the tourists. Moreover, the course will help the tourism students to understand the front office, food and beverage and housekeeping aspects both theoretically and practically which are commonly related with tour package.

APPROACHES:

Lectures, Group Discussion, Presentations, Practical, Case studies, Business Games.

REQUIREMENTS:

Regular attendance and active participation during the course of the semester; Books and literature Surveys, Long essays and assignments; seminar presentations etc.

EVALUATION:

The performance of the students will be evaluated on the basic of class participation; house test; regularity and assignments, carrying 30 percent of the credit and the rest through Terminal Examination (3 hours duration)

Mode of paper setting:

There will be nine questions in all. The candidate has to attempt five questions. Question No. 1, of 14 marks (7 short-answer type questions of 2 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 14 marks. The question No. 1 shall be covering all the four Units of the syllabus.

These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions.

Unit-I Introduction to Hotel industry – concept, origin growth and development in India: Types of catering establishments/Branches of hotel industry; linkages and integrations in the hotel industry Hotel product- meaning and components; Present status and future prospects of hotel industry in India.

Unit-II Accommodation- meaning types; classification of hotels- star and other categories; Typology of hotels. Organizational structure of hotel- meaning and significance; Ownership structure in hotels-sole proprietorship, partnership, corporate sector and Franchises and management contract; Major hotel chains in India.

Unit-III Front Office- meaning of significance; Organizational Structure-duties and responsibilities; Types of rooms; Types of meal plans; Reservation-meaning, types, sources and process: Registration-meaning and process; Check- in and Check- out procedure; Wake Up Call procedure.

Unit-IV Handing Group Reservation- group domestic tourist and foreign tourists. Dealing with FITs; Handing Guest complaints and problems-method and process; Guest billing – meaning and procedure; Communication at front office; inter and intra departments coordination in hotel. Various room rate and allowances. **Legal formalities-** Knowledge of VISA formalities for FLTs and GITs, foreign exchange regulations, credit cards handling

Suggested Readings:

- John R. Walker, Introduction to Hospitality Management: 3rd Edition Pearson, Prentice Hall, 2010.
- Mohinder Chand, Managing Hospitality Operation, Anmol Publications, New Delhi, 2009.
- S. Medlik, Hotel Business, Butterworth, New York, 2000.
- Peter, J., Introduction to Hospitality Operations, Cassell, New York, 1996
- Dix C., Accommodation Oprations, London, Pitman, 1990.
- Jagmohan N., Professional Hotel Management. S. Chand and co. New Delhi, 2000.
- Abraham Pizam ,(2010), International Encyclopedia of Hospitality Mgt. Elsevier.
- Kevin D and O’Gorman (2010) The Origins of Hospitality and Tourism, Goodfellow Publishers, UK.

MTTM-308

CARGO MANAGEMENT

External Marks: 70

Internal Marks: 30

Duration: 3 Hours

Course Objectives:

World economy is growing at very fast pace. Modern world become a global village by modern means of transportation. A large number of goods require immediate supply from manufacture to consumer. Air Cargo is playing is very important role n this regard. Its scope is growing for India like developing economy.

Approaches:

Lectures, Group, Discussion, presentations, Practical, Case studies.

Requirements:

Regular attendance and active participation during the course; Books and literature Survey, Long essay and assignments; seminar presentations etc.

Evaluation:

The performance of the students will be evaluated on the basis of class participations; house tests, regularity and assignments, carrying 30 percent of the credit and the rest through Terminal Examination (3 hours duration).

Mode of Paper Setting:

There will be nine questions in all. The candidate has to attempt five questions. Question No. 1, of 14 marks (7 short-answer type questions of 2 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 14 marks. The question No. 1 shall be covering all the four Units of the syllabus.

These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions.

Unit-I

Introduction, Importance of Cargo Industry. Direction and types of Indian export and import. Types of Cargo, Air Cargo industry in India.

Unit-II

ICAO, IATA, FIATA, DGCA;-Organizational structure and functions, the Air Cargo Agency, the IATA Cargo Agent, duties and functions.

Unit-III

World Geography, time differences, currency conversions and regulations. Use of OAG Cargo guides, IATA Codes. Air Cargo rates and charges, the Air way bill, General cargo rates and Specific Cargo rates.

Unit-IV

Handing of Cargo, Packaging, Labeling, Marking, Cargo acceptance, cargo booking procedure, Dangerous goods rules and handling.

References:

1. Ahmad Aizaz: General Geography of India, NCERT, New Delhi.
2. Goh Cheong Long; An Economic Atlas of India, Oxford University
3. National Atlas of India, Govt. of India Publication, Calcutta
4. Atlas of World Oxford
5. Singh, R.L.(ed) India: A regional Geography National Geographical Society of India (Varanasi 1989).
6. Manorama Year Book.
7. India Year book, Publication Division, Govt. of India, New Delhi.
8. Aggarwal Surinder : 'Travel Agency Management' Communication India, New Delhi.
9. Hannel Christine, Robert Harsman and Grahan Draper- 'Travel and Tourism: A world regional geography, Johan Wiley and Sons, New York.
10. Hurst, Elist, 'Transportation Geography ' McGraw Hill, New York
11. OAG, Airlines time table
12. OAG Cruise Lines time table
13. OAG Cargo guide
14. Cargo Tariff books of airlines
15. Indian Railway time table

MTTM – 309

TRANSPORT MANAGEMENT

External Marks: 70

Internal Marks: 30

Duration: 3 Hours

Course Objectives:

Transport is a vital component of the travel and tourism industry. Thereby it becomes imperative for the students of tourism to learn about different modes of transportation in modern world in general, and in India, in particular. The course attempts to provide an insight into different types of transportation, the on-going charges, growth, present status, government policies, problems and management. Thus the course emphasizes on the knowledge of the 'Key' which opens vast venues of world's largest service sector, that is tourism.

Approaches:

Lectures, Group, Discussion, presentations, Practical, Case studies.

Requirements:

Regular attendance and active participation during the course; Books and literature Survey, Long essay and assignments; seminar presentations etc.

Evaluation:

The performance of the students will be evaluated on the basis of class participations; house tests, regularity and assignments, carrying 30 percent of the credit and the rest through Terminal Examination (3 hours duration).

Mode of Paper Setting:

There will be nine questions in all. The candidate has to attempt five questions. Question No. 1, of 14 marks (7 short-answer type questions of 2 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 14 marks. The question No. 1 shall be covering all the four Units of the syllabus.

These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions.

Unit-I

Transportation as dynamic and visual manifestation of Tourism. History of different modes of transportation. Growth of civilization and role of transport. **Water Transport** : History and present status of water transport in sea water and inland waters. Cruise ships, luxury lines, river cruises. Role of water transport in tourism industry, Limitation and scope of water transport in India.

Unit-II: Airlines and Tourism

History of airlines in India. Role and contribution of Air India, Private airline and Helicopter services. Infrastructure basis of airlines in India. Role of airlines in tourism promotion. Recent policies regarding airlines, problems of airlines business.

Unit-III :Surface transport and Tourism

Importance of surface transportation. Infrastructure basis of surface transport in tourism promotion Coaches, car Rental system in India. Taxes and Subsidies on tourist coaches and cars. Types of roads in India. Problems faced by surface transport sector.

Unit-IV: Railway and Tourism

History and present status of Indian railway. Zonal distribution, Network and infrastructural basis of Indian railway. Role of Indian railway in tourism promotion. Special trains and packages for tourists. Government policies regarding railway. Problems faced by Indian railway.

References:

1. Ahmad Aizaz: ‘ General Geography of India, NCERT, New Delhi.
2. Goh Cheong: Long: An Economic Atlas of India, Oxford University.
3. National Atlas of India, Govt. of India, Publication Calcutta.
4. Atlas of World Oxford.
5. Singh, R.L.(ed) India: A Regional Geography National Geographical Society of India (Varanasi 1989).
6. Manorama year book.
7. India year book, Publication Division, Govt. of India, New Delhi.
8. Aggarwal Surinder : ‘Travel Agency Management’, communication India, New Delhi.
9. Hannel Christine, Robert Harshman and Grahan Draper- Travel and Tourism : A world regional geography , john Wiley and Sons, New York
10. Hurst, Elist, ‘Transporation Geography’ McGraw Hill, New York
11. OAG Airlines time table
12. OAG Cruise lines time table
13. Indian Railway Time table

MTTM-310

EMERGING DIMENSIONS OF ADVENTURE TOURISM

External Marks: 70

Internal Marks: 30

Duration: 3 Hours

COURSE OBJECTIVES:

Adventure tourism is comparatively a younger but strongly gaining currency in the tourism and therefore calls for an extensive study and understanding of the courses. The popularity of adventure sports is increasing not only amongst the youth, but also the executives of the corporate sector. They have a special inclination towards adventure sports which rejuvenates them physically and psychologically.

