



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

Learning Outcomes-based Curriculum Framework (LOCF)

**BA/BSc in Travel & Tourism
Management**

(For 2022 Batch)

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1. Preamble

The Assam Royal Global University is upgrading its undergraduate programmes in the line of NEP, 2020. 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.

As India moves towards becoming a knowledge economy and society, more and more young Indians are likely to aspire for higher education NEP aims at making higher education multidisciplinary learning process. In other words, the curriculum will be flexible, it will allow students to take up creative subject-combinations.

The new curriculum of BA/BSc. in Travel & Tourism Management under The Assam Royal Global University will be in the line of NEP, 2020 – more flexible, multi-disciplinary and holistic.

1.1 Introduction:

NEP, 2020 aims at a new and forward-looking Vision for India's Higher Education System. At the societal level, higher education must enable the development of an enlightened, socially conscious, knowledgeable, and skilled nation that can find and implement robust solutions to its own problems. Higher education must form the basis for knowledge creation and innovation thereby contributing to a growing national economy. The purpose of quality higher education is, therefore, more than the creation of greater opportunities for individual employment. It represents the key to more vibrant, socially engaged, cooperative communities and a happier, cohesive, cultured, productive, innovative, progressive, and prosperous nation.

This policy envisions a complete overhaul and re-energizing of the higher education system to overcome these challenges and thereby deliver high-quality higher education, with equity and inclusion-- moving towards a more multidisciplinary undergraduate education, revamping curriculum, pedagogy, assessment, and student support for enhanced student experiences etc. A University will mean a multidisciplinary institution of higher learning that offers undergraduate and graduate programmes, with high quality teaching, research, and community engagement. Looking at all these new concepts and progress, the detailed syllabus of BA/BSc. in Travel & Tourism Management has been designed and decided to be implemented from the academic session 2022-23.

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 Bachelor's Degree (Hons) 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 way 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 Nature and Extent of Bachelor’s Degree Programme in Travel & Tourism Management

A bachelor’s degree in Travel & Tourism Management with Research is a 3 years degree course which is divided into 8 semesters as under.

Sl. No.	Year	Mandatory Credits to be secured
1	After successful completion of 1 st Year	48
2	After successful completion of 1st and 2nd Years	96
3	After successful completion of 1st, 2nd and 3rd Years	148

A student pursuing 3 years undergraduate programme shall be awarded an appropriate Degree in that discipline on completion of 6th Semester if he/she secures 148 Credits.

Bachelor's Degree is a well-recognized, structured, and specialized graduate level qualification in tertiary, collegiate education. The contents of this degree are determined in terms of knowledge, understanding, qualification, skills, and values that a student intends to acquire to look for professional avenues or move to higher education at the postgraduate level.

Bachelor's Degree programmes attract entrants from the secondary level or equivalent, often with subject knowledge that may or may not be directly relevant to the field of study/profession. Thus, the Bachelor Course in Travel & Tourism Management aims to equip students to qualify for joining a profession or to provide development opportunities in particular employment settings. Graduates are enabled to enter a variety of jobs or to continue academic study at a higher level.

1.2.2 Aims of Bachelor's Degree Programme in Travel & Tourism Management:

The overall aims of bachelor'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 Bachelor's Degree programme in Travel & Tourism Management

Bachelor'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 B.A./B.Sc. degree programme in Travel & Tourism Management

Programme Outcomes

Graduates of the Bachelor 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%

Learning Outcomes of different types of courses for BA (Honors) in Travel & Tourism Management

