

Kurukshetra University, Kurukshetra

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

("A++" Grade, NAAC Accredited)



Syllabus of the programme for Post Graduate Programme

MASTER OF TOURISM AND TRAVEL MANAGEMENT (MTTM)

as per NEP 2020

Curriculum and Credit Framework for Postgraduate Programme

With Multiple Entry-Exit, Internship and CBCS-LOCF

With effect from the session 2024-25 (in phased manner)

**DEPARTMENT OF TOURISM AND HOTEL
MANAGEMENT
FACULTY OF COMMERCE AND MANAGEMENT**

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Dept. of Tourism & Hotel Management
Kurukshetra University, Kurukshetra.

SEMESTER-I

Session: 2024-25

Part A – Introduction

Subject	TOURISM BUSINESS		
Semester	I		
Name of the Course	Master of Tourism and Travel Management		
Course Code	M24-TTM-101		
Course Type:	CC-1		
Level of the course	400-499		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes(CLO):	After completing this course, the learner will be able to: CLO-101.1: To learn the concepts of tourist and tourism. CLO-101.2: To appreciate and know the impacts of tourism and different factors affecting tourism CLO-101.3: To identify and differentiate push and pull factors behind tourist motivation CLO-101.4: To analyse different tourism systems		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		

Part B- Contents of the Course

Instructions for Paper- Setter

The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.

Unit	Topics	Contact hours
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	15

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	15
III	Tourism Motivation Motivations for tourism – meaning, concept. Needs and Expectations. Push and Pull factors in Motivation. Motivation Theories- Types and significance in Tourism	15
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	15
Total Contact Hours		60

Suggested Evaluation Methods

Internal Assessment: 30		End Term Examination: 70	
➤ Theory	30	➤ Theory:	70
• Class Participation:	5	Written Examination	
• Seminar/presentation/assignment/quiz/class test etc.:	10		
• Mid-Term Exam:	15		

Part C-Learning Resources

Recommended Books/e-resources/LMS:

Text Books:

- Swain Sampad Kumar and Mishra Jitender Mohan (2011) Tourism: Principles and Practices Oxford University Press, New Delhi.
- 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/
- Suresh Kumar, Mohinder Chand Dhiman and Ashish Dahiya (2015) International Tourism and Hospitality in the Digital Age, IGI, Global, USA.
- McIntosh, Robert, W. Goldner, Charles,(1990) Tourism principles, practices and Philosophies, John Wiley and sons Inc. New York,
- Mill, Robert Christie and Alastair M. Morrison,(1985) The Tourism System, Englewood Cliffs, N.J.,Prentice Hall,
- Robinson, H.A.,(1976) Geography of Tourism, Mc Donald and Evans, London

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Session: 2024-25			
Part A – Introduction			
Subject	TRAVEL AGENCY MANAGEMENT		
Semester	I		
Name of the Course	Master of Tourism and Travel Management		
Course Code	M24-TTM-102		
Course Type:	CC-2		
Level of the course	400-499		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes(CLO):	After completing this course, the learner will be able to: CLO-102.1: To define the types of tour operators and travel agency and linkages amongst them CLO-102.2: To discuss the organizational structure and functions of travel agencies/tour operators CLO-102.3: To analyse the various norms for setting up of travel agency and tour operation and their approvals CLO-102.4: To evaluate the role of Govt. and other Organizations in travel trade		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			
The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.			
Unit	Topics		Contact hours
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. Career in		15


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	travel agency and tour operation business. The Future of the Travel Agency Business.	
II	Organization Structure and Functions Organizational structure of travel agency and tour-operator-main operational and managerial staff of travel agencies/tour operators. Ownership structure-MNCS, Franchise, collaborative and others. Travel agency HR planning and job analysis of major positions. Functions of Travel agency and Tour operators	15
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.	15
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 and contribution of WTO, IATA, TAAI and IATO. Present business Trends and Future prospects of travel agency and tour operation business.	15
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
Suggested Readings:		
Text Books		
<ul style="list-style-type: none"> • 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. 		
REFERENCES:		
<ul style="list-style-type: none"> • Gee, Chuck and y. Makens,(2000) Professional Travel Agency Management, 		

Prentice hall, New York..

- Mohinder Chand Dhiman and Vinay Chauhan (2019) International Travel Agency and Tour Operation Management, IGI-Global Publication, USA.
- 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. 5.
- 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. 9.
- 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.
- Syrratt 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.


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Session: 2024-25			
Part A – Introduction			
Subject	TOURISM GEOGRAPHY		
Semester	I		
Name of the Course	Master of Tourism and Travel Management		
Course Code	M24-TTM-103		
Course Type:	CC-3		
Level of the course	400-499		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes(CLO):	After completing this course, the learner will be able to: CLO-103.1: To understand the basics of the geography of tourism CLO-103.2: To describe the general geography of India CLO-103.3: To compare and analyse the tourism potential in Asia-Pacific and Africa Region CLO-103.4: To explain and connect with the main tourism attractions in the Euro-American Region		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			
<p>The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.</p>			
Unit	Topics		Contact hours
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		15


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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.	15
III	Tourism in Asia- Africa-Pacific region Tourism potentials in Asia- Africa-Pacific region ; Nepal, Sri Lanka, Thailand, South Africa and Australia	15
IV	Tourism in Euro-American Region Tourism Attractions in Euro-American Region: United Kingdom, France, Italy, United States of America and Brazil.	15
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
Textbooks:		
<ul style="list-style-type: none"> • Burton, R. (1995). <i>Travel Geography</i>. Pitman Publishing, Marlow Essex. • Boniface B. & Cooper, C. (2009). <i>Worldwide Destinations: The Geography of Travel & Tourism</i>. Oxford Butterworth Heinemann, London. • Goh Chong Leong, 'An Economic Atlas of India, Oxford University Press, Singapore. • Singh Gopal, 'Geography of India', Atma Ram and sons, New Delhi, 1994 • Singh, R.L., India: A regional Geography, National Geographical Society, Varanasi, 1990 • Qureshi, Imtiaz, (ed) World Geography, NCERT, New Delhi • Qureshi, Imtiaz, (ed) Physical geography of India, NCERT, New Delhi 		
Reference books:		
<ul style="list-style-type: none"> • Hall, M (1999), <i>Geography of Travel and Tourism</i>, Routledge, London. • C. Michael Hall & Stephen J. Page (2006). <i>The Geography of Tourism and Recreation- Environment, Place and Space</i>. Third Edition, Routledge, London. • Robinson H.A. (1976), <i>Geography of Tourism</i>. Mac Donald & Evans Ltd • Travel Information Manual, IATA, Netherlands, 2012. • World Atlas. • Lonely Planet Series on all countries mentioned in the syllabus 7. latest web sites of all related countries • Manjula Chaudhary, (2010) <i>Tourism Marketing</i>, Oxford publication, New Delhi. • Holloway, J.C., (2010), <i>The Business of Tourism</i>, Pitman. • Kamra K.K. and Chand Mohinder, (2002), <i>Basic of Tourism- Theory operation and practice</i>. Kanishka publishers, and distributors, New Delhi. 		

Session: 2024-25			
Part A – Introduction			
Subject	TOURISM ECONOMICS		
Semester	I		
Name of the Course	Master of Tourism and Travel Management		
Course Code	M24-TTM-104		
Course Type:	CC-4		
Level of the course	400-499		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes(CLO):	After completing this course, the learner will be able to: CLO-104.1: To understand the fundamentals of economics and its relevance to tourism CLO-104.2: To describe the tourism demand and tourism supply CLO-104.3: To relate the economic impacts of tourism and multiplier concept CLO-104.4: To evaluate and create the production function and its relevant concepts		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			
The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.			
Unit	Topics		Contact hours
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		15


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II	Tourism Demand and Supply Demand for tourism: Concept and definitions of demand for Tourism: Consumer behaviour 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.	15
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	15
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	15
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none"> • Varshney, R.L. &Maheswari K.L. (2007). <i>Managerial Economics</i>. Sultan Chand, New Delhi. • Chawla, R.(2006). <i>Economics of Tourism & Development</i>. Sonali Publications, New Delhi. • Peterson, H.C. & Lewis, W.C. (2004). <i>Managerial Economics</i>. Prentice-Hall (India), New Delhi. • Trive, J. (2011). <i>Economics of Leisure and Tourism</i>. Oxford Butterworth Heinemann, London. • Mehta, P.L.(2016) <i>Managerial Economics</i>, Sultan Chand New Delhi. 		
Text Books:		
<ul style="list-style-type: none"> • Kamra, K (2004) <i>Economics of Tourism: Pricing, Impacts, Forecasting</i>, Kanishka Publishers • Sinclair, M.T. &Stabler, M. (2009). <i>Economics of Tourism & Development</i>, Routledge, New York. • Mukhopadhyay, S. (2010). <i>Tourism Economics</i>. Ane Books Pvt. Ltd., New Delhi. 		


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Session: 2024-25			
Part A – Introduction			
Subject	INFORMATION AND COMMUNICATION TECHNOLOGIES (ICT) IN TOURISM		
Semester	I		
Name of the Course	Master of Tourism and Travel Management		
Course Code	M24-TTM-105		
Course Type:	CC-5		
Level of the course	400-499		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes(CLO):	CLO-105.1: To understand the basics of information and communication technology CLO-105.2: To apply the fundamentals of ICT to tourism industry CLO-105.3: To analyse the applications of ICT tools to tourism CLO-105.4: To create the tourism products with the help of ICT		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			
The examiner will set 9 questions asking two questions from each unit and one compulsory question taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions selecting one question from each unit and the compulsory question. All questions will carry equal marks			
Unit	Topics		Contact hours
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		15


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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;	15
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.	15
IV	Utilities of ICT for Tourism Standardization in Tourism Software, Dynamic Packaging of Tourism Products and Services, Online Auction Markets in Tourism Complexity, Network Science & Tourism (Slides) Complexity, Network Science & Tourism (Document) Business Intelligence and Smart Business Networks in the Tourism Industry Website Optimisation	15
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none"> • Buhalis D. (2004), <i>E-tourism: Information Technology for Strategic Tourism Management</i>, Prentice Hall India. • Goel Ritender and D N Kakkar, <i>Computer Application in Management</i>, New Age International Publishers, New Delhi. • Leon Alexis and Mathews Leon: <i>Introduction to Computers</i>, Vikas Publishing House Pvt Ltd. New Delhi • Poon A. (1998), <i>Tourism, Technology and Competitive Strategies</i>, CABI. • Jaggi V P and Jain Sushma (2009): <i>Computers for Everyone</i>, New Delhi, Academic India Publishers. • Text Books: • Sheldon P. (2002), <i>Tourism Information Technology</i>, CABI. • Inkpen G. (2000), <i>Information technology for Travel and Tourism</i>, Addison Wesley. • 8. Ragaraman, V, Adabala N(2014): <i>Fundamental of Computers</i>, PHI, New Delhi. 		


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Session: 2024-25			
Part A – Introduction			
Subject	PRINCIPLES & PRACTICES OF MANAGEMENT		
Semester	I		
Name of the Course	Master of Tourism and Travel Management		
Course Code	M24-TTM-106		
Course Type:	DEC-1		
Level of the course	400-499		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes(CLO):	CLO-106.1: To enrich the conceptual Clarity about Management Concept. CLO-106.2: To enhance knowledge about broad Functions of Management. CLO-106.3: To develop an understanding about Application of Management. CLO-106.4: To inculcate practical understanding and Challenges for Entrepreneurs.		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			
<p>The examiner will set 9 questions asking two questions from each unit and one compulsory question taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No.) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions selecting one question from each unit and the compulsory question. All questions will carry equal marks</p>			
Unit	Topics		Contact hours
1	Management & Planning Management: Definition, Nature and Purpose, management as a Science or art or profession, Approaches to management- Scientific, modern , Systems, contingency and operational, Functions of managers; Social responsibility of management. Planning: Meaning, Nature, Types of plans, steps in Planning process, Management by objectives (MBO)- meaning , process and application.		15


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II	Organisation & Staffing Organization: Meaning ,concept, and , Organization structure, centralization vs decentralization, strategy & structure, flat & tall structures, work specialization, departmentalization, chain of command, span of control and formalization. Staffing: Definition of staffing, Factors Affecting Staffing, Selection: Job analysis and job design, Skills , competencies and Personal Characteristics Required in Managers.	15
III	Motivation, Leadership and Controlling Motivation: Meaning & Theories of Motivation, Maslow's Hierarchy Theory, Herzberg's Theory, McGregor's Theory. Leadership: Meaning and definition of Leadership, Approaches to leadership, Leadership Behaviour and styles.	15
IV	Decision-making: Importance and Limitations of Rational decision making; Development of Alternatives and the limiting Factors; Evolution of alternatives, selecting an alternative. Controlling: Control meaning and Process, Control as a Feedback System, Controlling Techniques.	15
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS: <ul style="list-style-type: none"> • Wehrich, Heinz, Mark V Cannice & Harold Koontz: Management: A Global innovative and Entrepreneurial Perspective, Tata McGraw – Hill, New Delhi. • Stoner, James A F, Freeman, R Edward & Gilbert Jr, Daniel R: Management, Pearson Education, New Delhi. • Robbins, S P and Decenzo, D: Fundamentals of Management, Pearson Education, New Delhi. • Terry, G.R. & Franklin, S G.: Principles of Management, McGraw Hill Higher Education. • Peter F. Drucker, Management: Tasks, Responsibilities and Practices, Routledge, London and New York. OPEN SOURCES: From internet and other sources regarding management Concept <ul style="list-style-type: none"> • Prasad, L.M; Principles and Practice of Management, Sultan Chand & Sons • Ghuman, Karminder & K. Aswathappa: Management: Concept, Practice & Case, Tata McGraw-Hill, New Delhi. • Kase, F.L. and Rasonu, J.E: Organization and Management – A System and Contingency Approach, McGraw Hill Book Company, New York. • Becker, P.E: The Practices of Management, London. 		

Session: 2024-25			
Part A – Introduction			
Subject	ORGANISATIONAL BEHAVIOUR AND DEVELOPMENT		
Semester	I		
Name of the Course	Master of Tourism and Travel Management		
Course Code	M24-TTM-107		
Course Type:	DEC-1		
Level of the course	400-499		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes(CLO):	CLO-107. 1: To learn the concepts of organisational behaviour. CLO-107. 2: To be able to understand various aspects of individual behaviour. CLO-107. 3: To know and analyse various dimensions of group behaviour. CLO-107.4: To appreciate leadership styles and organisational culture for effective management.		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			
<p>The examiner will set 9 questions asking two questions from each unit and one compulsory question taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions selecting one question from each unit and the compulsory question. All questions will carry equal marks</p>			
Unit	Topics		Contact hours
I	Focus and Purpose Definition, need and importance of organizational behaviour Nature and scope – Frame work – Organizational behaviour models.		15


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II	Individual Behaviour at Work Organizational Man Personality:- 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	15
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	15
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	15
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none"> • Duncan Kitchin (2018), An Introduction to Organizational Behaviour for Managers and Engineers- A Group and Multicultural Approach, Routledge. • Stephen P. Robbins , Timothy A. Judge ,Neharika Vohra (2018) Organizational Behaviour (18th ed.), Pearson , New Delhi. • Şule Aydin, Bekir Bora Dedeoglu,y and Ömer Çoban (2019) Organizational Behavior Challenges in the Tourism Industry, IGI Global USA. • Florence Berger and Judi Brownell (2020) , Organizational Behavior for the Hospitality Industry, 1st ed. , Pearson 		
References Books		
<ul style="list-style-type: none"> • Schermerhorn, Hunt and Osborn,(2008) Organizational behavior, John Wiley, 9th Edition, • Udai Pareek, (2004) Understanding Organisational Behaviour, 2nd Edition, Oxford Higher Education, • Mc Shane & Von Glinov(2007) Organizational Behaviour, 4th Edition, Tata Mc Graw Hill, • Hellrigal, Slocum and Woodman,(2007) Organizational Behavior, Cengage Learning, 11th Edition. 		