India has immense potential for most diverse kind of adventure pursuits which has to be effectively tailored to inspire the special interest tourists of new millennium. There are some constraints too, which should be understood and removed.

The course helps in understanding the resource potential for adventure tourism in India and the existing popular destinations and activities. It also elucidates the major constraints on way to adventure tourism development and the possible strategies to offset the same.

APPROACHES:

Lectures, Group Discussion, Presentations, Practical, Case studies,

REQUIREMENTS:

Regular attendance and active participation during the course: Books and Literature Surveys, Long essays and assignments; seminar presentations etc.

EVALUATION:

The performance of the students will be evaluated on the basis of class participation; house tests; regularity and assignments, carrying 30 percent of the credit and the rest through terminal Examination (3 hours duration).

MODE OF PAPER SETTING:

There will be nine questions in all. The candidate has to attempt five questions. Question No. 1, of 14 marks (7 short-answer type questions of 2 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 14 marks. The question No. 1 shall be covering all the four Units of the syllabus.

These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions.

Unit –I

Definition, Nature and scope of Adventure tourism: Adventure motives through the ages and their contribution to inventions, explorations and discoveries.

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. Planning and development perspective, major thrust areas, promotional steps taken by states and centers. Organization and institutions promoting Adventure Tourism in India.

Unit –II: land based Adventure activities

Mountaineering, Trekking, Rock climbing, skiing, skating; their necessary equipments, techniques and problems. Wildlife tourism: status of wildlife tourism, popular National parks and Wildlife sanctuaries.

Unit –III: Water based activities

Water resources of India; rivers, sea and lakes. River reading, nature of white water, silent water and sea water. Rafting, Kayaking canoeing, yachting, water scooter, Hover craft. Surfing, SCUBA diving, under water activities, coastal activities. Places, organizations, equipments associated with above activities.

Unit-IV

Air based activities, Atmosphere, seasons, wind pressure and wind movement in India. Hang gliding, Ballooning, Para jumping , Sky diving, Para sailing. Places, organizations and equipments associated with above activities.

References:-

1. Ahmad Aizaz : ‘General Geography of India, NCERT, New Delhi
2. Goh Cheong long : An Economic Atlas of India, Oxford University
3. National Atlas of India, Govt. of India Publication, Calcutta
4. Atlas of World Oxford
5. Singh, R.L.(ed) India : A Regional Geography National Geographical Society of India (Varansi 1989)
6. Manorama Year Book
7. Indian Year book, Publication Division, Govt. of India, New Delhi
8. Aluwalia H.P.S. and Manfred Garner : Himalayas: A Practical Guide, Himalayan Books (Delhi, 1985)
9. Bedi, Ramesh and Rajesh : Indian Wildlife, Brijbasi Printers (New Delhi, 1989)
10. Bose, S.C. Geography of the Himalayas, National Book trust, India (New Delhi, 1976)
11. Chand Gian and Manohar Puri ‘Trekking’ International publisher India (new Delhi,1989)
12. Gamma, Karl ‘The Handbook of Skiing Pelham Books (London, 1985)
13. Lozawa, Tomoya : Trekking in the Himalayas, Allied published Pvt. Ltd., (New Delhi, 1980)
14. Law, B.C. (ed) : Mountains and Rivers of India, Calcutta, 1968
15. Rowe, Ray ‘White in Water Kayaking’, Salamander Books (London, 1987)
16. Saharia, V.B. “Wildlife in India’ Natraj Publisher (Dehradun, 1982)

MTTM-311

ENTREPRENEURSHIP IN TOURISM

External Marks-70

Internal Marks-30

Duration -3 Hours

OBJECTIVE

The general objective of this course is to introduce students to entrepreneurship and its role in tourism sector. The specific objectives are: (i) to ensure that students acquire some basic understanding about the concept, its growth and its scope for tourism sector (ii) to help students understand the importance of entrepreneurship for any economy. Basic issues related to tourism business will be discussed.

APPROACHES

Lectures, Group discussion, Presentations, Practical case studies Business Games

REQUIREMENTS

Regular attendances, active participation, review of books and literature, long essays and assignments, seminar presentations, etc.

EVALUATION

The performance of the students will be evaluated on the basis of class participation; house tests; regularity and assignment carrying 30 percent of the credit and the rest of 70 percent through Terminal Examinations (3 hours duration).

MODE OF PAPER SETTING

There will be nine questions in all. The candidate has to attempt five questions. Question No. 1, of 14 marks (7 short-answer type questions of 2 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 14 marks. The question No. 1 shall be covering all the four Units of the syllabus.

These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions.

UNIT-I

Entrepreneur: Meaning, Functions, Types of Entrepreneurs, Intrapreneur, Factors influencing the development of entrepreneurs. Entrepreneurship: concept, meaning, definition, importance, characteristics, Development of Entrepreneurship, Stages in Entrepreneurship Process, Functions, Classification.

UNIT-II

Stages of Evolution of the Concept of Entrepreneur and Entrepreneurship, Theories of Entrepreneurship: Schumpeter's Theory, Peter Duckers Theory and Mc. Clelland's Theories,

UNIT-III

Communities promoted entrepreneurship in India, Role of entrepreneurs in economic development of a country, Entrepreneurship & its barriers in India.

UNIT-IV

Small Scale Industry (SSI), Definitions, Characteristics, Need and Rationale: Objectives, Scope, Role of SSI, Advantages of SSI, Different Policy of SSI, Government Supports for SSI during Five-Year Plans, Impact of Liberalization, Privatization, and Globalization, Effect of WTO/GATT.

REFERENCES:

1. Bedi, Kanishka: Management & Entrepreneurship, Oxford, New Delhi.
2. Aldrich, H.E. & Martinez, M.A. (2001). Many are called but few are chosen: An evolutionary perspective for the study of entrepreneurship. *Entrepreneurship Theory and Practice*, 25:41-56.
3. New York: John Wiley & Sons Bird B.J. (1989). *Entrepreneurial Behavior*.
4. Caree, M. Van Stel, A. Thurik R., & Wennekers, S. (2002). Economic development and business ownership; An analysis using data of 23 OECD countries in the period 1976-1996. *Small Business Economics*, 19:271-90.
5. Cramer, J.S., Hartog, J, Jonker, N., & Van Praag, C.M. (2002). Low risk aversion encourages the choice of entrepreneurship an empirical test of a truism. *Journal of Economic Behavior and Organizing*, 48:29-36
6. Earle, J.S., & Sakova, Z. (1999). Entrepreneurship from scratch: Lessons on the entry decision into self-employment from transition economics. *IZA Discussion Paper 79*.
7. Evans D.S., & Leighton, L.S. (1989). Some empirical aspects of entrepreneurship. *American Economic Review*, 79:519-35.
8. Gartner, W.B. (1989). 'Who is an entrepreneurial?' is the wrong question. *Entrepreneurship Theory and Practice*, 13:47-68.
9. McGrath, R.G., MacMillan, I.C., & Scheinberg, S(1992). Elitist, risk-takes and rugged individualists? An exploratory analysis of Culture differences between entrepreneurs and non-entrepreneurs. *Journal of Business Venturing*, 7:115-35.
10. Miner, J.B. (1996). Evidence for the existence of a set of personality types, defined by psychological tests, that predict entrepreneurial success. In Reynolds, Pual et al. (eds), *Frontiers in Entrepreneurship Research* (pp.62-76)). Wellesley: Babson College.
11. Peter F., Drucker, *Innovation and Entrepreneurship*, 1985, Harper; NY
12. Richard Duncombe, Richard Heeks and Sunil Abraham, (2005) *A Handbooks for Entrepreneurs in India*, Institute for Development Policy and Management (IDPM), UK.
13. Stewart, W.H., Watson, W.E., Carland, J.C & Carland, J.W. (1999). A proclivity for entrepreneurship; A comparison of entrepreneurs, small business owners and corporate managers. *Journal of Business Venturing*, 14:189-214.
14. Van Praag, C.M. & Cramer, J.S., (2001). The roots of entrepreneurship and labour demand: Individual ability and low risk aversion. *Economica*, 68:45-62
15. Westhead, P., & Wright M., (2000). *Advance in Entrepreneurship volumes 1-3*. Cheltenham: Edward-Elgar.

MTTM-312

CASE STUDIES IN TOURISM

External Marks: 70

Internal Marks: 30

Duration: 3 Hours

Course Objectives:

The students will be involved in preparation and for class room presentations. The case studies will be related to profiles, history, current status and future strategies of individual destination / companies/ Organisations. The teachers will also prepare a few cases for group discussion in the class room. The objective of this course is to enable the students to draw their own conclusions on the basis of material collected/ presented through case studies; the students will also be encouraged to present their cases through the PPT.