BA/B.Sc. Travel & Tourism Management

3 rd Semester							
Sl. No.	Subject Code	Subject Name	L	T	P	C	TCP
Core Subjects							
1	TTM202C301	Tourism Marketing	3	1	0	4	4
2	TTM202C302	Tourism Planning & Policy	3	1	0	4	4
Ability Enhancement Compulsory Courses (AECC)							
3	CEN982A301	Communicative English – III	1	0	0	1	1
4	BHS982A304	Behavioural Science - III	1	0	0	1	1
Elective: Discipline Specific DSE (Any One)							
5	TTM202D301	Organizational Behaviour	3	1	0	4	4
6	TTM202D302	E-Tourism	3	1	0	4	4
Internship							
7	TTM202C321	4 weeks of offline Industrial Training in any Travel Agency or Tour Operator	0	0	4	4	8
Generic Elective							
8	TTM202G301	Tourism Development and History – II (Departmental Compulsory GE)	3	0	0	3	3
9		GE 6	3	0	0	3	3
Total Credits						24	

4 th Semester							
Sl. No.	Subject Code	Subject Name	L	T	P	C	TCP
Core Subjects							
1	TTM202C401	Entrepreneurship Management	3	1	0	4	4
2	TTM202C407	Human Resource Management in Tourism	3	1	0	4	4
Ability Enhancement Compulsory Courses (AECC)							
3	CEN982A401	Communicative English IV	1	0	0	1	1
4	BHS982A404	Behavioural Science IV	1	0	0	1	1
Skill Enhancement Courses (SEC)							
5	TTM202S411	Study Tour, Report and Viva Voce	0	0	4	2	4
Elective: Discipline Specific DSE (Any One)							
6	TTM202D401	Tour Operations	3	1	0	4	4
7	TTM202D402	Financial Accounting	3	1	0	4	4
Value Added Courses (VAC)							
8		Will select one course from a basket of courses	2	0	0	2	2
Generic Elective							
9	TTM202G401	Itinerary Designing - II (Departmental Compulsory GE)	3	0	0	3	3
10		GE 8	3	0	0	3	3
Total Credits						24	

5 th Semester							
Sl. No.	Subject Code	Subject Name	L	T	P	C	TCP
Core Subjects							
1	TTM202C501	Introduction to Statistics	3	1	0	4	4
2	TTM202C503	Destination Marketing	3	1	0	4	4
Ability Enhancement Compulsory Courses (AECC)							
3	CEN982A501	Communicative English V	1	0	0	1	1
4	EVS982A502	Environmental Studies & Sustainable Development I	1	0	0	1	1
Value Added Courses (VAC)							
5	TBD	Will select one course from a basket of courses	2	0	0	2	2
Elective: Discipline Specific DSE (Any Two)							
6	TTM202D501	Adventure Tourism	3	1	0	4	4
7	TTM202D502	Event Management	3	1	0	4	4
8	TTM202D503	Strategic Management	3	1	0	4	4
9	TTM202D504	Quality Management in Tourism	3	1	0	4	4
Internship							
10	TTM202C521	6 weeks of offline Industrial Training in any Travel Agency or Tour Operator	0	0	6	6	12
						Total Credits	26

6 th Semester							
Sl. No.	Subject Code	Subject Name	L	T	P	C	TCP
Core Subjects							
1	TTM202C601	Managerial Accounting	3	1	0	4	4
2	TTM202C606	Map Work and Tourist Map Designing & Aviation Geography	3	1	0	4	4
Ability Enhancement Compulsory Courses (AECC)							
3	CEN982A601	Communicative English VI	1	0	0	1	1
4	EVS982A602	Environmental Studies & Sustainable Development II	1	0	0	1	1
Skill Enhancement Courses (SEC)							
5	TTM202S611	Basic Legal Requirement for A Start-Up in India	0	0	4	2	4
Elective: Discipline Specific DSE (Any Three)							
6	TTM202D601	Tour Guiding & Interpretation	3	1	0	4	4
7	TTM202D602	Front Office Management	3	1	0	4	4
8	TTM202D603	Cargo Management	3	1	0	4	4
9	TTM202D604	Globalization, Preservation & Conservation of Culture	3	1	0	4	4
Value Added Courses (VAC)							
10		Will select one course from a basket of courses	2	0	0	2	2
						Total Credits	26

Semester – III	
Subject Name: Tourism Marketing	
Subject Code: TTM202C301	
L-T-P-C – 3-1-0-4	
Credit Units: 4	
Scheme of Evaluation: Theory	

Course Objective:

The objectives of the course are to introduce the students to basic concepts of marketing and tourism marketing, along with marketing mix.

