



**Royal School of Travel &
Tourism Management (RSTTM)**

**Learning Outcomes-based Curriculum Framework
(LOCF)**

Masters in Travel & Tourism Management

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1. Preamble

Higher education plays an extremely important role in promoting human as well as societal well-being and in developing India as envisioned in its Constitution - a democratic, just, socially conscious, cultured, and humane nation upholding liberty, equality, fraternity, and justice for all. Higher education significantly contributes towards sustainable livelihoods and economic development of the nation.

A holistic and multidisciplinary education would aim to develop all capacities of human beings - intellectual, aesthetic, social, physical, emotional, and moral in an integrated manner. Such an education will help develop well-rounded individuals that possess. The curriculum of Masters in Travel & Tourism Management under The Assam Royal Global University is more flexible, multi-disciplinary and holistic.

1.1 Introduction:

Master of Travel and Tourism Management is a 2-years post-graduation course that is divided into 4-semesters. The course is designed to train students towards becoming senior management positions in the tourism industry. The course imparts candidate's knowledge of the day-to-day working of the industry and the operations carried out at the management levels.

The students gain a practical view of the concepts and skills applied to crisis management, conduct market research as well as building sustainable tourism management, conduct market research as well as building sustainable tourism management through imparting real-life work scenarios. The course also focuses on the different areas of tourism and travel industry.

1.2 Approach to Curriculum Planning

The fundamental premise underlying the learning outcomes-based approach to curriculum planning and development is that higher education qualifications such as a Master's Degree programmes are earned and awarded on the basis of (a) demonstrated achievement of outcomes (expressed in terms of knowledge, understanding, skills, attitudes and values) and (b) academic standards expected of graduates of a programme of study.

The expected learning outcomes are used as reference points that would help formulate graduate attributes, qualification descriptors, programme specific outcomes and course learning outcomes

which in turn will help in curriculum planning and development, and in the design, delivery, and review of academic programmes.

Learning outcomes-based frameworks in any subject must specify what graduates completing a particular programme of study are (a) expected to know, (b) understand and (c) be able to do at the end of their programme of study. To this extent, LOCF in Travel & Tourism Management is committed to allowing for flexibility and innovation in (i) programme design and syllabi development by higher education institutions (HEIs), (ii) teaching-learning process, (iii) assessment of student learning levels, and (iv) periodic programme review within institutional parameters as well as LOCF guidelines, (v) generating framework(s) of agreed expected graduate attributes, qualification descriptors, programme learning outcomes and course learning outcomes.

The key outcomes that underpin curriculum planning and development at the undergraduate level include Graduate Attributes, Qualification Descriptors, Programme Learning Outcomes, and Course Learning Outcomes.

The LOCF for undergraduate education is based on specific learning outcomes and academic standards expected to be attained by graduates of a programme of study. However, an outcome-based approach identifies moves away from the emphasis on what is to be taught to focus on what is learnt by way of demonstrable outcomes. This approach provides greater flexibility to the teachers to develop—and the students to accept and adopt—different learning and teaching pedagogy in an interactive and participatory ecosystem. The idea is to integrate social needs and teaching practices in a manner that is responsive to the need of the community. HEIs, on their turn, shall address to the situations of their students by identifying relevant and common outcomes and by developing such outcomes that not only match the specific needs of the students but also expands their outlook and values.

1.2.1 Aims of Master's Degree Programme in Travel & Tourism Management:

The overall aims of master's degree Programme in tourism are to:

1. Interpret practical, theoretical and personal skills required for management roles within a variety of international hotel and tourism organizations.
2. Synthesize strategic, organizational and marketing processes of a commercial hospitality enterprise within the context of the global nature of the business.
3. Cultivate a professional management attitude by nurturing the creative development of innovative ideas and solutions.
4. Confidently debate, research and synthesize theories while evaluating organizational learning.
5. Critically analyses different multilateral institutions and transnational organizations including an evaluation of their impacts involved in international tourism and heritage tourism management

1.3 Graduate Attributes

Some of the characteristic attributes of a graduate in Travel & Tourism Management are:

GA1 Disciplinary Knowledge: To have knowledge of their discipline and will attain professional and technical skills to effectively integrate knowledge with practice.

GA 2 Communication Skill: To equip them with verbal and written communication skills to be able to communicate with all the stakeholders confidently and with clarity.

GA 3 Co-operation/Team Work: A graduate entrepreneur uses his creativity and applies strategic thinking to create effective business plans along with creative social opportunities to strengthen his coursework and build his professional network with real-world experience.

GA 4 Self-directed Learning: To take initiatives for some topics and identify resources and study material for additional learning, individually or in groups and to use the strategies to meet learning goals in self-learning environment, under the guidance of the mentor.

GA 5 Research Related Skills: To comprehend, consolidate, extend, apply and update their discipline's knowledge and skills for undertaking research proposals and continuous academic and professional growth.

GA 6 Problem Solving: As a student in the program, one learns to work effectively as both a member and a leader in team problem-solving and decision-making situations, incorporate the perspectives and contributions of individuals from diverse groups to create inclusive work environments, demonstrate professional preparation and conduct to meet professional standards in business settings, and employ multiple mediums of communication in a variety of business settings to express, assimilate, and analyse information and ideas to facilitate collaboration and achieve goals.

GA 7 Ethical Awareness / Reasoning: The graduate should be capable of demonstrating ability to think and analyse rationally with modern and scientific outlook and identify ethical issues related to

one's work, avoid unethical behaviour such as fabrication, falsification or misrepresentation of data or committing plagiarism, not adhering to intellectual property rights, and adopting objectives, unbiased and truthful actions in all aspects of work.

GA 8 National and International Perspective: The graduates should be able to develop a national as well as international perspective for their career in the chosen field of the academic activities. They should prepare themselves during their most formative years for their appropriate role in contributing towards the national development and projecting our national priorities at the international level pertaining to their field of interest and future expertise.

GA 9 Lifelong Learning: Update their subject knowledge and skills for continuous academic and professional growth.

1.4 Qualification Descriptors for a Master's Degree programme in Travel & Tourism Management

Master's degrees in Travel & Tourism are awarded to students who have demonstrated:

- A systematic understanding of key aspects of their field of study, including acquisition of coherent and detailed knowledge, at least some of which is at, or informed by, the forefront of defined aspects of a discipline.
- An ability to deploy accurately established techniques of analysis and enquiry within a discipline.
- Conceptual understanding that enables the student:
 - To devise and sustain arguments, and/or to solve problems, using ideas and techniques, some of which are at the forefront of a discipline
 - To describe and comment upon particular aspects of current research, or equivalent advanced scholarship, in the discipline.
- An appreciation of the uncertainty, ambiguity and limits of knowledge.
- The ability to manage their own learning, and to make use of scholarly reviews and primary sources (for example, refereed research articles and/or original materials appropriate to the discipline).

Holders of the qualification will be able to:

1. Apply the methods and techniques that they have learned to review, consolidate, extend and apply their knowledge and understanding, and to initiate and carry out projects
2. Critically evaluate arguments, assumptions, abstract concepts and data (that may be incomplete), to make judgements, and to frame appropriate questions to achieve a solution - or identify a range of solutions - to a problem
3. Communicate information, ideas, problems and solutions to both specialist and non- specialist audiences.

And holders will have:

4. The qualities and transferable skills necessary for employment requiring:
 - i. The exercise of initiative and personal responsibility
 - ii. Decision-making in complex and unpredictable
 - iii. The ability needed to undertake appropriate further training of a professional

1.5 Programme learning outcomes relating to Master's programme in Travel & Tourism Management

Programme Outcomes

Graduates of the Masters of Travel & Tourism Management will be able to:

PO 1 Knowledge of Travel & Tourism

- Contextualize tourism within broader cultural, environmental, political and economic dimensions of society.
- Critique tourism practices for their implications locally and globally.

PO 2 Knowledge of Tourism

- Interpret and evaluate tourism as a phenomenon and as a business system.
- Explain the diverse nature of tourism, including culture and place, global/local perspectives, and experience design and provision.
- Identify and assess relationships and networks relative to building tourism capacity.

PO 3 Professional Skills

- Apply relevant technology for the production and management of tourism experiences.
- Plan, lead, organize and control resources for effective and efficient tourism operations.
- Create, apply, and evaluate marketing strategies for tourism destinations and organizations.
- Develop and evaluate tourism policy and planning initiatives.

PO 4 Ethics and Values

- Demonstrate commitment to ethical practices of tourism.
- Actively engage in the world as global citizens.
- Practice empathy and respect for diversity and multicultural perspectives.
- Apply principles of sustainability to the practice of tourism in the local and global context.

PO 5 Communication

- Select and deploy task-appropriate forms of oral, written, digital, and graphic communication.
- Value and practice active listening, critical thinking, and critical reading.
- Distinguish and produce forms of communication relevant to academia, business, government, and industry.
- Assess, evaluate, and employ appropriate communication tools for discussions within and between teams and members, various audiences, decision-making teams, and corporate communication tasks.

PO 6 Critical Thinking & Problem Solving

- Apply problem solving and critical analysis within diverse contexts.

PO 7 Leadership & Teamwork

- Work collaboratively in groups, both as a leader and a team member, in diverse environments, learning from and contributing to the learning of others.

1.6 Teaching Learning Process

Teaching and learning in this programme involve classroom lectures followed by tutorials and remedial classes.

- I. Classroom lecture is executed as per the designed course curriculum. After scheduled lecture hours as per the syllabus, tutorial classes are taken up to allow a closer interaction between the students and the teacher as each student gets individual attention.
- II. Written assignments and projects submitted by students
- III. the project-based learning
- IV. Group discussion
- V. Home assignments
- VI. Quizzes and class tests
- VII. PPT presentations, Seminars, interactive sessions
- VIII. Socio-economic survey
- IX. Co-curricular activity etc.
- X. Industrial Tour or Field visit

1.7 Assessment Methods

	Components of Evaluation	Marks	Frequency	Code	Weightage (%)
A	Continuous Evaluation				
i	Analysis/Class Test	Combination of any three from (i) to (v) with 5 marks each	1 – 3	C	25%
ii	Home Assignments		1 – 3	H	
iii	Project		1	P	
iv	Seminar		1 – 2	S	
v	Viva-voce/Presentation		1 – 2	V	
vi	Mid Semester Examination	MSE shall be of 10 marks	1	Q/CT	
vii	Attendance	Attendance shall be of 5 marks	100%	A	5%
B	Semester End Examination		1	SEE	70%
	Total				100%

Programme Structure for Masters in Travel & Tourism management

1st semester								2nd semester							
Sl. No.	Subject Code	Names of subjects	L	T	P	C	T CP	Sl. No.	Subject Code	Names of subjects	L	T	P	C	T CP
Core Subjects								Core Subjects							
1	TTM204C 101	Fundamentals of Tourism	4	0	0	4	4	1	TTM204C 201	Finance and Accounting for Tourism	4	0	0	4	4
2	TTM204C 102	Destination Geography, History and Heritage	4	0	0	4	4	2	TTM204C 202	Marketing in Tourism	4	0	0	4	4
3	TTM204C 103	Fundamentals of Management	4	0	0	4	4	3	TTM204C 204	Human Resource Management & Organisational Behaviour	4	0	0	4	4
4	TTM204C 104	Tourism and Travel Industry	4	0	0	4	4	4	TTM204C 205	Travel Agency and Tour Operation	4	0	0	4	4
Ability Enhancement Compulsory Course (AECC)*								Ability Enhancement Compulsory Course (AECC)*							
5	CEN984A1 01	Communicative English - I	1	0	0	1	1	5	CEN984A2 01	Communicative English - II	1	0	0	1	1
6	BHS984A1 03	Behavioural Science - I	1	0	0	1	1	6	BHS984A2 03	Behavioural Science - II	1	0	0	1	1
								Ability Enhancement Elective Course (AEEC) (Skill Based):							
								7		AEEC/SEC/-1*	2	0	0	2	2
Elective: Discipline Specific DSE (Choose any One)								Elective: Discipline Specific DSE (Choose any One)							
7	TTM204D 101	Destination Planning and Management	3	0	0	3	3	8	TTM204D 201	Sustainable Tourism	3	0	0	3	3
8	TTM204D 102	International Tourism	3	0	0	3	3	9	TTM204D 202	Special Interest Tourism	3	0	0	3	3
Total: 21								Total: 23							