APPROACHES:

Lectures, Group Discussion, Presentations, Practical, Case studies, Business Games.

REQUIREMENTS:

Regular attendance and active participation during the course of the semester; Books and literature Surveys, Long essays and assignments; seminar presentations etc.

EVALUATION:

The performance of the students will be evaluated on the basic of class participation; house test; regularity and assignments, carrying 30 percent of the credit and the rest through Terminal Examination (3 hours duration)

Mode of paper setting:

There will be nine questions in all. The candidate has to attempt five questions. Question No. 1, of 14 marks (7 short-answer type questions of 2 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 14 marks. The question No. 1 shall be covering all the four Units of the syllabus.

These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions.

UNIT – I Introduction

Case study – concept and need, procedure for case preparation, The Role of case Studies in Learning, Key Issues in Tourism Management, Issues in Tourism Case study.

UNIT –II Tourism Organization Case study

The case studies will cover- General profiles, current status, contribution to wards tourism promotion and development and future strategies of individual tourism organization:

International Air Transport – Association (IATA)

World Tourism Organization (WTO)

India Tourism Development Corporation (ITDC)

State Tourism Development Corporation (STDCs)- HTDC and RTDC

UNIT -III Tourism Destinations Case study

Case studies of particular types of tourism, such as ecotourism, cultural tourism, Adventure tourism etc, in Indian tourism destinations:

Cultural tourism- Jaipur and Khajuraho

Ecotourism – Jim Corbett and Kanha

Adventure tourism – Srinagar and Darjeeling

UNIT –IV Travel Agency / Tour Operators

The case studies will cover- General profiles, current status and future strategies of individual companies:

Thomas Cook India Ltd.

SOTC

ORBIT

Cox and Kings

Shikhar Travels

Make My Trip

REFERENCES

- Susan Horner, and John Swarbrooke, International Cases in Tourism Management, BUTTERWORTH HEINEMANN, UK, 2003.
- Stephen Rickerby, Travel and tourism Case Studies, Travel and Tourism Publishing Limited, UK. 2008.
- R. Buckerby, Case Studies in Ecotourism, CABI, 2003.
- H. Berberoglu, Tourism and Hospitality industry Case Studies, Pitman 1998.
- Mohinder Chand, Travel Agency Mgt., (2nd, ed) Anmol Publications, New Delhi 2007.
- Kamra KK, and Mohinder Chand, Basics of Tourism. Knishka Publications New Delhi, 2002.

MTTM-313
PROJECT MANAGEMENT

External Marks: 70

Internal Marks: 30

Duration: 3 Hours

Course Objectives:

This course provided the conceptual framework and practical tools to effectively plan and manage the activities of small, medium, and complex projects. The curriculum is tailored for the Tourism specific projects.

APPROACHES:

Lectures, Group Discussion, Presentations, Practical, Case studies, Business games.

REQUIREMENTS:

Regular attendance and active participation during the course: Books and Literature Surveys, Long essays and assignments; seminar presentations etc.

EVALUATION:

The performance of the students will be evaluated on the basis of class participation; house tests; regularity and assignments, carrying 30 percent of the credit and the rest through terminal Examination (3 hours duration).

Mode of paper setting:

There will be nine questions in all. The candidate has to attempt five questions. Question No. 1, of 14 marks (7 short-answer type questions of 2 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 14 marks. The question No. 1 shall be covering all the four Units of the syllabus.

These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions.

UNIT - I Introduction to Project Planning

Concepts objectives and significance of Project planning and Project Planning in the context of Tourism; Basic consideration in planning and operations of a tourism project. Basic decisions for operations of tourism projects: Franchising, Management Contract and others.

Project planning: Determining the scope of project and project deliverables- Resource planning

UNIT -II Feasibility Study for the Projects:

Feasibility Study: Concepts, Importance, and Process, Dimensions of Feasibility Study: Market Feasibility, Economic and Financial Feasibility, Technical Feasibility; Preparation of project Feasibility Reports.

UNIT-III Project Planning, Process and Techniques

Framework of Project planning: Project Cost:-Project budgeting and sources of finance Time Management, Cost Management, Risk Management, Project Scheduling and Project Scheduling techniques.

Selecting vendors for the projects: Defining RFP (Requisition for projects) project execution plan

UNIT -IV Planning for Project Implementation

Present Trends in Projects management, Visitor Management, Land Use Planning, Environment Management, Safety and Security issues. Clearance for tourism project in India, F D I in tourism Projects in India, Special Tourism Zones, Public-Private Partnership

References:

- Government Of India, Ministry of program Implementation. A Manual of Project Implementation. New Delhi, 1989
- Karma, Krishan K., Economics of Tourism. New Delhi: Kanishka publisher and Distributor 2000
- Kerzner, Harold. Project Management for Executives. New York: Van Nostrand Reinhold Co., 1982
- Kharbanda, O.P., E.A. Stallworthy , et al. Project Cost Control in Action. New Jersey; Prentice Hall, 1981
- Koontz, Harold, and Heinz, Weihrich, Management , New York: McGraw-Hill, 1988.
- Lock, Dennis. Project Management. England: Gower, 1984
- Little, I.M.D., and J.A. mirrlees. Project Appraisal and Planning for Developing Countries. London: Heinemann, 1974
- Modder, J.J., et al. Project Management with CPM, PERT and Precedence Diagram. New York: Van Nostrand Reinhold, 1964
- Prasanna Chandra. Projects Preparation, Appraisals, Budgeting and Implementation. New Delhi: Tata Mc Graw- Hill, 1987
- Staffurth, C., ed, Project Cost Control Using Networks. London: The Operational Research Society and the Chartered Institute of Management Accountants, 1975.
- Stall worthy E.A., and O.P. Kharbanda. Total Project Management – Form Concept to completion, England: Gower. 1983
- Stuckenbruck, L.C. The Implementation of Project Management, Pennsylvania: Project Management Institute, 1981
- Tayler, W.J, and T.F. Watling Successful Project Management. London: Business Books,1979

- Tumbling, C.R. Construction Cost Estimates. New York: The American Society of Civil Engineers,1985
- Weldon (Rev. By L.W.J. Oowler and J.L. Brown). Cost Accounting and Costing Methods. London: MacDonald and Events,1960

MTTM-314

HARYANA TOURISM

External Marks: 70

Internal Marks: 30

Duration: 3 Hours

Course Objectives:

The course aims at providing a comprehensive overview on Haryana Tourism: elucidating State' tourist resource potential, Tourism infrastructure and tourist trends over the years. It critically examines exiting tourism planning and policy, framework and reviews the performance of Haryana in the context of both domestic and international.

Approaches:

Lectures, Group, Discussion, presentations, Practical, Case studies.

Requirements:

Regular attendance and active participation during the course; Books and literature Survey, Long essays and assignments; seminar presentations etc.

Evaluation:

The performance of the students will be evaluated on the basis of the class participations; house tests, regularity and assignments, carrying 30 percent of the credit and the rest through Terminal Examination (3 hours duration).

Mode of Paper Setting:

There will be **nine** questions in all. The candidate has to attempt five questions. Question No. 1, of 14 marks (7 short-answer type questions of 2 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 14 marks. The question No. 1 shall be covering all the four Units of the syllabus.

These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions

Unit-I Tourist Resources of Haryana;

Monuments of touristic significance and museums

Religious and pilgrimage centers (Kurukshetra, Pehowa, Jyotisar, Kapal mochan, Beri, Mansa Devi, Agroha, pindara)

Music, Dance, fairs and Festivals with special reference to surajkund. Kartik and Geeta festivals.

National tourist Resources

Unit-II Tourism Infrastructure

Tourism Organizations: Department of Tourism and Haryana Tourism Corporation.

Transports and accommodation – Motels

Recreation and entertainments

Unit-III: Planning and Policies:

Role of Department of Tourism; Haryana Tourism Corporation and other Govt. agencies

Role of private sector

Haryana Tourism policy-2008

Marketing and HRD policies

Unit-IV: Tourism and Tourist Trends

Types of tourism – pilgrimage, Highway, Adventure, rural and Health

Tourist Trends

Important tourist destinations – Surajkund, Injure, Shone Moni Hills, Sultanpur, Tajewala, Kurukshetra

Problems and prospects of Tourism Development in Haryana.

