**DEPARTMENT OF TOURISM AND HOTEL MANAGEMENT**

**KURUKSHETRA UNIVERSITY, KURUKSHETRA**

(Established by the State Legislature Act-XII of 1956)

(A + Grade, NAAC Accredited)

# Master of Tourism AND TRAVEL Management (MTTM) -2 Years

# SCHEME OF examination, PROGRAMME Structure

# w.e.f. Session: 2012

**1. Scheme of Examination and Programme Structure**

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| **SEMESTER-I** |
| **Course Code** | **Course Title** | **T** | **P** | **C** | **Max Marks** | **Total Marks** |
| **Internal** | **External**  |
| **Core courses** |  |  |  |  |  |  |  |
| CC-MTTM -101 | Tourism Business | T |  | 4 | 50 | 50 | 100 |
| CC-MTTM-102 | Travel Agency Management  | T |  | 4 | 50 | 50 | 100 |
| CC-MTTM-103 | Tourism Geography | T |  | 4 | 50 | 50 | 100 |
| **Discipline Specific Elective ( any two)** |  |  |  |  |  |  |  |
| DSE-MTTM-101 | Tourism Economics | T |  | 4 | 50 | 50 | 100 |
| DSE-MTTM-102 | Information and Communication Technologies in Tourism | T |  | 4 | 50 | 50 | 100 |
| DSE-MTTM-103 | Current Trends in Tourism | T |  | 4 | 50 | 50 | 100 |
| **General Elective(any one)**  |  |  |  |  |  |  |  |
| GE-MTTM-101 | Principles of Management | T |  | 4 | 50 | 50 | 100 |
| GE-MTTM-102 | Organizational Behaviour and Development | T |  | 4 | 50 | 50 | 100 |
| **Skill Enhancement Courses (any Two)** |  |  |  |  |  |  |  |
| SEC-MTTM-101 | Essential Computer Skills for Tourism Professionals | T | P | 4 (1 T+3P) | 100 | ---- | 100 |
| SEC-MTTM-102 | Soft Skills for Tourism Professionals | T |  | 4 | 100 | --- | 100 |
| SEC-MTTM-103 | Business Policy and Corporate Governance  | T |  | 4 | 50 | 50 | 100 |
| **Ability Enhancement Compulsory Courses** |  |  |  |  |  |  |  |
| AECC -MTTM -101 | Communication Techniques | T |  | 4 | 50 | 50 | 100 |
| AECC -MTTM -102 | Major Individual Assignment and Presentation (Guided Learning) |  | P | 4 | 100 | ---- | 100 |
| **Field Project**  |  |  |  |  |  |  |  |
| FP-MTTM-101 | Field/Destination Survey and Report (GL) |  |  | 4 | --- | 100 | 100 |
|  **Total Credits**  |  |  | **44** |  |  |  |
| Theory (T), Practical (P), Credits (C), Core courses (CC); Discipline Specific Elective Courses (DSE); General ElectiveCourses (GE); Skill Enhancement Courses (SEC), Ability Enhancement Compulsory Courses (AECC). |
| **Note:**1. The pass percent will be 40 % marks in each course (Theory and Practical separately), field survey, training and project report (s). The aggregate of Internal and External examinations will be used to compute per cent.
2. The total credits for the field survey will be 04.
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| **SEMESTER-II** |
| **Course Code** | **Course Title** | **T** | **P**  | **C** | **Max Marks** | **Total Marks** |
| **Internal** | **External**  |
| **Core courses** |  |  |  |  |  |  |  |
| CC-MTTM -201 | International Tourism  | T |  | 4 | 50 | 50 | 100 |
| CC-MTTM-202 | Tour Packaging Management  | T |  | 4 | 50 | 50 | 100 |
| CC-MTTM-203 | Tourism Marketing  | T |  | 4 | 50 | 50 | 100 |
|  **Discipline specific elective ( any two)** |  |  |  |  |  |  |  |
| DSE-MTTM-201 | Event Planning and Management  | T |  | 4 | 50 | 50 | 100 |
| DSE-MTTM-202 | Transport Management  | T |  | 4 | 50 | 50 | 100 |
| DSE-MTTM-203 |  Sports Tourism  | T |  | 4 | 50 | 50 | 100 |
| **General elective(any One)**  |  |  |  |  |  |  |  |
| GE-MTTM-201 |  Tourism Accounting  | T |  | 4 | 50 | 50 | 100 |
| GE-MTTM-202 | Cross Cultural Management  | T |  | 4 | 50 | 50 | 100 |
| **Skill Enhancement courses (any Two)** |  |  |  |  |  |  |  |
| SEC-MTTM-201 | Tour Guiding and Interpretation  | T |  | 4 | 50 | 50 | 100 |
| SEC-MTTM-202 |  Travel Writing  | T |  | 4 | 50 | 50 | 100 |
| SEC-MTTM-203 | Cultural Heritage Management  | T |  | 4 | 50 | 50 | 100 |
| **Ability Enhancement compulsory courses** |  |  |  |  |  |  |  |
| AECC -MTTM -201 | AirlinesManagement and Ticketing  | T |  | 4 | 50 | 50 | 100 |
| AECC -MTTM -202 |  Cargo Management  | T |  | 4 | 50 | 50 | 100 |
| **Field Project**  |  |  |  |  |  |  |  |
| FP-MTTM-201 |  Internship and Report (GL) |  | P | 8 |  | 200 | 200 |
| Total Credits |  |  |  | 48 |  |  |  |
| Theory (T), Practical (P), Credits (C), Guided Learning (GL), Core courses (CC); Discipline Specific Elective Courses (DSE); General ElectiveCourses (GE); Skill Enhancement Courses (SEC), Ability Enhancement Compulsory Courses (AECC). |
| **Note:**1. The pass percent will be 40 % marks in each course (Theory and Practical separately), field survey, training and project report (s). The aggregate of Internal and External examinations will be used to compute per cent.
2. The total credits for the Internship will be 08.
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| **SEMESTER-III** |
| **Course Code** | **Course Title** | **T** | **P** | **C** | **Max Marks** | **Total Marks** |
| **Internal** | **External**  |
| **Core courses** |  |  |  |  |  |  |  |
| CC-MTTM -301 |  Tourism Planning  | T |  | 4 | 50 | 50 | 100 |
| CC-MTTM-302 | Tourist Behaviour  | T |  | 4 | 50 | 50 | 100 |
| CC-MTTM-303 | Customer Relationship Management  | T |  | 4 | 50 | 50 | 100 |
| **Discipline Specific Elective (any two)** |  |  |  |  |  |  |  |
| DSE-MTTM-301 | Hotel Management  | T |  | 4 | 50 | 50 | 100 |
| DSE-MTTM-302 | Transport Management  | T |  | 4 | 50 | 50 | 100 |
| DSE-MTTM-303 | Financial Management  | T |  | 4 | 50 | 50 | 100 |
| **General Elective-(any one)**  |  |  |  |  |  |  |  |
| GE-MTTM-301 | Entrepreneurship and Innovation in Tourism | T |  | 4 | 50 | 50 | 100 |
| GE-MTTM-302 | Haryana Tourism  | T |  | 4 | 50 | 50 | 100 |
| GE-MTTM-303 | Human Resource Management in Tourism  | T |  | 4 | 50 | 50 | 100 |
| **Skill Enhancement Courses (any Two)** |  |  |  |  |  |  |  |
| SEC-MTTM-301 | Project Management  | T |  | 4 | 50 | 50 | 100 |
| SEC-MTTM-302 |  Revenue Management  | T |  | 4 | 50 | 50 | 100 |
| SEC-MTTM-303 | Case Studies in Tourism  | T |  | 4 | 50 | 50 | 100 |
| **Ability Enhancement Compulsory Courses** |  |  |  |  |  |  |  |
| AECC -MTTM -301 | Major Destinations of India  | T |  | 4 | 50 | 50 | 100 |
| AECC -MTTM -302 |  Adventure Tourism | T |  | 4 | 50 | 50 | 100 |
| **Project (Guided Leaning)**  |  Major small group assignment and presentation (GL) |  | P | 4 |  |  | 100 |
|  **Total Credit**  |  |  | **44** |  |  |  |
| 1. T-Theory, P- Practical, C-Credits, 2. Core courses (CC); Discipline Specific Elective (DSE); General Elective(GE); Skill Enhancement Course (SEC), Ability Enhancement Compulsory Courses (AECC). |
| **Note:**1. The pass percent will be 40 % marks in each course (Theory and Practical separately), field survey, training and project report (s). The aggregate of Internal and External examinations will be used to compute per cent.
2. The total credits for the group assignment will be 04.
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| **SEMESTER-IV** |
| **Course Code** | **Course Title** | **T** | **P**  | **C** | **Max Marks** | **Total Marks** |
| Internal | External |
| **Core courses** |  |  |  |  |  |  |  |
| CC-MTTM -401 |  Major Tourism Destinations of World  | T |  | 4 | 50 | 50 | 100 |
| CC-MTTM-402 | Advance Travel Agency Management  | T |  | 4 | 50 | 50 | 100 |
| CC-MTTM-403 | Research Methods for Tourism and Hospitality  | T |  | 4 | 50 | 50 | 100 |
|  **Discipline Specific Elective ( any two)** |  |  |  |  |  |  |  |
| DSE-MTTM-401 |  Marketing Research and Sales  | T |  | 4 | 50 | 50 | 100 |
| DSE-MTTM-402 |  Environment, Ecology and Tourism  | T |  | 4 | 50 | 50 | 100 |
| DSE-MTTM-403 |  Crisis and Disaster Management  | T |  | 4 | 50 | 50 | 100 |
|  | **OR** |  |  |  |  |  |  |
| **DSE-MTTM-4** | Dissertation (in lieu of two DSE)  |  | P | 8 |  | 200 | 200 |
| **General Elective-(any one )**  |  |  |  |  |  |  |  |
| GE-MTTM-401 |  Legal and Ethical Issues in Tourism  | T |  | 4 | 50 | 50 | 100 |
| GE-MTTM-402 |  Health and Medical Tourism  | T |  | 4 | 50 | 50 | 100 |
| GE-MTTM-403 |  Forex Management  | T |  | 4 | 50 | 50 | 100 |
| **Skill Enhancement Courses (any Two)** |  |  |  |  |  |  |  |
| SEC-MTTM-401 | Business Analytics  | T |  | 4 | 50 | 50 | 100 |
| SEC-MTTM-402 | Tourism Product Development | T |  | 4 | 50 | 50 | 100 |
| SEC-MTTM-403 | Sustainable Tourism Practices | T |  | 4 | 50 | 50 | 100 |
| **Ability Enhancement Compulsory Courses** |  |  |  |  |  |  |  |
| AECC -MTTM -401 |  Online Travel Business  | T |  | 4 | 50 | 50 | 100 |
| AECC -MTTM -402 |  Rural, Agro and Farm Tourism  | T |  | 4 | 50 | 50 | 100 |
|  **Total Credit**  |  |  | **40** |  |  |  |
| 1. T-Theory, P- Practical, C-Credits, 2. Core courses (CC); Discipline Specific Elective (DSE); General Elective(GE); Skill Enhancement Course (SEC), Ability Enhancement Compulsory Courses (AECC). |