3rd semester								4th semester							
Sl. No.	Subject Code	Names of subjects	L	T	P	C	T CP	Sl. No.	Subject Code	Names of subjects	L	T	P	C	T CP
Core Subjects								Core Subjects							
1	TTM204C 301	Research Methods	4	0	0	4	4	1	TTM204C 404	Tourist Behaviour	3	0	1	4	4
2	TTM204C 302	Tourism Entrepreneurship	4	0	0	4	4	2	TTM204C 402	Hospitality Management	4	0	0	4	4
3	TTM204C 303	Tourism Geography & Ecology	4	0	0	4	4	3	TTM204C 403	Culture & Heritage Tourism	4	0	0	4	4
Ability Enhancement Compulsory Course (AECC)*								Ability Enhancement Compulsory Course (AECC)*							
4	CEN984A3 01	Comm. Eng. III	1	0	0	1	1	4	CEN984A4 01	Comm. Eng. IV	1	0	0	1	1
Ability Enhancement Elective Course (AEEC) (Skill Based):															
5		AEEC/SEC/-2*	2	0	0	2	2								
Elective: Discipline Specific DSE (Choose any Two)								Elective: Discipline Specific DSE (Choose any Two)							
6	TTM204D 301	Legal and Ethical Issues in Tourism	3	0	0	3	3	5	TTM204D 401	MICE Management	4	0	0	4	4
7	TTM204D 305	Tourism in North East India	3	0	0	3	3	6	TTM204D 402	Hotel & Resort Management	4	0	0	4	4
8	TTM204D 304	Typology of Tourist Behavior and Cross-Cultural Management	3	0	0	3	3	7	TTM204D 403	Retail Management	4	0	0	4	4
									TTM204D 404	Airfare and Ticketing	4	0	0	4	4
Project Dissertation								Project Dissertation							
9	TTM204C 321	Minor Project				6	6	8	TTM204C 421	Major Project*				10	10
Total: 27								Total: 31							

SYLLABUS (1st SEMESTER)

Subject Name: Fundamentals of Tourism		
Subject Code: TTM204C101		
L-T-P-C – 4-0-0-4	Credit Units:4	Scheme of Evaluation: (T)

Course Objective: To make students aware of different components of tourism and general impacts of tourism on social, cultural and economic perspective.

Course Outcomes:

Having successfully completed this module, a student will be able –

- CO 1 **To recall** the basic knowledge of Tourism fundamentals
- CO 2 **To outline** the concepts of different forms of Tourism
- CO 3 **To identify** the positive and negative impacts of Tourism
- CO 4 **To apply** Tourism statistics theories

Detailed Syllabus:

Modules	Topics / Course content	Periods
I	Development of Tourism Through Ages: Early and Medieval Period of Travel- Modes of Transports and Accommodation, Renaissance and its Effects on Tourism, Birth of Mass Tourism, Development of Modern Transport, Communication and Accommodation Systems, Origin and Concept of Travel Intermediary Business, Old and New Age Tourism	12
II	Tourism Theories: Different Tourism Systems - Leiper's Geospatial 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 Allo-centric and Psycho-centric Model of Destination Preferences	12
III	Travel Behaviour & Motivations: Origin of Travel Motivation, Meaning of Motivation & Behaviour, Theory of Travel Motivations, Typology of Tourists, Different Travel Motives, GIT, FIT & Affinity Group Travel Tourism Industry & Its Linkages: Meaning and Nature of Tourism Industry, Input and Output of Tourism Industry, Tourism Industry Network- Direct, Indirect and Support Services,	12

IV	General Impacts of tourism: Economic Impacts & Non-economic Impacts Tourism Organizations: Roles and Functions of United Nations World Tourism Organization (WTO), Pacific Asia Travel Association (PATA), World Tourism & Travel Council (WTTC) - International Hotel Association (IHA), Ministry of Tourism, Govt. of India, India Tourism Development Corporation (ITDC), Federation of Hotel and Restaurants Associations of India (FHRAI).	12
Total		48

Text Books:

1. Seth, P. N., Successful Tourism Management, Sterling Publishers, New Delhi, 2011.
2. Swain, S.K. & Mishra, J.M. (2012). Tourism Principles & Practices, Oxford University Press, New Delhi.
3. Bhatia, A.K., International Tourism Management, Sterling Publishers, New Delhi, 2014

Reference Books:

1. Lea, J., Tourism and Development in the Third World, Methuen, New York, 1998
2. Walker, John R. & Walker, Josielyn T, Tourism: Concepts and Practices, Pearson, New Delhi, 2011.
3. Fennell, DA., Ecotourism, Routledge, London, 1999

Additional Readings:

1. Tourism and Travel: A Research Guide (<https://guides.loc.gov/tourism-and-travel>)
2. Types of Tourists (<https://www.slideshare.net/1stborn31/types-of-tourist>)
3. Goeldner, Charles, R. And Ritchie, Brent, Tourism: Principles, Practices, Philosophies, J.R. John Wiley and Sons, New Jersey, 2013.

SYLLABUS (1st SEMESTER)

Subject Name: Destination Geography, History and Heritage

Subject Code: TTM204C102

L-T-P-C – 4-0-0-4

Credit Units:4

Scheme of Evaluation: (T)

Course Objective: To make students aware about the geography of tourism along with history and tourism resources.

Course Outcomes:

Having successfully completed this module, a student will be able –

- CO 1 **To define** the basic knowledge of elements of geography
- CO 2 **To explain** the different forms of Tourism resources
- CO 3 **To identify** the different national and international tourist destinations
- CO 4 **To plan** field trips on tourist destinations and have first-hand ground level

Detailed Syllabus:

Units	Topics / Course content	Periods
I	The elements of Geography- Themes of Geography -Importance of geography in tourism, Destination geography- attractions, accessibility, cost and amenities, culture, climate; Physical geography, Cultural geography Definition, Typology of destinations – Destination mix, Tourism System: Leiper’s Model.	12
II	History and Tourism- History as tourism resource, History and folklore as narratives- Differences between these two; Monuments and architectures-Cases of some major historical sites, with special emphasis on India and North-east India.	12
III	People and Culture: Importance of culture related to destinations in Tourism; Heritage, Customs, Costumes, Traditions, Rituals, Ancient Paintings and Sculpture, Fairs & Festivals, Handicrafts as attractions to tourist. Performing Arts of India; Classical and folk dances, Music and musical instruments as enhancer of tourism experience; Role of folklore, and folksongs in tourism promotion. Important places related to India’s freedom struggle.	12
IV	National and International Tourist Destinations: Description of important tourist circuits of the world, World Heritage Sites. Popular Tourist destinations in North America, South America, Europe, Africa, Middle East, Australia and Asia. Exposure to global tourism growth and trends, global importance of tourism, future developments in tourism. Field visits to major local attractions. Predefined group visits to tourist attractions in India guided by Faculty of the Department. On completion of each tour the students have to submit a tour report along with an oral presentation. These reports will be treated as assignments,	12

	which would carry scores as per the prevailing evaluation guidelines of the University.	
Total		48

Text Books:

1. Boniface, B. & Cooper, C., *Worldwide Destinations: The geography of Travel & Tourism*, Oxford Butterworth Heinemann, 2009.
2. Badan, B. S. & Bhatt, H., *Cultural Tourism*, Crescent Publishing Corporation, New Delhi, 2005
3. Bhatia, A.K., *International Tourism Management*, Sterling Publishers, New Delhi, 2014

Reference Books:

1. Rojek, C. & Urry, J. (eds.), *Touring Cultures: Transformations of Travel and Theory*. Routledge, London, 1997.
2. Whyman, K., *The Animal Kingdom*, Heinemann, Raintree, 1999.
3. Leask, A. and Yeoman, I., *Heritage Visitors Attractions. An Operations Management Perspective*, Thomson Learning, 1999.

Additional Readings:

1. Collins, Collins *World Atlas*, Essential edition, 2007.
2. Geography of Tourism,
(https://www.researchgate.net/publication/351782669_Geography_of_Tourism)
3. Assessment of world tourism from a geographical perspective and a comparative view of leading destinations in the market (<https://pdf.sciencedirectassets.com/277811/1-s2.0-S1877042811X00125/1-s2.0-S1877042811012419/main.pdf>)

SYLLABUS (1ST SEMESTER)**Subject Name: Fundamentals of Management****Subject Code: TTM204C103****L-T-P-C – 4-0-0-4****Credit Units: 04****Scheme of Evaluation: (THEORY)**

Course Objective: To make students aware of the fundamentals of management and also to make them understand the different structure of an organization and different theories of motivation.

Course Outcomes:

Having successfully completed this module, a student will be able –

CO 1 **To define** the basic knowledge of management fundamentals.

CO 2 **To classify** the concepts of different structures of an organization

CO 3 **To illustrate** the dynamics of planning, controlling and strategies

CO 4 **To identify** the meaning & importance of motivation.

Detailed Syllabus:

Units	Topics & Course Contents	Periods
I	Introduction to Management: Concept of management, definitions, nature, need for management, Evolution of Management Thought: classical, neo-classical and modern theory, Hawthorne Studies, Contributors to Behavioural Science	12
II	Planning and Forecasting: Meaning, Definitions of Planning, Types of Planning, Types of Plans: vision, mission, objectives, strategies, policy, procedures, rules, budgets, steps in planning. BCG Matrix, SWOT analysis, Porter's Industry Analysis, Tows Matrix Forecasting: Meaning, Features, Methods & Techniques	12
III	Organising: Organising meaning & definition, importance, different organisation models. Departmentation: Meaning, Basis- by product, by process, by region, by customer, by time, by number Matrix organisation: Concept, formation, problems, concept of Strategic Business Unit Span of Management: Meaning, Graicunas theory, determinants of Span of control Delegation of Authority: Meaning, needs, factors of delegation of authority, Centralisation & Decentralisation of Authority	12
IV	Motivation, Leadership & Control: Motivation: Concept, Importance, Theories of Motivation: Maslow's Need Hierarchy Theory, Herzberg's Theory of Motivation, Mc.Gregor's Theory, Carrot & Stick Approach, Vroom's Expectancy Model. Leadership: Concept, Types, Theories: Rensis Likert's theory of Leadership, Blake and Moulton grid Theory. Control: Concept, Process of controlling, Techniques & methods, requirements for effective control Control Mechanism: Feedback System, Real time control, Feed-forward system	12
TOTAL		48

Text Books:

1. Prasad L. M., (2013), Principles & Practice of Management, Sultan Chand & Sons, New Delhi.
2. Koontz, H. & Heinz, W., Essentials of Management: An International & Leadership Perspective, McGraw Hill Education., New Delhi.
3. Singh B. P. & Singh A. K., (2002), Essentials of Management, Excel Books, New Delhi.