References

1. Acharya, Ram, 1980, Tourism and Cultural Heritage of India. R.B.S.A. Jaipur
2. Anand, Mulkraj, 1974 'Haryana Heritage ' in Marg, Vol XXVII No.4 Sept. Bombay
3. Beal Samuel, 1960, Buddhist Records of Western world , Delhi
4. Bhardwaj, O.P.1991, Ancient kuruksherta: Studies in Historical and Cultural Geography . Human Publishing House, Delhi
5. Government of Haryana Reports, Chandigarh
6. Haryana Reviews – all volumes
7. Haryana Samvad – all volumes
8. Journal of Haryana Studies, Kurukshetra University, kurukshetra all relevant volumes.
9. Punia B, 1992. Problems and Prospects of Tourism in Haryana
10. Sharma , Y.D,. 1964 Delhi and its neighborhood
11. Sen., S.P. Sources of History of India, Calcutta
12. Yadav, K.C.(ed) 1968, Haryana: Studies in History and Culture, kurukshetra University Kurukshetra.

MTTM-401

MAJOR DESTINATIONS OF WORLD

External Marks: 70
Internal Marks: 30
Duration: 3 Hours

OBJECTIVES:

Though there are so many tourist destinations in the world, there are few choicest among them. It is worthwhile to know the tourist products in the lights of their main attractions, existing infrastructure facilities, linkages etc. Now whole world is changing in to a global village and outbound tourism from India is growing at a vey fast pace. So the MTM students should know about them.

APPROACHES:

Lectures, Group Discussion, Presentations, Practical, Case studies, Business Games.

REQUIREMENTS:

Regular attendance and active participation during the course: of the semester: Book and literature Surveys, long essays and assignments: seminar presentations etc.

EVALUATION:

The performance of the students will be evaluated on the basis of class participation; house tests; regularity and assignments, carrying 30 percent of the credit and the rest though Terminal Examination (3 hours duration).

MODE OF PAPER SETTING:

There will be nine questions in all. The candidate has to attempt five questions. Question No. 1, of 14 marks (7 short-answer type questions of 2 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 14 marks. The question No. 1 shall be covering all the four Units of the syllabus.

These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions.

Unit-I

Main Destination of Asia and Pacific Region:- Tokyo, Shanghai, Singapore- Kuala Lumpur, Sydney. Dubai,

Unit-II

Main Destination of Europe: - London, Paris, Zurich , Madrid, Athens.

Unit-III

Main Destinations of Africa: - Cairo, Cape Town and Johannes berg, Mauritius, Seychelles, Nairobi

Unit –IV

Main Destinations of Americas:- New York, Los Angeles, Montreal, Rio de Janeiro, Havana.

References:

- Ahmad, Aizaz: General Geography of India, NCERT, New Delhi
- Goh Cheong Long: An Economics Atlas of India, Oxford University.
- World Atlas , Oxford press.
- Singh, R.L. (ed) India: A Regional Geography National Geographical Society of India, Varanasi, 1989.
- Manorama Year Book 2012
- Indian Year Book 2012, Publication Division, Govt. of India, New Delhi
- Tourism Planner.
- Tour Brochures of related places.
- Lonely Planet-India and related destinations.
- Kumar Ravi Bhushan: Coastal Tourism and Environment, AOH Publishing Corporation, New Delhi.
- Websites of related destinations.

MARKETING RESEARCH AND SALES MANAGEMENT

External Marks: 70
Internal Marks: 30
Duration: 3 Hours

OBJECTIVES:

The sources and types of marketing information relevant to marketing management are examined, with the aim of developing an informed analytical approach to the study function in a Personal, direct sales environment.

APPROACHES:

Lectures, Group Discussion, Presentations, Practical, Case studies

REQUIREMENTS:

Regular attendance and active participation during the course: Books and literature Surveys, long essays and assignments: seminar presentations etc.

EVALUATION:

The performance of the students will be evaluated on the basis of class participation; house tests; regularity and assignments, carrying 30 percent of the credit and the rest through terminal Examination (3 hours duration).

MODE OF PAPER SETTING:

There will be nine questions in all. The candidate has to attempt five questions. Question No. 1, of 14 marks (7 short-answer type questions of 2 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 14 marks. The question No. 1 shall be covering all the four Units of the syllabus.

These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions.

Unit-I Understanding Marketing Research

Concept and Process of marketing research, problem in conducting marketing research in developing countries, Ethical issues in marketing research. Status of Marketing Research in India.

Unit-II Application areas of Marketing Research

Sales analysis and Forecasting, Product Research, Attitude Research, advertising research, test marketing.

Unit-III Overview of Sales Management

Theories of selling-AIDS, Right set of circumstances, behavioral, equations and buying formula theories.

The Selling Process, Personal Selling Approaches, Characteristics of a good salesman

Sales Forecasting: Concepts and Methods

Sales Territories, Sales Quotas, Sales Meetings, Sales Concepts.

Unit-IV Implementation of the Sales Program

Sales Performance: Behavior, Role perceptions, and Satisfaction.

Motivating the Sales force, Sales Force Recruitment and Selection, Sales Training, Concepts, Methods and Execution in Organization, Sales force Composition and Incentive Programs, Evolution and Control of the Sales Program.

References:

Relationship or revenue: Potential management conflicts between customer relationship management and hotel revenue management; Xuan Lorna Wang; September 2012 in International Journal of Hospitality Management, Volume 31, Issue 3, Pages 864-874

A review of the literature on culture in hotel management research: What is the future? Rose X.Y. Chen, Catherine Cheung, Rob La, March 2012, International Journal of Hospitality Management, Volume 31, Issue 1, Pages 52-65

Total quality management, market orientation and hotel performance: The moderating effects of external environmental factors; Cheng-Hua Wang, Kuan-Yu Chen, Shiu-Chun Chen, March 2012 in International Journal of Hospitality Management, Volume 31, Issue 1, Pages 119-129

The impact of industry force factors on resource competitive strategies and hotel performance

Pimpong Tavitiyaman, Hailin Qu, Hanqin Qiu Zhang, September 2011, in International Journal of Hospitality Management, Volume 30, Issue 3, Pages 648-657

Hotel Sales in The 21ST Century; Victoria Dunn, Mar 12, 2011 Kindle editions

Influences of consumer characteristics on fairness perceptions of revenue management pricing in the hotel industry, Cindy Yoonjung Heo, Seoki Lee, June 2011 International Journal of Hospitality Management, Volume 30, Issue 2, Pages 243-251

High-performance work practices and hotel employee performance: The mediation of work engagement, Osman M. Karatepe, 28 May 2012 International Journal of Hospitality Management, In Press, Corrected Proof, Available online

Attitude towards EMSs in an international hotel: An exploratory case study, Eric S.W. Chan, Rebecca Hawkins, December 2010, in International Journal of Hospitality Management, Volume 29, Issue 4, Pages 641-651

A review of the literature on culture in hotel management research: What is the future? Rose X.Y. Chen, Catherine Cheung, Rob Law, March 2012, International Journal of Hospitality Management, Volume 31, Issue 1, Pages 52-65

Service guarantees in the hotel industry: Their effects on consumer risk and service quality perceptions, Cedric Hsi-Jui Wu, Hsiao-Chun Liao, Kuang-Peng Hung, Yi-Hsuan Ho, September 2012, International Journal of Hospitality Management, Volume 31, Issue 3, Pages 757-763

Blankenship, A.B. and J.B. Doyle, Marketing Research Management.

Green, Paul, E and Donald S. Tull, Research for Marketing Decisions, Englewood Cliffs, New Jersey, Prentice Hall, Inc., 1970.

Handbook of Marketing Research, New York, McGraw Hill Book Co., 1974

Lehmann, Donald, R: Market Research and Analysis, Homewood Illinois, Richard, D. Irwin, 1989.

Luck J. David, Wales G. High Taylor, A. Donald and Rubin S. Ronald: Marketing Research, Prentice Hall of India.

Richard R. Still, Edward W. Cundiff and Norman A.P. Gouant, Sales Management, Prentice Hall of India, 1985.

Das Gupta, Sales Management : In the Indian Prospective, Prentice Hall India.

Still, cundiff and Govini, Sales Management: Decisions, strategies and Cases 5th addition, Prentice Hall of India.

MTTM-403

ADVANCE TRAVEL AGENCY MANAGEMENT

External Marks: 70
Internal Marks: 30
Duration: 3 Hours

Course Objectives: This course is designed to provide the students with conceptual and theoretical framework of operations and management aspects that they will have to perform as chief executive, Tour Planner, Tour Manager and Strategic Manager. The theoretical knowledge will be complemented by practical exercise including case studies, simulation and role play. Special emphasis is given to enhance enterprise situation in the context of dynamic environment.

APPROACHES:

Lectures, Group Discussion, Presentations, Practical, Case studies, Business Games.