**Details of the Course/Syllabus**

**Details of the Course/Syllabus**

**2.1 Teaching and Evaluation Guidelines**

**Approaches to teaching**

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

**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 through a Continuous and comprehensive assessment (CCA) against course objectives on the basis of class participation(10%), mid-term exam (2 hour duration)-25 % and assignments-presentations (15 %) carrying 50 percent of the credit and the rest (50 %) through End term Examination (3 hours duration).

The distribution of marks will be 50 % for internal evaluation and 50 % for end term examination.

Class participation, mid-term exam, assignments and end term exam will have a mix of theory and practical as per the course requirements as specified in the scheme of the examination.

**Guidelines for examination/paper setting**

**Mid-Term Examination**

Mid-term examination shall be conducted by the department after the completion of minimum 75 percent syllabus using a mix of short and long questions or case studies.

**End term Examination**

There will be **nine** questions in all. The candidate has to attempt five questions. Question No. 1 of 10 marks (4 short-answer type questions of 2.5 marks each) shall be compulsory. The question No. 1 shall cover all the units of the syllabus. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 10 marks. Case study may also be given in lieu of questions and a comprehensive case study may cover more than one units.

**Practicals, Reports, Dissertation, Seminar and Viva-voce**

These will be conducted internally and externally as specified in the syllabus and ordinance.

**2. Details of the Course/Syllabus**

**2.1 Teaching and Evaluation Guidelines**

**Approaches to teaching**

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

**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 through a Continuous and comprehensive assessment (CCA) against course objectives on the basis of class participation(10%), mid-term exam (2 hour duration)-25 % and assignments-presentations (15 %) carrying 50 percent of the credit and the rest (50 %) through End term Examination (3 hours duration).

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Class participation, mid-term exam, assignments and end term exam will have a mix of theory and practical as per the course requirements as specified in the scheme of the examination.

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**Practicals, Reports, Dissertation, Seminar and Viva-voce**

These will be conducted internally and externally as specified in the syllabus and ordinance.

**Evaluation Rubrics for CCA**

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| **Learning level Evaluation scale (1-4)**(1; <30%, 2; 30-59%, 3;60-70 %, 4; > 70 %)[% denotes marks on absolute scale] | **Beginner****(1)** | **Progressing****(2)** | **Proficient****(3)** | **Excellent****(4)** |
| **Class participation**(discussions, raising relevant issues, analysis, synthesis, updated readings) | Never | Rarely | Sometimes | Always |
| **Assignment and presentation** (Introduction, Research, Conclusions, Writing, speaking/body language, use of power point) | Vague/irrelevant | Somewhat clear and relevant | Clear and relevant | very Clear and relevant |
| **Practicals**(Set up experiment, demonstrate, explain, write journal) | Not able to complete tasks | Good ability to perform tasks | High ability to perform tasks | Very high ability to perform tasks |
| **Mid term Exam** (Completeness, Understanding, Argument, Structure and writing) | Poor | Average | Good | Very good |
| **End term Exam** (Completeness, Understanding, Argument, Structure and writing) | Poor | Average | Good | Very good |
| **Training/ Internship report**(Content, organization, writing, visual appeal) | Very little understanding and application  | Somewhat understanding and application | Good understanding and application | Excellent understanding and application |
| **Dissertation**(Format, content, Methodology, analysis, Visuals, Citation) | Very little understanding and application of research  | Somewhat understanding and applicationof research | Good understanding and application of research | Excellent understanding and application of research |

**CCA- Learning Outcome based evaluation (Template for 2 Credit Course\*)- [Name of the Course]**

**Number of Credits**

[1 Credit will carry 25 marks]

|  |  |
| --- | --- |
| **Students** | **Students’ scores and learning levels against CO’s** **(Evaluation scale 1-4 (1; <30%, 2; 30-59%, 3; 60-70 %, 4; > 70 %)** **[% denotes marks on absolute scale]** |
| **Aggregated** **(Marks between 0- 100)** | **Class Participation (Marks between 0-10)** | **Assignments and presentations (Marks between 0-15)** | **Mid-term Exam****(Marks between 0-25)** | **End term exam****(Marks between 0-50)** |
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\*Template can be amended by concerned department/institute as per credits of the course(s)

**Course Objectives**

CO 1- To be specified

CO 2- To be specified

CO 3- To be specified

CO 4 and more- To be specified and to more

**3.0 Programme Outcomes, Programme Specific Outcomes and Course Outcomes**

**3.1 Program Outcomes (PO) for the Faculty of Commerce and Management**

On successful completion of a program under Faculty of Commerce and Management, students will be able to develop:

PO1: Soft skills and Working Skills: To comprehend, communicate, and execute effectively and efficiently in all of their dealings.