Reference Books:

1. Vasishth Neeru, (2014), *Principles of Management*, Taxmann, New Delhi.
2. Tripathi P. C. & Reddy P N, (2008), *Principles of Management*, Tata McGraw Hill, New Delhi.
3. Robbins (2016), Fundamentals of Management, Pearson Education India; Ninth edition

Additional Readings:

1. Fundamentals of Management Question Bank
(https://www.academia.edu/19994100/fundamentals_of_management_question_bank)
2. Fundamentals of Management
(https://www.academia.edu/2767976/Fundamentals_of_Management)
3. Principles of Management(<https://www.scribd.com/document/350128052/Principles-of-Management-Research-Paper>)

SYLLABUS (1st SEMESTER)

Subject Name: Tourism and Travel Industry

Subject Code: TTM204C104

L-T-P-C – 4-0-0-4

Credit Units: 4

Scheme of Evaluation: (T)

Course Objective: To make students aware of the different components of the Tourism and Travel Industry with special reference to transportation forms and agencies

Course Outcomes:

Having successfully completed this module, a student will be able –

CO 1 **To recall** the basic knowledge of the Travel market

CO 2 **To interpret** the details of Transport Services of Tourism industry

CO 3 **To identify** the major organizations in the Global Travel Industry

Detailed Syllabus:

Units	Topics / Course content	Periods
I	Understanding the travel market: Leisure, business, Corporate, Commercial, Institutional, Family, Special Interest travel; Special segments like Full service agency, Incentive agency, and Implant agency. Details of transportation service: Transport associations and organizations operating with travel and tourism industry, International Union of Public Transport (UITP).	12
II	Waterways- 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 Roadways- 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. Present scenario in car rentals market and future challenges.	12
III	Railways- History of railways around the world , and in India, Railway System of world, British Rail, Euro Rail, Amtrak, Orient express, Trans-Siberian railway and luxury train of the world. Indian Railways - Indrail pass, special schemes and packages available, palace on wheels, royal orient, fairy queen, toy trains etc. Role of IRCTC in promotion of rail tourism. Airways- Different types of aircrafts available, Major global commercial Airlines, Airlines operating in India, Chartered flights; Cargo-only airlines.	12

IV	Major organisations in the global travel industry: Cox & Kings, SITA travels, CWT, BCD travel, etc Other important tour operators of India. Accommodation industry- Hotel, Resort, Lodge, Condominium, Cruise, Houseboat. Exposure to major global hotel chains & Major Indian hotels; Classification of hotels in India.	12
Total		48

Text Books:

1. The Business of Tourism, Holloway, J. C. (1994)., Pitman Publishing, London. “(L)”.
2. Tourism Principles and Practices, Swan, Sampad Kumar, and Mishra, Jitendra Mohan (2012)., Oxford Higher Education. “(L)”
3. An Introduction to Tourism, N. Jayapalan, Atlantic; Latest Edition (1 January 2013)

Reference Books:

1. Understanding Tourism, Medlik, S. (1997)., Butterworth Hinemann, Oxford
2. Leisure and Tourism, Hayward, Peter (2000), Hiennemann GNVQ Intermediate, Hiennemann Educational Publishers
3. Introduction to Tourism, Shailja Sharma, SAGE Publications Pvt. Ltd

Additional Reading:

1. Tourism and Travel: A Research Guide (<https://guides.loc.gov/tourism-and-travel>)
2. Types of Tourists (<https://www.slideshare.net/1stborn31/types-of-tourist>)
3. Goeldner, Charles, R. And Ritchie, Brent, Tourism: Principles, Practices, Philosophies, J.R. John Wiley and Sons, New Jersey, 2013.

SYLLABUS (1st SEMESTER)

Subject Name: Destination Planning and Management

Subject Code: TTM204D101

L-T-P-C – 3-0-0-3

Credit Units:3

Scheme of Evaluation: (T)

Course Objective: To make students aware about the various fundamentals associated in Destination Planning and Management

Course Outcomes:

Having successfully completed this module, a student will be able –

- CO 1 **To name** various forms of Destinations
- CO 2 **To explain** the various levels of Tourism Planning and Development
- CO 3 **To outline** the 6 A's framework for Tourist Destinations
- CO 4 **To develop** strategies for Destination Promotion and Publicity

Detailed Syllabus:

Units	Topics / Course content	Periods
I	Concept of Destination Development: Meaning, Types and Characteristics of Tourism Destination– Destination Lifecycle (Butler's product life cycle model). Destinations and Products	12
II	Tourism Policy: Concept and Meaning of Tourism Policy, Formulation of Tourism Policy, Approaches to Policy Implementation, Minimization of Policy Gap, Hurdles in Formulating and Implementing Tourism Policy, Linking Tourism Policy with Planning. History of Initiatives for Tourism Planning: Sargent & Jha Committee, National Tourism Policy of India-1982,1987, 2002 & latest, National Action Plan- 1992; Emerging Tourism Policy and Schemes Paradigms in India - HRIDAY, PRASAD, Swadesh Darshan;	12
III	Fundamentals of Tourism Planning: Concept, Meaning, Types of Tourism Planning, Stages in Tourism Planning Process - Roles of Public and Private Sectors; Developing Tourism Plans: Goals – components- Designing Plan Documents- Techniques, Surveys & Area Characteristics- Stages of Formulation, Environment Impact Assessment (EIA), Tourism through Five-Year Plans in India, WTO Guidelines for Planners	12
IV	Destination Promotion and Publicity: Six 'A's for Tourism Destinations - Dynamic Wheel of Tourism Stakeholders - Destination Marketing Mix – Destination Competitiveness – Distribution Channels- Marketing Communication and Strategies; Destination Image: Destination Image Formation Process,	12

	Unstructured Image, Destination Appraisal, Tangible and Intangible Attributes of Destination - Person's & Destination Determined Image, Measurement of Destination Image; Case Study of Incredible India and God's Own Country	
Total		48

Text Books:

1. Gunn, C. (2002). *Tourism Planning: Basic, Concepts and Cases*, Cognizant Publication.
2. Swain, S.K. & Mishra, J.M. (2012). *Tourism Principles & Practices*. Oxford University Press, New Delhi.
3. Morgan, N, Pritchard, A & Pride, R. (2011). *Destination Branding: Creating the Unique Proposition*, Butterworth and Heinemann,

Reference Books:

1. Butler, R.W. (2006). *Tourism Area Life Cycle: Applications and Modifications*, Channel View Publications.
2. Tang, C.H. & Jones, E.E. (2005). *Tourism SMEs, Service Quality and Destination Competitiveness*, CABI Publishing,
3. Singh, S. Timothy, D.J. & Dowling, R.K. (2003). *Tourism in Destination Communities*, CABI Publishing

Additional Readings:

1. Crouch, D.I. J.R. Ritchie, B.& Kossatz, H.G. (2003). *Competitive Destination: A Sustainable Tourism Perspective*, CABI Publishing
2. Destination Management literature review including models and trends
(https://www.researchgate.net/publication/310426760_Destination_Management_literature_review_including_models_and_trends)
3. Destination Planning and Development
(<https://backup.pondiuni.edu.in/sites/default/files/Destination%20Planningt200813.pdf>)

SYLLABUS (1st SEMESTER)

Subject Name: International Tourism

Subject Code: TTM204D102

L-T-P-C – 3-0-0-3

Credit Units: 3

Scheme of Evaluation: (T)

Course Objective: This paper aims at providing an overview of global tourism trends along with major places of tourist. Importance in different continents.

Course Outcomes:

Having successfully completed this module, a student will be able –

CO 1 **To name** various forms of Destinations

CO 2 **To explain** the various tourism destinations in Asia and Europe

CO 3 **To identify** various tourism destinations in North and Americas, Africa and Australia

Detailed Syllabus:

Units	Topics / Course content	Periods
I	International tourism: meaning definition, models in international tourism, economic & accounting indicator in international tourism, Factors affecting Global & regional tourist movements - Demand and origin factors, destination & resource factors	12
II	International tourism development: planning & policies - Case studies of selected countries like China, Thailand, Switzerland, France, USA & UK.	12
III	Tourism places of Asia: Major Tourism Places of Interest in Nepal, Sri Lanka, Maldives, UAE, Singapore, Thailand, Malaysia, Hong Kong, China, Japan, Cambodia, Philippines, Indonesia and Russia. Popular Tourism Circuits of Asia Tourism places of Europe: Major Tourism Places of Interest in UK, France, Germany, Spain, Portugal, Belgium, Austria, Switzerland, Greece, and Italy. Popular Tourism Circuits of Europe	12
IV	Tourism places in North and South America: Major Tourism Places of Interest in USA, Canada, Mexico, Cuba, Brazil, Argentina, Peru, and Chile. Popular Tourism Circuits of North & South America Tourism places of Africa and Australasia: Egypt, South Africa, Zimbabwe, Kenya, Mauritius, Seychelles, Madagascar and Australia, New Zealand. Popular Tourism Circuits of Africa and Australia	12
Total		48

Text Books:

1. Seth, P. N., Successful Tourism Management, Sterling Publishers, New Delhi, 2011.
2. Swain, S.K. & Mishra, J.M.(2012). Tourism Principles & Practices, Oxford University Press, New Delhi.
3. Bhatia, A.K., International Tourism Management, Sterling Publishers, New Delhi, 2014

Reference Books:

1. Reisinger Y, (2009), International Tourism – Cultures and Behaviour, Butterworth-Heinemann, Oxford, UK.
2. William F. Theobald, W.F. (2013) Global Tourism, Elsevier Science, London.
3. Cochrane, J. (2008) Asian Tourism Growth and Change, Elsevier, London.

Additional Books:

1. UN World Tourism Organization (2002). Performance Indicators for Tourism Destinations in Asia and the Pacific Region, Business & Economics.
2. Vellas François (1995). International Tourism: An Economic Perspectives. St. Martin's Press,
3. Destination Planning and Development
(<https://backup.pondiuni.edu.in/sites/default/files/Destination%20Planningt200813.pdf>)

SYLLABUS (2nd SEMESTER)**Subject Name: Finance & Accounting for Tourism****Subject Code: TTM204C201****L-T-P-C – 4-0-0-4****Credit Units: 4****Scheme of Evaluation: (T)**

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

Course Outcomes:

Having successfully completed this module, a student will be able –

- CO 1 **To define** the basic knowledge of accounting system
- CO 2 **To explain** the importance of financial planning in Tourism
- CO 3 **To identify** the management of current and fixed Assets
- CO 4 **To identify** the sources of Financing Tourism projects.

Detailed Syllabus:

Units	Topics & Course Contents	Periods
I.	Basics of Accounting Concept, importance and scope of accounting, basic accounting terms, accounting principles and conventions, journal, ledger, trial balance, preparation of final accounts (without adjustments)	12
II.	Analysis and interpretation of financial statement Meaning and importance of financial statement analysis, various techniques of financial analysis: ratio analysis; fund flow analysis; cash flow analysis. (basic concepts)	12
III.	Financial Management: Scope – Objectives –Functions – Major Financial Decisions. Financial Planning- Time value of money: compounding and discounting techniques. Sources of Finance: Long-Term and Short-Term – Advantages and Disadvantages of Different Sources of Finance	12
IV	Financing of Tourism Projects Financing of Tourism Projects- National Financial Policies; Tourism Finance corporation of India (T.F.C.I.) – Overview, Financial & Advisory Services offered by TFCI, Financing of Tourism Projects by TFCI, Financing by UNWTO, ITDC, MOT & JKTDC towards different projects. FDI in Tourism Sector in India, Case Studies of Financial Statements of: Thomas Cook, Yatra.com, Taj Group of Hotels, Oberio Group of Hotels.	12
TOTAL		48

Text Books:

1. “Financial Accounting Vol-I & II”, 3rd Edition, 2017, Hanif, M. and Mukherjee, A, Mc Graw Hill Company, New Delhi
2. Fundamentals of Corporate Accounting”, Jain, S.P & Narang. K. L., Kalyani Publishers, New Delhi
3. Introduction to Financial Accounting, T. Horngren Charles, L. Sundern Gary, A. Elliott John, R. Philbrick Danna, Pearson Education; Eleventh edition

Reference Book:

1. Financial Accounting, Tulsian P.C, 1st Edition, 2002, Pearson’s Publications, New Delhi
2. Financial Accounting Essentials You Always Wanted to Know, Kalpesh Ashar, Vibrant Publishers; Fourth Edition
3. CMA Knowledge Series on Financial Accounting, GC Rao, Commercial Law Publishers (India) Pvt Ltd.