REQUIREMENTS:

Regular attendance and active participation during the course: of the semester: Book and literature Surveys, long essays and assignments: seminar presentations etc.

EVALUATION:

The performance of the students will be evaluated on the basis of class participation; house tests; regularity and assignments, carrying 30 percent of the credit and the rest through terminal Examination (3 hours duration).

MODE OF PAPER SETTING:

There will be nine questions in all. The candidate has to attempt five questions. Question No. 1, of 14 marks (7 short-answer type questions of 2 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 14 marks. The question No. 1 shall be covering all the four Units of the syllabus.

These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions

UNIT -I

Growing Dimension of Travel Agency and tour operation business at global. Growth and development of travel trade in India since 1950. Multination travel companies in India and their impact on India's tourism industry. Public sector in travel agency business, in India. Information technology and travel trade business Strategic Alliance in Travels agency Business.

UNIT-II

Travel agency as a handling agency-concepts need and functions; criteria for the selection of a handling agency in India.Characteristic of a successful handling agency. A review of tour packages offered by the destination companies-their components and procedures for negotiation. The social responsibility of destination companies. Future prospects of destination companies in India.

UNIT-III

Itinerary Planning- Concepts, Definition, types tools, techniques, procedures and constraints. Pre-tour management and processing considerations, pre-tour planning Developing the inbound, outbound and domestic multideestination tours. Post tour management.

UNIT-IV

Travel Agency Strategic Management – Meaning, Characteristics, Objectives and significance. The concept of strategy, formulation, functional strategies–marketing, HRD, operational product, services and finances (a comparative analysis of Indian and travel/ tour companies and multinational travel/tour companies.). Strategy implementation and evaluation in the context of Indian travel and tour companies.

References:

- Beaver, Allan, Retail Travel Practice, Beaver and Gordon Level Tour Ltd. London 1975.
- Chand Mohinder, Travel Agency Management – An Introductory Text, Anmol Publication, New Delhi, 2006
- Donnelly and Geoge (eds), Marketing of Services, American Marketing Association Chicago, 1989.
- Goodwin , N; A Completer Guide to Travel Agency , Albanj, Delmer.1987.
- Gee Chuck, and Y. Makens, Choy Professional travel Agency Management, New York , 2000.
- Kaiser, C. Jr. and He Helber,Tourism: Planning andDevelopment, Mass CBI Publication. Boston, 2001
- Poynter, M.D. Tour Design , Marketing and Management, The Prentice Hall, London.1993.
- Renshow M: Tour Operations’ in Travel and Tourism (ed) Challengnan P. Business Education Publication Durhan, 1989.
- William F. Glueck and Lawrance, R.J. Business Policy and Strategic Management McGraw Hill, 2000.
- Yale, P; The Business of Tour Operation, pitman, London, 2000.
- Adele Hodgon, Travel and Tourism industry: Strategic for the future, Pergamon Press, England, 1988.

MTTM-404

INTERACTIVE AND INTERPERSONAL SKILLS

Total Marks: 100
Internal Marks: 100
Duration: 3 Hours

Objectives

This course aims at imparting the focused and specific skills related to the Tourism Industry. It focuses on various aspects such as preparation of portfolio, preparing the files for Interview, focused presentation with PPT, Specific industry related Group Discussions and the challenges faced by a Manager while working in the industry,.

APPROACHES:

Lectures, Group Discussions, Presentations, and Mock demonstrations on Industry situations

REQUIREMENTS:

Regular attendance and active participation during the entire course: Assignments, Portfolio, Submission, Seminar presentations etc.

EVALUATION:

The performance of the students will be evaluated on the basis of the active class participation; regularity in the class individual assignments and presentations.

Unit –I

Professional Portfolio Development

Developing Interpersonal skills: the Micro-skill approach

Unit- II

Awareness of self and development of interpersonal competence

Interpersonal skills in organizations: Understanding yourself; Understanding others;
Understanding the team

Unit-III

Asserting and Influencing

Art of making effective presentation

Unit-IV

Interview Management: Preparing file for Interview and Do's and don't's of Interview.

REFERENCES

Open Source and Internet.

MTTM-406

STATISTICS & RESEARCH METHODOLOGY

External Marks-70
Internal Marks-30
Duration -3 Hours

OBJECTIVE

The general objective of this course is to introduce students to statistics and research methods. The specific objectives are: (i) to ensure that students acquire some basic research skills (ii) to help students understand the principles of research. The proposed research course has two separate but closely related components – statistics and research methodology components. The ideas and practices shall be discussed in specific relevance to tourism business.

APPROACHES

Lectures, Group discussion, Presentations, Practical case studies Business Games

REQUIREMENTS

Regular attendances, active participation, review of books and literature, long essays and assignments, seminar presentations, etc.

EVALUATION

The performance of the students will be evaluated on the basis of class participation; house tests; regularity and assignment carrying 30 percent of the credit and the rest of 70 percent through Terminal Examinations (3 hours duration).

MODE OF PAPER SETTING

There will be nine questions in all. The candidate has to attempt five questions. Question No. 1, of 14 marks (7 short-answer type questions of 2 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 14 marks. The question No. 1 shall be covering all the four Units of the syllabus.

These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions.

Unit-I

Business Statistics: Introduction, definition, statistical Data, methods function, scope, Limitations.

Collection of Data: universe survey population sampling and sampling designs, data, collection tools-schedule questionnaire, interviews and observation

Unit-II

Presentation of Data: Classification of Data, frequency Distribution, classification, tabulation, types of Diagrams, Graphs and Limitation.

Measures of Central Tendency, Measures of Variation, Skewness.

Unit-III

Introduction to Business Research, Formulation of the business research problem, and Development of the research hypotheses

Research Design: Exploratory and Descriptive, Experimental Research Design.

Unit-IV

Interpretation and report writing introduction meaning of interpretation, techniques and precaution in interpretation and report writing purpose, steps and research report and final presentation of the research reports.

REFERENCES:

1. Gupta, S. P & M. P. Gupta: Business Statistics, Sultan Chand and Sons, New Delhi.
2. Levin, R. I & David S. Rubin: Statistics for Management, Prentice –Hall of India Pvt. Ltd, New Delhi.
3. Chawla, Deepak & Neena Sondhi: Research Methodology: Concept & Cases, Vikas Publishing House Pvt. Ltd., Noida.
4. Bill Taylor, Gautam Sinha, Taposh Ghoshal: Research methodology: A Guide for Researchers in Management and Social Sciences.
5. Singh, Yogesh Kumar: Fundamental of Research Methodology and Statistics
6. Khanna, J.K. & S. Khurana: Hand Book of Research Methodology
7. Krishnaswamy, K.N., Sivakumar, AppaLyer, Mathirajan M: Management Research Methodology.
8. Verma S.P.: Practical Approach to Research Methodology
9. Khanzode, V.V: Research Methodology
10. Sharma Manoj : Research Methodology
11. Kumar Ranjit : Research Methodology
12. BILL TAYLOR, Gautam Sinha, Taposh Ghoshal: Research Methodology: A Guide for Researchers in Management and Social Sciences.

MTTM-407

CUSTOMER RELATIONSHIP MANAGEMENT

External Marks: 70
Internal Marks: 30
Duration: 3 Hours

Objectives

This course focuses on the broad spectrum of **Customer Relationship Management** and concentrates on practices related to building and maintaining customer loyalty and lost customers win-back. The ideas and practices shall be discussed in specific relevance to **Travel and Airline Industry**

APPROACHES:

Lectures, Group Discussion, Practical, Case studies, Business Games. & Presentations.

REQUIREMENTS:

Regular attendance and active participation during the entire course: of the semester: Book and Literature Surveys, long essays and assignments: seminar presentations etc.

EVALUATION:

The performance of the students will be evaluated on the basis of the active class participation; regularity in the class individual assignments & presentations carrying 30% of the credit and the rest through Terminal Examination.

MODE OF PAPER SETTING:

There will be nine questions in all. The candidate has to attempt five questions. Question No. 1, of 14 marks (7 short-answer type questions of 2 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 14 marks. The question No. 1 shall be covering all the four Units of the syllabus.

These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions.

Unit-I: Concept and Context of CRM

Concepts Nature, Importance of CRM in Tourism Industry, concepts of Customer Life Cycle. The Business Environment of CRM: Legal, Ethical, Economic, Competitive and Social, Customer Satisfaction, Loyalty, Customer, Defection, Word-of-Mouth; Closed Loop Marketing and Touch Point Analysis, Data Mining and Modeling, Customer Lifetime Value, Benefits and Difficulties in developing Implementing CRM.

Unit-II: Managing Customer Relationship

Building Customer Relationship Management: Customer Acquisition and Requisites for Effective Acquisition Customer Adoption and Customer Relation. Preventing and Dealing with Customer Inactivity and Customer Defection, Customer Win Back Strategies.