PO2: Leadership: To develop abilities to both lead and respect the views, positions, and beliefs of others and to plan and manage effectively.

PO3: Innovativeness and Entrepreneurship: To explore issues and problems that need solutions and entrepreneurial orientation.

PO4: Ethics and values: To recognize, appreciate and follow ethical standards in all walks of life

PO5: Adaptability and Sociability: Ready to understand and adapt to the changing environment

PO6: Research and Analytical Abilities: To explore, analysis and provide solutions on emerging issues concerning various fields including public policy

PO7: Practical Exposure and Employability: Exposure to the actual working environment leading to employability

PO8: Environmental Consciousness: In every action, dealing, service and manifestation

**3.2 Program Specific Objectives (PSO) of MTTM Program:**

PSO 1: To develop analytical and critical thinking skills among students

PSO 2: To develop students with knowledge of the core functions of a manager

PSO 3: To develop entrepreneurship & innovative aptitude and skills

PSO 4: To prepare students for the changing environment of balancing sustainability and technology

PSO 5: Students shall be able to apply knowledge creatively to work in cross-cultural teams and to evolve innovative solutions

**3.3 Detailed Syllabus of the Course**

**SEMESTER-I**

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| **TOURISM BUSINESS****CC-MTTM- 101**Max. Marks-100 External marks: 50 Internal Marks: 50 Time Duration of External Exam: 3Hours |
| **Course Objectives:**-CO 1: To learn the concepts of tourist and tourism.-CO 2:To appreciate and know the impacts of tourism and different factors affecting tourism-CO 3: To identify and differentiate push and pull factors behind tourist motivation-CO 4: To analyse different tourism systems |
| UNIT-I | **Basics of Tourism**Understanding Tourism: Tourism: Meaning, nature and Characteristics; Tourist/ visitor/ traveller/ excursionist – Definitions and Differences, Early and Medieval Period of Travel, Renaissance and its Effects on Tourism, Birth of Mass Tourism, Old and New Age Tourism, Forms of Tourism – Inbound, Outbound, National, International, Nature, Scope and Characteristics of Tourism. Need for Measurement of Tourism | CO 1 |
| UNIT-II | **Tourism Impacts, Trends and Patterns**Tourism impacts- Economic Social, Cultural, and Environmental; Positive & Negative Impacts of Tourism, Factors affecting the future of tourism business; Seasonality & tourism, Sociology of tourism, Growth of Tourism Factors contributing for growth of tourism, Tourism Trends and patterns at global level Tourism trends and patterns in India | CO 2 |
| UNIT-III | **Tourism Motivation**Motivations for tourism – meaning, concept, Needs and Expectations, Push and Pull factors in Motivation. Motivation Theories- Types and significance in Tourism  | CO 3 |
| UNIT-IV | **Tourism Systems**Interdisciplinary Approaches, Different Tourism Systems- Leiper’s Geo-spatial Model, Mill-Morrison, Mathieson & Wall, Butler’s Tourism Area Life Cycle (TALC) – Doxey’s Irridex Index – Demonstration Effect – Crompton’s Push and Pull Theory, Stanley Plog’s Model, Gunn’s Model | CO 4 |

**Suggested Readings:**

**Text Books:**

# Swain Sampad Kumar and Mishra Jitender Mohan (2011) Tourism: Principles and Practices Oxford University Press, New Delhi.

1. Kamra Krishan K. and Mohinder Chand  (2004) Basics of Tourism: Theory, Operation and Practice , Kanishka Publishers, Distributors , New Delhi.

**REFERENCES:**

#### Leonard J. Lickorish and Carson L. Jenkins (1997) Introduction to Tourism, Routledge. United Kingdom/

#### Stephen J. Page (2019) Tourism Management, Routledge United Kingdom/

1. Suresh Kumar, Mohinder Chand Dhiman and Ashish Dahiya (2015) International Tourism and Hospitality in the Digital Age, IGI, Global, USA.
2. Mclntosh, Robert, W. Goldner, Charles,(1990) Tourism principles , practices and Philosophies, John Wiley and sons Inc. New York,
3. Mill, Robert Christie and Alastair M. Morrison,(1985) The Tourism System, Englewood Cliffs, N.J.,Prentice Hall,
4. Robinson, H.A.,(1976 ) Geography of Tourism, Mc Donald and Evans, London,

**MAPPING OF COURSE OBJECTIVES, PROGRAM OBJECTIVES, AND PROGRAM SPECIFIC OBJECTIVES**

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| --- | --- |
|  | **Mapping: CO-PO-PSO** |
|  | PO 1 | PO 2 | PO 3 | PO 4  | PO 5 | PO 6 | PO 7 | PSO 1  | PO 2 | PSO 3 | PSO 4 | PSO 5 | PSO 6 |  |
| CO 1 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 1 | 2 | 2 | 2 |
| CO 2 | 2 | 2 | 3 | 3 | 1 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 2 |
| CO 3 | 1 | 2 | 2 | 2 | 1 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 2 |
| CO 4 | 2 | 2 | 2 | 2 | 1 | 1 | 2 | 2 | 2 | 2 | 3 | 2 | 2 |
| Average | 1.50 | 2 | 2 | 2 | 1 | 2 | 1.75 | 2.50 | 2.25 | 2.25 | 2.75 | 2.25 | 2 |

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| **TRAVEL AGENCY MANAGEMENT****CC-MTTM- 102**Max. Marks-100 External marks: 50 Internal Marks: 50Time Duration of External Exam: 3Hours |
| **Course Objectives:**-CO 1: To define the types of tour operators and travel agency and linkages amongst them-CO 2:To discuss the organizational structure and functions of travel agencies/tour operators-CO 3: To analyze the various norms for setting up of travel agency and tour operation and their approvals-CO 4: To evaluate the role of Govt. and other Organizations in travel trade |
| UNIT-I | **Introduction**Travel agency and tour operator-meaning, concept, Types and importance. Emerging typology of Travel agency. Historical growth and development of travel agency and tour operation business. Linkages and integrations in travel agency & tour operation business. Entrepreneurship in travel operation and Career in travel agency and tour operation business. The Future of the Travel Agency Business after COVID-19. | CO 1 |
| UNIT-II | **Organization Structure and Functions** Organizational 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 | CO 2 |
| 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. Revenue sources of travel agency and tour operation. Financial incentives available for travel agency and tour operator in India. Skills and competencies required in travel agency and tour operation business.  | CO 3 |
| 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. | CO 4 |

**Suggested Readings:**

**Text Books**

* 1. Mohinder Chand,,(2007), Travel Agency Management: An Introductory Text,Anmol publication Pvt. Ltd. New Delhi.
	2. Foster, D.L.(2010) The Business of Travel Agency Operations and Administration, McGraw Hill, Singapore.

**REFERENCES:**

* + 1. Gee, Chuck and y. Makens,(2000) Professional Travel Agency Management, Prentice hall, New York..
		2. Mohinder Chand Dhiman and Vinay Chauhan (2019 ) International Travel Agency and Tour Operation Management< IGI-Global Publication, USA.
	1. Frenmount P.,(2000), How to open and run a Money Making Travel Agency, Johan Wiley and Sons, New York..
	2. Gregory A.,(1990), The Travel Agent: Dealer in dreams,, Prentice Hall, London.
	3. Yole P.,(2000), The Business of Tour Operations, Pitman, Landon.
1. Witt S., and Moutnho L.,(1990) Tourism, marketing and management handbook (ed.), prentice Hall, UK.
2. Manjula Chaudhary, (2010) Tourism Marketing, Oxford publication, New delhi.
3. Holloway, J.C.,(2010), The Business of Tourism, Pitman.
4. Kamra K.K. and Chand Mohinder, (2002), Basic of Tourism- Theory operation and practice. Kanishka publishers, and distributors, New Delhi.
5. Syratt G., manual of Travel Agency practice, (1995) Butterworth, Oxford.,
6. IATA Manuals Various Issues. , Ministry of Tourism, Govt. of India, Reports and guidelines for travel agency and tour operators.