Additional Reading:

1. Financial Accounting Research, Practice, and Financial Accountability
(https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2610429)
2. Understanding earnings quality: A review of the proxies, their determinants and their consequences (<https://www.sciencedirect.com/science/article/abs/pii/S0165410110000339>)

SYLLABUS SEMESTER II

Subject Name: **Marketing in Tourism**

Subject Code: **TTM204C202**

L-T-P-C – 4-0-0-4

Credit Units:4

Scheme of Evaluation: (T)

Course Objective: To make students aware of the Marketing concepts and the constituents of tourism market.

Course Outcomes:

Having successfully completed this module, a student will be able –

- CO 1 **To define** the basic knowledge of Marketing concepts
- CO 2 **To recall** the Tourism promotion mix.
- CO 3 **To explain** the Tourism Pricing and Distribution
- CO 4 **To develop** the strategic planning in marketing of Tourism

Detailed Syllabus:

Units	Topics / Course content	Periods
I	Concepts of Marketing: Concept of Goods & Services; Characteristics of Service; Concepts of Marketing & Services Marketing, Introduction to tourism marketing; Constituents of tourism market environment, Environment scanning.	12
II	The relationship between market and Consumer: – Consumer Behaviour – Buyer Decision-making Process – Market Research-Market Segmentation, Targeting and Market Positioning. Designing Tourism Product- Product line, Product mix, Branding and Packaging – New Product Development – Product Life Cycle & Its Various Stages	12
III	Price: Factors influencing tourism pricing, Methods of price fixation, Pricing strategies; Place: Channels of Distribution; Tourism promotional mix: introduction, Integrated Marketing Communication, Tourism Marketing Communication (TMC);	12
IV	Other Ps: People, Physical Evidence, Process and Packaging Marketing of Tourism & Related Activities: Relationship Marketing; Familiarization Trip, Global Marketing, Direct Marketing, Social Media & Digital Marketing, Green Marketing, Corporate Social Responsibility; Service Quality, Five – Gap Model of Service Quality	12
Total		48

Text Books:

1. Tourism Principles & Practices, Swain, S.K. & Mishra, J.M.(2012)., Oxford University Press, New Delhi.
2. The Business of Tourism, Holloway, J. C. (1994)., Pitman Publishing, London. “(L)”.
3. Principles of Management of Management, Neeru Vasishth & Vibhuti Vasishth (2014). Taxmann Publications, New Delhi

Reference Books:

1. Medlik, S. (1997). Understanding Tourism, Butterworth Hinemann, Oxford
2. Hayward, Peter (2000). Leisure and Tourism, Hiennemann GNVQ Intermediate, Hiennemann Educational Publishers
3. Butler, R.W. (2006). Tourism Area Life Cycle: Applications and Modifications, Channel View Publications.

Additional Reading:

1. E-Gyankosh – Tourism Marketing (<https://egyankosh.ac.in/handle/123456789/67267>)
2. Tourism Studies – MID Sweden University (<https://www.miun.se/en/education/courses/business-law-social-sciences-and-tourism/tourism-studies/>)

SYLLABUS (2nd SEMESTER)

Subject Name: Human Resource Management & Organizational Behavior

Subject Code: TTM204C204

L-T-P-C – 4-0-0-4

Credit Units: 4

Scheme of Evaluation: (T)

Course Objective: To make students aware of role and importance of Human Resource Management and Organizational Behaviour in structuring Tourism organizations

Course Outcomes:

Having successfully completed this module, a student will be able –

- CO 1 **To omit** basic Concept of HRM
- CO 2 **To explain** the structure of the HRM in Tourism organization
- CO 3 **To recall** the Recruitment and Selection process
- CO 4 **To identify** the Performance monitoring and Appraisal methods for employees

Detailed Syllabus:

Units	Topics / Course content	Periods
I	Concepts of Human Resource Management: Concept of Human Resource Management – Organization and Functions of HR – Structure and Strategy – HR Manager, Climate and Culture of HRD – Evolution of HR Practices in Indian Context - Global Trends in HR Practices.	12
II	Functions of HRM: Manpower Planning – Definition, Need and process, Job analysis, Job description and specifications Recruitment - Selection and Induction – Practices of Hiring in Tourism Industry – Training and Development – Methods, Design and Evaluation of T &D Programmes Coaching and Mentoring – Performance Appraisal - Career Development – Attrition and Retention, Potential Appraisal – Promotions and Transfers – Personnel Empowerment - Competency Standards in Tourism	12
III	Compensation Management: Concepts – Job Evaluation - Principles and Determinants of Compensation - Productivity, Employee Morale – Compensation Issues in Tourism Sector - Quality of Work Life (QWL). Legislative Aspects of HRM: Trade Unions Act-1926 – Industrial Disputes Act 1947 - Disciplinary Procedure – Payment of Wages Act-1936 – Employees Provident Fund Act-1952 – Payment of Bonus Act-1965 - Payment of Gratuity Act-1972.	12
IV	Organizational Behaviour: Individual Behaviour and Differences - Personality –Attitudes and Beliefs – Values - Perception – Perceptual Selectivity – Transactional Analysis –JOHARI Window – Management of Stress Group Dynamics: Group Behavior – Group Formation - Understanding Work Teams– Conflict, Negotiation, and Intergroup Behavior - Change Management – Resistance to Change – Organizational Development.	12
Total		56

Text Books:

1. Verma, P.(2002). Personnel Management in Indian Organisations, OUP & IBM Publishing Co. Ltd, New Delhi.
2. Venkata Ratnam, C.S. & Srivatsava, B.K. (2003). Personnel Management and Human Resources, Tata McGraw Hill, New Delhi.
3. Nickson, D., Human Resource Management for Hospitality and Tourism Industries, Elsevier (Butterworth-Heinemann), 2007.

Reference Books:

1. Dessler, G., Human Resource Management, Pearson, New Delhi, 2008.
2. Ashwathappa, K., Human Resource and Personnel Management, Tata Mc Graw Hill, New Delhi, 3rd Ed. 2004.
3. Madhukar M., Human Resource Management in Tourism, Rajat Publishing, New Delhi, 2000.

Additional Reading:

1. A Research Paper on Human Resources Planning, Process and Developing (<https://www.ijrte.org/wp-content/uploads/papers/v8i6/F7550038620.pdf>)
2. A Study on Contribution of Digital Human Resource Management towards Organizational Performance (<https://researchleap.com/a-study-on-contribution-of-digital-human-resource-management-towards-organizational-performance/>)

SYLLABUS (2nd SEMESTER)

Subject Name: Travel Agency and Tour Operation

Subject Code: TTM204C205

L-T-P-C – 4-0-0-4

Credit Units: 4

Scheme of Evaluation: (T)

Course Objective: To make the students aware of the role of Travel Agency and Tour Operators in the tourism business.

Course Outcomes:

Having successfully completed this module, a student will be able –

- CO 1 **To define** the concept of Tourism Intermediaries and their Role
- CO 2 **To outline** the Job descriptions of a Travel Agency
- CO 3 **To show** the operations of a Tour Operator
- CO 4 **To identify** various International and National level Tourism related Organization

Detailed Syllabus:

Units	Topics / Course content	Periods
I	Introduction to Travel Trade: Historical Background of Travel Trade, Definition & Functions of Travel agency and Tour operator; Types of Travel Agent- Full-Service Agency, Commercial Agency, Implant Agency, Group / Incentive Agency; Types of Tour Operator- Inbound, Outbound, Domestic, Ground and Specialized; Types of Tour- Independent Tour, Escorted Tour, Hosted Tour, Incentivized Tour; Tour Wholesalers and Retailers; Organizational Structure	10
II	Travel Agency and Tour Operation Business: Procedure to become a travel agent or Tour operator, Approval by Ministry of Tourism, Approval by Department of Tourism, IATA rules and regulations for approval of a travel agency. Sources of Revenue; Threats in Travel Agency in Business; Itinerary Planning & Development: Meaning, Importance and types of Itinerary - custom made itinerary; readymade itinerary; Resources and Steps for Itinerary Planning, factors to be considered while preparing an itinerary Itinerary preparation for Popular tourist itineraries of India along with map work: Golden Triangle, Great Indian Heritage Circuit, Buddhist Circuit, Temple Circuit of South India, Desert Triangle (Bikaner-Jodhpur-Jaisalmer), Himalayan Safari, North East Circuit Travel Terminology: Current and popular travel trade abbreviations and other terms used in preparing itineraries	12

III	<p>Travel formalities: Familiarisation with TIM (Travel Information Manual), Passport, Visa, Health requirements, Taxes, Customs, Currency, Travel Insurance, Credit & Debit Card, Baggage and Airport information, Passenger Documentation, Baggage Rules.</p> <p>Tour Packaging & Costing: Tour Packaging: Classifications of Tour Packages - Components of Package Tours, Pre-Tour Management, Tour Operation, Post Tour Management;</p> <p>Concept of Costing: Types of Costs - Components of Tour Cost - Preparation of Cost Sheet,</p> <p>Tour Pricing: Calculation of Tour Price - Pricing Strategies, Tariffs, FIT costing and group costing;</p> <p>(Note: Practical work of itinerary preparation, tour costing, filling of passport application and visa forms should be done among the students.)</p>	12
IV	<p>Operation of Package Tour: Confirmation of Tour, Creation of Docket/ File, Issue of Tour Vouchers, Reconfirmation with Airlines, Hotel & Ground Service Providers,</p> <p>Distributing Customized Itinerary to Tour Leader, Guide, Driver & Transporter,</p> <p>Standard Procedures for Pickup and Drop, Check-in and Check-out in the Hotel, Sightseeing; Preparation of Feedback or Guest Comment Sheet, Filling the Guest Comment Sheet, Analysis of Comments of Guest, Service providers, Tour Escorts. WATA guidelines; Case Study of major travel agencies and tour operators;</p> <p>FAM trip to a Tour Operator guided a Faculty of the Department. On completion of each tour the students have to submit a tour report along with an oral presentation. These reports will be treated as assignments, which would carry scores as per the prevailing evaluation guidelines of the University.</p>	14
Total		48

Text Books:

1. Basics of Tourism-Theory, operation and Practice, Kamra, K.K. and Chand, Mohinder (2002)., New Delhi: Kanishka Publishers, and distributors.
2. Travel Agency Management: An Introductory Text, Mohinder Chand (2007). New Delhi, Anmol Publications Pvt. Ltd.
3. Tourism Principles & Practices, Swain, S.K. & Mishra, J.M. (2012)., Oxford University Press, New Delhi.

Reference Books:

1. Professional Travel Agency Management, Gee, Chuck and Y. Makens (1990), New York: Prentice Hall.
2. Tourism principles, practices, philosophies Goeldner, C. R., & Ritchie, J. B. (2007). John Wiley & Sons.

Additional Reading:

1. Tourism Operations & Management, Roday, S., Biwal, A., & Joshi, V., (2017), Oxford University Press
2. Tourism Studies – MID Sweden University
(<https://www.miun.se/en/education/courses/business-law-social-sciences-and-tourism/tourism-studies/>)

SYLLABUS (2nd SEMESTER)

Subject Name: Sustainable Tourism

Subject Code: TTM204D201

L-T-P-C – 3-0-0-3

Credit Units: 3

Scheme of Evaluation: (T)

Course Objective: To make the students aware of the role of Travel Agency and Tour Operators in the tourism business.