Learning Outcome:

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

CO 1	To define the concept of Marketing, its nature and scope for tourism marketing	BT 1
CO 2	To classify various segments of market and the issues related to it	BT 2
CO 3	To identify the concept of promotion and communication	BT 3

Detailed Syllabus:

Modules	Topics (if applicable) & Course Contents	Periods
I.	Marketing: Introduction to tourism marketing: Definition; nature & scope of tourism marketing; process growth of tourism marketing. Understanding the needs, want, demands, value and satisfaction, evolution of marketing.	12
II.	Market targeting: Concept of market segmentation; targeting and positioning. Types of segmentation; Marketing mix. Product issues: Types of products; product mix dimensions; product strategies, product life cycle.	12
III.	Pricing: Concept of price, factor influencing tourism pricing, method of price fixation; pricing strategies. Distribution channels- Nature importance distribution system. Marketing intermediaries.	12
IV	Promotion: Concept of Promotion and Communication; objectives and components of promotion mix; factor affecting promotion mix, types of marketing promotion and communication tools. importance of marketing promotion and communication; promotion mix; Service Characteristics of Tourism. Green Marketing, Consumer Protection Act	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/>)

Semester III		
Paper II/ Subject Name: Tourism Planning and Policy		
Subject Code: TTM202C302		
L-T-P-C – 3-1-0-4	Credit Units: 4	Scheme of Evaluation: (T)

Course Objective:

The objectives of the course are to introduce students to concept of Tourism Planning and Tourism Policy

Course Outcomes:

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

CO 1	To define the concept of tourism planning	BT 1
CO 2	To explain about the assessment and problems of tourism planning	BT 2
CO 3	To identify the tourism policies and tourism committees	BT 3

Detailed Syllabus:

Modules	Topics (if applicable) & Course Contents	Periods
I.	<p>Planning Concept, need, scope and evolution of planning; Importance of planning for development.</p> <p>Tourism planning: Meaning, scope and importance; Planning for development of destinations.</p> <p>Planning approaches: Environmental and sustainable approaches. Levels of Tourism planning - international, national, regional, state and local level.</p> <p>Tourism planning process: Tourist demand and supply; Establishing objectives; Territorial planning; Infrastructure; Finance; Administrative; Monitoring progress and Time factor. Tourism and Five-Year Plan</p>	12
II.	<p>Assessment and Problems Assessment of tourism planning process in Indian context; Problems, grey areas and strategies. Community based approach for tourism planning at destinations; Case studies on ecotourism destination, community-based tourism and rural tourism.</p> <p>Role of Public Private Partnership (PPP) in planning. Objectives of public tourism policy. Institutional framework of public tourism policy.</p> <p>Policy formulation: Role of government, public and private sector policy making body and process at the national level</p>	12
III.	<p>Tourism Policy and Committee Outline of Sir John Sargent (1945), L.K. Jha’s Committee 1963, National Tourism Policy 1982, 2002, 2015 (and latest), National Action Plan on Tourism 1992, State Tourism Policy 2007 (and latest). Introduction of NITI Ayog in India</p>	12
IV	<p>Outcome and Analysis Analysis on the National Tourism Policy 2002 and latest Analysis on the latest state tourism policy. Problems and strategies; Opportunities for investment. Incentives and concessions for tourism projects; Sources of funding.</p>	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. Understanding Tourism, Medlik, S. (1997), Butterworth Hinemann, Oxford
2. Leisure and Tourism, Hayward, Peter (2000), Hiennemann GNVQ Intermediate, Hiennemann Educational Publishers
3. Tourism Principles & Practices, Swain, S.K. & Mishra, J.M.(2012)., Oxford University Press, New Delhi.