**MAPPING OF COURSE OBJECTIVES, PROGRAM OBJECTIVES, AND PROGRAM SPECIFIC OBJECTIVES**

|  |  |  |
| --- | --- | --- |
|  |  | **Mapping: CO-PO-PSO** |
|  | PO 1 | PO 2 | PSO 6 | PO 4  | PO 5 | PSO 3 | PO 7 | PSO 1  | PO 2 | PO 3 | PO 6 | PSO 4 | PSO 5 |  |
| CO 1 | 1 | 2 | 2 | 1 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 2 |
| CO 2 | 2 | 2 | 2 | 3 | 1 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO 3 | 1 | 2 | 2 | 2 | 1 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 2 |
| CO 4 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 1 | 3 | 2 |
| Average | 1.50 | 2 | 2 | 2 | 1 | 2.25 | 1.75 | 2.50 | 2.25 | 2 | 2 | 2.75 | 2.25 |

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| **TOURISM GEOGRAPHY****CC-MTTM-103**Max. Marks-100 External marks: 50 Internal Marks: 50 Time Duration of External Exam: 3Hours |
| **Course Objectives:**-CO1: To understand the basics of the geography of tourism-CO2: To describe the general geography of India-CO3: To compare and analyse the tourism potential in Asia-Pacific and Africa Region-CO4: To explain and connect with the main tourism attractions in the Euro-American Region |
| UNIT I | **Introduction**Continents & Oceans, Geomorphology, Climate & Climatic Zones and tourism, Natural vegetation & wildlife tourism. Overview of tourism potential in each continent. Local time & G.M.T. Great Circle Routes; International Date Line; Daylight saving time, Flying time. Grounding Time, Elapsed Time, Daylight Saving Time | CO 1 |
| UNIT II | **General Geography of India**India: Physiographic regions, Tourism potential in Northern Mountains, Peninsula, Rivers, Major lakes and deserts Central Plains, Coastal regions, and islands. Seasons, climatic zones and their impact on the seasonality of tourism. Nature Vegetation and Wildlife Tourism. . | CO 2 |
| UNIT III | **Tourism in Asia- Africa-Pacific region**Tourism potentials in Asia- Africa-Pacific region:Nepal, Sri Lanka, Thailand, South Africa and Australia | CO 3 |
| UNIT-IV | **Tourism in Euro-American Region**Tourism Attractions in Euro-American Region:United Kingdom, France, Italy, United States of America and Brazil. | CO 4 |

**SUGGESTED READINGS**

**Textbooks:**

1. Burton, R. (1995). *Travel Geography*. Pitman Publishing, Marlow Essex.
2. Boniface B. & Cooper, C. (2009). *Worldwide Destinations: The Geography of Travel & Tourism*. Oxford Butterworth Heinemann, London.
3. Goh Chong Leong,’An Economic Atlas of India, Oxford University Press, Singapore.
4. Singh Gopal, ‘Geography of India’, Atma Ram and sons, New Delhi, 1994
5. Singh, R.L., India: A regional Geography, National Geographical Society, Varanasi, 1990
6. Qureshi, Imtiaz,(ed) World Geography, NCERT, New Delhi
7. Quereshi, Imtiaz, (ed) Physical geography of India, NCERT, New Delhi

**Reference books:**

1. Hall, M (1999), *Geography of Travel and Tourism*, Routledge, London.
2. C. Michael Hall & Stephen J. Page (2006). *The Geography of Tourism and Recreation- Environment, Place and Space*. Third Edition, Routledge, London.
3. Robinson H.A. (1976), *Geography of Tourism*. Mac Donald & Evans Ltd
4. Travel Information Manual, IATA, Netherlands, 2012.
5. World Atlas.
6. Lonely Planet Series on all countries mentioned in the syllabus
7. latest web sites of all related countries

**MAPPING OF COURSE OBJECTIVES, PROGRAM OBJECTIVES, AND PROGRAM SPECIFIC OBJECTIVES**

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|  |  | **Mapping: CO-PO-PSO** |
|  | PO 1 | PO 2 | PSO 6 | PO 4  | PO 5 | PSO 3 | PO 7 | PSO 1  | PO 2 | PO 3 | PO 6 | PSO 4 | PSO 5 |  |
| CO 1 | 1 | 2 | 2 | 1 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 2 |
| CO 2 | 2 | 2 | 2 | 3 | 1 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO 3 | 1 | 2 | 2 | 2 | 1 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 2 |
| CO 4 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 1 | 3 | 2 |
| Average | 1.50 | 2 | 2 | 2 | 1 | 2.25 | 1.75 | 2.50 | 2.25 | 2 | 2 | 2.75 | 2.25 |

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| **TOURISM ECONOMICS****DSE-MTTM-101**Max. Marks-100 External marks: 50 Internal Marks: 50 Time Duration of External Exam: 3Hours |
| **Course Objectives:**-CO 1: To understand the fundamentals of economics and its relevance to tourism-CO 2: To describe the tourism demand and tourism supply-CO 3: To relate the economic impacts of tourism and multiplier concept-CO 4: To evaluate and create the production function and its relevant concepts |
| UNIT-I | **Introduction**Introduction to Managerial Economics: Macro & Micro Economic System, Concepts of economics and their relevance to tourism; Balance of Payments, Visible and invisible trade, Cost concept and types, Concept of inflation and recession, savings and investment | CO 1 |
| UNIT-II | **Tourism Demand and Supply**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,The elasticity of supply, pricing of Tourism products; Concept Objectives and Policies. | CO 2 |
| UNIT-III | **Economic Impacts of Tourism**The economic impacts of tourism: Direct, indirect, induced, and negative: Multiplier – meaning and types (Investment, Employment, and Tourism Multipliers), Linkages, and leakages. Displacement effect | CO 3 |
| UNIT-IV | **Forecasting, BEP and Feasibility Study**Tourism Demand Forecasting, Cost-Benefit analysis in tourism, the concept of break-even point and Project Feasibility Study, Export and Import, Monetary Policy-Repo rate, Reverse repo rate, Cash reserve ratio | CO 4 |

**Suggested Readings:**

**Reference Books:**

* 1. Varshney, R.L. &Maheswari K.L. (2007). *Managerial Economics*. Sultan Chand, New Delhi.
	2. Chawla, R.(2006). *Economics of Tourism & Development*.Sonali Publications, New Delhi.
	3. Peterson, H.C. & Lewis, W.C. (2004). *Managerial Economics*.Prentice-Hall (India), New Delhi.
	4. Trive, J. (2011). *Economics of Leisure and Tourism*. Oxford Butterworth Heinemann, London.
	5. Mehta, P.L.(2016) *Managerial Economics*, Sultan Chand New Delhi.

**Text Books:**

* 1. Kamra, K (2004) Economics of Tourism: Pricing, Impacts, Forecasting, Kanishka Publishers
	2. Sinclair, M.T. &Stabler, M. (2009). *Economics of Tourism & Development*, Routledge, New York.
	3. Mukhopadhayay, S. (2010). *Tourism Economics*.Ane Books Pvt. Ltd., New Delhi.