Course Outcomes:

Having successfully completed this module, a student will be able –

CO 1 **To define** the concepts and principles of Sustainable Tourism

CO 2 **To explain** the Environment and Ecosystem

CO 3 **To identify** the Sustainable Tourism Initiatives

CO 4 **To identify** the business of Ecotourism

Detailed Syllabus:

Units	Topics / Course content	Periods
I	Definition and principles of sustainable tourism. Concept of sustainable development, Strategies for sustainable tourism, Sustainable tourism initiatives: Alternative tourism –Ecotourism, Adventure Tourism, Cultural tourism; Nature base tourism, Agro-tourism and other innovative forms of sustainable tourism;	10
II	Environment and ecosystem: Climate change – Issues and concerns, Environmental Impact Assessment, Aspects of environment management, National policy thereof, National Green Tribunal; Concept of Carbon Credit. Concept of carrying capacity, Concept of responsible tourism.	12
III	Disaster Risk and Sustainable development: Disaster Risk and un-sustainability of the tourism sector; Post disaster damage - Loss and impact on tourism sector; Case study on disaster effect and impact on tourism sector; Customs, Belief system and tradition for natural conservation. Classification of property rights, Common property resources- Community Based Tourism, Community conservation area, Revenue distribution in community-based tourism, social audit, Community based tourism and sustainability.	16
IV	Business of Ecotourism: Understanding the concepts of eco-camp, eco-lodge, Forms of recreation and related activities Vs. ecological concern, Developing leisure activities in fragile ecosystem, Community based ecotourism. Role of alternative tourism in reducing the ill-effects of tourism	10
Total		48

Text Books:

1. Tourism Principles and Practices Swain, K.S.& Mishra, M.J., (2012): *Oxford University Press*
2. International Tourism Management, Bhatia, K.A., (2012): *Sterling publishers*
3. Sustainable Tourism: Principles, Contexts and Practices, Mateen Yousuf, Redshine Publication

Reference Books:

1. Redesign the World: A Global Call to Action, Sam Pitroda, Penguin Portfolio
2. Sustainable tourism by Covington Gareth, Apple Academic Press

Additional Readings:

1. Sustainable tourism: a comprehensive literature review on frameworks and applications
(<https://www.tandfonline.com/doi/full/10.1080/1331677X.2014.995895>)
2. Is The Concept of Sustainable Tourism Sustainable
(https://unctad.org/system/files/official-document/ditctncd20065_en.pdf)

SYLLABUS (2nd SEMESTER)

Subject Name: Special Interest Tourism

Subject Code: TTM204D202

L-T-P-C – 3-0-0-3

Credit Units: 3

Scheme of Evaluation: (T)

Course Objective: To familiarize with special interest tourism concept; ecotourism, sports tourism, adventure tourism; and to give insights into functioning of SIT

Course Outcomes:

Having successfully completed this module, a student will be able –

CO 1 **To define** the concepts and principles Special Interest Tourism

CO 2 **To explain** about Health & Wellness tourism, Adventure Tourism, Rural Tourism

CO 3 **To Identify** various emerging special interest areas

Detailed Syllabus:

Units	Topics / Course content	Periods
I	Special Interest Tourism: Characteristics, Impact of SITs: social, economic, environmental -Types of SIT - Sustainability and Special Interest Tourism Health & Wellness - Determinants of Health and Wellness- Factors Responsible for Growth of Health and Medical Tourism, Global Medical Tourism Scenario-Stakeholders, Certification and Accreditation- Tourism and wellness –Dimensions of wellness- types of Spas -Ethical, Legal, Economic and Environmental Issues in Health and Medical Tourism –Case studies about selected medical and wellness tourism destinations.	12
II	Adventure Tourism: Adventure in Water , Adventure on Land , and Air-Considerations in adventure tourism development - Basic minimum standards for adventure tourism related activities -Profile of Adventure tourists - Preferences and perceptions - Adventure tour packages - mode of operation -Impacts of adventure tourism -Selected case studies on adventure destinations	12
III	Rural Tourism: Rural areas as a tourism product- Rural Life, Art, Culture and Heritage Development and Conservation of Rural Tourism Resources: Festivals, Agricultural Exhibitions, Thematic Routes, Special Markets, Ethnic Restaurants- Needed indicators and monitoring - Holistic benefits to the society - Challenges of Rural Tourism-Selected case studies on popular rural destinations	12
IV	Emerging Special Interest Areas – Ethnic tourism, Agro tourism, Slow Tourism, Food Tourism, Shopping tourism, sports tourism, Film Tourism, Music Tourism, Literary Tourism, Accessible Tourism, Voluntourism, Tea Tourism, Green Tourism, Wilderness Tourism, Countryside Tourism, Caravan Tourism, Golf tourism, Light house tourism, Fort tourism, Buddhist tourism, Sufi tourism, Textile tourism, Aqua based tourism, industrial & Mining Tourism, Space tourism, Self-drive tourism	12
Total		48

Text Books:

1. Agarwal, S., Busby, G., & Huang, R. (2018). *Special Interest Tourism: Concepts, Contexts and Cases*. London: CABI.
2. Douglas, N., Douglas, N., & Derrett, R. (2002). *Special Interest Tourism*. Brisbane: Wiley.
3. *Special Interest Tourism* by Sheela Agarwal; Lynn Minnaert, CABI

Reference Books:

1. Inskip, E. (1991). *Tourism Planning: An Integrated and Sustainable Development Approach*, New York: Van Nostrand Reinhold.
2. Myers, J.E., Sweeney, T.J. (2005). *Counselling for Wellness: Theory, Research and Practice*. Alexandria: American Counselling Association.

Additional Readings:

1. E-Pathshala. (2018). Retrieved from E-Pathshala an MHRD Project (<http://epgp.inflibnet.ac.in/ahl.php?csrno=1827>)
2. The Special Interest Tourism Development and the Small Regions (https://www.researchgate.net/publication/273761174_The_Special_Interest_Tourism_Development_and_the_Small_Regions)

SYLLABUS (3rd SEMESTER)

Subject Name: Research Methods

Subject Code: TTM204C301

L-T-P-C – 3-0-1-4

Credit Units:4

Scheme of Evaluation: (T)

Course Objective: To make students aware of the different components of Research Methodology

Course Outcomes:

Having successfully completed this module, a student will be able –

- CO 1 **To define** the basic concept of Research Methods
- CO 2 **To find** the Sources of Data Collection
- CO 3 **To explain** the Technique of Sampling
- CO 4 **To identify** the Quantitative and Qualitative Data Analysis

Detailed Syllabus:

Units	Topics / Course content	Periods
I	Introduction to Research and Statistics: Role of research in business - especially in tourism business, Value of information, Cost of information, Ethics in research, Research process, Decision to undertake research, Introduction to Research Design, Types of research	12
II	Sources of Data: Sources of secondary data in India, Quality of secondary data. Effects of changes in technology in overall research design, Use of Information Technology in tourism research. Scales of Measurement, Validity and Reliability, Methods of primary data collection: Questionnaire design, Components of the questionnaire, Steps in questionnaire design, Question content, Response format: Open ended question Vs. Multiple choice questions including various types for question formats. Question wordings – various principles thereof, Common blunders while designing questionnaires, Creative questionnaire design.	12
III	Various types of Interviews: Mail interview, Person to person interviews, Telephonic interviews, Face to face interviews and Digital interview. Data collection through electronic interface. Observation- Various types; Criteria of selection of an ideal method in different situations, Pilot survey and how to conduct one Sampling: Population defined, Sampling Frame, Sampling Vs. Census, Steps in selecting a sample. Various types of Sampling Methods – Probabilistic: Simple Random Sampling, Stratified Random Sampling, Cluster Sampling. Non-Probabilistic: Convenience Sampling, Judgment Sampling, Quota Sampling and snowball sampling. Dangers of Non-Probabilistic Sampling Procedures. Sample Size determination; Concepts of errors in research – Sampling and Non sampling errors	12

	and measures to reduce errors	
IV	<p>Quantitative Data Analysis: Introduction to SPSS package; Data processing: Editing, Coding, Decoding, and data entry; Hypothesis formulation, Hypothesis Testing, Type I error, Type II error Univariate Data Analysis Techniques: z- test, t-test Bivariate Data Analysis Techniques: Chi Square, Z- test for difference between means, Paired Sample T test (t- tests for difference between means). Introduction to Multivariate Data Analysis Techniques</p> <p>Qualitative Data Analysis: Making use of literature in qualitative research, Designing qualitative research, Verbal data, Observation and mediated data. Writing qualitative research.</p> <p>Research Report Writing: The structure, major referencing styles.</p>	12
Total		48

Text Book:

1. Mishra, P.,(2015)Business Research Methods, Oxford University Press India
2. Flick, U.,(2014)An Introduction to Qualitative Research, SAGE Publications Ltd
3. Kothari, C.R., G. Gaurav, Research Methodology: Methods and Techniques, New Age International Publishers; Fourth edition (1 September 2019)

Reference Books:

1. Ahuja, RAm (2019), RESEARCH METHODS, Rawat Publications
2. Walliman N. (2021), Research Methods: The Basics, Routledge; 3rd edition

Additional Reading:

1. Organizing Academic Research Papers: 6. The Methodology (<https://library.sacredheart.edu/c.php?g=29803&p=185928#:~:text=The%20methods%20section%20of%20a,written%20in%20the%20past%20tense.>)
2. Methodology in a Research Paper: Definition and Example (<https://www.indeed.com/career-advice/career-development/example-of-methodology-in-research-paper>)

SYLLABUS (3rd SEMESTER)**Subject Name: Tourism Entrepreneurship****Subject Code: TTM204C302****L-T-P-C – 4-0-0-4****Credit Units: 4****Scheme of Evaluation: (T)**

Course Objective: To make students aware of the dynamics of entrepreneurship and its various characteristics

Course Outcomes:

Having successfully completed this module, a student will be able –

- CO 1 **To define** the concept of Entrepreneurship
- CO 2 **To classify** the characteristics of an entrepreneur
- CO 3 **To identify** the Entrepreneurial process
- CO 4 **To analyse** Business Plan for a Tourism Project.

Detailed Syllabus:

Units	Topics / Course content	Periods
I	Introduction to Entrepreneurship: Entrepreneurship- Definition, Role and expectation. Entrepreneurial motivations, Types; Entrepreneurship opportunities in tourism; Entrepreneurial skill for travel, Tourism and hospitality trade; Problems of entrepreneurship in travel trade.	12
II	Small Scale Enterprises: Characteristics of an entrepreneur, Functions, Entrepreneurial traits; Classifications of entrepreneurs, Entrepreneur vs Manager competencies, Understanding enterprises, Franchises & buyouts, Family business and large business, Company, etc. Small Scale Enterprises, relevance of small-scale enterprises.	12
III	Government Policy on Tourism: Institutional interface and Set up; Government policy; Tourism enterprises/units eligible for assistance under MoT scheme. Relevance of “Start-up India, Stand-up India” in the context of tourism Entrepreneurial Process: Identification of opportunity, Market assessment, Analysing competitive situation, Understanding trade practices, Resource mobilization. Ownership structures and organizational framework.	12
IV	Management Issues: Management issues in tourism and hospitality industry- Financial management issues, H R issues, Strategies for growth and stability, Entrepreneurial case studies of major Travel Agencies/ Tour Operators viz. Cox & Kings, Raj Travels, SOTC, etc. and Hotels viz. Taj, Radisson, Welcome, etc. Business Plan: Technology determination, Site selection, Financial planning, Financial institutions for small enterprises; Elements of Business Plan, Preparation of Business Plan, Feasibility report.	12
Total		48

Text Books:

1. Management and Entrepreneurship, T. Krishna Rao N.V.R. Naidu, Dreamtech Press (1 January 2019)
2. Entrepreneurship Development & Management, R.K. Singal, S K Kataria and Sons; Reprint 2013 edition
3. Principles of Management of Management, Neeru Vasishth & Vibhuti Vasishth (2014). Taxmann Publications, New Delhi

Reference Books:

1. Entrepreneurship | 11th Edition, Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd, Sabyasachi Sinha, McGraw Hill; Eleventh edition (6 August 2020)
2. Leisure and Tourism, Hayward, Peter (2000), Hiennemann GNVQ Intermediate, Hiennemann Educational Publishers

Additional Reading:

1. Current Research on Entrepreneurship and SME Management (https://ecsb.org/wp-content/uploads/2014/06/inter-rent_2010.pdf)
2. Entrepreneurship, Research And Business Management. Remedies For Unemployment And Poverty Reduction In Botswana (<https://www.grin.com/document/453320>)

SYLLABUS (3rd SEMESTER)**Subject Name: Tourism Geography & Ecology****Subject Code: TTM204C303****L-T-P-C – 4-0-0-4****Credit Units: 4****Scheme of Evaluation: (T)**

Course Objective: This course explores the basic components of geography in relation with tourism, Knowledge of geography shall also give an extra edge to the students in designing the itineraries for the Travelers and suggesting them various destinations.