Session: 2024-25			
Part A - Introduction			
Subject	SOFT SKILLS FOR TOURISM PROFESSIONALS		
Semester	I		
Name of the Course	Master of Tourism and Travel Management		
Course Code	M24-TTM-108		
Course Type:	DEC-1		
Level of the course	400-499		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes(CLO):	CLO-108.1 To gain knowledge of personal grooming, etiquettes and manners CLO-108.2 To learn team building and time management for professionals CLO-108.3 To be able to speak for different occasions in tourism business CLO-108.4 Learn to use the interactive and interpersonal skills for better presentation		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			
<p>The examiner will set 9 questions asking two questions from each unit and one compulsory question taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No.) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions selecting one question from each unit and the compulsory question. All questions will carry equal marks</p>			
Unit	Topics		Contact hours
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.		15


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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	15
III	Presentation Skills Public Speaking in Seminars, Workshops, Handling Objections and Queries in different Public Speaking Situations, Group Discussions, Mock Interviews	15
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	15
Total Contact Hours		60

Suggested Evaluation Methods

Internal Assessment: 30		End Term Examination: 70	
➤ Theory	30	➤ Theory:	70
• Class Participation:	5	Written Examination	
• Seminar/presentation/assignment/quiz/class test etc.:	10		
• Mid-Term Exam:	15		

Part C-Learning Resources

Recommended Books/e-resources/LMS:

Text Books:

- Hurlock, E.B (2006). Personality Development, 28th Reprint. New Delhi: Tata McGraw Hill.
- Stephen P. Robbins and Timothy A. Judge (2014), Organizational Behavior 16th Edition: Prentice Hall.
- Interpersonal Communication and You, 1st edition, by Steven McCornack (ISBN: 9781457662539)
- Research and Documentation in the Digital Age, 7th edition, by Diana Hacker and Barbara Fister (ISBN 9781319152437)

Reference Books:

- Andrews, Sudhir. How to Succeed at Interviews. 21st (rep.) New Delhi. Tata McGraw-Hill.
- Heller, Robert. Effective leadership. Essential Manager series. Dk Publishing
- Hindle, Tim. Reducing Stress. Essential Manager series. Dk Publishing
- Lucas, Stephen. Art of Public Speaking. New Delhi. Tata - Mc-Graw Hill.
- Mile, D.J Power of positive thinking. Delhi. Rohan Book Company,
- Pravesh Kumar. All about Self- Motivation. New Delhi. Goodwill Publishing House.
- Smith, B. Body Language. Delhi: Rohan Book Company.

Session: 2024-25			
Part A – Introduction			
Subject	BUSINESS POLICY AND CORPORATE GOVERNANCE		
Semester	I		
Name of the Course	Master of Tourism and Travel Management		
Course Code	M24-TTM-109		
Course Type:	DEC-1		
Level of the course	400-499		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes(CLO):	CLO-109.1: To learn the concepts of business policy CLO-109. 2: To know the environmental and internal analysis CLO-109. 3 : To articulate and relate the conceptual framework of corporate governance CLO-109.4: To appraise about Composition and Structure of corporate governance		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			
The examiner will set 9 questions asking two questions from each unit and one compulsory question taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No.) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions selecting one question from each unit and the compulsory question. All questions will carry equal marks			
Unit	Topics		Contact hours
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		15


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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	15
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.	15
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	15
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none"> • Institute of Directors India (2019) A Handbook on CORPORATE GOVERNANCE for Executive , Institute of Directors India • Fernando A. C ,E. K. Satheesh and, K. P. Muraleedharan (2018) Corporate Governance: Principles, Policies and Practices Third Edition ,Pearson ,New Delhi. • David, F. R., & David, F. R. (2015).Strategic management: A competitive advantage approach, concepts and cases[VitalSource Bookshelf version] (15th ed.). Retrieved fro. • Pearce, J. and Richard B.R. (2004). Strategic Management: Strategic Formulation and Implementation. New York • Rao, P.S. (2016). Business Policy and Strategic Management: Text and Cases. Himalaya Publishing House Ltd. (eBook) Wheelen, • T.L. & Hunger, J.D. (2012). Introduction to Strategic Management and Business Policy: Towards Global Sustainability (13th ed). Pearson. (eBook) 		

Session: 2024-25			
Part A – Introduction			
Subject	SEMINAR		
Semester	I		
Name of the Course	Master of Tourism and Travel Management		
Course Code	M24-TTM-110		
Course Type:	SEMINAR		
Level of the course	400-499		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes(CLO):	<p>CLO-110. 1: To encourage student(s) for active participation and enhance experiential learning towards latest happenings in the tourism and hospitality industry.</p> <p>CLO-110. 2: To establish motivation for any topic of interest of tourism and hospitality, and develop a thought process for technical presentation</p>		
Credits	Theory	Practical	Total
	2	0	2
Teaching Hours per week	1	0	1
Internal Assessment Marks	0	0	0
End Term Exam Marks (Internal)	50	0	50
Max. Marks	50	0	50
<u>Instructions for Seminar</u>			
The Seminar will be conducted internally by the department and students will be evaluated on the basis their presentation, discussion and attendance in the class.			


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SEMESTER-II

Session: 2024-25			
Part A – Introduction			
Subject	INTERNATIONAL TOURISM		
Semester	II		
Name of the Course	Master of Tourism and Travel Management		
Course Code	M24-TTM-201		
Course Type:	CC-6		
Level of the course	400-499		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes(CLO):	CLO-201.1: Understanding the trends and pattern of international tourism CLO-201.2: Developing an understanding of major tourist-centric countries of Asia CLO-201.3: Learning major international tourism places of interest except for Asia CLO-201.4: Knowing the role of major international tourism organizations		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			
<p>The examiner will set 9 questions asking two questions from each unit and one compulsory question taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No.) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions selecting one question from each unit and the compulsory question. All questions will carry equal marks</p>			
Unit	Topics	Contact hours	
I	Forces and factors influencing the growth of international tourism, Global tourism trends-arrivals, and receipts, India's position in global tourism, Changing dimensions of international tourism, Global tourism by 2030	15	



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II	Major Tourism Places of Interest in Nepal, Sri Lanka, Maldives, UAE, Singapore, Thailand, Malaysia, Hong Kong, China, Japan, Indonesia, and Russia.	15
III	Major Tourism Places of Interest in UK, France, Germany, Spain, Switzerland, Italy, USA, Canada, Brazil, Peru, Chile	15
IV	Need for tourism organizations, 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 Transport Association (IATA): role in tourism development and promotion, membership, and objectives	15
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none"> • Swain, S.K. & Mishra, J.M.(2012). <i>Tourism: Principles & Practices</i>, Oxford University Press, New Delhi • Bhatia A.K. (2011), <i>International Tourism Management</i>, Sterling Publishers, New Delhi • Reisinger Y, (2009), <i>International Tourism – Cultures and Behaviour</i>. Butterworth-Heinemann, Oxford, UK. • William F. Theobald, W.F. (2013) <i>Global Tourism</i>, Elsevier Science, London. • Cochrane, J. (2008) <i>Asian Tourism Growth and Change</i>, Elsevier, London. • UN World Tourism Organization (2002). <i>Performance Indicators for Tourism Destinations in Asia and the Pacific Region</i>, Business & Economics. • VellasFrançois (1995). <i>International Tourism: Economic Perspectives</i>. St. Martin's Press 		


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Session: 2024-25			
Part A – Introduction			
Subject	TOUR PACKAGING MANAGEMENT		
Semester	II		
Name of the Course	Master of Tourism and Travel Management		
Course Code	M24-TTM-202		
Course Type:	CC-7		
Level of the course	400-499		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes(CLO):	CLO-202.1: To know the basics about travel agency and tour operation business in India CLO-202.2: To develop the tour design and its components CLO-202.3: To learn to prepare the tour itinerary and its costing and pricing CLO-202.4: To develop the tour packages related with specific itineraries		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			
<p>The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.</p>			
Unit	Topics		Contact hours
I	Tour package-originand 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 it future prospects. Linkages and integrations in tour operation business with principal vendors and other tourism organisations. Incentives and concessions available for tour operation Industry in India.		15
II	Tour designing process- meaning, Concept and approaches to tour package design – tour research, development of tour itinerary, negotiation		15

	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	
III	Tour itinerary- concept, approaches and 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 types of tour packages.	15
IV	Developing tour packages for business travellers; 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 in India- to south-East Asia-Singapore, Thailand and Malaysia, USA and Europe. Salient features of destinations covered in these itineraries.	15
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none"> • Mohinder Chand- —Travel Agency Management: An Introductory Textl-Anmol publication Pvt. Ltd. New Delhi.(2007). • A.K. Bhatia —The Business of Travel Agency and Tour Operations Managementl – Sterling Publishers Pvt Ltd, New Delhi(2012). • Sunetra Roday, Archana Biwal, Joshi Vandana—Tourism Operations and Managementl – Oxford University Press(2009). • Dr Sampad Kumar Swain, Dr Jitendra Mohan Mishra— Tourism: Principles and Practicesl - Oxford University Press(2011). • Dr Apsara Saleth Mary —The Principles of Travel Agency and Tour Operation Managementl – White Falcon Publishing(2021). • Dr Sanjeev Sharma —Tour Operation Management in TourismI- Random Publications(2018). • Cuneyt Mengu – —Operations Management and Strategies in Travel Industry- A Mod-ern Conceptl- Yalin Publishing, Istanbul(2020). • Tim Bryant—The Business of Travel Agency and Tour OperationsI – Murphy & Moore Publishing(2022). • Jacqueline Holland, David Leslie —Tour Operator and Operations Develop-ment, Management and ResponsibilityI – CABI(2018). • James M. Poynter —Tour Design, Marketing and ManagementI- Patience Hall. 		


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Session: 2024-25			
Part A – Introduction			
Subject	TOURISM MARKETING		
Semester	II		
Name of the Course	Master of Tourism and Travel Management		
Course Code	M24-TTM-203		
Course Type:	CC-8		
Level of the course	400-499		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes(CLO):	CLO-203.1: To gain knowledge of concepts of general marketing, services and tourism marketing CLO-203.2: To learn about tourism marketing environment and analysis of environment CLO-203.3: To be able to assess the tourism marketing strategies and the contexts CLO-203.4: To be able to visualize and frame marketing plans for different situations		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			
<p>The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.</p>			
Unit	Topics	Contact hours	
I	Understanding Marketing and its core concepts of Need, Wants, Demand, Exchange, Markets etc., Concept of Service Marketing and Tourism Marketing. Evolution of Tourism Marketing, Distinct features of Tourism Products and Services. Implications of these distinct features for marketing, Understanding Buying process and factors affecting buying process	15	


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II	Understanding Tourism Marketing Environment, Marketing Information System and Marketing Research; Marketing decision making; Demand Forecasting, Market Segmentation, targeting and Positioning-STP, Marketing Mix and its 7p's framework, product, Place, Price, promotion, people, process, Physical evidence.	15
III	Marketing strategies; New Product development. Product life cycle; Branding, Product -mix Strategies, Tourism Packaging, Distribution in Tourism, middlemen and their function. Price and factors affecting pricing; Pricing strategies, Promotion strategies – Promotion mix, devising the promotional Strategies, Internal Marketing, Customer Satisfaction and Customer Relationship Marketing, Balancing supply and demand, Physical evidence – Importance of ambience and Creating evidences. Process related strategies	15
IV	Digital marketing concept, techniques, advantages and limitations. Tools of digital marketing; Websites, Social media, online, email and mobile marketing	15
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none"> • Advances in Tourism Destination Marketing 2009. Edited by Metin Kozak, Juergen, Gnoth and Luisa L.A Andreu, Routledge • Hospitality Marketing (2011). David Bowie, Francis Buttle, Routledge • Marketing and Managing Tourism Destinations (2018). Alastair M. Morrison, Routledge • Marketing 4.0: Moving from Traditional to Digital (2017). Kotler Philip. Wiley • Managing and Marketing Tourist Destinations (2010). Metin Kozak and Seyhmus Baloglu, Routledge • Marketing in Travel and Tourism (2012). Victor T.C. Middleton, Jackie R. Clarke . Routledge • Marketing for Hospitality and Tourism (2016). Philip Kotler, James C. Maken and John T.Bowen. Pearson • Services Marketing (2006). Christopher, H. Lovelock and Jochen Writz. Pearson. 		


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Session: 2024-25			
Part A – Introduction			
Subject	EVENT PLANNING AND MANAGEMENT		
Semester	II		
Name of the Course	Master of Tourism and Travel Management		
Course Code	M24-TTM-204		
Course Type:	CC-9		
Level of the course	400-499		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes(CLO):	CLO-204.1: Define the concept, its advantages & disadvantages & types of events. CLO-204.2: Explain key elements of pre-events planning. CLO-204.3: Point out event marketing & HR Requirement. CLO-204.4: Create knowledge about various issues of events such as event catering, event entertainment, financial & crowd management for events.		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			
<p>The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.</p>			
Unit	Topics		Contact hours
I	Introduction to event: The Concept, Nature, Definition and scope, C's of Events, advantage and disadvantage of Events, Various Categories and Typologies, Organization structure of event management companies, Emerging trends in event industry.		15

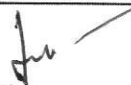

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II	Organizing & Designing of Events, Event planning – Concept, Process and Design, Pre- Event Research, Studying Event feasibility, legal compliances, Event Venue Finding Logistics and Ambience	15
III	Event Marketing & Human Resource for event Marketing & Promotion of Events: Nature of Event Marketing, Process of Event Marketing, The Marketing Mix, Sponsorship. Promotion: Image/ Branding, Advertising, Publicity and Public Relation. The Human Research Planning Process: Need Assessment; Policies and Procedures: Job Description; 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.	15
IV	Important Issues in Event planning Event Catering, Events Decorations, Entertainment planning for events and Speaker selection, Various Protocols during Events, Time Management Events, Financial Management of Events. Safety and Security: Occupational Safety and Health, Incident Reporting, Crowd Management and Evacuation.	15
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none"> • A.K. Bhatia, ‘Event Management’, Sterling Publishers Pvt. Ltd. Delhi. • Anton Shone & Bryn Parry, ‘Successful Event Management, Coleman, Lee & Frankle, Powerhouse Conferences. Educational Institute of AHMA • Hoyle, Dorf & Jones, Meaning conventions & Group business. Educational institute of AH & MA. • Joe Jeff Goldblatt, —Special Events: Best Practices in Modern Event Management (Hospitality, Travel & Tourism)ll, John Willy and Sons, New York • Leonard H. Hoyle, Jr, ‘Event Marketing’, John Willy and Sons, New York • Lynn Van Der Wagen, Carlos, Event Management, Pearson, New Delhi. • Sanjay Singh Gaur, Sanjay V Saggere, Event Marketing Management, Vikas Publication, New Delhi • John Beech, Sebastian Kaiser, Robert Kaspar - The Business of Events Management Pearson Publications 		


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Session: 2024-25			
Part A – Introduction			
Subject	TRANSPORT MANAGEMENT		
Semester	II		
Name of the Course	Master of Tourism and Travel Management		
Course Code	M24-TTM-205		
Course Type:	CC-10		
Level of the course	400-499		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes(CLO):	CLO-205.1: To know about the history of transportation and types and role of water transport for tourism industry. CLO-205.2: To understand the history of airlines and its contribution for tourism. CLO-205.3: To know about the role transportation and its different components. CLO-205.4: To learn about the railway system of the world and India and its contribution for the growth of tourism.		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		
Part B- Contents of the Course			
Instructions for Paper- Setter			
<p>The examiner will set 9 questions asking two questions from each unit and one compulsory question taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No.) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions selecting one question from each unit and the compulsory question. All questions will carry equal marks</p>			
Unit	Topics	Contact hours	
I	Transportation as dynamic and visual manifestation of Tourism. History of different modes of transportation. Factors affecting growth of mode of transportation; Water Transport: Water Transport System – Historical past, cruise ships, ferries, hovercraft, river canal boats. Prospects and future growth of water transport in India. Major cruise lines of the world and their packages; Role of water transport in tourism industry, Limitation and scope of water transport in India.	15	