**MAPPING OF COURSE OBJECTIVES, PROGRAM OBJECTIVES, AND PROGRAM SPECIFIC OBJECTIVES**

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| **Mapping: CO-PO-PSO** |
|  | PO 1 | PO 2 | PO 3  | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PSO 1  | PSO 2 | PSO 3 | PSO 4 | PSO 5 |
| Co 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 1 | 2 |
| Co 2 | 2 | 3 | 3 | 1 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 2 |
| Co 3 | 1 | 3 | 2 | 1 | 3 | 2 | 2 | 2 | 3 | 3 | 2 | 3 | 2 |
| Co 4 | 2 | 2 | 2 | 1 | 1 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 2 |
| Average | 1.50 | 2.25 | 2 | 1 | 2 | 2 | 1.75 | 2 | 2.50 | 2.75 | 2.25 | 2.25 | 2 |

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| **INFORMATION AND COMMUNICATION TECHNOLOGIES (ICT) IN TOURISM****DSE-MTTM-102**Max. Marks-100 External marks: 50 Internal Marks: 50 Time Duration of External Exam: 3Hours |
| **Course Objectives:**-CO1: To understand the basics of information and communication technology-CO2: To apply the fundamentals of ICT to tourism industry-CO3: To analyse the applications of ICT tools to tourism-CO4: To create the tourism products with the help of ICT |
| UNIT I | **Introduction to ICT**ICT: definitions, characteristics, features and affordances; ICT and impact on travellers’: behaviour, decision making and travel planning processes; Social commerce and collaborative commerce (travellers as co-creators and tourism suppliers): the rise of the sharing economy in tourism: applications, implications and challenges | CO 1 |
| UNIT II | **ICT and Tourism**ICT and the digitisation of value chain and systems: applications, (performance) impacts and challenges (e.g. e-procurement, e-commerce, e-learning, e-HRM); E-commerce and e-marketing in tourism / hospitality / events: SEO, website design and functionality; ICTs and electronic distribution channels in tourism: intermediation, disintermediation, reintermediation; | CO 2 |
| UNIT III | **ICT Tools for Tourism**Social media marketing in tourism / hospitality / events (A) : social media tools and applications; Social media marketing in tourism / hospitality / events (B): business impacts and management strategies (social media metrics); Destination Management Systems (DMS): definition, tools, applications and impacts; Smart destinations / smart tourism: E-governance and destination management. | CO 3 |
| UNIT IV | **Utilities of ICT for Tourism**Standardization in TourismSoftware, Dynamic Packaging of Tourism Products and Services, Online Auction Markets in TourismComplexity, Network Science & Tourism (Slides)Complexity, Network Science & Tourism (Document)Business Intelligence and Smart Business Networks in the Tourism Industry Website Optimisation | CO 4 |

**SUGGESTED READINGS**

**Reference books:**

1. Buhalis D. (2004), *E-tourism: Information Technology for Strategic Tourism Management*, Prentice Hall India.
2. Goel Ritender and D N Kakkar, *Computer Application in Management*, New Age

International Publishers, New Delhi.

1. Leon Alexis and Mathews Leon: *lntroduction to Computers*, Vikas Publishing House Pvt Ltd. New Delhi
2. Poon A. (1998), Tourism, Technology and Competitive Strategies, CABI.
3. Jaggi V P and Jain Sushma (2009): Computers for Everyone, New Delhi, Academic India Publishers.

Text Books:

1. Sheldon P. (2002), *Tourism Information Technology*, CABI.
2. Inkpen G. (2000), *Information technology for Travel and Tourism*, Addison Wesley.
3. Ragaraman, V, Adabala N(2014): Fundamental of Computers, PHI, New Delhi.

**MAPPING OF COURSE OBJECTIVES, PROGRAM OBJECTIVES, AND PROGRAM SPECIFIC OBJECTIVES**

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| **Mapping: CO-PO-PSO** |
|  | PO 1 | PO 2 | PO 3  | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PSO 1  | PSO 2 | PSO 3 | PSO 4 | PSO 5 |
| Co 1 | 2 | 2 | 1 | 1 | 3 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 1 |
| Co 2 | 2 | 2 | 1 | 1 | 2 | 2 | 2 | 2 | 1 | 2 | 1 | 2 | 2 |
| Co 3 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 1 |
| Co 4 | 2 | 2 | 2 | 1 | 3 | 2 | 2 | 2 | 2 | 2 | 1 | 3 | 1 |
| Average | 2 | 2 | 1.25 | 1 | 2.25 | 1.75 | 1.75 | 1.75 | 1.25 | 1.50 | 1 | 2.25 | 1.25 |

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| **CURRENT TRENDS IN TOURISM****DSE-MTTM-103**Max. Marks-100Internal Marks: 100The course is dynamic in nature and will acquaint the students with the prevailing worldwide developments in the industry and general environment in relation to tourism business. The syllabus will be decided every year by the staff council at the time of commencement of the course on recommendations of course teacher. |

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| **PRINCIPLES OF MANAGEMENT****GE-MTTM-101**Max. Marks-100 External marks: 50 Internal Marks: 50 Time Duration of External Exam: 3Hours |
| **Course Objectives:**CO 1: To enrich the conceptual Clarity about Management Concept.CO 2: To enhance knowledge about broad Functions of Management. CO 3: To develop an understanding about Application of Management.CO 4**:** To inculcate practical understanding and Challenges for Entrepreneurs. |
| UNIT I | **Management & Planning****Management:** Definition, Nature and Purpose, management as a Science or art or profession, Systems, contingency and operational Approaches to management, Functions of managers; Social responsibility of management. Systems, contingency and operational approaches to management. External and internal environment affecting managerial decisions**Planning:** Meaning, Nature, Types of plans, steps in Planning, Concept of management by objectives Decision Making: Importance and Limitations of Rational decision making; Development of Alternatives and the limiting Factors; Evolution of alternatives, selecting an alternative, Programmed and Non-programmer Decisions. | CO 1 |
| UNIT II | **Organisation & Staffing** **Organization:** Organization structure, centralization vs decentralization, strategy & structure, flat & tall structures, work specialization, departmentalization, chain of command, span of control and formalization, Common organizational designs – Simple, bureaucratic, matrix, virtual, boundary less, feminine – Organization as an open system & influence of environment over organizational dynamics with reference to technological innovations.**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. | CO 2 |
| UNIT III | **Motivation, Leadership and Controlling****Motivation:** Meaning & Theories of Motivation, Maslow’s Hierarchy Theory, Alderfer’s ERG Theory, Herzberg’s Theory, McGregor’s Theory. **Leadership:** Meaning and definition of Leadership, Ingredients of Leadership, Trait Approaches to leadership, Charismatic Leadership Approach, Leadership Behaviour and styles.**Controlling:** Control meaning and Process, Control as a Feedback System, Feed Forward, and Requirements for effective controls. | CO 3 |
| UNIT IV | **MANAGEMENT FOR ENTREPRENEURIAL PROSPECTIVE** **Global, innovative and entrepreneurial prospective of management:** Basics of global and entrepreneurial management; entrepreneurial planning; entrepreneurial organizing and staffing; entrepreneurial leading; entrepreneurial controlling and challenges. | CO 4 |

**SUGGESTED READINGS**

* + 1. Weihrich, Heinz, Mark V Cannice & Harold Koontz: Management: A Global innovative and Entrepreneurial Perspective, Tata McGraw – Hill, New Delhi.
		2. Stoner, James A F, Freeman, R Edward& Gilbert Jr, Daniel R: Management, Pearson Education, New Delhi.
		3. Robbins, S P and Decenzo, D: Fundamentals of Management, Pearson Education, New Delhi.
		4. Terry, G.R. & Franklin, S G,: Principles of Management, McGraw Hill Higher Education.
		5. Peter F. Drucker, Management: Tasks, Responsibilities and Practices, Routledge, London and New York.

**OPEN SOURCES:** From internet and other sources regarding management Concept

* + - 1. Prasad, L.M; Principles and Practice of Management, Sultan Chand & Sons
			2. Ghuman, Karminder & K. Aswathappa: Management: Concept, Practice & Case, Tata McGraw-Hill, New Delhi.
			3. Kase, F.L. and Rasonu, J.E: Organization and Managemnet – A System and Contingency Approach, McGraw Hill Book Company, New York.
			4. Becker, P.E: The Practices of Management, London.
		1. May, D: The Evolution of Management Thought Ronald Press, New York.
		2. Singh, A.N.: The Skills of Management, Gover Earnborough.
		3. Ricks. S.: Management of Organization, Macmillan publication, Hong Kong.