Unit-III: Developing CRM Strategy

Customer Interaction Management (CIM): Concept, Routes to Customer Interaction Management, Factors Influencing Customer Interaction Management, Electronic Data Interchange, Specific Skills for Customer Interaction Management. Customer Research for CRM.

Unit-IV: Customer Contacts Strategies

Face-To-Face, telephone, Post/Email, Internet, Call Centre: Objectives, Features and Functions of Call Center; Call Center Planning and Incoming Calls Management Institute key with Special reference to American Express, Kuoni Group of Companies and British Airways.

References:

1. Dyche, Jill, 2007, The CRM Handbook: A Business Guide To Customer Relationship Management. Delhi Pearson Education Inc. and Dorling Kindersly Publishing Inc.
2. Greenberg, Paul, 2008, CRM at the Speed of Light; Essential Customer Strategies for 21st Century. New Delhi, Tata McGraw-Hill Publishing Company Ltd.
3. Katz, Bernard, 2004, How to turn Customer Service into Customer Sales. Mumbai, Jaico Publishing House.
4. Mohamed, H Peeru and Sagadevan, A, 2003, Customer Relationship Management: A Step-by-Step Approach. New Delhi, Vikas Publishing House Pvt. Ltd.
5. Po-Chedley, David A, 2007, Client Relationship Management: How to Turn Client Relationships into a Compleitive advantage. Mumbai, Jaico Publishing House.
6. Timm, Paul R., 2008, Customer Service: career Success through Customer Loyalty. New Delhi, Pearson Education Inc. and Dorling Kindersley Publishing Inc

INFORMATION TECHNOLOGY AND ONLINE TRAVEL

External Marks: 70

Internal Marks: 30

Duration: 3 Hours

Objectives

Courses intends to introduce to the learner major Applications of Information Technology and-II the latest trends of the online travel in their selected profession.

APPROACHES:

Lectures, Group Discussion, Presentations, Practical and Case studies.

REQUIREMENTS:

Regular attendance and active participation during the entire course: of the semester: Books and literature Surveys, long essays and Assignments: Seminar Presentations etc.

EVALUATION:

The performance of the students will be evaluated on the basis of class participation house tests, regularity and assignments, and Carrying 30% of the credit and the test though Terminal Examination.(3 hours duration)

MODE OF PAPER SETTING:

There will be nine questions in all. The candidate has to attempt five questions. Question No. 1, of 14 marks (7 short-answer type questions of 2 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 14 marks. The question No. 1 shall be covering all the four Units of the syllabus.

These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions.

Unit-I:E-Commerce:

Meaning, Definition, Concept, Features, Functions, Limitations, and Types of E-Commerce: Meaning of Business to Business (B2B), Business to Customer (B2C) and Customer to Customer (C2C).

Unit-II :Fundamentals of MIS:

Introduction to Management Information System, Meaning, Need, Uses of Computer, Data Processing, Types and Limitations.

Unit-III: CRS:

Introduction to CRS, Meaning, Need, Importance, Advantages and Disadvantages of CRS, CRS packages: Introduction to Galileo and Amadeus Reservation packages.

Unit-IV- Emerging Technologies and Information Technology:

Definition, Meaning, Utilization of IT in Tourism Sector, Strategic and tactical role of IT in Tourism. Introduction to the new technologies and their advantages and disadvantages, Concepts of E-tourism, Importance, Functions, Need and Limitations of e-tourism.

Role and Impact of Social Media in Tourism Sector: Blogs, Photo and Video Sharing, Trip Planning and Sharing, Website Searching

References:

Leon Alexis and Mathews Leon: Fundamentals of Information Technology, Vikas Publishing House Pvt. Ltd. New Delhi.

Leon Alexis and Mathews Leon: Internet for Everyone, Vikas Publishing House Pvt. Ltd. New Delhi.

D. Buhalis: E tourism: Information Technology for Strategic Tourism Management, Pearson Education Ltd. Essex, United Kingdom

Kamblesh Bajaj and Debjani Nag: E-Commerce: The Cutting Edge of Business, Tata McGraw Hill.

C.S.V. Murthy: E-Commerce Concepts, Models and Strategies, Himalaya Publication

Mathew Rergonlds: E-Commerce, Wrox Publication

Shajahan S and Priyadharshini R: Management Information Systems, New Age International Publisher, New Delhi.

S.C. Bhatnagar and K.V. Ramani: Computers and Information Management: A primer for Practicing Managers, Prentice Hall of India, New Delhi.

FINANCIAL MANAGEMENT

External Marks: 70

Internal Marks: 30

Duration: 3 Hours

Course Objectives: The course on financial Management takes into account the method and techniques of financial management as well as sources and mechanism of generating and getting financial sources. It also focuses on the institutional framework in general and tourism and travel industry in particular. It critically examines the funding processes and procedures in India in Hotel and services sector and try to understand the need and nature of external funding through international institutions and foundations. Taking into account the definite shortage of funds available it will try to explain the mechanism of creating suitable climate so that funding could be enhanced through the various incentives in the tourism industry. Financial Management is of utmost importance when the industry is poised to take a leap forward and therefore, the course assumes greater significance for understanding the financial resources development, modernization syndrome in the field of tourism and travel industry.

APPROACHES:

Lectures, Group Discussion, Presentations, Practical, Case studies, Business Games.

REQUIREMENTS:

Regular attendance and active participation during the course: of the semester: Book and literature Surveys, long essays and assignments: seminar presentations etc.

EVALUATION:

The performance of the students will be evaluated on the basis of the class participation; house tests: regularity and assignments, 30 percent of the credit and the rest through Terminal Examination (3 hours duration).

MODE OF PAPER SETTING:

There will be nine questions in all. The candidate has to attempt five questions. Question No. 1, of 14 marks (7 short-answer type questions of 2 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 14 marks. The question No. 1 shall be covering all the four Units of the syllabus.

These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions.

UNIT - I Financial Management and Planning:

Financial: Meaning: Importance and Typologies of Financial; Financial Management-Meaning Scope and Importance, financial Planning- Meaning, Process and importance in tourism.

UNIT-II Management for Current Assets:

Working Capital Management: Meaning and Characteristics of working capital and factors affecting on working Capital, Case Management: Receivables management and inventory Management and meaning, methods and importance.

UNIT-III Management of Fixed Assets:

Capital Budgeting-Meaning, Importance Analytical Techniques for Investment Analysis: Non-discounted Procedures; Discount Cash Flow Procedures.

UNIT-IV Sources of funds and Dividend policy

Management of Earnings: Meaning, Method and importance. Sources of fund: Short term Financing, Trade Credit, and Unsecured Loans Secured Loans Commercial Paper. Long-term financing: Common Stock preferred Stock, Debentures and Retained Earning. Dividend Policy, Significance of Dividend Policy and different types of Divided policies.

References:

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- Blackwell, B: innovation, Technology and finance, London-1988.
- Carrington, J.C. and Edwards, G.T.: Financial Industrial Development Macmillan, London, 1979.
- Kamien, M; and Schwartz N.; Market Structure and Innovation Cambridge University Press Cambridge, 1982.
- Banerjee, P.: Fiscal Policy in India, Gyan publisher, Delhi, 1986.
- Sanford, C.; Economics of Public Finance, pergamon Press, New York, 1984.
- Holfert, A.; Techniques of Financial Analysis, Irwin Homewood, Illinois, 1987.
- Krippendorfs, Jost: The Holiday Makers, Heinemann Professional Publishers, London 1987.
- Horne, J.V.: Financial Management and Policy, prentice Hall, New York 2011.
- Vyuptakeshsharan, fundamental of financial management, Pearson , New Delhi, 2010.
- Prasanna Chandra, financial management, TATA, McGraw Hill, New Delhi, 2004
- Pnadey, I.M.: Financial Management, 2010.

MTTM-410

LEGAL AND ETHICAL ISSUES IN TOURISM

External Marks: 70

Internal Marks: 30

Duration: 3 Hours

Objectives:

The objective of the paper is to apprise the students about the ethical and legal dimensions of Tourism. It will include a greater understanding of the ethics, their utility for business and tourists. The legal dimension shall include the knowledge of the laws relevant for tourism. The focus of the paper is to make comprehensive view of the ethical and legal issue pertaining to tourism.

APPROACHES:

Lectures, Group Discussion, Presentations, Practical, Case studies, Business Games.

REQUIREMENTS:

Regular attendance and active participation during the course: of the semester: Book and literature Surveys, long essays and assignments: seminar presentations etc.