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II	History of airlines in India. Role and contribution of Air India, Private airline and Helicopter services. Infrastructure basis of airlines in India, airports, main airlines. Role of airlines in tourism promotion and cargo transportation. Recent policies regarding airlines, problems of airlines business.	15
III	Importance of Road transportation. Infrastructure basis of surface transport in tourism promotion. Road Transport System – Approved tourist transport, car hire companies including car rental scheme and tourist-coach companies, Documents connected with road transport viz. Regional Transport Authority, transport and insurance documents, road taxies, fitness certificate, contact carriage, state carriage, All India permits, maxi car, motor car etc.	15
IV	Railway System of world, British Rail, Euro Rail, Amtrak, Orient express, Trans-Siberian railway and luxury train of the world. Indian Railways – types of tours available in Indian Rail, Ind-rail pass, special schemes and packages available, palace on wheels, royal orient, fairy queen and toy trains. Planning itineraries on Indian Railways, reservation and cancellation procedures	15
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none"> • Cuneyt Mengu – —Operations Management and Strategies in Travel Industry- A Modern Conceptl- Yalin Publishing, Istanbul(2020). • M.R. Dileep —Tourism,Transport and Travel Managementl- Taylor & Francis(2019). • A.K. Bhatia —The Business of Travel Agency and Tour Operations Managementl ,Sterling Publishers Pvt Ltd, New Delhi(2012). • Dr Yoginder Singh —Tourism Transportation Systeml- Laxmi Publications Pvt. Ltd. (2022). • M.R. Dileep , Francesca Pagliara —Transportation Systems for TourismI – Springer Cham(2023). • M.R. Dileep , Ajesh Kurien —Air Transport and Tourism: Interrelationship, Operations and Strategiesl- Routledge(2021). • Dr Sampad Kumar Swain, Dr Jitendra Mohan Mishra— Tourism: Principles and Practicel - Oxford University Press(2011). • M.R. Dileep— Tourism: concepts, theory and practicel - Dreamtech Press(2020). • WEBSITES- Travel Information Manual- IATA, ICAO, AAI, MoCivil Aviation, IWAI, IRCTC, Ministry of Road Transport and Highways. • E-PGPathshala 		


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Session: 2024-25			
Part A – Introduction			
Subject	AIRLINES MANAGEMENT AND TICKETING		
Semester	II		
Name of the Course	Master of Tourism and Travel Management		
Course Code	M24-TTM-206		
Course Type:	DEC-2		
Level of the course	400-499		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes(CLO):	CLO-206.1: To learn about the domestic and international airlines of India and world. CLO-206.2: To remember and understand government policies and important codes related to airlines. CLO-206.3: To understand and analyse the basics of tickets and air fares. CLO-206.4: To know the latest baggage rules and evaluate the role of various international organisations		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			
<p>The examiner will set 9 questions asking two questions from each unit and one compulsory question taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions selecting one question from each unit and the compulsory question. All questions will carry equal marks</p>			
Unit	Topics		Contact hours
I	History of air transport in the world & India. International & Domestic airlines: Public & Private Airline of India and world. Major Air Carriers and Major Low-cost Airlines, Domestic Air Transport Business in India.		15


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II	Understanding of various Government aviation policies, UDAN yojna etc. City and airport codes, airlines codes, currency codes etc. of India and World. Airline geography, IATA areas and sub areas, planning itinerary with special reference to Air Transport connectivity.	15
III	Types of tickets; Components in International Air Tickets; Types of air journey, MPM, TPM, Extra Mileage Allowance, One-way, Return Trip and Circle Tri Journey, Higher Intermediate Fare Check Point, Add-on and Open Jaw Fare, Excursion Fare, Airline Business in the World, , Distribution of Sales of Airlines Tickets, Baggage and Travel Documents, Air Charter Services, Miscellaneous Charges order (MCO) – Multiple Purpose Document (MPD) – Billing and Settlement Plan.	15
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. Licensing of air carriers; Limitations of weights and capacities; Scheduled and non-scheduled airlines services; No-frill airlines; Open sky policy; International conventions; Functions of IATA, ICAO, DGCA, AAI; GDS in air transportation.	15
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none"> • Sumeet Suseelan (2019). Airline, Airport & Tourism Management: Aviation Manual, Notion Press. • Jitendra Kumar Sharma (2009). Flight Reservation and Airline Ticketing, Kanishka Publishers. • L.K. Singh (2008). Foreign Exchange Management And Air Ticketing, Isha Books. • Jagmohan Negi, Gaurav Manohar, (2005). Air Travel Ticketing and Fare Construction, Kanishka Publishers. • Madhav R. Dileep, Ajesh Kurien, (2021). Air Transport and Tourism: Interrelationship, Operations, and Strategies, Routledge. • Michael Sales (2016). Air Cargo Management: Air Freight and the Global Supply Chain, Taylor & Francis. • Emmy Arsonval Maniriho (2022). Aviation, Air Cargo, and Logistics Management: A Manual for Air Cargo Handlers and Shippers, Harpercollins 360. • Stephen Shaw (2007). Airline Marketing and Management, Ashgate. • James Nolan, James Peoples, (2022). The International Air Cargo Industry: A Modal Analysis, Emerald Publishing Limited. 		

Session: 2024-25			
Part A – Introduction			
Subject	ESSENTIAL COMPUTER SKILLS FOR TOURISM PROFESSIONALS		
Semester	II		
Name of the Course	Master of Tourism and Travel Management		
Course Code	M24-TTM-207		
Course Type:	DEC-2		
Level of the course	400-499		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes(CLO):	CLO-207.1 : To learn and work with MS Word/Libre Office Writer/Other open office writer/Google Doc and its features and applications CLO-207.2 : To learn and practice/ Libre Office Calc/Other open office sheet/Google sheet for effective data management CLO-207.3 : To learn and apply MS PowerPoint/Libre Office Impress/Google slides for effective managerial presentation CLO-207.4 : To prepare students to utilize the internet efficiently and make appropriate searches		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			
<p>The examiner will set 9 questions asking two questions from each unit and one compulsory question taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions selecting one question from each unit and the compulsory question. All questions will carry equal marks</p>			
Unit	Topics	Contact hours	
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.	15	

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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.	15
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.	15
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	15
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
TEXT BOOKS		
<ul style="list-style-type: none"> • Leon Alexis and Mathews Leon: Introduction to Computers, Vikas Publishing House Pvt Ltd. New Delhi • Bhatnagar S C and Ramani K V: Computers and information management. A Primer for Practicing Managers, New Delhi, Prentice Hall of India Pvt. Ltd. • Bansundara, S: Computer Today. • Goel Ritender and D N Kakkar: Computer Application in Management, New Age International Publishers, New Delhi. • Ragaraman, V: Fundamental of Computers, PHI, New Delhi. 		


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Session: 2024-25	
Part A – Introduction	
Subject	COMMUNICATION TECHNIQUES
Semester	II
Name of the Course	Master of Tourism and Travel Management
Course Code	M24-TTM-208
Course Type:	DEC-2
Level of the course	400-499
Pre-requisite for the course (if any)	NA
Course Learning Outcomes(CLO):	CLO-208.1 To gain knowledge of communication process and barriers CLO-208.2 To learn writing of business correspondence using digital platforms CLO-208.3 To be able to speak for different occasions in tourism business CLO-208.4 Learn the use of formal office body language

Credits	Theory	Practical	Total
		4	0
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		

Part B- Contents of the Course

Instructions for Paper- Setter

The examiner will set 9 questions asking two questions from each unit and one compulsory question taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions selecting one question from each unit and the compulsory question. All questions will carry equal marks.

Unit	Topics	Contact hours
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 & re	15
II	Business writing: Principles for clear Business Writing: Adoption, Word Selection, Sentence Construction, 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	15

	Reports Use of open source office software in business writing	
III	Oral Business communication: Telephone conversation, Public speaking, oral reporting, Interviews, Group Discussions, Demonstrations. Meetings; – Organization of Meetings Use of digital tools for oral communication	15
IV	Nonverbal Communication, Importance of Body language in Communication, Reading Body Language Cross-Cultural Communication; Concept and functions of Cultures, Impact of Culture of Communication in tourism, Expressions in Cross Cultural tourism Communication	15
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none"> • Effective Business Communication (2017). Herta Murphy, Herbert Hildebrandt, Jane Thomas, McGrawHill. • Business Communication Essentials (2010). Courtland L. Bovee , Pearson Education. 3. • Business Communication Today (2017). L. Bovee Courtland, Thill John, Lal Raina Roshan Pearson Education. • Business Communication (2012). Meenakshi Raman, Prakash Singh, Oxford. • Business English: The Writing Skills You Need For Today's Workplace (2016). Andrea B. Geffne, Barrons Educational Series. • The Art of Public Speaking (2019). Dale Carnegie, Vayu Education of India. • Guide to Cross-Cultural Communications (2010). Sana Reynolds, Deborah Valentine, Mary M. Munter, Pearson. • The Definitive Book of Body Language: How to Read Others Attitudes by Their Gestures(2017) Allan Pease, Barbara Pease, Orion • Body Language(Introducing Practical Guide) 2016 Glenn Wilson,Icon 		


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Session: 2024-25			
Part A – Introduction			
Subject	TOURISM ACCOUNTING		
Semester	II		
Name of the Course	Master of Tourism and Travel Management		
Course Code	M24-TTM-209		
Course Type:	DEC-2		
Level of the course	400-499		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes(CLO):	CLO-209.1: Enriching conceptual Clarity about Accounting Concept. CLO-209.2: To enhance practical utility of accounting. CLO-209.3: Application of Accounting for managers. CLO-209.4: Innovative Decision Making Methods & Techniques.		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			
<p>The examiner will set 9 questions asking two questions from each unit and one compulsory question taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No.) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions selecting one question from each unit and the compulsory question. All questions will carry equal marks</p>			
Unit	Topics		Contact hours
I	Meaning and scope of accounting: need for accounting, Definitions and functions of accounting, Book Keeping and accounting, Accounting as a science or art, Uses of accounting information, Accounting and other disciplines, role of Accountants, Branches of accounting. Accounting Principles: Meaning of Accounting Principles. Accounting Principles conventions		15


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II	Recording of Transactions: Journals, Rules of debit and credit, compound entries, Relationship between Journal and ledger, rules regarding Posting in accounts Ledger Posting, Trial Balance Final Accounts: Trading Account, Profit & loss account, Balance sheet (with Simple Adjustments)	15
III	Management Accounting: Meaning, Functions, Scope, Utility, Limitation of System, Financial Accounting, Management Accounting, Difference between Financial Accounting and Management Accounting Cost Accounting: Meaning, Importance and functions, difference Between Cost accounting and financial Accounting, Cost Accounting and Management Accounting, Concept of Cost: Cost, Expense and Loss, Elements of Cost, components of Total Cost and cost sheet.	15
IV	Budgetary control: Meaning of Budget, Types of Budget, Budgetary control as a management tool, Limitation of Budgetary Control, Budgetary control Techniques, challenges for investments in hotel, aviation & Tourism sectors, Role and Contribution of TFCI in tourism.	15
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none"> • Donald F. Sutton, Financial Management in Hotel and Catering Heinemann, London. • L.S. Porwal Accounting theory, An Introduction Tata McGraw Hill Publishing Co., Ltd., New Delhi. • Leslie Chadwick The Essence of Financial Accounting Prentice Hall of India Pvt. Ltd., New Delhi. • Richard, Katas, Management Accounting for Hotels and Restaurants, Surrey University Press. • Richard, Katas, Book-Keeping in hotel and Catering Industry, Surrey University Press, London. • Robert and Anthony, Management Accounting Prentice Hall of India Pvt., Ltd. New Delhi. • Adrill, P and Mclancey, Accounting and Finance for non-Specialists, Prentice Hall. • Dyson J R, Accounting for Non-Accounting Students, 5th Ed. Prentice Hall. 		


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Session: 2024-25			
Part A – Introduction			
Subject	Constitutional, Human and Moral Values, and IPR		
Semester	II		
Name of the Course	Master of Tourism and Travel Management		
Course Code	M24-CHM-201		
Course Type:	CHM		
Level of the course	400-499		
Pre-requisite for the course (if any)	NA		
Credits	Theory	Practical	Total
	2	0	2
Teaching Hours per week	2	0	2
Internal Assessment Marks	15	0	15
End Term Exam Marks	35	0	35
Max. Marks	50	0	50
Examination Time	3 hours		
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			
<p>The examiner will set 9 questions asking two questions from each unit and one compulsory question taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions selecting one question from each unit and the compulsory question. All questions will carry equal marks</p>			
<p>Syllabus to be taken from the common pool of the university.</p>			


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SEMESTER-III

Session: 2024-25			
Part A – Introduction			
Subject	TOURISM PLANNING AND POLICY		
Semester	III		
Name of the Course	Master of Tourism and Travel Management		
Course Code	M24-TTM-301		
Course Type:	CC-11		
Level of the course	500-599		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes(CLO):	CLO-301.1: To understand the basics of planning and planning concepts CLO-301.2: To create a competitive destination with support of all stakeholders CLO-301.3: To use the capacity assessment planning and levels of planning CLO-301.4: To evaluate various policies regarding in India		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			
<p>The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.</p>			
Unit	Topics	Contact hours	
I	Planning and planning concepts Definitions of Tourism Planning, Planning as a Concepts, Development Policy, Link between planning and destination management, type of DMOs, Destination Life Cycle	15	


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II	Destination and its stakeholders Creating a competitive Destination, Destination visioning process Destination audit, destination lifecycle, tourism readiness, analysing and understanding global forces, tourism systems- Intermediaries and facilitators, stakeholders	15
III	Levels of 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	15
IV	Tourism Policies of Indian States Tourism policies and tourism development in India, Recent Decades of Tourism Planning in India Tourism Policy in Kerala, Rajasthan, Gujarat, Haryana. Case Study of Incredible India and God's Own Country, Vibrant Gujarat, Characteristics of Tourism Planning for Alternative Tourism- Rural, Eco, and Farm.	15
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none"> • Cooper, Chris: Fletcher John; Gilbert, David and Wanhill, Stephen: Tourism principles and practices, Pitman Publishing London • Donald E. Hawkins, Elwood L. Dhafer and James m Rovelstad; Tourism Planning and Development Issues, George Washington University, Washington DC. • Gunn, Cleare A, Tourism Planning New York • Kaiser, Charles Jr. and Larry E. Heiber: Tourism Planning and Development, CBI Publishing Boston. • Leonard J. Lickorist: Developing tourism Destinations: Policies and Prospectives, Longman. • Mill Robert Christ and Alstrair M Morrison, The Tourism System 		


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Session: 2024-25			
Part A – Introduction			
Subject	MAJOR TOURISM DESTINATIONS OF INDIA		
Semester	III		
Name of the Course	Master of Tourism and Travel Management		
Course Code	M24-TTM-302		
Course Type:	CC-12		
Level of the course	500-599		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes(CLO):	CLO-302.1: To understand the monuments of architectural importance of India CLO-302.2: To know about the key religious/cultural centres of India CLO-302.3: To Describe the main hill stations and national parks of India CLO-302.4: To discuss the coastal destinations and islands of India		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			
<p>The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.</p>			
Unit	Topics		Contact hours
I	Historical / Monumental / Architectural destinations Delhi – Agra- Jaipur, Khajuraho, Nalanda, Ajanta- Ellora, Hampi-Halebid, Lucknow.		15
II	Religious / Cultural Centers Haridwar- Badri Nath- Kedarnath, Bodh Gaya, Bhuvaneswar – Puri- Konark, Rameshwaram, Dwarka, Amritsar		15


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III	Hill Stations and National Parks; Leh, SriNagar, Manali, Darjeeling, Ooty, Mahabaleshwar. Jim Corbett, Sariska, Kanha, Gir	15
IV	Coastal Destinations & Islands; Puri, Mumbai, Goa, Lakshadweep. Cochin, Kanyakumari, Chennai, Pondicherry, Andman & Nicobar, Kolkata	15
Total Contact Hours		60

Suggested Evaluation Methods

Internal Assessment: 30		End Term Examination: 70	
➤ Theory	30	➤ Theory:	70
• Class Participation:	5	Written Examination	
• Seminar/presentation/assignment/quiz/class test etc.:	10		
• Mid-Term Exam:	15		

Part C-Learning Resources

Recommended Books/e-resources/LMS:

- Ahmad, Aizaz: General Geography of India, NCERT, New Delhi.
- Goh Cheong Long: An Economics of India, Oxford University.
- National Atlas of India, Govt. of India Publication, Calcutta 1997.
- Atlas of World Oxford Press, New Delhi.
- 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 etc.
- Lonely Planet-India
- Kumar, Ravi Bhushan: Coastal Tourism & Environment, AOH Publishing Corporation, New Delhi.