9. Crompton, Summer and Webber: Organizational Behaviour and the Practices of Management, Scott, Poresman, Gleneve.

10. K.S., Jae: Management, Prentice Hall, New Delhi.

**MAPPING OF COURSE OBJECTIVES, PROGRAM OBJECTIVES, AND PROGRAM SPECIFIC OBJECTIVES**

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| **Mapping: CO-PO-PSO** |
|  | PO 1 | PO 2 | PO 3  | PO 4 | PO 5 | PO6 | PO7 | PO8 | PSO1  | PSO2 | PSO3 | PSO 4 | PSO 5 |
| CO 1 | 1 | 1 | 1 | 2 | 1 | 1 | 2 | 2 | 3 | 2 | 2 | 2 | 1 |
| C0 2 | 1 | 2 | 2 | 1 | 1 | 1 | 2 | 1 | 3 | 3 | 2 | 2 | 1 |
| CO 3 | 1 | 2 | 1 | 1 | 1 | 1 | 2 | 1 | 3 | 2 | 2 | 2 | 1 |
| CO 4 | 1 | 1 | 1 | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 2 |
| Average | 1 | 1.5 | 1.25 | 1.5 | 1.25 | 1 | 1.75 | 1.25 | 2.75 | 2.25 | 2 | 2 | 1.25 |

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| **ORGANISATIONAL BEHAVIOUR AND DEVELOPMENT****GE-MTTM-102**Max. Marks-100 External marks: 50 Internal Marks: 50Time Duration of External Exam: 3Hours |
| **Course Objectives:**CO 1: To learn the concepts of organisational behaviour.CO 2: To be able to understand various aspects of individual behaviour. CO 3: To know and analyse various dimensions of group behaviour.CO 4**:** To appreciate leadership styles and organisational culture for effective management. |
| UNIT I | **Focus and Purpose**Definition, need and importance of organizational behaviour Nature and scope – Frame work – Organizational behaviour models. | CO 1 |
| UNIT II | **Individual Behaviour at Work**Organizational manPersonality:- Concept, types and Factors influencing personality and Theories of Personality.Learning: – Types of learners, the learning process and Learning theories.(Cognitive Learning Theory and Social Learning Theory)Emotions and Attitudes: – Characteristics, Components, Formation, Measurement-and Values.Perceptions: – meaning, Importance, Factors influencing perception, Interpersonal perception. Managing emotions and stress | CO 2 |
| UNIT III | **Group Behaviour at Work and Organisational Culture**Organization structure: –meaning,Groups in organizations, Formation of groups, Influence of groups and Group dynamics, Emergence of informal leaders and working norms. Group decision making techniques,Team building **-**Interpersonal relations – Communication – Control.Organizational culture and climate – Factors affecting organizational climate – Importance, Power and politics in organizations | CO 3 |
| UNIT IV | **Organizational Change and Development**Organizational change: Importance, Stability and Change, Proactive and Reactive change. The change process. Resistance to change and Managing change.Organizational development, strategies and methods, Interventions for organizational development, Indian Experience of Organizational Development in Tourism and Hospitality Sector | CO 4 |

**SUGGESTED READINGS**

**TEXT BOOKS**

* + - 1. Duncan Kitchin (2018), An Introduction to Organizational Behaviour for Managers and Engineers- A Group and Multicultural Approach, Routledge.
			2. [Stephen P. Robbins](https://www.amazon.in/Stephen-P-Robbins/e/B000AQ46LI/ref%3Ddp_byline_cont_book_1)  , [Timothy A. Judge](https://www.amazon.in/s/ref%3Ddp_byline_sr_book_2?ie=UTF8&field-author=Timothy+A.+Judge&search-alias=stripbooks) , [Neharika Vohra](https://www.amazon.in/s/ref%3Ddp_byline_sr_book_3?ie=UTF8&field-author=Neharika+Vohra&search-alias=stripbooks) (2018) **Organizational Behaviour (18th )ed.| , Pearson  , New Delhi.**
			3. [Mary Uhl-Bien](https://www.amazon.in/s/ref%3Ddp_byline_sr_book_1?ie=UTF8&field-author=Mary+Uhl-Bien&search-alias=stripbooks), [John R. Schermerhorn Jr.](https://www.amazon.in/s/ref%3Ddp_byline_sr_book_2?ie=UTF8&field-author=John+R.+Schermerhorn+Jr.&search-alias=stripbooks) , [Richard N. Osborn](https://www.amazon.in/s/ref%3Ddp_byline_sr_book_3?ie=UTF8&field-author=Richard+N.+Osborn&search-alias=stripbooks), and  [Sanket Sunand Dash](https://www.amazon.in/s/ref%3Ddp_byline_sr_book_4?ie=UTF8&field-author=Sanket+Sunand+Dash&search-alias=stripbooks)(2021) **Organizational Behavior, 13ed** Wiley India Pvt Ltd. 1402, 14th Floor, World Trade Tower Plot No. C - 1, Sector – 16, Noida .
			4. Şule Aydin, Bekir Bora Dedeoglu,y and Ömer Çoban (2019) Organizational Behavior Challenges in the Tourism Industry, IGI Global USA.
			5. Florence Berger and Judi Brownell (2020) , Organizational Behavior for the Hospitality Industry, 1st ed. , Pearson

**REFERENCES**

1. Schermerhorn, Hunt and Osborn,(2008) Organisational behavior, John Wiley, 9th Edition,
2. Udai Pareek, (2004) Understanding Organisational Behaviour, 2nd Edition, Oxford Higher Education,
3. Mc Shane & Von Glinov(2007) Organisational Behaviour, 4th Edition, Tata Mc Graw Hill,
4. Hellrigal, Slocum and Woodman,(2007) Organisational Behavior, Cengage Learning, 11th Edition.
5. Ivancevich, Konopaske & Maheson,(2008) Oranisational Behaviour & Management, 7th edition, Tata McGraw Hill..

**MAPPING OF COURSE OBJECTIVES, PROGRAM OBJECTIVES, AND PROGRAM SPECIFIC OBJECTIVES**

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| **Mapping: CO-PO-PSO** |
|  | PO 1 | PO 2 | PO 3  | PO 4 | PO 5 | PO6 | PO7 | PO8 | PSO1  | PSO2 | PSO3 | PSO 4 | PSO 5 |
| CO 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 2 | 2 | 3 | 1 | 1 |
| CO 2 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 3 | 3 | 3 | 2 | 1 |
| CO 3 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 2 | 3 | 2 | 2 | 1 |
| CO 4 | 3 | 2 | 2 | 1 | 3 | 2 | 1 | 1 | 3 | 2 | 3 | 2 | 1 |
| Average | 1.5 | 1.25 | 1.25 | 1 | 1.5 | 1.25 | 1.75 | 1 | 2.5 | 2.5 | 2.75 | 1.75 | 1 |