Course Outcomes:

Having successfully completed this module, a student will be able –

CO 1 **To define** the basic concept of Geography of tourism regions

CO 2 **To explain** the designing dynamics of Itineraries

CO 3 **To identify** various related tourism destinations

Detailed Syllabus:

Units	Topics / Course content	Periods
I	Meaning, Scope and contents of Geography. Importance of Geography in tourism, Longitude & latitude, International Date Line, Time Zones, Greenwich Mean Time, Calculation of Local Time, Flying Time, Grounding Time, Elapsed Time, Daylight Saving Time Climatic variations, climatic regions of world, study of maps-traditional and online approach Geographical Features of India: Topography, Climate, Rainfall, Landforms, Rivers, Seas, Lakes, Wetlands, Western Ghats, The Himalayan Mountain Ranges, Vidhya, Satpura, Mekal, Arawali	12
II	Indian Climate- Rain and Monsoon - The Seasonal Incidents: Floods, Drought, Famines-Causes and Effects-Seasons for Travel To Different centres. Tourist map design: maps showing national parks and wildlife sanctuaries; Hill Stations, Beaches, cultural, historical and religious tourist spots.	12
III	National Parks & Wildlife Sanctuaries: Locations, Unique Selling Propositions (USP) Hill Stations: Locations, Unique Selling Propositions (USP) Beach Resorts: Locations, Unique Selling Propositions (USP) Preparation of brochure of a native tourist destination or a poster of a theme event and a festival calendar of the locality/ area. Assessment of tourism facilities and services at local level and preparation of a report thereof.	12
IV	Tourism and Environmental Change: Biodiversity, Erosion & Physical Damage. Nature Tourism & Ecotourism-Characteristics of Eco-tourism, Eco-tourism in India. Potential benefits from alternative tourism. Sustainable Tourism- the Rationale for sustainable tourism. Geographical Determinants: Diversities & disparities. Eco- Tourism Development- A Case Study on Kaziranga National Park, Jim Corbet National Park and Ranthambore National Park	12
Total		48

Text Book:

1. Crowther.G. *India -A Travel Survival Kit*. Lonely Planet Publication
2. Dixit, M. *Tourism Geography and Trends*, Royal Publication
3. Geetanjali. *Tourism Geography*. Centrum Press, New Delhi.

References:

1. Hall, C.M and Page, S.J. *The Geography of Tourism and Recreation*. Routledge Publishers.
2. Hussain.M. *The Geography of India*. Mc Graw-Hill Publishers
3. Singh.S.*Tourism Geography*. Random Publications, New Delhi.

Additional Readings:

1. William.S.*Tourism Geography: A New Synthesis*. Routledge Publishers
2. Tourism Geographies (<https://www.researchgate.net/journal/Tourism-Geographies-1470-1340>)

SYLLABUS (3rd SEMESTER)**Subject Name: Legal and Ethical Issues in Tourism****Subject Code: TTM204D301****L-T-P-C – 3-0-0-3****Credit Units: 3****Scheme of Evaluation:****(T)****Course Objective:** To make students aware of the legal and ethical issues in Tourism Industry**Course Outcomes:**

Having successfully completed this module, a student will be able –

- CO 1 **To find** the basic Legal and Ethical Issues in Tourism
- CO 2 **To explain** the Political Institutions and Legislatures
- CO 3 **To identify** the Laws related to Accommodation, Sanitation & Food Safety
- CO 4 **To analyse** the Concept of Corporate Social Responsibility (CSR)

Detailed Syllabus:

Modules	Topics / Course content	Periods
I	Introduction – Principles and practices in business ethics, Ethical and legal responsibilities in tourism. General Principles of Contract Act – Breach of Contract – Indemnity - Guarantee – Bailment, Consumer Protection Act	12
II	Basic Principles of Company Law - Registration of Company – Types of Companies – Types & administration of Meetings – Winding up of companies.	12
III	Citizenship – Passport - Visa – FEMA -Customs & RBI Guidelines – Foreigners Registration Act - Criminal Law; Registration of cases - Role of Embassies and consulates. Environment Act - Forest Conservation Act – Wildlife Protection Act –Coastal Zone Regulation Act – Land Acquisition act	12
IV	Ancient Monuments Preservation Act, 1904; Ancient Monuments & Archaeological Site and Remains Act, 1972; Concept of social responsibility, Managing ethical behaviour, Tools of ethics, Corporate Social Responsibility (CSR)	12
Total		48

TEXT BOOKS

1. Shyam Divan, Armin Rosencranz (2008), Environmental law and policy in India, Oxford University Press.
2. M.C.Kuchhal (1994), Company Law, Vikas Publication House, New Delhi.
2. Shashank Garg, *Tourism Law in India - A comprehensive Manual of Concepts, Regulations & Guidelines*, Second Edition (2018), Universal Law Publishing an imprint of LexisNexis

REFERENCES

1. Avtar Singh (2007), Company Law, Eastern Book & Co., Lucknow.
2. Chandra P.R (2007), Mercantile Law, Galgotia Publishing House, New Delhi.
3. Tulsain P.C (2007), Business Laws, Tata McGraw Hill, New Delhi.

Additional Readings:

1. Civil Aviation Requirements Section 3 – Air Transport Series ‘M’ Part I, 2008
2. The Environment (Protection) Act, 1986, amended 1991, <http://envfor.nic/legis/legis.html>
3. Foreign Exchange Management Act, http://finmin.nic.in/the_minister/dept_eco_affairs/america_canada/fema_acts/index.html
4. Foreigners Registration Act, (http://www.immigrationindia.nic.in/registration_requiements.html)

SYLLABUS (3rd SEMESTER)

Subject Name: Tourism in Northeast India
Subject Code: TTM20D305

L-T-P-C – 3-1-0-4

Credit Units: 4

Scheme of Evaluation: (T)

Course Objective:

The course aims to develop the knowledge of the students about the rich potential tourism resources of the northeast part of India.

Course Outcomes:

Having successfully completed this module, a student will be able –

- CO 1 **To find** the tourism index in context to tourist arrivals in India
- CO 2 **To explain** about the fairs and festivals of North East India
- CO 3 **To identify** various wildlife as well as religious tourism destinations of North East India

Detailed Syllabus:

Modules	Topics / Course content	Periods
I	Trends in domestic and foreign tourists' arrivals in India- especially in Northeast India; Major tourist attractions in Northeast India: Guwahati, Kaziranga National Park, Majuli, Sivasagar, Haflong, Sualkuchi, Tezpur, Shillong, Cherrapunji, Mawlynnong, Aizawl, Champhi, Lawngtlai, Lunglei, Imphal, Bishnupur, Tamenglong, Kohima, Dimapur, Mokokchung, Agartala, Tawang, Roing, Ziro, Bhalukpong, Pasighat, Namdapha National Park, Mechuka	12
II	Fairs and Festivals: Kherai dance, Mohoho, Joydam Festival, HangseuManaoba , Ali Ai Ligang , Me Dam Me Phi, Mono Ke-En, Bihu, and Ambubachi (Assam) Saga Dawa, Losoong, Namsung or Nambone Bhumchu at Tashiding (Sikkim) Mangan Music Festival Ka Shad Suk Mynsiem, Ka Pom-BlangNongkrem, DorbarShnong (Meghalaya) Kut-Festival, Gang-Ngai-Festival, Cheiraoba, NingolChak-Kouba, Lui-Ngai-Ni (Manipur), Sekrenyi, Ngada, MimkutBushu, Thsukhenyie&Sukrenyu, Naknyulem, Moatsu, Metumniu, Hornbill Festival (Nagaland), ChapcharKut , Pawl Kut Festival, ThalfavangKut Festival (Mizoram), Losar Festival, Saga Dawa, Sangken Festival, Tamladu Festival, Torgya, Ziro Music Festival (Arunachal Pradesh), Pilak Festival, Neermahal Festival, Pous Sankranti, Kharchi Festival (Tripura)	12
III	Wildlife (National Parks and Wildlife Sanctuaries): Kanchendzonga National Park, Kaziranga National Park, Dibru-Saikhowa National Park, Manas National Park, Nameri National Park, Orang National Park, Balphakram National Park, Nokrek National Park, Namdhapa National Park, Keibullamjao National	12

	Park, Shirui National Park, Murlen National Park, Phawngpui National Park, Ntangki National Park, Trishna Wildlife Sanctuary.	
IV	Pilgrimage: Kamakhya Temple, Vasistha Temple, Hajo Poa Mecca, Satras of Majuli, Temples of Sibasagar, Umananda, Tawang Monastery, Malini Than, Parsuram Kund, Rumtek Dharma Chakra Centre, Pemayangtse Monastery, Enchay Monastery , Buddha Temple, Venuban Vihar in Agartala, Buddha temple at Kanchanpur	12
Total		48

Text Books:

1. Bora, S., & Bora, M., The Story of Tourism-An Enchanting Journey Through India's North-East, UBS Publishers' Distributors Ltd, 2006.
2. History of North East India, Verma, Rajesh (2016), Mittal Publications
3. Tourism Operations & Management, Rada, S., Biwal, A., & Joshi, V., (2017), Oxford University Press.

Reference Books:

1. Tourism in North-East India, 2013, Dr. S Ram R Kumar, Commonwealth Publishers; 1st edition (1 January 2012)
2. Historical Tourism in North East India, Mahaveer Publications (1 January 2020)
3. Tourism in North East India, Sanjay Sen, Mahaveer Publications

Additional Reading:

1. Tourism Development in Northeast India
(https://himalaya.socanth.cam.ac.uk/collections/journals/ebhr/pdf/EBHR_32_07.pdf)
2. North-Eastern States Tourism: Exploring the Unexplored On Earth
(<https://www.iosrjournals.org/iosr-jhss/papers/Vol.%202022%20Issue8/Version-14/E2208143540.pdf>)
3. Potential for cultural and eco-tourism in North East India: a community-based approach
(<https://www.witpress.com/Secure/elibrary/papers/SDP07/SDP07069FU2.pdf>)

SYLLABUS (3rd SEMESTER)**Subject Name: Typology of Tourist Behavior and Cross-Cultural Management****Subject Code: TTM204D304****L-T-P-C – 3-0-0-3****Credit Units: 3****Scheme of Evaluation: (T)****Course Objective:**

The course aims to develop the knowledge of the students about typology of general tourist behaviour along with the management related to cross-cultural effect of tourism.