Additional Reading:

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

Semester III		
Subject Name: Organizational Behavior		
Subject Code: TTM202D301		
L-T-P-C – 3-1-0-4	Credit Units: 4	Scheme of Evaluation: (T)

Course Objective:

The objectives of the course are to introduce students to the concept of Organizational Behavior and also understand the importance of organizational dynamics and its social perceptions

Learning Outcome:

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

CO 1	To define the concept of organization	BT 1
CO 2	To explain how an organization operates and its dynamics	BT 2
CO 3	To explain individuals' perceptions of an organization	BT 2
CO 4	To identify organizational structure and line and staff of an organization	BT 3

Detailed Syllabus:

Modules	Topics (if applicable) & Course Contents	Periods
I.	Concept of Human Resource Management: Its importance and challenges, Objectives and functions Introduction to Organizational Behaviour, challenges and opportunities for OB. Individual Behaviour: Biographical characteristics, Ability, Learning, Values, Attitudes	12
II.	Personality: Definition, determination, Traits, attributes, theories of personality Perception: Meaning and Significance, factors influencing perception, Motivation: Meaning and importance.	12
III.	Interpersonal Behaviour: Nature of Interpersonal Behaviour, Transactional Analysis, Johari Window, Benefits and uses of TA.	12
IV	Group Dynamics & Behaviour: Concepts of Group, Types of Groups, Stages of Group Development, Group Structure, Intergroup Relationship.	12
TOTAL		48

Textbooks:

1. *Organizational Behaviour*, Robbins, P.S., Judge, A.T., & Vohra, N., Pearson Education, 2018.
2. *Organizational Behaviour*, Prasad. M.L., Sultan Chand & Sons, 2014.
3. Principles of Management of Management, Neeru Vasishth & Vibhuti Vasishth (2014). Taxmann Publications, New Delhi

Reference Books:

1. *A Textbook of Organizational Behaviour*, Gupta, B.C., S Chand & Company, 2014
2. *Tourism Principles & Practices*, Swain, S.K. & Mishra, J.M.(2012)., Oxford University Press, New Delhi.

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/>)

Semester III		
Subject Name: E-Tourism		
Subject Code: TTM202D302		
L-T-P-C – 3-1-0-4	Credit Units: 4	Scheme of Evaluation: (T)

Course Objective:

Purpose of this course is to acquaint the learner with basics of e-tourism in general and its significance.

Learning Outcome:

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

CO 1	To define the concept and meaning of e-tourism and its significance	BT 1
CO 2	To explain the typology of e-tourism of e-tourism and its functioning	BT 2
CO 3	To explain the role and function of GDS providers	BT 2
CO 4	To identify e-tourism business processes	BT 3
CO 5	To utilize the future prospects of e-tourism business	BT 3

Detailed Syllabus:

Modules	Topics & Course Contents	Periods
I.	Introduction to E-Tourism, History of e-tourism, Scope of e-Tourism, e-commerce versus e-tourism, Basics of ICT and Challenges in the Tourism Industry induced by ICTs	12
II.	Typology of E-Tourism - B2B e-tourism: Intermediary centric, Supplier centric, Buyer centric; B2C e-tourism; C2B e-Tourism; C2C e-Tourism; B2E e-Tourism Case studies on Online Travel Portal - Orbitz, Expedia, Priceline, Travelocity, MakeMyTrip, TripAdvisor, Booking.com, Airbnb, GDS etc	12
III.	Introduction to Application Program Interfaces (API), Role of Application Program Interfaces (API) in Hospitality and Tourism industry Payment system in E-tourism - mode of online payment - payment cards, electronic cash, software wallets and smart cards, Payment gateway API; Block of E-providers for billing and settlement. Issues in Online Payments, Case studies on PayPal, UPI and other leading online payment companies Security for e-Tourism, Security Certificates Marketing	12
IV	Social Media Marketing in Tourism – Social Media Marketing in Tourism (Case Studies), Basics of Management Information Systems (MIS) in Tourism, Basics of Consumer Relationship Management (CRM) Software in tourism & hospitality, Impacts of online travel business on established marketing channels, Future of E-tourism,	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. Understanding Tourism, Medlik, S. (1997), Butterworth Hinemann, Oxford
2. Leisure and Tourism, Hayward, Peter (2000), Hiennemann GNVQ Intermediate, Hiennemann Educational Publishers