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Session: 2024-25			
Part A – Introduction			
Subject	TOURIST BEHAVIOUR		
Semester	III		
Name of the Course	Master of Tourism and Travel Management		
Course Code	M24-TTM-303		
Course Type:	DEC-3		
Level of the course	500-599		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes(CLO):	CLO-303.1: To remember tourist behaviour and tourist decision making process CLO-303.2: To understand intrinsic influences on tourist by focussing on needs and motivations CLO-303.3: To analyse extrinsic influences on tourist behaviour including social class CLO-303.4: To analyse and evaluate various models of tourist behavior		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			
<p>The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.</p>			
Unit	Topics		Contact hours
I	Introduction to Tourist Behaviour Overview of Tourist Behaviour; Tourist decision making process and influences; Complexity of tourist behaviour		15
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.		15

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	15
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	15
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none"> • Chawdhry k. Kakar, S. : Understanding Organizational Behavior, Tata McGraw Hill Publishing Co., • Devis, K: Human Behaviors at works, Organizational Behavior, Tata McGraw Hill Publishing Co., • Dwivedi, R.S., Dynamics of Human Behavior at Work, Oxford and IBH Publishing Co., • Robbnins, S.P.: Organisational Behavior, Prentice Hall Inc. • Flemming , Hanson: Consumer Choice • Fred D Reynolds and William D. Wells : Consumer Behavior • Lawless, D.J. Organisational Behavior, Prentice Hall Inc. 		


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Session: 2024-25			
Part A – Introduction			
Subject	SPORTS TOURISM		
Semester	III		
Name of the Course	Master of Tourism and Travel Management		
Course Code	M24-TTM-304		
Course Type:	DEC-3		
Level of the course	500-599		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes(CLO):	CLO-304. 1: Creating awareness about all facets in the sport and event tourism industry CLO-304. 2: Developing an understanding of business of sports, event and tourism. CLO-304. 3: Understanding the types of sport organization CLO-304. 4: Learning various organizations and training institutes of sports tourism in India		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			
The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.			
Unit	Topics		Contact hours
I	BASICS OF SPORTS TOURISM Understanding Sports Tourism, Origin of Sports Tourism in the World. Different terminologies used in sports tourism (Hard and Soft Sports Tourism, Sport Events Tourism, Active Sport Tourism, Nostalgia Sport Tourism). Impacts of Sports Tourism in India, Future of Sports Tourism (Political Trends, Globalisation, Socio-Demographic Trends)		15


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II	SPORTS TOURISM MANAGEMENT Sports tourism and sports management, purpose and scope of sports management, career opportunities and sources of employment in sports management, Management of sport events (opening ceremony, closing ceremony, formation of various committees and their responsibilities. Sports marketing, Sport Auctions and sponsorship).	15
III	LEARNING TYPES OF ADVENTURE SPORTS Adventure Sports planning, structure, pricing, Sport's event organization, Water and surface water sports, (Sailing, Yacht racing, boat racing, scuba diving, water polo), Land based sports (football, tennis, golf, MotoGP, Formula 1.), Mountain sports (climbing, hiking, mountain biking, hang gliding, trekking), Summer sports (athletics, beach volleyball, handball, gymnastics), Winter sports (skiing, biathlon, figure skating, ice hockey), Major competition organization (Olympic games, World championship, etc.)	15
IV	ORGANISATIONS AND TRAINING INSTITUTES OF SPORTS TOURISM Adventure Tourism products and infrastructure. Marketing and promotional strategies. Outstanding issues of adventure Tourism. Adventure Tourism Organizations and training institutes in India- Himalayan Mountaineering Institute, Nehru Institute of Mountaineering, Regional Water Sports Centre (H.P), National Institute of Water Sports, Aero Club of India, The Balloon Club of India and in J&K- Jawaharlal Institute of Mountaineering and Winter Sports (JIM & NIWS), Indian Institute of skiing & mountaineering.	15
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
<ul style="list-style-type: none"> • M. Saayman (2012), An Introduction to Sports Tourism and Event Management. South Africa: Sun Press. ISBN: 9780987009623, 0987009621. • Chris Bull, Mike Weed (2012). Sports Tourism: Participants, Policy, and Providers, Taylor & Francis. • Rajesh Kumar (2009). Sports, Adventure, and Recreational Tourism, SBS Publishers and Distributors. • Satyender Singh Malik (2005). Potential of Adventure Tourism in India, Agam Kala Prakashan. • John Swarbrooke, Colin Beard, Suzanne Leckie, Gill Pomfret (2003). Adventure Tourism: The New Frontier, Butterworth-Heinemann. • Russell Hoye, Milena M. Parent (2016). The Sage Handbook of Sport Management, SAGE Publications. 		

Session: 2024-25			
Part A – Introduction			
Subject	CROSS CULTURAL MANAGEMENT		
Semester	III		
Name of the Course	Master of Tourism and Travel Management		
Course Code	M24-TTM-305		
Course Type:	DEC-3		
Level of the course	500-599		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes(CLO):	CLO-305. 1 Recognize the dimensions of cultural values and systems and their role in tourism business CLO-305. 2 Understand the challenges of managing tourism culture through team building in a multicultural business organization. CLO-305. 3 Grasping cultural variability dynamics and managing synergy CLO-305. 4 Develop intercultural competence in oral, written and inter-personal communication skills		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			
The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.			
Unit	Topics	Contact hours	
I	Understanding culture Concept, elements (Language, symbols, norms, beliefs etc.) and functions of cu Subcultures and cross cultures. Influence of culture on tourist buying and consumption. Consumer culture. Sacred and profane consumption in tourism.	15	
II	Tourism culture and culture of tourism Tourist, Host and Tourism culture, Cultural differences between hosts	15	

	and guests, Social exchange theory; Impact of guest cultures on host cultures, Acculturation, demonstration and Cultural hostilities, Cultural globalization. Case study-Macdonaldization of society	
III	Cultural variability Cultural diversity wheel, Hofstede framework. Diversity management-managing Cultural Conflicts, Creating Cultural Synergy, Cultural Assimilation and Change. Case study- A globalized theme park market? The case of Disney in Europe	15
IV	Cross Cultural Competence Developing Intercultural sensitivity and competence, Cultural Intelligence and developing cross cultural skills; Intercultural Communication	15
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
<ul style="list-style-type: none"> • Yvette Reisinger, International Tourism: Cultures and Behavior, Elsevier • Culture on display: The production of contemporary visitability, Bella Dicks, Open University Press McGraw-Hill Education • Tourist Cultures: Identity, Place and the Traveller, Stephen Wearing, Deborah Stevenson and Tamara Young, SAGE Publications Ltd, 2010 • World transformed: Megatrends and their implications for travel and tourism, WTTC 2019 • The Cambridge Handbook of Consumer Psychology, Michael I. Norton, Derek D. Rucker, Cait Lamberton, 2017 • Yvette Reisinger—International Tourism-Cultures and Behavior— Butterworth-Heinemann(2009). • David C. Thomas and Mark F. Peterson- —Cross-Cultural Management: Essential Concepts— SAGE Publications, Inc(2017). • Gavin Jack, Alison M. Phipps—Tourism and Intercultural Exchange-Why Tourism Matters— Channel View Publications(2005). • L.K. Singh —Indian Cultural Heritage Perspective for Tourism— Isha Books(2008) • Neeraj Agarwal — Tourism and Cultural Heritage of India— Aman Publications(2015) • Movies- Outsourced, The Best Exotic Marigold Hotel, Minari 		



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Session: 2024-25	
Part A – Introduction	
Subject	TOUR GUIDING AND INTERPRETATION
Semester	III
Name of the Course	Master of Tourism and Travel Management
Course Code	M24-TTM-306
Course Type:	DEC-3
Level of the course	500-599
Pre-requisite for the course (if any)	NA
Course Learning Outcomes(CLO):	CLO-306. 1 To define the concepts related to tour guiding and tour escorting. CLO-306. 2 To understand the dynamics and mechanics of tour guiding. CLO-306. 3 To execute the guiding skills at various sites CLO-306. 4 To learn the situation handling and managing the guiding business

Credits	Theory	Practical	Total
		4	0
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		

Part B- Contents of the Course

Instructions for Paper- Setter

The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.

Unit	Topics	Contact hours
I	Tour guiding: Introduction to tour guiding and tour escorting, difference between tour guiding and tour escorting, role of a tour guide; Tour guiding in India; Characteristics of a tour guide, steps to becoming a tour guide; Presenting yourself; making sense of cultural differences.	15
II	Guiding Techniques: Understanding the dynamics of tour guiding, practical tips, mechanics of tour guiding; tools of the trade.	15



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III	Practical guiding: Guiding at a monument, guiding at a religious site, guiding at a museum, guiding on an archaeological site, guiding on a nature walk, guiding on a walking tours, guiding on a coach. designing and conducting heritage walks.	15
IV	Situation Handling: Handling difficult tourists, handling questions, handling emergencies, searching for information, responsible guiding; designing and conducting heritage walks. Managing guiding business: How to plan an itinerary, partners in business, setting up a tour guiding business, Code of Conduct for tour guides in India (MoT)	15
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none"> • Nimit Chowdhary and Monika Prakash— Interpretation and Tour Leadership- Principles and Practices of Tour Guiding - Goodfellow Publishers Ltd(2022) • Cuneyt Mengu – —Operations Management and Strategies in Travel Industry- A Modern Concept - Yalin Publishing, Istanbul(2020). • <u>Chiranjib Kumar C</u>—Tour Guiding: A Training Manual & Professional Approach of Guiding in Tourism - Createspace Independent Publishing Platform(2016). • Nimit Chowdhary— <i>Handbook for Tour Guides</i>” - Matrix Publishers(2013). • <u>Verite Reily Collins</u>- —Becoming a Tour Guide: The Principles of Guiding and Site Interpretation - Continuum Publishing Corporation(2000). • <u>Betty Weiler, Rosemary Black</u>- —Tour Guiding Research-Insights, Issues and Implications - Channel View Publications(2014). 		

Session: 2024-25			
Part A – Introduction			
Subject	HOTEL MANAGEMENT		
Semester	III		
Name of the Course	Master of Tourism and Travel Management		
Course Code	M24-TTM-307		
Course Type:	DEC-4		
Level of the course	500-599		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes(CLO):	CLO-307.1: To understand the basics of hotel industry and its components CLO-307.2: To describe the types of accommodation and ownerships CLO-307.3: To explain the organisational structure and duties of front office CLO-307.4: To examine the tourist requirements at a hotel and legal formalities		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			
<p>The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.</p>			
Unit	Topics	Contact hours	
I	Introduction to Hotel industry – concept, origin, growth and development in India. Types of catering establishments. Hotel product- meaning and components. Present status and future prospects of hotel industry in India.	15	
II	Accommodation- Introduction, types; classification of hotels- star and other categories; Organizational structure of hotel- meaning and duties and responsibility Ownership structure in hotels-sole proprietorship, partnership, corporate sector and Franchises and management contract ;Major hotel chains in India.	15	

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III	Front Office- Meaning and significance of Front Office; Organizational Structure-duties and responsibilities. Types of rooms, Types of Room plans. Reservation-meaning, types, sources and process. Room rate, its types and various allowances. Communication at front office; inter and intra departments coordination in hotel. Wake Up Call procedure.	15
IV	Guest cycle- Pre arrival: - introduction, activities performed in pre arrival stage. Arrival: - Registration process, Room allotting process. Domestic tourist group and foreign tourists group handling. During stay: - Handling Guest complaints and problems, special request handling, room changing procedure, message handling. Departure: - Guest billing –meaning and procedure. Bell desk activities. Post departure: -Guest history management, handling lost and found. Legal formalities- Knowledge of VISA formalities for FLTs and GITs, foreign exchange regulations, credit cards handling	15
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none"> • 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 Operations, 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 		


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Session: 2024-25			
Part A – Introduction			
Subject	TRAVEL WRITING		
Semester	III		
Name of the Course	Master of Tourism and Travel Management		
Course Code	M24-TTM-308		
Course Type:	DEC-4		
Level of the course	500-599		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes(CLO):	<p>CLO-308.1 To understand the concept and importance of travel media.</p> <p>CLO-308.2 To understand the role and importance of travel writing in travel promotion</p> <p>CLO-308.3 To study the skills required to become a travel writer</p> <p>CLO-308.4 To educate and train the students for travel and food blogging</p>		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			
<p>The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.</p>			
Unit	Topics		Contact hours
I	<p>Basics of Travel Writing</p> <p>Need and Importance of travel writing, Structure of a travel story, 5 W& 1H in a travel story, Writing intro and headlines for travel stories, sources of travel stories, story idea and its importance, qualities of good travel writing, Skills required for travel writing, Language of travel stories, various elements of travel stories, understanding travel readers, selecting media for travel stories, comparative analysis of</p>		15

	travel stories published in newspapers, magazine and digital media.	
II	Various Formats of Travel Writing Writing news stories, types of travel stories: Holiday and family stories, religious travel, spiritual travel, travel business, exploring various destination through writing, culture, traditions and life style writing, Writing travel feature, writing travel article, informational articles, promotional articles, Business travel writing, writing on historical places and people. Writing travelogues, Laws and ethics for travel writing, famous travel writer in India and abroad	15
III	Writing for Food Food and human relations, defining food writing, Need and importance of food writing, writing on different types of food, writing on food recipe, street food, traditional food, International food writing, food review, restaurant review, Cook review, food freelancing, food marketing through writing, how to use media for food promotion, famous food writers and characteristics of their writing. Writing press release for food events, food fair, food exhibitions etc.	15
IV	Travel Writing for Digital and Social Media What is blogging, importance of travel blogging in digital age, How to create a travel blog, various types of travel blogs, famous travel blogger in the world, famous travel blogger in India, Writing travel blogs, writing and producing travel podcasts, Good habits of travel blog writer, Travel writing for news and life style websites, writing travel posts for social media platforms, designing travel publicity material, role of travel advertisements in the promotion on tourism.	15
	Total Contact Hours	60


Suggested Evaluation Methods

Internal Assessment: 30		End Term Examination: 70	
➤ Theory	30	➤ Theory:	70
• Class Participation:	5	Written Examination	
• Seminar/presentation/assignment/quiz/class test etc.:	10		
• Mid-Term Exam:	15		

Part C-Learning Resources

Recommended Books/e-resources/LMS:

- Carl Thompson (2011). Travel Writing, Taylor & Francis.
- Don George, Janine Eberle, (2017). How To Be A Travel Writer, Lonely Planet Global Limited.
- Carl Thompson (2019). The Routledge Companion to Travel Writing, Routledge.
- Casey Blanton (2013). Travel Writing: The Self and the World, Taylor & Francis.
- Nandini Das, Tim Youngs, (2019). The Cambridge History of Travel Writing, Cam-


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bridge University Press.