Course Outcomes:

Having successfully completed this module, a student will be able –

- CO 1 **To omit** the concept of tourist behaviour and culture
- CO 2 **To explain** the theoretical framework of culture
- CO 3 **To identify** various typologies of tourist behaviour
- CO 4 **To discover** the impacts of interaction between host community and tourists

Detailed Syllabus:

Units	Topics & Course Contents	Periods
I.	Introduction to Tourist Behaviour and Culture: Introduction to cultural diversity; Concept of tourist behaviour; importance of tourist behaviour; factors affecting tourist behaviour; models of Tourism behaviour (Nicosia model; Um and Crompton; Woodside and Lysonski; Mayo and Jarvis; etc.); Indian outbound travel market.	12
II.	Theoretical Framework: Introduction to cultural theories and practices; basics of culture; intercultural theories; Motivators & Determinants of Tourist behaviour; models of purchase decision-making process (Mathieson and Wall; Stimulus- Response model (Middleton)	12
III.	Typologies of tourist behaviour: typologies and their critique; tourism-specific Market segmentation Consumer behaviour and marketing: Marketing mix and tourist behaviour; the emergence of new markets and changes in tourist demand; quality and tourist satisfaction; trends.	12
IV	Host-guest interactions and their impacts: physical, social, cultural, environmental; tourist-guide interaction and its impact Cross cultural comparisons: concepts and challenges; cultural influences on tourist behaviour, social interactions; cultural shock; influence on services; cultural influences on ethics; differences among international societies like Asia, Australia, India etc.; multicultural competence.	12
TOTAL		48

Text Books:

1. Horner, Susan, and Swarbrooke, John (2007). *Consumer Behaviour in Tourism*, 2/e. Burlington: Butterworth-Heinemann. (L)
2. Reisinger, Yvette (2009). *International Tourism: Cultures and Behaviours*. Burlington: Butterworth-Heinemann
3. Ahuja S (2008), *Consumer Behaviour in Tourism*, Elsevier

Reference Books:

1. Bowen, D. and Clarke, J. (2009). *Contemporary Tourist Behaviour: Yourself and Others and Tourists*. Cambridge: Cambridge University Press.
2. Hooker, John (2003). *Working Across Cultures*. Stanford: Stanford University Press.
3. MURGUAN, A (2010), *TOURISM AND PUBLIC RELATIONS*, Kalpaz Publications

Additional Readings:

1. *Tourist Behaviour Analysis Based on Digital Pattern of Life—An Approach and Case Study* (https://www.researchgate.net/publication/345868027_Tourist_Behaviour_Analysis_Based_on_Digital_Pattern_of_Life-An_Approach_and_Case_Study)
2. *Tourist Behaviour: An Overview of Models to Date* (<https://www.hippocampus.si/ISBN/978-961-7023-71-8/2.pdf>)

SYLLABUS (4th SEMESTER)

Subject Name: Tourist Behavior
Subject Code: TTM204C404

L-T-P-C – 3-1-0-4

Credit Units: 4

Scheme of Evaluation: (T)

Course Objective:

The course aims to develop the knowledge of the students about the rich potential tourism resources of the northeast part of India.

Course Outcomes:

Having successfully completed this module, a student will be able –

- CO 1 **To find** the major influences in decision making by tourists.
- CO 2 **To interpret** different psychological factors that influence tourist behaviour.
- CO 3 **To identify** the relevance of tourist behaviour theories and concepts to marketing decisions.
- CO 4 **To analyse** different market segments on the basis of different psychological factors of tourists and develop marketing strategies.

Detailed Syllabus:

Units	Topics / Course content	Periods
I	Introduction to Tourist Behaviour, Models of tourist behaviour, Market segmentation; Bases for segmentation, Criteria for effective targeting of market segments, Implementing segmentation strategies. Need and Motivation; Dynamic nature of motivation, Types and systems of needs, Frustration, Defence mechanism. Segmentation of tourists based on needs and motivation.	12
II	Personality and Tourist Behaviour; Theories of personality, Personality and understanding tourist diversity, Self and self-image. Service and destination selection based on personality types. Positioning strategies for different segments of tourists based on self-image.	12
III	Perception, Dynamic of perception, Consumer imagery, Perceived risk, Risk handling by tourists, Developing strategies for reduction of perceived risk. Learning and Tourist Involvement; Behavioural learning theories, Cognitive learning theory, Brand loyalty.	12
IV	Attitude-Formation and Change; Attitude formation, Attitude change, Measuring attitude for different destinations and tourism products. Identifying attributes with negative belief of specific destinations and other tourism products and developing strategies for attitude change.	12
Total		48

Text Books:

4. Horner, Susan, and Swarbrooke, John (2007). *Consumer Behaviour in Tourism*, 2/e. Burlington: Butterworth-Heinemann. (L)
5. Reisinger, Yvette (2009). *International Tourism: Cultures and Behaviours*. Burlington: Butterworth-Heinemann
6. Ahuja S (2008), *Consumer Behaviour in Tourism*, Elsevier

Reference Books:

4. Bowen, D. and Clarke, J. (2009). *Contemporary Tourist Behaviour: Yourself and Others and Tourists*. Cambridge: Cambridge University Press.
5. Hooker, John (2003). *Working Across Cultures*. Stanford: Stanford University Press.
6. MURGUAN, A (2010), *TOURISM AND PUBLIC RELATIONS*, Kalpaz Publications

Additional Readings:

3. *Tourist Behaviour Analysis Based on Digital Pattern of Life—An Approach and Case Study* (https://www.researchgate.net/publication/345868027_Tourist_Behaviour_Analysis_Based_on_Digital_Pattern_of_Life-An_Approach_and_Case_Study)
4. *Tourist Behaviour: An Overview of Models to Date* (<https://www.hippocampus.si/ISBN/978-961-7023-71-8/2.pdf>)

SYLLABUS (4th SEMESTER)**Subject Name: Hospitality Management****Subject Code: TTM204C402****L-T-P-C – 4-0-0-4****Credit Units: 4****Scheme of Evaluation: (T)**

Course Objective: The course aims to develop the knowledge on the importance of hospitality in the tourism sector.

Course Outcomes:

Having successfully completed this module, a student will be able –

- CO 1 **To define** the concept of hospitality
- CO 2 **To Explain** about Rooms Division of a hotel
- CO 3 **To identify** various forms of F&B operations

Detailed Syllabus:

Units	Topics / Course content	Periods
I	Introduction to hospitality industry: Definition and spread, Its composition and role as a part of tourism; Different types of accommodation: Hotels, Resorts, Motels, Bread and Breakfast (B&B), Home Stay network, Special types of accommodation- Capsule hotels, Hostels, Car camping/Caravanning, Camping, Vacation renting.	12
II	Front Office Management: Guest Cycle- Pre arrival, Arrival, Stay, Departure, Post departure; Reservation – Importance, Modes of reservation, Channels and sources (FITs, TAs, Airlines, GIT etc.), Types of reservation (Tentative, Confirmed, Guaranteed, etc.), Cancellations, Amendment, Overbooking; Room selling techniques – Up selling, Discounts; Message and mail handling; Key handling; Complaint handling; Guest history; Types of rooms, Common tariff plans; Technology and Front Office operation.	12
III	Housekeeping: Planning and organizing House Keeping department - Area inventory list, Frequency schedules, Performance and productivity standards, Time and motion study in HK operations, Team work and leadership in HK, Training, Inventory level for non-recycled items; Budget and budgetary controls;	12
IV	Food and Beverage: Introduction to F&B Production and F&B Service. Organizational chart of both the departments. Role of food and beverage service in hospitality; Types of F&B outlets, Types of Menus	12
Total		48

Text Book:

1. Sudhir Andrews (2007); Front Office Management & Operations, Tata McGrawHill Education, New Delhi
2. Rakesh Puri; Front Office Operations & Management:
3. Jatashankar R. Tiwari (2009); Hotel Front Office Operations & Management, OUP India, New Delhi

Reference Books:

1. Gary K.Vallen, Jerome J.Vallen (2013); Check-In Check-Out Managing Hotel operations: Pearson, New Delhi
2. Sue Baker, Jeremy Huyton, Pam Bradley (2001); Principles of Hotel Front-Office Opeartions: Cengage Learning EMEA, New Delhi
3. Colin Dix, Chris Baird(2006); Front Office Operations, Pearson Education India, New Delhi

Additional Reading:

1. Sushil Kumar Bhatnagar; Front Office Management:
2. Sudhir Andrews (2009); Hotel Front Office Training Manual, Tata McGraw-Hill Education, New Delhi

SYLLABUS (4th SEMESTER)**Subject Name: Cultural & Heritage Tourism****Subject Code: TTM204C403****L-T-P-C – 4-0-0-4****Credit Units: 4****Scheme of Evaluation: (T)**

Course Objective: The main objective of the course is to provide a comprehensive view of culture- heritage tourism relationship to the students and to acquaint them with the possible impacts arising in that relationship. The Indian culture and heritage shall be taught with the purpose of application of the same in tourism sector.

Course Outcomes:

Having successfully completed this module, a student will be able –

CO 1 **To define** the basic concept of culture & heritage tourism

CO 2 **To outline** the structure of the religious and pilgrimage sites

CO 3 **To identify** the UNESCO criteria structure

Detailed Syllabus:

Units	Topics / Course content	Periods
I	Introduction to Indian Culture and Heritage Indian Cultural History: Early and Post Vedic period - Ancient Indian Literature - Sacred Literature - Secular Literature - Ancient Society & Culture - Varna System – Purushartha – Cultural Erosion	12
II	Religions of India: Religious Shrines & Pilgrimage Centers - Hindu, Buddhist, Jain, Sikh, Muslim, Christian and others - Basic Tenets of different Indian and Western Philosophy Pilgrimage Tourism Case Studies- Ajmer Sharif, Char Dham Yatra, Vaishnavadevi, Bodhgaya, & Mount Abu Non-Material Cultural Heritage: Performing Arts, Dance Forms, Music – Vocal & Instruments - Folk Arts - Indian Paintings and Sculpture- Fair and Festivals, Indian Cuisine, Traditional Arts and Crafts.	12
III	Architectural Heritage: Significance & Places of Importance - Rock-cut Architecture –Architectural Styles - Indus Valley, Vedic, Buddhist, Jain, Mauryan Architecture, Vakataka, Nagara style -Kalinga Style - Vesara/Sankara - Dravidian:Pallavas , Pandyas, Cholas, Vijayanagara, Kakatiyas, MharuGurjara, Himalayan style, Ratna Style, Indo Islamic, Indo-European	12
IV	Introduction to Heritage: Heritage; Types of Heritage; Heritage of National importance- UNESCO World Heritage Sites in India; Role of ASI, UNESCO, INTACH, ICCROM, ITRHD in Conservation and Preservation of Heritage Sites; Impact of IT; Problems and Prospects of Cultural Tourism in India.	12
Total		48

Text Book:

1. Basham. A. L (1988). The Wonder That Was India. Rupa and Co., New Delhi
2. Sen, Sailendranath (2007). Textbook of Indian History and Culture. Macmillan, New Delhi.
3. Gupta, S.P. (2002). Cultural Tourism in India. Indraprastha Museum of Art and Archaeology, New Delhi.

Reference Books:

1. O.P. Agarwal, conservation of cultural property of India.
2. Gupta, S.P. (2002). Cultural Tourism in India. Indraprastha Museum of Art and Archaeology, New Delhi.
3. Hussain. A.K (1987). The National Culture of India. National Book Trust, New Delhi.

Additional Reading:

1. Cultural Tourism: A review of recent research and trends (https://www.researchgate.net/publication/326247209_Cultural_Tourism_A_review_of_recent_research_and_trends)
2. Cultural tourism research methods (https://www.researchgate.net/publication/296808011_Cultural_tourism_research_methods)
3. Cultural tourism and quality of life: Results of a longitudinal study (<https://www.ejtr.vumk.eu/index.php/about/article/download/45/46>)

SYLLABUS (4th SEMESTER)

Subject Name: MICE Management
Subject Code TTM204D401

L-T-P-C – 4-0-0-4

Credit Units: 4

Scheme of Evaluation: (T)

Course Objective: To make students aware of the concept of MICE tourism and its components.