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| **ESSENTIAL COMPUTER SKILLS FOR TOURISM PROFESSIONALS** SEC-MTTM-101Max. Marks-100Internal Marks: 100 |
| **Course Objectives:**CO 1 : To learn and work with MS Word/Libre Office Writer/Other open office writer/Google Doc and its features and applications CO 2 : To learn and practice/ Libre Office Calc/Other open office sheet/Google sheet foe effective data management CO 3 : To learn and apply MS PowerPoint/Libre Office Impress/Google slides for effective managerial presentation CO 4 : To prepare students to utilize the internet efficiently and make appropriate searches |
| UNIT I | **MS Word/Libre Office Writer/Other Open Office Writer/Google Doc-** Text Basics, Text Formatting and saving file, Working with Objects, Header & Footers, Working with bullets and numbered lists, Tables, Styles and Content, Merging Documents, Sharing and Maintaining Document, Proofing the document, Printing. | CO 1 |
| UNIT II | **MS Excel Libre Office Calc/Other Open Office Sheet/Google Sheet-** Introduction to Excel, Formatting excel work book, Perform Calculations with Functions, Sort and Filter Data with Excel, Create Effective Charts to Present Data Visually, Analyze Data Using PivotTables and Pivot Charts, Protecting and Sharing the work book, Use Macros to Automate Tasks, Proofing and Printing. | CO 2 |
| UNIT III | **MS Powerpoint Libre Office Impress/Google Slides**- Setting Up PowerPoint Environment, Creating slides and applying themes, Working with bullets and numbering, Working with Objects, Hyperlinks and Action Buttons, Working With Movies and Sounds, Using SmartArt and Tables, Animation and Slide Transition, Using slide Master, Slide show option, Proofing and Printing. | CO 3 |
| UNIT IV | **Internet-** Concept, uses, components, bookmarking and Going to a specific website, Copy and paste Internet content into your word file and emails , browsing, Search Engines, Understanding social media platforms , Fact Check Tools for Websites | CO 4 |

**SUGGESTED READINGS**

**REFERENCE:**

1. Leon Alexis and Mathews Leon: lntroduction to Computers, Vikas Publishing House Pvt Ltd. New Delhi
2. Bhatnagar S C andRamani 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. Ragaraman, V: Fundamental of Computers, PHI, New Delhi.

**MAPPING OF COURSE OBJECTIVES, PROGRAM OBJECTIVES, AND PROGRAM SPECIFIC OBJECTIVES**

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| **Mapping: CO-PO-PSO** |
|  | PO 1 | PO 2 | PO 3  | PO 4 | PO 5 | PO6 | PO7 | PO8 | PSO1  | PSO2 | PSO3 | PSO 4 | PSO 5 |
| CO 1 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 |
| CO 2 | 3 | 3 | 3 | 1 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 |
| CO 3 | 2 | 2 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 |
| CO 4 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 |
| Average | 2.5 | 2.75 | 3 | 2 | 2.5 | 2.75 | 3 | 2 | 2.75 | 3 | 3 | 3 | 3 |

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| **SOFT SKILLS FOR TOURISM PROFESSIONALS****SEC-MTTM-102**Max. Marks-100Internal Marks: 50External Marks: 50 Time Duration of External Exam: 3Hours |
| **Course Objectives:**CO 1 To gain knowledge of personal grooming, etiquettes and mannersCO 2 To learn team building and time management for professionalsCO3 To be able to speak for different occasions in tourism businessCO4 Learn to use the interactive and interpersonal skills for better presentation |
| UNIT I | **Personality Development**Personal Grooming: Meaning and significance of personal grooming, Grooming for interview, Etiquettes and Manners and their role in personality development, Role playing related to Tourism organization and other situation. | CO 1 |
| UNIT II | **Soft Skills Development**Team building and team work: features of successful teams: understanding teams and working in teams, skills needed for team works. Time management: concept of time management; techniques of time management | CO 2 |
| UNIT III | **Presentation Skills**Public Speaking in Seminars, Workshops, Handling Objections and Queries in different Public Speaking Situations, Group Discussions, Mock Interviews | CO 3 |
| UNIT IV | **Interactive and Interpersonal Skills**Professional Portfolio Development, Developing Interpersonal skills: the Micro-skill approach, Awareness of self and development of interpersonal competence, Interpersonal skills in organizations: Understanding yourself; Understanding others; Understanding the team, Asserting and Influencing, Art of making effective presentation | CO 4 |

**Text Books:**

1. Hurlock, E.B (2006). Personality Development, 28th Reprint. New Delhi: Tata McGraw Hill.

2. Stephen P. Robbins and Timothy A. Judge (2014), Organizational Behavior 16th Edition: Prentice Hall.

3. Interpersonal Communication and You, 1st edition, by Steven McCornack (ISBN: 9781457662539)

4. Research and Documentation in the Digital Age, 7th edition, by Diana Hacker and Barbara Fister (ISBN 9781319152437)

**Reference Books:**

1. Andrews, Sudhir. How to Succeed at Interviews. 21st (rep.) New Delhi.Tata McGraw-Hill .

2. Heller, Robert.Effective leadership. Essential Manager series. Dk Publishing

3. Hindle, Tim. Reducing Stress. Essential Manager series. Dk Publishing

4. Lucas, Stephen. Art of Public Speaking. New Delhi. Tata - Mc-Graw Hill.

5. Mile, D.J Power of positive thinking. Delhi. Rohan Book Company,

6. Pravesh Kumar. All about Self- Motivation. New Delhi. Goodwill Publishing House.

7. Smith, B . Body Language. Delhi: Rohan Book Company.

8. Managing Soft Skills for Personality Development – edited by B.N.Ghosh, McGraw Hill India,

9. English and Soft Skills – S.P.Dhanavel, Orient Blackswan India

**MAPPING OF COURSE OBJECTIVES, PROGRAM OBJECTIVES, AND PROGRAM SPECIFIC OBJECTIVES**

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| **Mapping: CO-PO-PSO** |
|  | PO 1 | PO 2 | PO 3  | PO 4 | PO 5 | PO6 | PO7 | PO8 | PSO1  | PSO2 | PSO3 | PSO 4 | PSO 5 |
| Co 1 | 1 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 1 | 1 | 1 | 2 |
| Co 2 | 1 | 1 | 2 | 2 | 2 | 2 | 1 | 3 | 2 | 2 | 1 | 1 | 3 |
| Co 3 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| Co 4 | 1 | 1 | 1 | 2 | 2 | 3 | 1 | 2 | 1 | 1 | 1 | 2 | 3 |
| Average | 1 | 1.25 | 1.5 | 2 | 2 | 2 | 1.5 | 2.25 | 1.75 | 1.5 | 1.25 | 1.5 | 2.5 |

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| **BUSINESS POLICY AND CORPORATE GOVERNANCE** **SEC-MTTM-103**Max. Marks-100 External marks: 50 Internal Marks: 50 Time Duration of External Exam: 3Hours |
| **Course Objectives:**CO 1: To learn the concepts of business policy CO 2: To know the environmental and internal analysisCO 3 : To articulate and relate the conceptual framework of corporate governanceCO 4: To appraise about Composition and Structure of corporate governance |
| UNIT I | **Business policy and corporate culture** Business Policy : Concept of Business policy, Planning, Mission, Vision and Values of a Business Organization, Impact of business Policy on organization ,Importance of Business Policy, Types of Policies, Corporate Culture and business policy . | CO 1 |
| UNIT II | **Environmental and Internal Analysis**External and Industry Environmental Analysis using PEST and Porter’s Five-Force Model, Understanding concepts such as Key Success Factors; Driving Forces , Strategic Groups , Internal Analysis:- Concept of Value Chain, SWOT Analysis; Resources, Capabilities and Competencies; Dynamic Capabilities , Core Competence of Organizations; Competitive Advantage and Sustainable Competitive Advantage | CO 2 |
| UNIT III | **Conceptual Framework of Corporate Governance** Introduction, need and scope, evolution of corporate governance, management v/s. ownership, majority vs minority, and corporate governance codes. Growth of corporate governance in India, Legislative Framework of Corporate Governance in India for listed and unlisted tourism and hotel companies under Companies Act 2013. | CO 3 |
| UNIT IV | **Composition and Structure of Corporate Governance** Composition and Structure of Corporate Governance-meaning , concept , need , importance , Duties and Liabilities,  Diversity in board room, Women Director, Nominee Directors; Selection and Appointment Process, Independent Directors- concept  expectations, liabilities and their role in ensuring corporate governance, Corporate governance failure and its impact in business | CO 4 |