- Tim Youngs (2013). The Cambridge Introduction to Travel Writing, Cambridge University Press.
- L. Peat O'Neil (2005). Travel Writing: See The World. Sell The Story, F+W Media.
- Tim Hannigan (2023). The Travel Writing Tribe: Journeys In Search Of a Genre, C. Hurst (Publishers) Limited.



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Session: 2024-25			
Part A – Introduction			
Subject	CUSTOMER RELATIONSHIP MANAGEMENT		
Semester	III		
Name of the Course	Master of Tourism and Travel Management		
Course Code	M24-TTM-309		
Course Type:	DEC-4		
Level of the course	500-599		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes(CLO):	<p>CLO-309.1: Apply the concept of CRM, the benefits delivered by CRM, the contexts in which it is used, the technologies that are deployed and how it can be implemented.</p> <p>CLO-309.2: Understanding customers and customer behaviour.</p> <p>CLO-309.3: Implement various technological tools for data mining and also successful implementation of CRM in the Organizations.</p> <p>CLO-309.4: Design customer relationship management strategies by understanding customers' preferences for the long-term sustainability of the Organizations.</p>		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			
<p>The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.</p>			
Unit	Topics		Contact hours
I	Emerging Concepts in Customer Relationship Management: Meaning and Definition of CRM, Importance of CRM. Conceptual Framework of Customer Relationship Management; The Value Pyramid. Customer Interaction Cycle. Customer Profiling and Total Customer Experience, Goals of a CRM Str		15

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	and Obstacles, CRM Solutions Map. Discussing People, Processes and Technology	
II	CRM Process and Implementation: Issues and Strategies: Winning Markets through Effective CRM; CRM as a business strategy, CRM Process, Strategies for Customer Acquisition; Customer Retention, Effective Customer Relation Management through Customer Knowledge Management; Customer Interaction Management, Call Centre management in CRM. Concept of Customer centricity, Customer touch points, Customer Service, Measuring Customer life time value.	15
III	Technological Support in CRM: Introduction, technological Applications in CRM, types of Technological Applications in CRM, Customer Databases and Information Systems, Database Marketing Strategies. Data Mining for CRM - Some Relevant Issues.	15
IV	e-CRM – Emerging Trend in CRM: Introduction, Importance of e-CRM in Service Marketing, Challenges involved in formulating and implementing e-CRM strategies, Changing Patterns of e-CRM Solutions in the Future; e-CRM architecture and its components, Five engines of e-CRM, Evolution of e-customer and e-marketing, e-CRM for personalized services, Relevance of CRM for tourism Industry.	15
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
<p>SUGGESTED TEXT BOOKS</p> <ul style="list-style-type: none"> • Jagdish N Sheth, Parvatiyar Atul, G Shainesh, Customer Relationship Management: Emerging Concepts, Tools and Applications, 1st Edition, Tata McGraw Hill, June 2008 <p>SUGGESTED REFERENCE BOOKS</p> <ul style="list-style-type: none"> • Judith W .Kincaid , Customer Relationship Management Getting it Right, Pearson Education • H.Peeru Mohamed , A Sagadevan, Custmer Relationship Management, A Step by Step Approach, Vikas Publishing House • Customer Centricity –Focus on right customer for strategic advantage, by Peter Fader, Wharton Digital Press, 2012 		


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Session: 2024-25			
Part A – Introduction			
Subject	LOGISTICS MANAGEMENT		
Semester	III		
Name of the Course	Master of Tourism and Travel Management		
Course Code	M24-TTM-310		
Course Type:	DEC-4		
Level of the course	500-599		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes(CLO):	CLO-310. 1: To remember the concept of logistics management in tourism CLO-310. 2: To understand the types of transportation and customer care and safety issues CLO-310. 3: To demonstrate the role of logistics in tourism business CLO-310. 4: To analyse the role of new technologies in transport innovation and green tourism development		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			
<p>The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.</p>			
Unit	Topics		Contact hours
I	Introduction to the Concept of Logistics Management in Tourism: Definition of logistics, Importance and role of logistics, Basic concepts and the terminology of Logistics, Globalization and development of logistics..		15


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II	Logistics and Transport Types of transportation modes, Components of transport, Public transport modes, urban transportation, Economics of mass transit, Methods of Transportation and Traffic Management Techniques, Managing passengers, Transport safety issue, Customer care in logistics and transport management	15
III	Role of Logistics in Tourism Business Implication of logistics management in tourism business, Transport modes as tourism product in tourism business, Procurement, production and distribution logistics in tourism business	15
IV	Tourism Logistics, Transport and the Future Role of new technology on travel operations logistics, Information technologies and transportation, Transport innovation in response to urbanization and urban tourism, Green tourism logistics, Transportation safety and security	15
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
SUGGESTED TEXT BOOKS		
<ul style="list-style-type: none"> • Bowersox, Closs, Cooper, Supply Chain Logistics Management, McGraw Hill. • Donald J Bowersox, David J Closs, Logistical Management, TMH • Pierre David, —International Logistics, Biztantra. • MARIA G.BURNS. 2014., Port Management and Operations. CRS Press, U.K. • ALAN E.BRANCH. 2008, Elements of Shipping. Chapman and Hall, Fairplay Publications, U.K. • Supply Chain And Logistics Management BY Dr. Shaila Bootwala, Raisa Shaikh, Mohammad Fazil Shareef 		

Session: 2024-25	
Part A – Introduction	
Subject	RESEARCH ETHICS
Semester	III
Name of the Course	Master of Tourism and Travel Management
Course Code	M24-TTM-311
Course Type:	DEC-5
Level of the course (As per Annexure-I)	500-599
Pre-requisite for the course (if any)	NA
Course Learning Outcomes (CLO):	<p>CLO-311.1: To understand the core ethical principles and norms related to research</p> <p>CLO-311.2: To understand the main international guidelines and declarations pertaining to tourism and hospitality related research</p> <p>CLO-311.3: To interpret the responsibility of a researcher when involving in tourism and hospitality research</p> <p>CLO-311.4: To interpret and apply ethical principles and norms in local research practices and correct citation and use of scientific references</p>

Credits	Theory	Practical	Total
		4	0
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		

Part B- Contents of the Course

Instructions for Paper- Setter

The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.

Unit	Topics	Contact hours
I	<p>Research Ethics- Concept and scope</p> <p>Introduction to Research, Ethics and Need of Research Ethics Ethics: Definition, moral philosophy, nature of moral judgments and reactions.</p>	15


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II	Scientific Conduct Ethics with respect to science and research Intellectual honesty, Academic Honesty and research integrity Scientific misconducts: Falsification, Fabrication and Plagiarism (FFP) Redundant publications: duplicate and overlapping publications, salami slicing Selective reporting and misrepresentation of data	15
III	Publication Ethics Publication ethics: definition, introduction and importance Best practices/standards setting initiatives and guidelines: COPE, WAME etc. Conflicts of interest Publication misconduct: Definition, concept, problems that lead to unethical behavior and vice versa, types Violation of publication ethics, authorship and contributorship Identification of publication misconduct, complaints and appeals Plagiarism Policies, Penalties and Consequences	15
IV	Databases and research metrics Indexing databases Citation databases: Web of Science, Scopus etc. Impact factor of journal as per Journal Citation Report, SNIP, SJR, IPP, Cite Score Metrics: h-index, g-index, i-10 index, altmetrics	15
Total Contact Hours		60

Suggested Evaluation Methods

Internal Assessment: 30		End Term Examination: 70	
➤ Theory	30	➤ Theory:	70
• Class Participation:	5	Written Examination	
• Seminar/presentation/assignment/quiz/class test etc.:	10		
• Mid-Term Exam:	15		

Part C-Learning Resources

Recommended Books/e-resources/LMS:

- Bird, A. (2006) Philosophy of Science Routledge.
- Macintyre, Alasdair (1967) A Short History of Ethics. London.
- P. Chaddah, (2018) Ethics in Competitive Research: Do not get scooped, do not get plagiarized, ISBN:978- 9387480865
- National Academy of Sciences, National Academy of Engineering and Institute of Medicine. (2009) On Being a Scientist A Guide to Responsible Conduct in Research. Third Edition. National Academies Press.
- Resnik. D. B (2011). What is ethics in research & why is it important. National Institute of Environmental Health Sciences, 1-10. Retrieved from <https://www.nichsnih.gov/research/resources/bioethics/whatis/index.cfm>
- Bcall, J. (2012). Predatory publishers are corrupting open access. Nature, 489(7415), 179-179. <https://doi.org/10.1038/489179a>
- Indian National Science Academy (INSA), Ethics in Science Education, Research and Governance (2019). ISBN:978-81-939482-1-7. http://www.insaindia.res.in/pdf/Ethics_Book.pdf


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Session: 2024-25			
Part A – Introduction			
Subject	HUMAN RESOURCE MANAGEMENT IN TOURISM		
Semester	III		
Name of the Course	Master of Tourism and Travel Management		
Course Code	M24-TTM-312		
Course Type:	DEC-5		
Level of the course	500-599		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes(CLO):	<p>CLO-312.1: Examining significance of human resource management practices in travel companies.</p> <p>CLO-312. 2: Understanding the manpower planning and career planning of employees.</p> <p>CLO-312. 3: Examining performance and factors of compensation in tour/travel companies.</p> <p>CLO-312. 4: Evaluating industrial relations and employee's participation and empowerment.</p>		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			
<p>The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.</p>			
Unit	Topics		Contact hours
I	HRM-Concept, Objectives and functions. Role of HR Practitioner HR Policies, Recent trends in HRM in tourism industry. Job Analysis and design-meaning, process and methods; Job description of major position in a travel companies.		15


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II	HR Planning, Recruitment and Selection-Attracting and Selecting HR for deferent levels. Training in tourism industry-need and importance, Methods of training. Career and Succession Planning in tourism industry.	15
III	Performance appraisal –meaning needs and importance; techniques of performance appraisal in travel/tourism industry. Compensation: Aims & components. Job Evaluation: Pay for performance; Employee benefits & services.	15
IV	Industrial Relations: Trade unions, Industrial disputes and settlements, Grievances handing. Disciplinary procedures. Health and safety measure in travel and tourism industry; Employee Participation & empowerment in tourism industry.	15
Total Contact Hours		60

Suggested Evaluation Methods

Internal Assessment: 30		End Term Examination: 70	
➤ Theory	30	➤ Theory:	70
• Class Participation:	5	Written Examination	
• Seminar/presentation/assignment/quiz/class test etc.:	10		
• Mid-Term Exam:	15		

Part C-Learning Resources

Recommended Books/e-resources/LMS:

- Aswthppa, Human Resurce Management. TMH. ND
- Cases & Games. Himalaya Publishing House.
- Casio Wayne F. Managing Human Resource. MGH. ND

SUGGESTED REFERENCE BOOKS

- Dressler, Gary Human Resource Management. Pearson ducation Asia, ND
- John, Human Resource Management Irwin/MGH
- Mondy R. W., Noe R.M Premeaux S and Mondy J.B., Human resource Management, PHI.
- Malay, B., Human Resource Management in Hospitality Management, Oxford Publications.
- Ramaswamy E Managing Human Resources Oxford University Prss, ND
- Rao, VSP, Human Resource Management –Text &Cas. s. Exeel Book, ND
- SubbaRao, Essentials of Human Resource Management & industrial relations Text.


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Part A – Introduction

Subject	PROJECT MANAGEMENT
Semester	III
Name of the Course	Master of Tourism and Travel Management
Course Code	M24-TTM-313
Course Type:	DEC-5
Level of the course	500-599
Pre-requisite for the course (if any)	NA
Course Learning Outcomes(CLO):	CLO-313. 1: To understand the basics of project management and key projects of tourism sector CLO-313. 2: To explain the basics of new project initiation CLO-313. 3: To execute the project knowledge in project planning CLO-313. 4: To finalise a project and evaluate it

Credits	Theory	Practical	Total
	Teaching Hours per week	4	0
Internal Assessment Marks	4	0	4
End Term Exam Marks	30	0	30
Max. Marks	70	0	70
Examination Time	100	0	100
	3 hours		

Part B- Contents of the Course

Instructions for Paper- Setter

The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.

Unit	Topics	Contact hours
I	Introduction to Project Management Definition of Project Management, Goals, Key processes in Project Management Stages in Project Management, and Projects in the tourism sector	15
II	Project Initiation Defining characters intervening in a project: Project team, leader, clients, stakeholders, sponsors. Goal Structure, Business Model Canvas, Information collection, SWOT analysis in Project Management, Understanding the internal and external environments, Diagnosing and prioritizing the problems, Generating alternatives to solve the problem, Using decision tools and criteria to develop recommendations.	15

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III	Project Planning Plan with computer tools (like Project Libre). Prototyping, Design of a project MVP (Minimum Viable Version), developing client presentations. Practice presentations, feedback and revisions	15
IV	Project Finalizing Project meeting with client, Next steps after client presentation, revising project plans to include new deliverables based on recommendations, Finalizing Project deliverables	15
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none"> • 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 		

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Session: 2024-25			
Part A – Introduction			
Subject	REVENUE MANAGEMENT		
Semester	III		
Name of the Course	Master of Tourism and Travel Management		
Course Code	M24-TTM-314		
Course Type:	DEC-5		
Level of the course	500-599		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes(CLO):	CLO-314. 1: Examining importance of revenue management in tourism industry. CLO-314. 2: Understanding the segments, demand and pricing related to revenue. CLO-314. 3: Familiarize with forecasting and room inventory management. CLO-314.4: Cultivate the role of revenue management software, team and distribution management.		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			
The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.			
Unit	Topics		Contact hours
I	The Concept, History, Meaning, Benefits and Prospects of Revenue Management. Elements of Revenue Management, The Purpose of Business and Fallacies of the Concept of Profit and Return on Investment.		15


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II	Market Segmentation: Market Segmentation and its importance in Revenue Management; Yieldable and Non-Yieldable segments; Meaning of Differential Pricing, Limits to Differential Pricing, Application of Differential Pricing; Using Revenue Management, Potential High and Low Demand Tactics, Implementing Revenue Strategies/Availability Strategies.	15
III	Forecasting: The Importance/Benefits of Forecasting Demand, Past Data, Current data and Future Data; Demand Forecasts and Strategic Pricing, Displacement Calculation; Room Inventory Management, Characterizing rooms for optimum inventory management, Discounting Rack Rates, Stay Restrictions (Duration Controls), Selective Overbooking (capacity management) as an Inventory Control strategy; Principles of Inventory and Price Management.	15
IV	Revenue Management Software and Revenue Management Team: Works performed by Revenue Management Software, Advantages and disadvantages of computerized revenue management, Role of Revenue Management Team; Distribution Channel Management, Principles of Distribution Channel Management, Competitive Set Analysis, Benchmarking and Rate Shopping; Market Share Analysis.	15
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none"> • Colin Dix & Chirs Baird, Front office operations • Hayes and Miller, Revenue Management of the Hospitality Industry, John Wiley • J.R.S.Beavis&S.Medlik, A Manual of Hotel Reception, Heinemann Professional • James Bardi, Hotel Front office management VNR • Jatashankar Tewari , Hotel Front Office Operations and Management, Oxford • Kimberly A. Tranter, Trevor Stuart-Hill, Juston Parker, (2009), An Introduction to Revenue Management for the Hospitality Industry, Pearson Prentice Hall • Managing front office operations by Kasavana & Brooks • Michael Kasavana, Effective Front Office Operation, CBI-VNR • Professionla Front Office Management by Robert H Woods, Jack D Ninemeier, David K • Raymond S Schmidgall Managerial accounting and hospitality accounting • Robert G. Cross, (1998), Revenue Management, Broadway Books, New York. 		