EVALUATION:

The performance of the students will be evaluated on the basis of the class participation; house tests: regularity and assignments, Carrying 30 percent of the credit and the rest through Terminal Examination (3 hours duration).

MODE OF PAPER SETTING:

There will be nine questions in all. The candidate has to attempt five questions. Question No. 1, of 14 marks (7 short-answer type questions of 2 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 14 marks. The question No. 1 shall be covering all the four Units of the syllabus.

These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions

Unit-I:

Importance of Ethics and Law in contemporary business environment

Ethics and Corporate Social Responsibility in Tourism industry

World Tourism Organization's (WTO) Global Code of Ethics

Unit –II:

The Companies Act, 1956- Definition and classification of companies; Promotion and incorporation of Company, Memorandum of Association; article of Association, Prospectus; Management of company

The Consumer (Protection) Act, 1986- Definition and concepts; Rights of consumers; nature and scope of remedies available to consumers; Powers, functions and composition of consumer courts/ commissions at district, state and national levels

Unit –III: Laws Related to Natural & Cultural Heritage Conservation

Environment (Protection) Act, 1986;

The Indian Wildlife (Protection) Act, 1972

The Ancient Monuments and Archaeological Sites and Remains (Amendment and Validation) Act 2010

Unit –IV Travel regulations in India

The Passport Act, 1967

The Baggage (Amendment) Rules, 2006- Definitions Provisions regarding unaccompanied baggage; rules for the members of the crew; Rules in Appendix A,B,C,D,E and F

VISA rules and procedures – Types of VISA and their duration; VISA application Form; Requirements of VISA; Procedure for obtaining VISA including NRIs and PLOs

Travel Agents duties and responsibilities; Rules and procedures for approval of travel agencies and tour operators

REFERENCES

Aswathappa, K. 2007, Business Environment for Strategic Management. New Delhi , Himalaya Publishing House

BediSuresh , 2004. Business Environment. New Delhi, Excel Books

Fritzsche, David J., 2005, Business Ethics: A Global and Managerial Perspective. Singapore, McGraw – Hill

Gulshan, S.S and Kapoor, G.K, Business Law. New Delhi, New Age international (P) Ltd. Publishers

Gupta, Dipankar, 2004, Ethics Incorporated. New Delhi, Harper – Collins

Kazmi ,Azhar, 2007, Business Policy and Strategic Management, New Delhi , Tata-McGraw-Hill.

Kuchhal, M.C.2005, Business Law . New Delhi, Vikas Publishing House.

Bare Acts of:

The Passport Act, 1967

The Baggage (Amendment) Rules, 2006

Environment (Protection) Act, 1986;

The Indian Wildlife (Protection) Act, 1972

The Ancient Monuments and Archaeological Sites and Remains (Amendment and Validation) Act 2010

The Companies Act, 1956

The Consumer (Protection) Act, 1986

MTTM-411

ENVIRONMENT, ECOLOGY AND ECOLOGY

External Marks: 70
Internal Marks: 30
Duration: 3 Hours

Objectives:

Objectives- A clean and hygienic environment is essential pre-requisite for tourist destination if it wants to promote and develop tourism. The MTM students should understand the intimate relation environment and tourism. This course explores the basic knowledge of environment and ecology, concept of carrying capacity, environmental problems such as changing climate, various types of pollution and global warming. The students should know about outcomes of several environmental conferences held in India and UNO. Now ecotourism is getting prime focus among all types of tourism.

APPROACHES:

Lectures, Group Discussion, Presentations, Practical, Case studies, Business Games.

REQUIREMENTS:

Regular attendance and active participation during the course: of the semester: Book and literature Surveys, long essays and assignments: seminar presentations etc.

EVALUATION:

The performance of the students will be evaluated on the basis of the class participation; house tests: regularity and assignments, Carrying 30 percent of the credit and the rest through Terminal Examination (3 hours duration).

MODE OF PAPER SETTING:

There will be nine questions in all. The candidate has to attempt five questions. Question No. 1, of 14 marks (7 short-answer type questions of 2 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 14 marks. The question No. 1 shall be covering all the four Units of the syllabus.

These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions.

Unit-I

Understanding various terms used in environment, e.g. environment, ecology, ecosystem, biodiversity hot spots, ecotourism. Man environment relationship in deference stages of development, Resources for ecotourism in India. Types of pollution such as air, water, land, noise, radio activity, visual etc, ozone depletion, green house effect, global warming. Impacts of these on tourism.

Unit-II

Concept of tourism carrying capacity: bio- physical, social, cultural. Infrastructural methods to measure carrying capacity, Environment impact assessment. Need for EIA measurement in tourism projects.

Unit-III

Major tourism impacts of tourism on environment; air, water, land, sound, river, visual, appearance, coral reefs and mangroves, nature vegetation and wildlife. Tourism impacts on cultural environment.

Unit-IV

Acts and Laws (of India) related with tourism and environment e.g. air, water, sound acts, wildlife, forest environment acts etc. Ecotourism policy of Govt. of India. World conference on environment e.g. Rio Summit, Kyoto Protocol, Bali Summit etc. outcome of these conferences.

References:

- Beeton, sue, Ecotourism: A Practical Guide for rural Communities ; Landlines Press, Landon, 1988
- Wearing, Stephen, Ecotourism: Impacts, Potentials, and Possibility; Published by Butterwort-Heinemann, London, 1999
- Luck, Michael and Tourist Kirstges , Global Ecotourism Polices and Case Studies: Perspectives and Constraints ‘, Channel View Publications , London.2003
- Honey, Martha, Ecotourism and Certification: Setting Standards in Practice ‘,Island Press, London. 2002
- Kreg Lindberg, Donald E. Hawkins , Megan Epler Wood,’ Ecotourism: A Guide for Planners and Managers’, Ecotourism Society, Western London.1993
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- Sahu, C.’ Aspects of Tribal Studies, Sarup and Sons, New Delhi.2006
- Sharma, B.D and TejKumari, Indian Wildlife: Threats and Preservation ‘, Anmol Publications, New Delhi,2002
- Boniface, Brian G,and Chris Cooper, Worldwide Destinations: The Geography of Travel and Tourism Butterworth- Heinemann, London.2000
- Mishra, Archana. ‘Environmental Studies, Systems and Solutions,’ Selective and Scientific Books, New Delhi .2005
- Sharma, B.K., An Introduction to Environmental Laws’, Goel Publishing House, Meerut, 2001
- U.N Reports on Environmental Conferences
- Report of Government of India on Eco Tourism Policy 2002

MTTM-412

RURAL TOURISM

Max. Marks-100
External Marks: 70
Internal Marks: 30
Duration: 3 Hours

Objectives:

Objectives- Though rural to urban migration rate is very high in India, still more than two third population lives in villages. The share of primary sector to GDP is very meager. The limited scope of livelihood and urban centric plans have created several demographic, social and economic problems. Rural India is very rich in Nature and Cultural tourist resources. The welfare government of democratic can not ignore rural oriented tourism which can provide better opportunities to share the benefits of tourism at their door steps. The MTM students should know about tourist resource and problems to tap the potential of tourism in rural areas.

APPROACHES:

Lectures, Group Discussion, Presentations, Practical, Case studies, Business Games.

REQUIREMENTS:

Regular attendance and active participation during the course: of the semester: Book and literature Surveys, long essays and assignments: seminar presentations etc.

EVALUATION:

The performance of the students will be evaluated on the basis class participation; house tests: regularity and assignments, 30 percent of the credit and the rest though Terminal Examination (3 hours duration).

MODE OF PAPER SETTING:

There will be nine questions in all. The candidate has to attempt five questions. Question No. 1, of 14 marks (7 short-answer type questions of 2 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 14 marks. The question No. 1 shall be covering all the four Units of the syllabus.

These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions.

Unit-I

Understanding the concept of Urban and Rural areas. Characteristics of Urban and Rural areas demographic, social, economic etc. Role of Tourism in holistic development of rural areas; Infrastructure, communication, education, income, prospects,

entrepreneurship. Government policies to develop rural tourism, examples from India e.g. SurajKund Craft Mela, Agra's TajUtsav, Desert festival etc.

Unit-II

Natural Resources for rural tourism: Mountains, hills, Forests, wildlife, water bodies, coastal areas, desert etc.

Unit-III

Cultural tourist resources in rural areas; historical mountain e.g. forts palaces, temples, performing arts e.g. dance, music, handicrafts etc. religion, costumes, cuisines etc.

Unit-IV

Main stake holder of Rural Tourism; state organizations, N.G.O., local entrepreneur etc. positive and negative impacts of tourism in rural areas with case studies of Jyotisar in Kurukshetra, Naggur in Kullu, Raghurajpur in Puri, Sa mode in Jaipur.