**References**

1. [Institute of Directors India](https://www.amazon.in/s/ref%3Ddp_byline_sr_book_1?ie=UTF8&field-author=Institute+of+Directors+India&search-alias=stripbooks) (2019) A Handbook on CORPORATE GOVERNANCE for Executive ,   [Institute of Directors India](https://www.amazon.in/s/ref%3Ddp_byline_sr_book_1?ie=UTF8&field-author=Institute+of+Directors+India&search-alias=stripbooks)
2. [Fernando](https://www.amazon.in/s/ref%3Ddp_byline_sr_book_1?ie=UTF8&field-author=A.+C.+Fernando&search-alias=stripbooks) A. C , [E. K. Satheesh](https://www.amazon.in/s/ref%3Ddp_byline_sr_book_2?ie=UTF8&field-author=E.+K.+Satheesh&search-alias=stripbooks) and, [K. P. Muraleedharan](https://www.amazon.in/s/ref%3Ddp_byline_sr_book_3?ie=UTF8&field-author=K.+P.+Muraleedharan&search-alias=stripbooks) (2018) Corporate Governance: Principles, Policies and Practices | Third Edition ,Pearson ,New Delhi.
3. David, F. R., & David, F. R. (2015).Strategic management: A competitive advantage approach, concepts and cases[VitalSource Bookshelf version] (15th ed.). Retrieved fro.
4. Pearce, J. and Richard B.R. (2004). Strategic Management: Strategic Formulation and Implementation. New York
5. Rao, P.S. (2016). Business Policy and Strategic Management: Text and Cases. Himalaya Publishing House Ltd. (eBook) Wheelen,
6. T.L. & Hunger, J.D. (2012). Introduction to Strategic Management and Business Policy: Towards Global Sustainability (13th ed). Pearson. (eBook)

**List of Journals / Periodicals / Magazines / Newspapers, etc.** 1. Strategic Management Journal

2. Harvard Business Review

3. Vikalpa – A Journal for Decision Makers

 4. Management Review

 5. Business Standard/Economic Times/Financial Times/ Financial Express

 6. <https://www.strategicmanagementinsight.com/>

 7. <https://www.blueoceanstrategy.com/>

8. [https://www.huffingtonpost.in](https://www.huffingtonpost.in/)

 9. [www.businessinsider.com/](http://www.businessinsider.com/)

 10. <https://www.mckinsey.com/.../strategy-and.../the-strategy-and-corp>

**MAPPING OF COURSE OBJECTIVES, PROGRAM OBJECTIVES, AND PROGRAM SPECIFIC OBJECTIVES**

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| **Mapping: CO-PO-PSO** |
|  | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |  |
| Co 1  | 2 | 1 | 2 | 1 | 1 | 3 | 3 | 1 | 1 | 1 | 2 | 1 | 1 |  |
| Co 2  | 2 | 1 | 2 | 1 | 1 | 3 | 3 | 1 | 1 | 1 | 2 | 1 | 1 |  |
| Co 3  | 2 | 1 | 2 | 3 | 1 | 3 | 3 | 3 | 1 | 1 | 2 | 1 | 3 |  |
| Co 4  | 2 | 1 | 2 | 1 | 1 | 3 | 3 | 1 | 1 | 1 | 2 | 1 | 1 |  |
| Average | 2 | 1 | 2 | 1.5 | 1 | 3 | 3 | 1.5 | 1 | 1 | 2 | 1 | 1.5 |  |

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| **COMMUNICATION TECHNIQUES****AECC -MTTM -101**Max. Marks-100 External marks: 50 Internal Marks: 50Time Duration of External Exam: 3Hours |
| **Course Objectives:**CO 1 To gain knowledge of communication process and barriersCO 2 To learn writing of business correspondence using digital platformsCO3 To be able to speak for different occasions in tourism businessCO4 Learn the use of formal office body languageCO5 To get summary knowledge of culture based communication by tourists of top 5 (based on tourists’ source) countries  |
| UNIT I | **Communication in tourism business:** Meaning, Significance and Scope, Communication Process, Theories and Models of communication process, Flow of information in tourism business organizations, Barriers to Communication; Filtering, Gap between Words & Meanings and Perception & reality | CO 1 |
| UNIT II | **Business writing**; Principles for clear Business Writing: Adoption, Word Selection, SentenceConstruction, Types of important Business Correspondence, Letters; Inquires and Responses, Persuasive Requests, sales Letter, Memos, Reports, Curriculum Vitae, Email, Business Reports; Organization of Different Type of Reports,. Techniques of Writing, Visual aspects of ReportsUse of open source office software in business writing | CO 2 |
| UNIT III | **Oral Business communication**: Telephone conversation, Public speaking, oral reporting, Interviews, Group Discussions, Demonstrations. Meetings; – Organization of MeetingsUse of digital tools for oral communication | CO 3 |
| UNIT IV | **Nonverbal Communication**, Importance of Body language in Communication, Reading Body Language  | CO 4 |
| **Cross-Cultural Communication**; Concept and functions of Cultures, Impact of Culture of Communication in tourism, Expressions in Cross Cultural tourism Communication | CO5 |

**SUGGESTED READINGS**

1. Effective Business Communication (2017). Herta Murphy, Herbert Hildebrandt, Jane Thomas, McGrawHill.
2. Business Communication Essentials (2010). Courtland L. Bovee , Pearson Education.
3. Business Communication Today (2017). L. Bovee Courtland, Thill John, Lal Raina Roshan Pearson Education.
4. Business Communication (2012). Meenakshi Raman, Prakash Singh, Oxford.
5. Business English: The Writing Skills You Need For Today's Workplace (2016). Andrea B. Geffne, Barrons Educational Series.
6. The Art of Public Speaking (2019). Dale Carnegie, Vayu Education of India.
7. Guide to Cross-Cultural Communications (2010). Sana Reynolds, Deborah Valentine, Mary M. Munter, Pearson.
8. The Definitive Book of Body Language: How to Read Others Attitudes by Their Gestures(2017) Allan Pease, Barbara Pease,Orion
9. Body Language(Introducing Practical Guide) 2016 Glenn Wilson,Icon

**MAPPING OF COURSE OBJECTIVES, PROGRAM OBJECTIVES, AND PROGRAM SPECIFIC OBJECTIVES**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| CO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 |
| CO 1  | 3 | 2 | - | 1 | 2 | 1 | 3 | - | 1 | 3 | 1 | 2 | 1 |
| CO 2  | 3 | 2 | - | 2 | 3 | 1 | 3 | - | 2 | 3 | 1 | 2 | 2 |
| CO 3  | 3 | 2 | - | 2 | 3 | 1 | 3 | - | 3 | 3 | 2 | 2 | 2 |
| CO 4  | 3 | 2 | - | 2 | 3 | 1 | 3 | - | 1 | 3 | - | 2 | 3 |
| CO 5 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 3 |
| Average | 3 | 2.2 | 2 | 2 | 2.8 | 1.2 | 3 | 0.6 | 2 | 3 | 1.2 | 2.2 | 2.2 |

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| **MAJOR INDIVIDUAL ASSIGNMENT AND PRESENTATION (GUIDED LEARNING)****AECC -MTTM -102**Max. Marks-100 Internal Marks: 100 |
| The objective of this guided learning course is to train students in developing problem solving orientation based on comprehensive analysis of the situation and environment. A student will be allotted to the teacher of the department wherein s(he) will select a topic for development of working paper that will be presented in written and oral format. Students shall use standard style sheets in writing the paper that shall be research based and presentation shall be through PowerPoint. |

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| **FIELD/DESTINATION SURVEY AND REPORT (GL)****Project(Guided Learning)**Max. Marks-100 External Marks: 100 |
| This course is designed as experiential in nature where students will go for field visit as tourists to identify gaps where interventions are needed for an enhanced tour satisfaction. This will help in bridging the gap between theory and practice. Students will be encouraged to make tour arrangements and actively participate in it. Every student will be allotted a teacher of the department to guide them in preparing the field trip report. |