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Session: 2024-25			
Part A – Introduction			
Subject	ADVENTURE TOURISM		
Semester	III		
Name of the Course	Master of Tourism and Travel Management		
Course Code	M24-TTM-315		
Course Type:	DEC-6		
Level of the course	500-599		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes(CLO):	CLO-315. 1: To remember and understand the nature and scope of adventure tourism CLO-315. 2: To discuss the key land based adventure activities CLO-315. 3: To understand the main water based adventure activities and equipment associated with them CLO-315.4: To understand the main air based adventure activities and equipment associated with them		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			
<p>The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.</p>			
Unit	Topics		Contact hours
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.		15

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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.	15
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.	15
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.	15
Total Contact Hours		60

Suggested Evaluation Methods

Internal Assessment: 30		End Term Examination: 70	
➤ Theory	30	➤ Theory:	70
• Class Participation:	5	Written Examination	
• Seminar/presentation/assignment/quiz/class test etc.:	10		
• Mid-Term Exam:	15		

Part C-Learning Resources

Recommended Books/e-resources/LMS:

- Ahmad Aizaz : _General Geography of India, NCERT, New Delhi
- Goh Cheong long : An Economic Atlas of India, Oxford University
- National Atlas of India, Govt. of India Publication, Calcutta
- Atlas of World Oxford
- Singh, R.L.(ed) India : A Regional Geography National Geographical Society of India (Varansi 1989)
- Indian Year book, Publication Division, Govt. of India, New Delhi
- Aluwalia H.P.S. and Manfred Garner : Himalayas: A Practical Guide, Himalayan Books (Delhi, 1985)
- Bedi, Ramesh and Rajesh : Indian Wildlife, Brijbasi Printers (New Delhi, 1989)
- Bose, S.C. Geography of the Himalayas, National Book trust, India (Delhi 1976)
- Chand Gian and Manohar Puri _Trekking' International publisher India (new Delhi,1989)


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Session: 2024-25			
Part A – Introduction			
Subject	RESEARCH METHODS FOR TOURISM AND HOSPITALITY		
Semester	III		
Name of the Course	Master of Tourism and Travel Management		
Course Code	M24-TTM-316		
Course Type:	DEC-6		
Level of the course	500-599		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes(CLO):	CLO-316.1: To enable the participants in conducting research work and formulating research synopsis and report. CLO-316.2: To familiarise with various research designs and data collection methods. CLO-316.3: To develop understanding on data processing and report writing CLO-316.4: To impart knowledge for enabling students to apply ICT tools in the research and make them aware about ethics in research		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			
<p>The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.</p>			
Unit	Topics		Contact hours
I	Introduction to Research Research- meaning, objective, characteristics and significance; Nature and Scope of Tourism & Hospitality Research, criteria of good quality Research, Motivation for Research in Tourism.		15


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II	Research Process and Design Research Problem- meaning, solution and technique for selection of Research, Research process Research Design- meaning and process Sampling- meaning and techniques	15
III	Data Collection and Processing Data Collection- Methods/tools; questionnaire/schedule for data collection; Data Processing- Techniques and Methods	15
IV	Analysis of data and Report Writing Measures of Central Tendency, Dispersion, Simple Correlation and Regression, Formulation of Hypothesis and testing Process, Data Analysis tools/techniques Report Writing- meaning, types, format & presentation. Research Ethics- meaning, importance, types.	15
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
SUGGESTED TEXT BOOKS		
<ul style="list-style-type: none"> • Donald, R. Cooper and Parmela, S. Schindler. Business Research Methods. Tata McGraw Hill. • Kothari C.R. Research Methodology Methods and Techniques. New Age Publisher 		
SUGGESTED REFERENCE BOOKS		
<ul style="list-style-type: none"> • Research Methods for Business students by Saunders, (Pearson Education) • Research Methodology by Panneer Selvam , (Prentice Hall of India) • Research Method for Behaviourial Sciences by Gravetter (Cengage Learning) 		


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Session: 2024-25			
Part A – Introduction			
Subject	MARKETING RESEARCH AND SALES		
Semester	III		
Name of the Course	Master of Tourism and Travel Management		
Course Code	M24-TTM-317		
Course Type:	DEC-6		
Level of the course	500-599		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes(CLO):	<p>CLO-317.1: Students will able to understand the scope and managerial importance of marketing research and its role in the development of marketing strategy and would able to develop right marketing strategy.</p> <p>CLO-317.2: students would able to Identify marketing problem(s) to-assist in decision making 2. And choose the methodologies to acquire evidence in an ethical manner to address the marketing problem.</p> <p>CLO-317. 3: Understand the basic concepts and techniques of selling and their applications to managerial decision makings in the field</p> <p>CLO-317.4: Evaluate the role of Sales manager and his/ her responsibilities in recruiting, motivating, managing and leading sales team</p>		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			
<p>The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.</p>			
Unit	Topics		Contact hours
I	Market Research: Meaning, Concept and process, Problems in conducting marketing research in developing countries, Ethical Issues in marketing research; Emerging Trends in Marketing Research		15

II	Sales Analysis and Forecasting, Product Research, Consumer Research, Advertising Research; Technology in Marketing Research	15
III	Motivating the Sales Force; Sales Force Recruitment and Selection; Sales training, Sales Force Compensation and Incentive Programmes, Evaluation and Control of Sales Programme	15
IV	Motivating the Sales Force; Sales Force Recruitment and Selection; Sales training, Sales Force Compensation and Incentive Programmes, Evaluation and Control of Sales Programme	15
Total Contact Hours		60

Suggested Evaluation Methods

Internal Assessment: 30		End Term Examination: 70	
➤ Theory	30	➤ Theory:	70
• Class Participation:	5	Written Examination	
• Seminar/presentation/assignment/quiz/class test etc.:	10		
• Mid-Term Exam:	15		

Part C-Learning Resources

Recommended Books/e-resources/LMS:

SUGGESTED TEXT BOOKS

- Naresh K. Malhotra, **MARKETING RESEARCH: AN APPLIED ORIENTATION**, Pearson Education, Asia.
- Paul E. Green & Donald S. Tull, **RESEARCH FOR MARKETING DECISIONS**. PHI Learning Private Limited, New Delhi, 2009
- Still Richard R., Cundiff Edward W., Govoni Norman, A.P. **Sales Management (5th ed.)**. New Delhi: Prentice hall of India.

SUGGESTED REFERENCE BOOKS

- Donald R. Cooper & Schindler, **MARKETING RESEARCH CONCEPT & CASES**, Tata McGrawHill Publishing Company Limited, New Delhi, 2006
- S.C. Gupta, **MARKETING RESEARCH**, Excel Books India, 2007
- Panda, T.K. and Sahadev, S. (2005). **Sales and Distribution Management**, OUP


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Session: 2024-25			
Part A – Introduction			
Subject	LEGAL AND ETHICAL ISSUES IN TOURISM		
Semester	III		
Name of the Course	Master of Tourism and Travel Management		
Course Code	M24-TTM-318		
Course Type:	DEC-6		
Level of the course	500-599		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes(CLO):	<p>CLO-318. 1: To understand the importance of Ethics and Law in contemporary business environment</p> <p>CLO-318. 2: To interpret the companies act and consumer protection act concerning the tourist and tourism industry as a whole.</p> <p>CLO-318. 3: To analyse the laws related to natural & cultural heritage conservation</p> <p>CLO-318. 4: To critically evaluate the various travel regulations in India</p>		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		
Part B- Contents of the Course			
Instructions for Paper- Setter			
<p>The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.</p>			
Unit	Topics		Contact hours
I	Overview of Legal and Ethical Issues Importance of Ethics and Law in contemporary business environment ;Ethics and Corporate Social Responsibility in Tourism industry; World Tourism Organization_s (UNWTO) Global Code of Ethics		15

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II	The Companies Act, 2013- Definition and classification of companies; Promotion and incorporation of Company. Memorandum of Association; article of Association, Prospectus; The Consumer (Protection) Act, 1986- Definition and concepts; Rights of consumers; nature and scope of remedies available to consumers in tourism and hospitality; Powers, functions and composition of consumer courts/ commissions at district, state and national levels	15
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	15
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 PIOs ;Travel Agents duties and responsibilities; Rules and procedures for approval of travel agencies and tour operators in India	15
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none"> • <u>Satyender Singh Malik</u>, Ethical Legal and Regulatory Aspects of Tourism Business, <u>Rahul Publishing House</u> • <u>Rodrigues Dias, Tripathi</u>, A Tourism Professionals Handbook on Ethical, Legal and Regulatory Aspects, Himalaya publishing house 		



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Session: 2024-25			
Part A – Introduction			
Subject	Food Tourism		
Semester	III		
Name of the Course	Master of Tourism and Travel Management		
Course Code	M24-OEC-349		
Course Type:	OEC		
Level of the course (As per Annexure-I)	500-599		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes(CLO):	CLO-349.1: To understand the history of food tourism and culinary traditions around the world CLO-349.2: To interpret the role of food in travel experiences CLO-349.3: To relate the destination image with food tourism CLO-349.4: To evaluate food festivals and events as tourist attractions		
Credits	Theory	Practical	Total
	2	0	4
Teaching Hours per week	2	0	4
Internal Assessment Marks	15	0	15
End Term Exam Marks	35	0	35
Max. Marks	50	0	50
Examination Time	3 hours		
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			
<p>The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.</p>			
Unit	Topics		Contact hours
I	Introduction to Food Tourism Definition and Scope; Historical Development of Food Tourism; key Concepts and Terminology; food & cultural identity – Role; Culinary Traditions Around the World; The Influence of Globalization on Local Cuisine		8
II	The Role of Food in Travel Experiences Food choice motivation; tourist perceptions towards food; consumption patterns and trends, food related personality traits		8

III	Destination image and food tourism Risk perceptions, behaviour intention; place attachment, Role of Restaurants in food tourism promotion; ethnic food outlets, need, scope and importance.	7
IV	Food Festivals and Events as Tourist Attractions Popular Food Destinations in India, Profiling Food Tourists; Trends and Statistics in Food Tourism; Economic Impact of Food Tourism. Opportunities for Innovation in Food Tourism.	7
Total Contact Hours		30
Suggested Evaluation Methods		
Internal Assessment: 15		End Term Examination: 35
➤ Theory		➤ Theory: 35
• Class Participation:	4	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	4	
• Mid-Term Exam:	7	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
Books		
<ul style="list-style-type: none"> • "Gastronomy and Tourism" by Anne-Mette Hjalager and Greg Richards • "Food Tourism Around the World" by C. Michael Hall and Liz Sharples • "The World's Best Food Destinations" by Lonely Planet 		
Articles and Journals:		
<ul style="list-style-type: none"> • Journal of Gastronomy and Tourism • International Journal of Culture, Tourism and Hospitality Research 		



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SEMESTER-IV

Session: 2024-25			
Part A – Introduction			
Subject	SUSTAINABLE TOURISM		
Semester	IV		
Name of the Course	Master of Tourism and Travel Management		
Course Code	M24-TTM-401		
Course Type:	CC-13		
Level of the course	500-599		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes(CLO):	CLO-401.1: To understand the sustainable tourism & its dimensions CLO-401.2: To Understand the significance of various stakeholders in sustainable tourism CLO-401.3: To understand and examine the responsible tourism and community based tourism CLO-401.4: To understand the future of sustainable tourism regarding challenges and opportunities		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			
<p>The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.</p>			
Unit	Topics		Contact hours
I	SUSTAINABLE TOURISM & ITS DIMENSIONS Historical development and evolution of sustainable tourism; The nature and scope of Sustainable Tourism, Critiques of current thinking in sustainable tourism management, Towards a New Approach to Sustainable Tourism Management, Environmental, Economic and Socio-Cultural Dimensions of sustainable tourism.		15

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II	ROLE OF DIFFERENT AGENCIES IN SUSTAINABLE TOURISM Sustainable Tourism and Stakeholders- Public Sector, Tourism Industry, Voluntary Sector, Host Community; Role of various media in promoting sustainable tourism; Sustainable Tourism Practices in different environments including coastal areas, sea, rural area, urban areas, mountain regions and islands.	15
III	SUSTAINABLE TOURISM & RESPONSIBLE TOURISM Sustainable Tourism Development-Guiding Principles for Planning and Management, Steps to sustainable tourism; Responsible Tourism, Key Characteristics of Responsible Tourism, Empowering Community through community based tourism development, Contextualizing Community Based Tourism in the Indian Tourism Landscape, Success stories of Community Based Tourism in India	15
IV	SUSTAINABLE TOURISM IN FUTURE Overview of UNWTO's Sustainable Development Goals (SDGs) for 2030, Technological Innovations for Sustainable Tourism, Challenges and opportunities for sustainable tourism in future regarding Tourist Destinations, Visitor Attractions, Tour Operations, Transport, Hospitality, Cultural Tourism Ecotourism, Business Tourism	15
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none"> • <u>M. R. Dileep</u>, Tourism-Concepts, Theory and Practice, <u>I.K. International Publishing House Pvt. Limited</u> • <u>John Swarbrooke</u>, Sustainable tourism management, CABI Publication. • <u>David A. Fennell, Chris Cooper</u>, Sustainable Tourism-Principles, Contexts and Practices, <u>Channel View Publications</u> • <u>DR. MATEEN YOUSUF</u>, SUSTAINABLE TOURISM: PRINCIPLES, CONTEXTS AND PRACTICES, <u>RED'SHINE Publication. Pvt. Ltd.</u> 		


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Session: 2024-25			
Part A – Introduction			
Subject	MAJOR TOURISM DESTINATIONS OF WORLD		
Semester	IV		
Name of the Course	Master of Tourism and Travel Management		
Course Code	M24-TTM-402		
Course Type:	CC-14		
Level of the course	500-599		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes(CLO):	CLO-402.1: To know about the main tourism destinations of Asia and Pacific Region. CLO-402.2: To know about the main tourism destinations of Europe CLO-402.3: To understand the main tourism destinations of Africa CLO-402.4: To understand the main tourism destinations of Americas		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			
<p>The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.</p>			
Unit	Topics	Contact hours	
I	Main Destination of Asia and Pacific Region:- Bali , Bangkok , Seoul ,Tokyo, Shanghai, Singapore- Kuala Lumpur, Sydney. Dubai	15	
II	Main Destination of Europe: - London, Paris, Zurich , Madrid, Athens, Santorini, Amsterdam	15	

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III	Main Destinations of Africa: - Cairo, Cape Town and Johannes berg, Mauritius, Seychelles, Nairobi, Casablanca	15
IV	Main Destinations of Americas:- New York, Los Angles, Montreal, Rio de Janeiro, Havana, Mexico City, Buenos Aires	15
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS: <ul style="list-style-type: none"> • 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 2023 • Indian Year Book 2023, 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. 		



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Session: 2024-25			
Part A – Introduction			
Subject	CULTURAL HERITAGE MANAGEMENT		
Semester	IV		
Name of the Course	Master of Tourism and Travel Management		
Course Code	M24-TTM-403		
Course Type:	DEC-7		
Level of the course	500-599		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes(CLO):	CLO-403.1: Recognize the dimensions of cultural values and systems and their role in tourism business CLO-403.2: Understand the challenges of managing tourism culture through team building in a multicultural business organization. CLO-403.3: Grasping cultural variability dynamics and managing synergy CLO-403.4: Develop intercultural competence in oral, written and inter-personal communication skills		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			
<p>The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.</p>			
Unit	Topics		Contact hours
I	Concept of Culture: Definitions, Characteristics Understanding culture in terms of their spatial positions, evolution and responses to internal and external forces/factors Essentials of Indian Culture Culture-Tourism Relationship in the Indian context Case Study and presentation: Spiritual tourism at any of the popular destinations		15

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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. Living Culture and Performing Art of India Major Fairs and festivals of India; Classical dances and Music of India; Indian handicrafts; Case Study: Any Dance Festival of India	15
III	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; Case Study: Laws related to Heritage Conservation in India	15
IV	Heritage Interpretation and Making of Cultural Products for Tourism Preparing the profile of a heritage property; Organising Heritage City Tours; Cultural Tourism Product: Designing and marketing Case Study: India City Walks	15
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none"> • L. K. Singh (2008). Indian Cultural Heritage Perspective for Tourism, Isha Books. • Swarajya Prakash Gupta, Krishna Lal, Mahua Bhattacharyya. (2002). Cultural Tourism in India: Museums, Monuments & Arts, Indraprastha Museum of Art and Archaeology & D.K. Printworld. • Dallen J. Timothy (2020). Cultural Heritage and Tourism: An Introduction, Channel View Publications. • Robinet Jacob, Sindhy Joseph, Anoop Philip, (2007). Indian Tourism Products, Abhi-jeet Publications. • Surabhi Srivastava (2018). Conservation and Promotion of Heritage Tourism, IGI Global. • Henry Cleere (2017). Archaeological Heritage Management in the Modern World, 		

Routledge.