Reference:

1. Singh, Mohanjit. 'Investment Opportunities for Eco and Rural Tourism in India,' YES Bank Delhi Regional office-2004.
2. Enhancing the Economic Benefits of **Tourism** for Local Communities and Poverty by **World** Tourism Organization, World Tourism **Organization-Travel-2002**.
3. Hartley, H, 'Balancing Traditional Culture and the Development of Rural Tourism: A Critical Analysis of the Role of Tourists and NGO's in Ladakah, India' University of Leeds, 2005.
4. Jreat, Manoj, 'Tourism in Himachal Pradesh,' Indus Publishing, New Delhi, 2004.
5. Hall, Derek R. Lesley Roberts, Morag Mitchall, 'New Directions in Rural Tourism; local impacts, global trends, published by Ashgate Publishing, Ltd. London. 2003
6. Richards G., 'Cultural Tourism: Global and Local Perspectives,' Haworth Press, London, 2007.
7. Boniface, P., Heritage and Tourism in "the Global Village" Rutledge, London, 1993.
8. Singh, R.L., Kashi N. Singh, etc 'Man, Culture, and Settlement: Transformation of Rural Habitat in Developing Countries,' Kalyani Publishers, New Delhi. 1977.
9. Singh, Shalini, Tejvir Singh, 'Profiles in Indian Tourism,' APH Publishing, New Delhi, 1996.
10. Sharma, K.K. 'Tourism * Regional Development,' Sarup and Sons, New Delhi. 2004
11. Beeton, sue, 'Ecotourism: A Practical Guide for Rural Communities,' Landlines Press, London 1988.]

MTTM-413

SUSTAINABLE TOURISM

External Marks: 70

Internal Marks: 30

Duration: 3 Hours

OBJECTIVES

Objectives- of this course are to make students aware of changing concepts in tourism such as sustainable tourism and its role and importance to the society, nation and the world. This course broadly covers tourism, sustainable tourism and development, responsible tourism, conventions and ethics relating to sustainable tourism, etc.

APPROACHES

Lectures, Group discussion, Presentations, Practical case studies Business Games

REQUIREMENTS

Regular attendances, active participation, review of books and literature, long essays and assignments, seminar presentations, etc.

EVALUATION

The performance of the students will be evaluated on the basis of class participation; house tests; regularity and assignment carrying 30 percent of the credit and the rest of 70 percent through Terminal Examinations (3 hours duration).

MODE OF PAPER SETTING

In all there will be FIVE questions. Candidates are required to attempt all the five questions. First question will be of 14 marks, containing 7 short answer questions of 2 marks each, covering entire syllabus. Rest of the FOUR questions will be set out of four units, picking up 2 questions from each unit, having internal choice. Candidates are required to attempt one question from each unit of 14 marks each. Such questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as question.

Unit-I :Sustainable Tourism & its Dimensions

Historical Background, the Nature and Scope of Sustainable Tourism, Critiques of Current Thinking in Sustainable Management, Towards a New Approach to Sustainable Tourism Management, Environmental Dimension, Economic Dimension, Social Dimension

Unit-II :Role of different agencies in Sustainable Tourism

Public Sector, Tourism Industry, Voluntary Sector, Host Community, Media, Tourist In Coastal Areas and Sea, Rural Area, Urban Areas, Mountainous Regions, Islands, Developing Countries.

Unit-III: Sustainable Tourism & Responsible Tourism

Sustainable Tourism Development-Guiding Principles for Planning and Management, Sep to sustainable tourism.

Responsible Tourism, Key Characteristics of Responsible Tourism, Empowering Community through tourism, Community based tourism development, Poverty elimination and other major issues of National importance

Unit-IV: Sustainable Tourism in Future

Tourist Destinations, Visitor Attractions, Tour Operations, Transport, Hospitality, Cultural Tourism Ecotourism, Business Tourism, Future of Sustainable Tourism

REFERENCES

1. Sustainable Tourism: A Global perspective by Rob Harris, Tony Griffin, Peter Williams , Butterworth –Heinemann.
2. Sustainable Tourism Management , by John Swarbrooke
3. Sustainable Development of Tourism: An Annotated Bibliography by World Tourism Organization World Tourism Organization.
4. Cases in Sustainable Tourism; an Experiential Approach to Making Decisions by IreneHerremans
5. Sustainable Tourism; Theory and Practice by David Weaver Powell ‘s City of Books
6. Sustainable Tourism by S.P. Sing , <http://www.bagchee.com/>
7. Tourism, Biodiversity and Sustainable Development (in 6 Volumes) By Ashish Chandra O.P. Kandari<http://www.bagchee.com/>
8. Environmental signals <http://reports.eea.eu.int/>
9. Human resource development, employment and globalization in the hotel, catering and tourism sector <http://ilo.org/public/englis/dialogue/sector/techmeet/>
10. Tourism and development in the least developed countries <http://www.unctad.org/tad-dics>
11. Tourism and the Environment in the Caribbean: <http://wbln0018.worldbank.org/ezternal/lac>
12. Pro- poor tourism strategies: making tourism work for the poor <http://www.odi.org.uk/pptourism/>
13. Tourism facing the challenge of climate change <http://www.wwf.org.uk/researcher/issues/Tourism/>
14. Recent development in trade and competition issues in the service sector: <http://www.unctad.org/en/docs/>
15. Tourism putting ethics into practice <http://www.tearfund.org/acting/tourim>
Sustainable tourism and Culture heritage <http://wbln0018.worldbank.org/>
16. Pro-poor: harnessing the world’s largest industry for the world’s poor <http://www.iied.org/>
17. Transportation Tourism and Sustainable Development <http://www.ecuncil.ac.cr/>
18. Win Win Approaches to Development and the Environment Ecotourism and Biodiversity Conservation USAID, Center for Development Information and Evaluation <http://www.usaid.gov/pubs/>

MTTM – 414

HEALTH AND MEDICAL TOURISM

External Marks-70
Internal Marks-30
Duration -3 Hours

OBJECTIVE:

The course intent to upgrade the knowledge of the latest trends in tourism particularly the health tourism in the country. Since health tourism constitute a niche market for the industry and the government as well, it becomes desirable for the students to get in touch with this new segment of tourism industry. After studying this course , the student shall be able to define the trends, issues and challenges in the field of health tourism in India.

APPROACHES:

Lectures, Group Discussions, Presentations, Practical, Case studies,

REQUIREMENTS:

Regular attendance and active participation during the course; Books and literature Surveys, Long essay and assignment; seminar presentations etc.

EVALUATION:

The performance of the students will be evaluated on the basic of class participation; house tests; regularity and assignment carrying 30 per cent of the credit and the rest though Terminal Examination (3 hours duration)

MODE OF PAPER SETTING:

There will be nine questions in all. The candidate has to attempt five questions. Question No. 1, of 14 marks (7 short-answer type questions of 2 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 14 marks. The question No. 1 shall be covering all the four Units of the syllabus.

These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions.

UNIT – I

Health and Medical Tourism: Meaning, nature and scope

Factors responsible for growth of health and medical tourism

UNIT – II

Health and Medical tourism Product

Health and Medical Tourism markets at global level

Advantages and disadvantages for India in Global Medical Tourism Market

UNIT – III

Health and Medical Tourism in India

Role of Private sector in health and medical tourism

Traditional Health Care system in India

Government incentives for health and medical tourism in India

UNIT – IV

Certification and Accreditation in health and medical tourism

Ethical, legal, economic and environmental issues in health and medical tourism

REFERENCES

Reisman, David, **Health Tourism: Social Welfare Through International Trade**

Smith, Melanie; &Puczko, Laszlo, **Health and Wellness Tourism**

Conell, John, **Medical Tourism**

Todd, Maria, **Handbook of Medical Tourism Programe Development**

ASSOCHM, **Health Tourism : The Great Indian Advantage**

Sarngadharan, M. &Sunanda, V.S., **Health Tourism In India**

Gupta, Ambuj& Sharma, Vinay, **Medical Tourism: On the Growth Track in India**

Kumar, **Medical Tourism in India (Management and Promotion)**

Todd, Maria, **Medical Tourism Facilitator's Handbook**

Watson, Stephanie &Stolley, Kathy S., **Medical Tourism : A Reference Handbook**

Edlin, Gordon &Golanty, Eric, **Health and Wellness**

UysalMuzaffer, Perdue, Richard, M. &Sirgy, Joseph, **Handbook of Tourism and Quality-Of-Life Research**

Connell, John, **Migration and the Globalisation of Health Care: The Health Worker Exodus?**

Chen, Joseph S., **Advances in Hospitality and Leisure**

Chillibreeze, **Medical Tourism: A Bangalore Perspective**