Course Outcomes:

Having successfully completed this module, a student will be able –

- CO 1 **To define** the concept of MICE Tourism
- CO 2 **To explain** the principal suppliers for MICE Tourism
- CO 3 **To identify** the role played by Travel Agencies or Tour Operators
- CO 4 **To analyse** the role of Information Technology in MICE Tourism

Detailed Syllabus:

Units	Topics / Course content	Periods
I	Introduction to MICE: Evolution of MICE industry; Components of MICE; Economic and social significance of MICE; Introduction to professional meeting planning- definition, types and roles; associate, corporate & independent; Independent meeting planners; TA's and TO's as meeting planner; Convention Visitor Bureaus (CVB) - functions, structure and sources of funding.	12
II	Events venues: Concept and types; Conference venues- facilities, check-in and check-out procedures, requirements; conference room lay-outs; Convention manager; inter-related venues; project planning and development. Introduction to conference facilities in India. Role and functions of ICPB and ICCA.	12
III	Trade shows and exhibitions/expositions: types of shows, benefits of exhibitions, participant decision-making process. Contract negotiations– principles; negotiation with hotels, airlines and ground handlers.	12
IV	Incentive tours: Characteristics, its organizing and special requirements. Latest meeting technologies - Video conferencing and Information Communication Technology (ICT). Factors including ICT affecting future of events business. Waste Management & Green Events	12
Total		48

Text Book:

1. Fenich, G.G. (2005). Meetings, Expositions, Events and Conventions- An Introduction to the Industry. New Delhi: Pearson/Prentice Hall. (L
2. Weirich, M.L. (1992). Meetings and Conventions Management. New York
3. Grove, P. (2000), Of MICE and management: Transform Your Organisation, Kima Global Publishers, South Africa (30 November 2000)

Reference Books:

1. Davidson, R. (2019), Business Events, Routledge
2. MICE Management (2021), Neeraj Publications
3. Mahanta, S. (2017), Introduction of MICE (Meetings, Incentives, Conventions and Exhibitions), Udayana Networking

Additional Reading:

1. Scope of MICE Tourism as an Emerging Hospitality Industry (https://www.researchgate.net/publication/329465968_Scope_of_MICE_Tourism_as_an_Emerging_Hospitality_Industry)
2. Employability skills for MICE management (<https://journals.plos.org/plosone/article/file?id=10.1371/journal.pone.0271430&type=printable>)
3. "MICE Marketing & Management (<https://www.questjournals.org/jrbm/papers/vol9-issue7/Ser-4/I09076976.pdf>)

SYLLABUS (4th SEMESTER)**Subject Name: Hotel & Resort Management****Subject Code: TTM204D402****L-T-P-C – 4-0-0-4****Credit Units: 4****Scheme of Evaluation: (T)**

Course Objective: This Module is prescribed to appraise students about the important departments of a classified hotel and to teach various aspects related to accommodation Industry

Course Outcomes:

Having successfully completed this module, a student will be able –

- CO 1 **To recall** the origin of hotels
- CO 2 **To explain** the requirement of hotel classifications
- CO 3 **To identify** the concept of resort and resort planning

Detailed Syllabus:

Units	Topics / Course content	Periods
I	Origin and Expansion: Conversion of Tavern; Inns, Chalets and places into hotels, creation of private, Public and multinational hotel chains in India. Regional, National and International Hotel Associations and their operation Departments of hotel: Front Office, House Keeping, Food and Beverage, Personnel and Accounts.	12
II	Requirements and Procedure for Constructing Classified Hotels in India: Prescribed application form for approval of Hotel Projects. Regulatory conditions and Guide lines for approval of Hotel Projects. Star categorisation, sources of Finance, Incentives and subsidy extended to Hotels in Tourist areas, and Tourist Backward areas. Hotel Related technical words.	12
III	Resort Concept: Characteristics of Resort Management as opposed to Hotel Management, Historical Perspective, Indian Scenario. Resort Planning: Preliminary Consideration in Resort Planning and Development and Phases of Resort Planning and Development. Trends and factors in Developed Tourist Markets leading to growth of Resort Concept. Factors affecting rate. Basic Elements of a Resort Complex: Loading facilities, landscaping, Dinning and drinking facilities, Family Oriented Services, shops and services, Entertainment; Use of Community Resources	12
IV	Resort Management: Resort Management and Sales Promotion: Research and Analysis: The environment, current market, properly analysis, Market segmentation and potential guest markets, Tools of marketing, Advertising, Promotion and Publicity.	12
Total		48

Text Book:

1. Hotel and Resort Management by Dr.R.K. Raghuram, Pacific Publication-2010
2. Resort Management & Operations by Robert Christie Mill, second edition, Publisher-John Wiley & Sons-2010
3. Andrews, Sudhir: 1985, Hotel Front Office, Tata M C Graw – Hill, New Delhi.

Reference Books:

1. Andrews, Sudhir: Hotel House Keeping, Tata M C Graw – Hill, New Delhi.
2. Andrews, Sudhir: (1991), Food and Beverage Service, Tata M C Graw–Hill, New Delhi
3. Raghubalan, G, (2015), HOTEL HOUSEKEEPING: OPERATIONS AND MANAGEMENT, Oxford University Press India; 3rd edition

Additional Reading:

1. HOTEL MANAGEMENT SYSTEM
(https://www.irjmets.com/uploadedfiles/paper/volume2/issue_3_march_2020/276/1628082965.pdf)
2. A Research on Hotel Management System
(<https://journals.resaim.com/ijresm/article/view/2185>)
3. Research and Design of Hotel Management System Model
(<https://download.atlantis-press.com/article/8109.pdf>)

SYLLABUS (4th SEMESTER)

Subject Name: Retail Management

Subject Code: TTM204D403

L-T-P-C – 4-0-0-4

Credit Units: 4

Scheme of Evaluation: (T)

Course Objective: The objectives of the course are to explain the basic concepts of Retail Management, along with Market Segmentation and Strategies.

Course Outcomes:

Having successfully completed this module, a student will be able –

- CO 1 **To define** the dynamics of Retail Management
- CO 2 **To explain** the Retail Market segmentations
- CO 3 **To identify** the Merchandising Management
- CO 4 **To identify** the Retail Space Management

Detailed Syllabus:

Units	Topics / Course content	Periods
I	Introduction to Retailing: Concept of retailing, Functions of retailing, Terms & Definition, Retail formats and types, Retailing Channels, Retail Industry in India, Importance of retailing, Changing trends in retailing. Understanding the Retail Consumer: Retail consumer behaviour, Factors influencing the Retail consumer, Customer decision making process, Types of decision making, Market research for understanding retail consume	12
II	Retail Market Segmentation and Strategies: Market Segmentation and its benefits, Kinds of markets, Definition of Retail strategy, Strategy for effective market segmentation, Strategies for penetration of new markets, Growth strategies, Retail value chain. Retail Location Selection: Importance of Retail locations, Types of retail locations, Factors determining the location decision, Steps involved in choosing a retail location, Measurement of success of location	12
III	Merchandise Management: Meaning of Merchandising, Factors influencing Merchandising, Functions of Merchandising Manager, Merchandise planning, Merchandise buying, Analyzing Merchandise performance. Retail Operations and Retail Pricing: Store administration, Premises management, Inventory Management, Store Management, Receipt Management, Customer service, Retail Pricing, Factors influencing retail prices; Pricing strategies, Controlling costs	12

IV	Retail Space Management and Marketing: Definition of Space Management, Store layout and Design, Visual Merchandising, Promotions Strategy, Relationship Marketing Strategies, CRM, Retail Marketing Mix, Retail Communication Mix, POP Displays Emerging trends in retailing: Changing nature of retailing, Organized retailing, Modern retail formats, E-tailing, Challenges faced by the retail sector	12
Total		48

Text Book:

1. Vedamani ,G.G.,(2014)Retail Management :Jaico Publishing House-2014
2. Mathur, C.U.,(2015),Retail Management: I.K. International Publishing House
3. Evans, J & Berman, B (2017), Retail Management | Thirteenth Edition, Pearson Education

Reference Books:

1. John Fernie Leigh Sparks, Logistics & Retail Management, Kogan Page India Pvt. Limited
2. Andrews, Sudhir: (1991), Food and Beverage Service, Tata M C Graw–Hill, New Delhi
3. Pires, C (2021), Management By Processes In Practice

Additional Reading:

1. Retail management Scenario in India
(https://www.researchgate.net/publication/291777502_Retail_management_Scenario_in_India)
2. RETAIL MANAGEMENT (http://ijrar.com/upload_issue/ijrar_issue_139.pdf)

SYLLABUS (4th SEMESTER)**Subject Name: Airfare & Ticketing****Subject Code: TTM204D404****L-T-P-C – 4-0-0-4****Credit Units: 4****Scheme of Evaluation: (T)****Course Objective:** To make students aware of aviation geography and airfare ticketing**Course Outcomes:**

Having successfully completed this module, a student will be able –

- CO 1 **To define** the concept of aviation geography and the aviation industry
- CO 2 **To explain** the concepts of ticketing
- CO 3 **To identify** the airline and airfare terminology
- CO 4 **To identify** the nuances of airline routing, airfare construction and handling ticketing.

Detailed Syllabus:

Units	Topics / Course content	Periods
I	Introduction to airline industry: Important international conventions: Warsaw convention, Bermuda convention and Chicago convention. Freedoms of air. Function of IATA, DGCA and ICAO. Management of airlines: Types of Aircrafts & facilities - major commercial passenger aircrafts, Scheduled and non-scheduled airlines services, Air Charter Services; No-frill airlines; types of airlines: LCC & FSC - Major Air Carriers and Major Low-cost Airlines. Latest trends in aviation in India.	12
II	Basic Concepts of Ticketing: Familiarization with OAG - 3 letters city code and airport code, airline designated code, minimum connecting time, IATA Traffic conference areas and sub-areas, global indicator; Familiarization with air tariff; currency regulation, NUC conversion factors, general rules; Prepaid Ticket Advice (PTA), Miscellaneous Charges order (MCO); Multiple Purpose Document (MPD) - Billing and Settlement Plan (BSP)	12
III	Planning itinerary by air: itinerary terms, Types of journeys- One Way (OW), Return (RT), Circle Trip (CT), Open Jaw & its types, Round the World, Transfer, layover and stopovers; Country and currency codes, Universal Air Travel Plan (UATP)	12
IV	Introduction to Air fare construction: Mileage Principles, Fare Construction with Extra Mileage Allowance (EMA), Extra Mileage Surcharge (EMS). Highest Intermediates Point (HIP), Circle Trip Minimum (CTM), Back-haul Check (BHC), Add-ons. Special Fares	12
Total		48

Text Book:

1. Negi, J., Air Travel Ticketing & Fare Construction, Kanishka Publishing House, 2009.
2. Gupta, S.K. (2007). International Airfare and Ticketing- Methods and Techniques. New Delhi: UDH Publishers and Distributors (P) Ltd
3. Foster, Dennis L. (2010). Reservations and Ticketing with Sabre. London: CreateSpace.

Reference Books:

1. Sharma, J (2009), Flight Reservation and Airline Ticketing, Kanishka Publishers, Distributors; First edition (1 January 2009)
2. AIRFARE & TICKETING, DR. BABASAHEB AMBEDKAR OPEN UNIVERSITY, AHMEDABAD (https://baou.edu.in/assets/pdf/BBAATR_202_slm.pdf)

Additional Reading:

1. What is air ticketing? Key procedures and requirements (<https://developers.amadeus.com/blog/what-is-air-ticketing>)
2. Pricing and demand management of air tickets using a multiplicative newsvendor model (<https://link.springer.com/article/10.1057/s41272-021-00368-1>)
3. Airline Ticketing: Key Functions, Steps, and Players Involved (<https://www.altexsoft.com/blog/airline-ticketing/>)