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Session: 2024-25			
Part A – Introduction			
Subject	FOREX MANAGEMENT		
Semester	IV		
Name of the Course	Master of Tourism and Travel Management		
Course Code	M24-TTM-404		
Course Type:	DEC-7		
Level of the course	500-599		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes(CLO):	CLO-404. 1: Examining concept and significance of forex management. CLO-404. 2: To understand the concept of foreign exchange transactions. CLO-404. 3: To study the risk management in forex trading. CLO-404.4: To create an understanding on foreign exchange Management in India		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			
<p>The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.</p>			
Unit	Topics		Contact hours
I	Foreign Exchange, concepts, significance of foreign exchange e-FOREX RESERVES- Exchange rates- inter banks and Merchant rates-spot and forward rated-TT rates- computations-FOREX Markets— derivate in the FOREX markets- Futures. Swaps. Options and Arbitrage-Forex dealers and Speculators Organisations of the FOREX market.		15

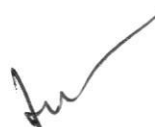

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II	Foreign Exchange transactions – Spot - Forward - Swap transactions – Exchange quotations – Direct Quotations – Indirect Quotations - Foreign exchange rates – Bases – Types of rates – Buying Rate - Selling rates – Cross rates.	15
III	Foreign exchange risk and exposure Overview – Introduction – Types of exchange risk & exposure – Transaction Risk – Economic Risk – Translation Risk – Contingent Risk – Other Risks - Internal techniques of exposure – Futures, Hedging & Options - External techniques of exposure – Forward Market.	15
IV	FOREX Management in India- Fixed and fluctuating rates-rupee convertibility NOSTRO-VOSTRO-LORO Accounts- Exchange control Measures- relevance Foreign Exchange reserves of India- composition and Management, Role of SEBI in FOREX Management in India, Acts of Foreign Exchange in India(FERA,FEMA etc.)	15
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS: References		
<ul style="list-style-type: none"> • ABC of Foreign Exchange by Clare C Gump • Foreign Exchange Management by Raj wadi • Foreign Exchange Management by H.P. Bhardwaj, Wheeler Publishing Edition 2009 		


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Session: 2024-25			
Part A – Introduction			
Subject	TOURISM PRODUCT DEVELOPMENT		
Semester	IV		
Name of the Course	Master of Tourism and Travel Management		
Course Code	M24-TTM-405		
Course Type:	DEC-7		
Level of the course	500-599		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes(CLO):	CLO-405. 1: To identify various components of tourism products CLO-405. 2: To Understand the factors requisition of tourism product development. CLO-405. 3: To develop and apply tourism product development planning CLO-405.4: To design the process of new tourism product development		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			
<p>The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.</p>			
Unit	Topics	Contact hours	
I	About Tourism Product & Components Tourism Product: Introduction, Definition and Concepts; Tourism Destination and its Characteristics; Major Characteristics of Tourism Product; Factors Influencing Tourism Product Development (Economic Factors, Demographic Factors, Political Factors, Technological Factors); Socio-environmental Awareness Living and Working Environments, Search for Authentic Experiences, Globalization, Localization, Marketing, Safety of Travel	15	

II	Requisitions of Tourism Product Development Destination Strategy for Tourism Product Development (Resources and Attributes, Market Opportunity, Factors of Production and Investment Potential, Policies and Systems, The Variables in Tourism Product Development Strategy, The Role of Destination Authorities in Tourism Product Development)	15
III	Tourism Product Development Planning: Principles and Procedures for Tourism Product Development (Market Research, Stakeholder Consultation and Collaboration, Market: Product Matching, Tourism and Product Development Areas (TDAs/PDAs), Flagship and Hub Development, Clusters, Circuits and Events, Product Portfolio, Investment Plan and Funding, Fundamental Issues in Tourism Development and Product Planning (Tourism Organizational and Institutions Structures, National and Regional Coordination, Comprehensive, Integrated and Inclusive Planning)	15
IV	The Process of Tourism Product Development: The Present Situation (PEST Analysis, SWOT Analysis, Tourism Area Life Cycle (TALC) Analysis, Ansoff Matrix, Boston Consulting Group Matrix); Identification of Tourism Product Development; Tourism Product Development Priorities; Phases of Tourism Product Development (Primary Inputs, Intermediate Inputs, Intermediate Outputs, Final Outputs); Steps of Tourism Product Development; Converting the Plan into Action	15
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
<p>Recommended Books/e-resources/LMS: References</p> <ul style="list-style-type: none"> • <u>A.K. Bhatia</u>, Tourism Development-Principles and Practices, <u>Sterling Publishers</u> • <u>Alastair M. Morrison</u>, Marketing and Managing Tourism Destinations, <u>Taylor & Francis</u> • <u>Jitendra Kumar Sharma</u>, Tourism Product And Services: Development Strategy And Management Options, <u>Kanishka Publishers</u>. <p><u>Sunetra Roday</u>, <u>Archana Biwal</u>, <u>Vandana Joshi</u>, Tourism Operations And Management, <u>Oxford University Press</u>.</p>		



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Session: 2024-25			
Part A – Introduction			
Subject	CARGO MANAGEMENT		
Semester	IV		
Name of the Course	Master of Tourism and Travel Management		
Course Code	M24-TTM-406		
Course Type:	DEC-8		
Level of the course	500-599		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes(CLO):	CLO-406.1: To know about the basics of the cargo industry and its types. CLO-406.2: To understand about the structure and functions of organisations associated with cargo industry. CLO-406.3: To learn about the world geography related with cargo industry. CLO-406.4: To gain knowledge about the cargo handling and its facets		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			
<p>The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.</p>			
Unit	Topics	Contact hours	
I	Introduction, Importance of Cargo Industry. Direction and types of Indian export and import. Types of Cargo, Air Cargo industry in India. Main cargo airlines in India	15	
II	ICAO, IATA, FIATA, DGCA; -Organizational structure and functions, Air Cargo Agency, the IATA Cargo Agent, duties and functions.	15	


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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.	15
IV	Cargo handling – Baggage allowance, free access baggage, Weigh and piece concept, Accountability of lost baggage, Dangerous goods rules and handling, Cargo rates and valuation charges Automation and airport procedures, Functions of ware houses at airports	15
Total Contact Hours		60

Suggested Evaluation Methods

Internal Assessment: 30		End Term Examination: 70	
➤ Theory	30	➤ Theory:	70
• Class Participation:	5	Written Examination	
• Seminar/presentation/assignment/quiz/class test etc.:	10		
• Mid-Term Exam:	15		

Part C-Learning Resources

Recommended Books/e-resources/LMS:

- Emmy Arsonval Maniriho (2022). Aviation, Air Cargo, and Logistics Management: A Manual for Air Cargo Handlers and Shippers, Harpercollins 360.
- James Nolan, James Peoples, (2022). The International Air Cargo Industry: A Modal Analysis, Emerald Publishing Limited.
- Michael Sales (2016). Air Cargo Management: Air Freight and the Global Supply Chain, Taylor & Francis.
- Shri. N. V. Suresh, Deepa Rajesh, V. Suganya, (2021). Logistics & Air Cargo Management, INSC International Publisher (IIP).
- Yoon Seok Chang (2016). Air Cargo Management, Taylor & Francis.
- Joachim G. Schafer (2023). Air Cargo: Participants - Processes - Markets - Developments, Gabler.
- Gerald N. Cook, Bruce G. Billig, (2017). Airline Operations and Management: A Management Textbook, Taylor & Francis.
- Rico Merkert, Jackie Walters, (2019). Air Cargo and Logistics: Classics and Contemporary Practice, Elsevier Science.
- Michael Sales (2016). Aviation Logistics: The Dynamic Partnership of Air Freight and Supply Chain, Kogan Page.


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Session: 2024-25			
Part A – Introduction			
Subject	ONLINE TRAVEL BUSINESS		
Semester	IV		
Name of the Course	Master of Tourism and Travel Management		
Course Code	M24-TTM-407		
Course Type:	DEC-8		
Level of the course	500-599		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes(CLO):	CLO-407. 1: To define key terms related to online travel business, including e-commerce CLO-407. 2: To explain the components, types and functions of MIS CLO-407. 3: To describe the importance, needs, future trends and innovations regarding CRS. CLO-407.4: To analyze the emerging technologies and information technology regarding online travel business		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			
<p>The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.</p>			
Unit	Topics		Contact hours
I	E-Commerce: Meaning, Definition, Concept, Features, Functions, Limitations, and Types of E-Commerce, Key components of e-commerce in travel: online bookings, reservations, and transactions, Future Trends in E-Commerce for Travel		15
II	Fundamentals of MIS: Introduction to Management Information System, Meaning, Need, Data Processing, Overview of the components and functions of MIS, Key performance indicators (KPIs) for assessing MIS effectiveness, Types and Limitations and Ethical Considerations in MIS.		15

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III	CRS: Introduction to CRS, Meaning, Need, Importance. Role. Advantages and Disadvantages of CRS in travel industry. CRS packages: Introduction to Galileo and Amadeus Reservation packages, Future Trends and Innovations in CRS	15
IV	Emerging Technologies and Information Technology: Definition, Meaning, Utilization of IT in Tourism Sector, Strategic and tactical role of IT in Tourism. Artificial Intelligence (AI) in Tourism, 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. Use of GDS in Travel business	15
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
<p>Recommended Books/e-resources/LMS: References</p> <ul style="list-style-type: none"> • <u>A.K Bhatia</u>, The Bussiness of Travel Agency and Tour Operations Management, Sterling Publishers Pvt. Limited. • <u>Dimitrios Buhalis</u>, ETourism, Financial Times Prentice Hall • <u>Gupta A.K.</u>, Management Information System, S. Chand Limited • <u>M.R. Dileep</u>, Tourism, Transport and Travel Management, Taylor & Francis • Sunetra Roday, Archana Biwal, Vandana Joshi, Tourism Operations And Management, Oxford University Press. 		



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Session: 2024-25			
Part A – Introduction			
Subject	ENVIRONMENT, ECOLOGY AND TOURISM		
Semester	IV		
Name of the Course	Master of Tourism and Travel Management		
Course Code	M24-TTM-408		
Course Type:	DEC-8		
Level of the course	500-599		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes(CLO):	CLO-408.1: To Define key terms related to environmental science, ecology, tourism and recall major environmental pollutions impacting global tourism. CLO-408.2: To describe the concept of tourism carrying capacity and need for EIA in tourism. CLO-408.3: To analyze and assess the major tourism impacts on environment. CLO-408.4: To evaluate various acts and laws of India related with tourism and environment		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			
<p>The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.</p>			
Unit	Topics	Contact hours	
I	Understanding various terms used in environment, e.g. environment, ecology, ecosystem, biodiversity hot spots, ecotourism. Man environment relationship in different 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.	15	

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.	15
III	Major tourism impacts on environment: air, water, land, sound, river, visual, appearance, coral reefs and mangroves, nature vegetation and wildlife. Tourism impacts on cultural environment.	15
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; UNWTO's vision for the future of sustainable tourism	15
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none"> • <u>L. K. Singh</u>, Ecology Environment and Tourism, Gyan Publishing House, 2008 • Andrew Holden, Environment and Tourism, Routledge • David Newsome, Susan A. Moore, Ross Kingston Dowling, Natural Area Tourism: Ecology, Impacts and Management, Channel View Publications, 2012 • <u>Helen Briassoulis</u>, <u>Jan Straaten</u>, Tourism and the Environment, Springer Dordrecht. • Erach Bharucha, Textbook of Environmental Studies for Undergraduate Courses, Universities Press, 2005. 		


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Session: 2024-25			
Part A – Introduction			
Subject	FINANCIAL MANAGEMENT		
Semester	III		
Name of the Course	Master of Tourism and Travel Management		
Course Code	M24-TTM-409		
Course Type:	DEC-8		
Level of the course	500-599		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes(CLO):	CLO-409. 1: Understanding financial management in tourism companies. CLO-409. 2: Examining current assets and working capital. CLO-409. 3: Understanding management of fixed assets. CLO-409. 4: Familiarizing sources of funds.		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			
The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.			
Unit	Topics		Contact hours
I	Financial Management and Planning: Financial Management Meaning; Scope and Importance. Financial Planning- Meaning, Process and importance in tourism industry.		15
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.		15
III	Management of Fixed Assets: Capital Budgeting-Meaning, Importance Analytical Techniques for Investment Analysis: Non-discounted Procedures; Discount Cash Flow Procedures.		15

IV	Sources of funds: 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.	15
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
SUGGESTED TEXT BOOKS		
<ul style="list-style-type: none"> • Lawrence, P. and Lee, R.: Insight into Management, Oxford University Press, Oxford, 1984. • Blackwell, B: innovation, Technology and finance, London-1988. • Carrington, J.C. and Edwards, G.T.: Financial Industrial Development Macmillian, London, 1979. 		
SUGGESTED REFERENCE BOOKS		
<ul style="list-style-type: none"> • 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 • Pandey, I.M.: Financial Management, 2010 		



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Session: 2024-25			
Part A – Introduction			
Subject	HEALTH AND MEDICAL TOURISM		
Semester	IV		
Name of the Course	Master of Tourism and Travel Management		
Course Code	M24-TTM-410		
Course Type:	DEC-9		
Level of the course	500-599		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes(CLO):	CLO-410.1: To identify various factors of growth and government initiatives for health and medical tourism in India. CLO-410.2: To explain factors responsible for growth of health and medical tourism in India and globe as well CLO-410.3: To describe the importance of accreditation and rights of medical tourists CLO-410.4: To evaluate the modern marketing strategies for medical tourism		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			
The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.			
Unit	Topics		Contact hours
I	Health and Medical Tourism: Meaning, nature and scope, Types and importance; Factors responsible for growth of health and medical tourism in India; Government initiatives for health and medical tourism in India		15


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II	Health and Medical tourism product in India; Traditional Health Care system in India; Health and Medical Tourism markets at global level Advantages and disadvantages for India in Global Medical Tourism Market; Role of Private sector in health and medical tourism	15
III	Certification and Accreditation in health and medical tourism Ethical, legal, economic and environmental issues in health and medical tourism; Medical Tourist Rights and Responsibilities.	15
IV	Marketing Strategies for Medical Tourism Destinations; Medical Tourist Experience and Service Quality; Emerging Technologies in Medical Tourism; Wellness Tourism and Preventive Healthcare; Global Collaborations and Partnerships in Medical Tourism	15
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none"> • Dr. R. Kumar, Medical Tourism in India- Management and Promotion, Deep & Deep Publications Pvt. Ltd. • Sneha Pathak, Medical Tourism in India, Booksclinic Publishing 2019. • Amitabha Ghose, Health Tourism- A Case for India, Icfai University Press • <u>Percy K. Singh</u> , Medical Tourism: Global Outlook and Indian Scenario, <u>Kanishka Publishers</u>. • <u>Kristen Smith</u> , Medical Tourism and Inequity in India, <u>Lexington Books</u> 		



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Session: 2024-25			
Part A – Introduction			
Subject	BUSINESS ANALYTICS		
Semester	IV		
Name of the Course	Master of Tourism and Travel Management		
Course Code	M24-TTM-411		
Course Type:	DEC-9		
Level of the course	500-599		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes(CLO):	<p>CLO-411. 1: To gain an understanding of how managers use business analytics to formulate and solve business problems and to support managerial decision making.</p> <p>CLO-411. 2: Student will understand the differences between predictive, prescriptive, and descriptive analytics, and the business questions that can be answered with each approach.</p> <p>CLO-411. 3: Students will able to recognize the ethical implications of collecting, managing, and using data in business. And will able to recognize the increasing role Big Data for decision making to support business decision making</p> <p>CLO-411. 4: Students will able to Apply the principles of business analytics to examples in marketing, finance, management and entrepreneurship, accounting, and economics.</p>		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			
<p>The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.</p>			
Unit	Topics		Contact hours
I	Overview of Business Analytics Introduction, Nature, Importance and Applications of Business Analytics; Components of Business Analytics		15

	Evolution of Business Analytics; Benefits of implementing Business Analytics; Challenges in implementing of Business Analytics in organization	
II	TYPES OF BUSINESS ANALYTICS Types of Business Analytics - Descriptive Analytics, Diagnostic Analytics, Predictive Analytics and Prescriptive Analytics. Business Analysis Model	15
III	Dealing with Data and Data Science Digital Data, Structured Data , Unstructured Data and semi structured data : sources, Benefits and challenges, data warehouse ,Digital data from internal resources ; Data Management - Big Data Management -Organization/Sources of Data; Data Quality Dimensions, Characteristics : Importance of Data Quality and Methods of improving Data Quality: Dealing with Missing or Incomplete Data, Introduction to Multidimensional Data Model	15
IV	Applications of Business Analytics Overview of Business Analytics Applications: Financial Analytics - Marketing Analytics – HR Analytics - Supply Chain Analytics - Retail Industry - Sales Analytics - Web & Social Media Analytics-Healthcare Analytics-EnergyAnalytics-TransportationAnalytics-LendingAnalytics – Sports Analytics-Future of Business Analytics.	15
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS: References		
SUGGESTED TEXT BOOKS		
• James R Evans, Business Analytics, Global Edition, Pearson Education		
• U. Dinesh Kumar, Business Analytics, Wiley India Pvt. Ltd. ,New Delhi		
SUGGESTED REFERENCE BOOKS		
• Ger Koole, An Introduction to Business Analytics, Lulu.com, 2019		
• J.D.Camm, J.J.Cochran, M.J.Fry, J.W.Ohlmann, D.R.Anderson, D.J.Sweeney, T.A. Williams. Essentials of Business Analytics, 2e; Cengage Learning.		



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Session: 2024-25			
Part A – Introduction			
Subject	HARYANA TOURISM		
Semester	IV		
Name of the Course	Master of Tourism and Travel Management		
Course Code	M24-TTM-412		
Course Type:	DEC-9		
Level of the course (As per Annexure-I)	500-599		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes(CLO):	<p>CLO-412.1: To gain a comprehensive understanding of Haryana's geography, history, culture, and various forms of tourism.</p> <p>CLO-412.2: To delve into Haryana's cultural tourism potential, including its people, traditions, and tourism resources.</p> <p>CLO-412.3: To learn about Haryana's transportation and accommodation sector, and gain knowledge about traditional cuisine.</p> <p>CLO-412.4: To familiarize with Haryana's tourism policy, hospitality education, and key tourist attractions</p>		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			
<p>The examiner will set 9 questions asking two questions from each unit and one compulsory question taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions selecting one question from each unit and the compulsory question. All questions will carry equal marks</p>			
Unit	Topics		Contact hours
I	Introduction & Overview of Haryana <i>Geographical & Historical Background:</i> Dive into the geographical features and historical roots of Haryana.		15


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	<p><i>Administrative Divisions & Cultural Zones:</i> Explore the administrative structure and cultural diversity within the state.</p> <p><i>Prominent Personalities:</i> Learn about influential figures from Haryana and their contribution to tourism.</p> <p><i>Haryana Tourism:</i> Discover the popular forms of tourism prevalent in Haryana, such as Highway Tourism, Farm Tourism, Eco Tourism, Pilgrimage Tourism, Golf Tourism, MICE Tourism, and Sports Tourism.</p>	
II	<p>Cultural Tourism Potential in Haryana</p> <p><i>People & Traditions:</i> Understand the people, traditional costumes, dances, and music of Haryana.</p> <p><i>Fairs & Festivals:</i> Learn about key cultural events, with a special focus on Surajkund Crafts Mela, Kartik&GeetaJayantiSamaroh.</p> <p><i>Tourism Resources:</i> Explore the state's monuments, museums, religious and pilgrimage centers like Kurukshetra, Pehowa, Jyotisar, Agroha, Pindara, Bheemeshwari Mata Beri, Mansa Devi, and Sheetla Mata.</p>	15
III	<p>Transportation, Accommodation & Cuisine of Haryana</p> <p><i>Transportation:</i> Understand the transportation network in Haryana, including highways, major railway routes, junctions, stations, and airports.</p> <p><i>Accommodation:</i> Learn about Haryana Tourism Complexes and other major hotels like ITC Grand Bharat Gurugram, Taj Chandigarh, and The Oberoi Gurugram.</p> <p><i>Cuisine:</i> Discover the traditional foods and culinary delights of Haryana, including popular eating joints and highway Dhabhas.</p>	15
IV	<p>Tourism Policy: Study the tourism policy of Haryana.</p> <p><i>Tourism & Hospitality Education:</i> Learn about Haryana's role in tourism and hospitality education, including universities, colleges, and institutes offering related programs.</p> <p><i>Key Tourist Attractions:</i> Explore the main tourist attractions across the districts of Haryana.</p>	15
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	

Part C-Learning Resources

Recommended Books/e-resources/LMS:

- Acharya, Ram, 1980, Tourism and Cultural Heritage of India. R.B.S.A. Jaipur
- Anand, Mulkraj, 1974 _Haryana Heritage _in Marg, Vol XXVII No.4 Sept. Bombay
- Beal Samuel, 1960, Buddhist Records of Western world , Delhi
- Bhardwaj, O.P.1991, Ancient kuruksherta: Studies in Historical and Cultural
- Geography . Human Publishing House, Delhi
- Government of Haryana Reports, Chandigarh
- Haryana Reviews – all volumes
- Haryana Samvad – all volumes
- Journal of Haryana Studies, Kurukshetra University, kurukshetra all relevant
- volumes.
- Punia B, 1992. Problems and Prospects of Tourism in Haryana
- Sharma , Y.D., 1964 Delhi and its neighborhood.


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Session: 2024-25			
Part A – Introduction			
Subject	CRISIS AND DISASTER MANAGEMENT		
Semester	IV		
Name of the Course	Master of Tourism and Travel Management		
Course Code	M24-TTM-413		
Course Type:	DEC-10		
Level of the course	500-599		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes(CLO):	CLO-413.1: To provide basic conceptual understanding of disasters & its types CLO-413.2: To understand disaster response mechanism CLO-413.3: To build skills to respond to disaster reconstruction & rehabilitation plan CLO-413.4: Learn to deal with various emergency situations		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		
Part B- Contents of the Course			
Instructions for Paper- Setter			
<p>The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.</p>			
Unit	Topics		Contact hours
I	Definition, meaning and types of crisis, disaster management Risk management, Tourism and Hospitality Crisis Management Frameworks. The Tourism Resilience Cycle, Impacts of Crisis and Recovery in the Tourism & hospitality Sector; The Role of Media and Travel Advisories.		15
II	Natural Disasters: Natural Disasters and Mitigation Efforts, Flood Control, Drought Management, Cyclones, Avalanches, Mangroves, Land Use Planning, Inter-Linking of Rivers, Role of Union/States, Role of Armed Forces/Other Agencies in Disasters, Important Statutes/ Legal Provisions		15

III	Bomb Threat Planning, NBC Threat and Safety Measures, Forest Fires, Oil Fires, Crisis in Power Sector, Accidents in Coal Mines, Terrorism and Emergency Management and their impact on tourism	15
IV	Disaster Mitigation: School Awareness and Safety Programs, Psychological and Social Dimensions in Disasters, Trauma and Stress, Emotional Intelligence, Electronic Warning Systems, Recent Trends in Disaster Information Provider, Geo Informatics in Disaster Studies, Cyber Terrorism, Remote Sensing & GIS Technology, Mitigation through capacity building, legislative responsibilities of disaster management; disaster mapping, assessment, pre-disaster risk & vulnerability reduction, post disaster recovery & rehabilitation, disaster related infrastructure development, prevention and rehabilitation.	15
	Total Contact Hours	60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none"> • Disaster Management Guidelines, GOI-UND Disaster Risk Program (2009-2012) • Damon, P. Copola, (2006) Introduction to International Disaster Management, Butterworth Heineman. • Gupta A.K., Niar S.S and Chatterjee S. (2013) Disaster management and Risk Reduction, Role of Environmental Knowledge, Narosa Publishing House, Delhi. • Murthy D.B.N. (2012) Disaster Management, Deep and Deep Publication PVT. Ltd. New Delhi. • Modh S. (2010) Managing Natural Disasters, Mac Millan publishers India LTD • B.K.Khanna (2005): Disasters: All You Wanted to Know About, New India Publishing Agency, New Delhi. • Bryant Edwards (2005): Natural Hazards, Cambridge University Press, U.K. • Chakraborty, S.C. (2007): Natural Hazards and Disaster Management, Pragatishil Prokashak, Kolkata. 		



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Session: 2024-25			
Part A – Introduction			
Subject	RURAL, AGRO AND FARM TOURISM		
Semester	IV		
Name of the Course	Master of Tourism and Travel Management		
Course Code	M24-TTM-414		
Course Type:	DEC-10		
Level of the course	500-599		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes(CLO):	<p>CLO -414.1: To Define key terms related to rural, agro, and farm tourism, including various impacts</p> <p>CLO-414. 2: To understand the planning and development of rural tourism including cultural preservation and promotion strategies.</p> <p>CLO-414. 3: To understand and apply the experiential tourism and activities in rural settings</p> <p>CLO-414. 4: To critically evaluate the challenges, trends, and future directions</p>		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			
<p>The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.</p>			
Unit	Topics		Contact hours
I	INTRODUCTION TO RURAL, AGRO, AND FARM TOURISM Introduction to Rural Tourism, Agro and Farm Tourism Concepts, Objectives, Benefits and Challenges, Economic and Social Impacts; Responsible Visitor Behavior; Role of Tourism in holistic development of		15

	rural areas	
II	PLANNING AND DEVELOPMENT OF RURAL TOURISM Community Involvement, empowerment and Stakeholder Engagement; Infrastructure and Facility Development; Sustainable Practices in Rural Tourism; Cultural Preservation and Interpretation; Marketing and Promotion Strategies; Government policies to develop rural tourism	15
III	EXPERIENTIAL TOURISM AND ACTIVITIES IN RURAL SETTINGS Agro and Farm Experiences; Culinary Tourism in Rural Areas; Crafts and Artisanal Tourism; Nature and Adventure Tourism in Rural Settings; Tour Packaging and Product Development; Public-Private Partnerships	15
IV	CHALLENGES, TRENDS, AND FUTURE DIRECTIONS Challenges in Rural Tourism Development; Technology and Innovation in Rural Tourism; Policy and Regulatory Framework; Future Directions and Opportunities Positive and negative impacts of tourism in rural areas with case studies Vanilla County, Kottayam, Kerala, The Goat Village, Garhwal, Uttarakhand, Prakriti Farms, Rupnagar, Punjab Konyak Tea Retreat, Mon, Nagaland, Pratapgarh Farms, Jhajjar, Haryana	15
	Total Contact Hours	60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS: References		
<ul style="list-style-type: none"> • Michal Sznajder, Lucyna Przezbórska, Frank Scrimgeour, Agritourism, CABI • Susan L. Slocum, Kynda R. Curtis. Food and Agricultural Tourism, Taylor & Francis 		


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Session: 2024-25			
Part A – Introduction			
Subject	ADVANCE TRAVEL AGENCY MANAGEMENT		
Semester	IV		
Name of the Course	Master of Tourism and Travel Management		
Course Code	M24-TTM-415		
Course Type:	DEC-10		
Level of the course (As per Annexure-I)	500-599		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes(CLO):	CLO-415.1: To identify and explain the latest trends and technologies influencing the travel agency industry. CLO-415.2: To interpret travel industry as a handling agency and their future prospects in India. CLO-415.3: To analyze the itinerary planning including pre and post tour management. CLO-415.4: To evaluate the travel agency strategic management in context of India		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			
<p>The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.</p>			
Unit	Topics		Contact hours
I	Travel Agency and tour operation business, Growth and development since 1950. Multination travel companies in India and their impact on India's tourism industry. Public sector in travel agency business in India. Artificial Intelligence (AI) and travel trade business; Strategic Alliance in Travels agency Business.		15


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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. Social responsibility of destination companies. Future prospects of destination companies in India.	15
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 multi destination tours. Post tour management.	15
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 post COVID-19	15
Total Contact Hours		60

Suggested Evaluation Methods

Internal Assessment: 30		End Term Examination: 70	
➤ Theory	30	➤ Theory:	70
• Class Participation:	5	Written Examination	
• Seminar/presentation/assignment/quiz/class test etc.:	10		
• Mid-Term Exam:	15		

Part C-Learning Resources

Recommended Books/e-resources/LMS:

- 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 and Development, 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.


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Session: 2024-25			
Part A – Introduction			
Subject	ENTREPRENEURSHIP AND INNOVATION IN TOURISM		
Semester	IV		
Name of the Course	Master of Tourism and Travel Management		
Course Code	M24-TTM-416		
Course Type:	EEC		
Level of the course	500-599		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes(CLO):	<p>CLO-416. 1: To understand the basics of entrepreneurship and its stages</p> <p>CLO-416. 2: To know about the various theories of entrepreneurship</p> <p>CLO-416. 3: To analyse the role of entrepreneur in economic development</p> <p>CLO-416. 4: To evaluate and understand the small-scale industry and policies associated with them</p>		
Credits	Theory	Practical	Total
	2	0	4
Teaching Hours per week	2	0	4
Internal Assessment Marks	15	0	15
End Term Exam Marks	35	0	35
Max. Marks	50	0	50
Examination Time	3 hours		
Part B- Contents of the Course			
Instructions for Paper- Setter			
The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.			
Unit	Topics		Contact hours
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.		8

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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	8
III	Communities promoted entrepreneurship in India, Role of entrepreneurs in economics development of a country, Entrepreneurship & its barriers in India	7
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.	7
Total Contact Hours		30

Suggested Evaluation Methods

Internal Assessment: 15		End Term Examination: 35	
➤ Theory	15	➤ Theory:	35
• Class Participation:	4	Written Examination	
• Seminar/presentation/assignment/quiz/class test etc.:	4		
• Mid-Term Exam:	7		

Part C-Learning Resources

Recommended Books/e-resources/LMS:

- Ahmad Aizaz : _General Geography of India, NCERT, New Delhi
- Goh Cheong long : An Economic Atlas of India, Oxford University
- National Atlas of India, Govt. of India Publication, Calcutta
- Atlas of World Oxford
- Singh, R.L.(ed) India : A Regional Geography National Geographical Society of India (Varansi 1989)
- Manorama Year Book
- Indian Year book, Publication Division, Govt. of India, New Delhi
- Aluwalia H.P.S. and Manfred Garner : Himalayas: A Practical Guide, Himalayan Books (Delhi, 1985)
- Bedi, Ramesh and Rajesh : Indian Wildlife, Brijbasi Printers (New Delhi, 1989)
- Bose, S.C. Geography of the Himalayas, National Book trust, India (New Delhi, 1976)
- Chand Gian and Manohar Puri _Trekking' International publisher India (new Delhi,1989)


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