Additional Reading:

1. Tourism Operations & Management, Roday, S., Biwal, A., & Joshi, V., (2017), Oxford University Press
2. Hand Book on E-tourism
(<https://books.google.co.in/books?id=8PGGEAAAQBAJ&printsec=frontcover#v=onepage&q&f=false>)

Semester III		
Subject Name: Industrial Training Subject Code: TTM202C321		
L-T-P-C – 0-0-4-4	Credit Units: 4	Scheme of Evaluation: (P)

Course Objective: To provide basic and hand on understanding of the industry.

Note:

Each student shall undergo practical offline Internship of four weeks in a government approved tour/travel organization. The objective of this training is to make the student acquainted with the industrial / business working environment. After completion of the training, they will have to submit a training report. The internship/project reports will carry 100 marks. It will be evaluated by two examiners (one internal and one external). The training report is part of the third semester. It is to be submitted by the date fixed by the department/University.

The students will also have to submit a performance certificate from the company/organization where he/she undertook the training. This report will also be considered while evaluating the training report by examiners.

Semester – III (Departmental Compulsory GE)

Subject Name: Tourism Development and History - II

Subject Code: TTM202G301

L-T-P-C – 3-0-0-3

Credit Units: 3

Scheme of Evaluation: Theory

Course Objective: To introduce to the students the significance and role of various modes of transportation in tourism industry

Course Outcomes:

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

CO 1	To define the tourist transport system and discuss its history and importance	BT 1
CO 2	To classify the various modes of transport system available in India and the world and their working system	BT 2
CO 3	To explain the tourist transport facilities available in India and the world	BT 2
CO 4	To identify the role of technology in tourist transport system	BT 3
CO 5	To identify and discuss the various associations and organizations of the tourist transport system	BT 3

Detailed Syllabus:

Modules	Topics / Course content	Periods
I	Introduction to Tourist Transportation: Development of means of transport – Role of transport in tourism – Up market and Low budget travelers	9
II	Road transport system in India – Major tourist coach systems in the world and India; Car rentals: introduction; present scenario and future challenges; overview of technology and car rentals; associations and organizations of car rentals.	9
III	Rail Transport: Introduction and history of railways around the world and in India; major railway systems of the world - Amtrak, Euro Rail, Brit Rail, Japan railways, Canadian railways, and other railway systems in Africa & Australia General information about Indian Railways –Classes of Journey – Types of trains & tracks – Railway Reservation modes – circle trip – Tatkal – i-ticket – e-ticket - luxury trains, hill trains, IRCTC - Eurail Pass, Indrail pass. The International Railway Congress Association (ICRA).	9
IV	Air Transport: Airport Layout –Airfield – Terminal Area – Flight support Area. Major Airlines and Airports in India Water Transport: introduction and history; river canal boats; impacts of ferries and cruises on tourism; boating holidays; major cruise liners and packages in India and the world with map work	9
Total		36

Text Books:

1. Jagmohan Negi (2014); Travel Agency and Tour Operations, Sterling publishers, New Delhi
2. Bhatia, A.K (2010)., International Tourism Management, Sterling, NewDelhi
3. Singh, A (2010), Law of Carriage (Air, Land & Sea), Eastern Book Company

Reference Books:

1. Seth, P.N., (1999) Successful Tourism Management (Vol 1 &2), Sterling, NewDelhi
2. G Raghuram & N Rangaraj (2001), Logistics and Supply Chain Management - Cases and Concepts, Allied Publishers, New Delhi
3. Martin Christopher, Logistics & Supply Chain Management: Creating ValueAdding Networks, FT Press.
4. Janat Shah, Supply Chain Management (2009): Text and Cases, 1st Edition, Pearson. New Delhi

Additional Reading:

1. Transportation Management Systems: An Exploration of Progress and Future Prospects (https://www.researchgate.net/publication/265086672_Transportation_Management_Systems_An_Exploration_of_Progress_and_Future_Prospects)
2. TRANSPORTATION MANAGEMENT SYSTEM IN CHINA (<https://www.diva-portal.org/smash/get/diva2:538432/FULLTEXT01.pdf>)

Semester IV		
Subject Name: Entrepreneurship Management Subject Code: TTM202C401		
L-T-P-C – 3-1-0-4	Credit Units: 4	Scheme of Evaluation: (T)

Course Objective:

The objectives of the course are to introduce students to the basic concepts of Entrepreneurship and Management.

Course Outcomes:

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

CO 1	To define the concept of entrepreneurship	BT 1
CO 2	To explain the concept of management and various level of the same.	BT 2
CO 3	To identify the concept of proprietorship	BT 3
CO 4	To identify the characteristics of an entrepreneur	BT 3

Detailed Syllabus:

Modules	Topics / Course content	Periods
I	Meaning and definition, concept of entrepreneurship, the history of entrepreneurship development, role of small & medium enterprise (SME) in economic development, functions of an entrepreneurship: primary, secondary & other functions, types of an entrepreneur: aggressive/innovative, imitative/adoptive, Fabián, drone, empirical, rational, cognitive	12
II	Management concept, understanding management, management levels and skills, managers: roles, tasks & responsibilities, management functions, characteristics of an efficient manager	12
III	Sole proprietorship: meaning, salient features, advantages & disadvantages Partnership: meaning, salient features, advantages & disadvantages Company: meaning, salient features, types of companies, Franchise	12

IV	<p>Characteristics of an entrepreneur: vision, knowledge, desire to succeed, independence, optimism, value addition, initiative, goal setting, problem solver, good human relations & communication skills</p> <p>Process of entrepreneurship: identifying an opportunity, establishing a vision, persuading others, gathering resources, create new venture, changing/adapting with time.</p> <p>Barriers to entrepreneurship: environmental, financial, personal, societal & political</p>	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>)

Semester IV		
Subject Name: Human Resource Management		
Subject Code: TTM202C407		
L-T-P-C – 3-1-0-4	Credit Units: 4	Scheme of Evaluation: (T)

Course Objective:

Human resource is a critical factor for any business activity today. It is therefore important for a manager to understand the concepts of human resource management and refer to same in managing, planning and controlling human resource. The objective of this course is to acquaint the participants with concepts and techniques used in HRM.

Learning Outcome:

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

CO 1	To define tourist transportation and the basics of it	BT 1
CO 2	To explain various types of transportation services	BT 2
CO 3	To identify various transport systems, their history and their operation procedures	BT 3

Detailed Syllabus:

Modules	Topics / Course content	Periods
I	Human resource management – Scope – functions and objectives – personnel management and HRM evolution – HRM – requirement of HRM in tourism	12
II	Human resource planning – meaning and definition – information of HRP – process of HRP – requisites for successful HRP – barriers to HRP – job analysis – job design	12
III	Recruitment – Recruitment process – selection – selection process – methods selection – induction – placement Training and Development – Nature and importance of training and development – HRD in tourism – techniques of training	12
IV	Performance Appraisal – appraisal process – job evaluation – job evaluation process – compensation influencing factors – components of remuneration – Absenteeism and Labour turn over – labour welfare – wage and salary Administration	12
Total		48

Text Books:

1. K. Aswathappa (1999); Human Resources and Personnel management – text and cases; Tata McGraw-Hill, New Delhi
2. Aswathappa K (2008), Organisational behaviour, Himalaya Publishing. New Delhi
3. Management of Human Resources - text and cases; Rakesh. K. Chopra

Reference Books:

1. Human Resources Management; C.B. Gupta 5. Human Resources Development; Dr. P. C. Tripathi.
2. Railey M (2014), Human Resource Management, Butterworth Heinemann.London
3. M Boella, S Goss-Turner, Human Resource Management in the Hospitality Industry: An introductory guide, Butterworth-Heinem

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/>)

Semester – IV

Subject Name: Study Tour, Report and Viva Voce

Subject Code: TTM202S411

L-T-P-C – 0-0-4-2

Credit Units: 2

Scheme of Evaluation: Practical

Course Objective:

The objective of this course is to provide students with a competitive advantage by getting exposure on practical tourism and learn by doing.

Learning Outcome:

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

CO 1	To relate with the tourism eco-system	BT 1
CO 2	To demonstrate their knowledge on practical grounds	BT 2
CO 3	To apply the concept of tourism through the field visit	BT 3

Note:

One of the important learning interventions at RGU is learning by doing. Students are advised to go on a study tour. Beside this, students are also advised to travel and explore as much as they can. However, such travel must be preceded by learning objectives. Every student must **consciously analyze the tourism eco-system** at the destination/s that he/she travels to, and reflect on the same. This should be presented as tour report. This would help learner apply **the theoretical knowledge to practice**. His **analysis and understanding should be presented as a report**. This will also **help them with learn how to write a report**.

Evaluation:

The study tour and report will be evaluated. The study tour will be evaluated on the performance of the candidate on activities assigned during the tour. Students would be evaluated internally by the mentor on the basis of report submitted as well as externally based on presentation and viva voce

Text Books:

1. Travel and Tourism Consultant, Course Textbook, 6.16 edition, 2017, International Air Transport Association, Montreal-Geneva
2. Hussain.M. The Geography of India. Mc Graw-Hill Publishers

Reference Books:

1. The World: A traveller's Guide to the Planet-Lonely Planet, (Travel Guide)
2. Singh.S.Tourism Geography. Random Publications, New Delhi.
3. William .S. Tourism Geography: A New Synthesis. Routledge Publishers

Additional reading:

1. www.incredibleindia.com
2. www.lonelyplanet.com

Semester IV		
Subject Name: Tour Operations Subject Code: TTM202D401		
L-T-P-C – 3-1-0-4	Credit Units: 4	Scheme of Evaluation: (T)

Course Objective:

The objectives of the course are to introduce students to operational aspects of Travel Agencies & Tour Operators

Learning Outcome:

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

CO 1	To define the nature, structure and working of Tourism Intermediaries	BT 1
CO 2	To illustrate the range of services provided by them and, highlights the intricacies	BT 2
CO 3	To identify in tourist services	BT 3
CO 4	To identify recent trends and changes in travel agency and tour operations will help them to have updated knowledge	BT 3

Detailed Syllabus:

Modules	Topics / Course content	Periods
I	Introduction to Travel Intermediaries: Travel Intermediaries: concept, definition, types of intermediaries and differences among types of tourism intermediaries, levels of tourism distribution, importance of Tourism intermediaries; Historical development and changing dimensions of Tourism Intermediation.	12
II	Travel Agents: Definition; types and role; Functions and responsibilities of travel agents - travel information and counselling of the tourist, travel documentation, VISA services, travel insurance and reservation procedure with hotel, airline, cruise, train. Travel Agency Skills and Competences. Profitability of Travel Agents - commission, service charges and mark up on tours. Net rate, Rack rate Tour Operator: Definition; types and role of tour operator; Main product of Tour Operator – Tour Package and its types. Functions of tour operator – tour package formulation; marketing and sales of tour package; Tour Brochure; tour execution and operations.	12

III	Approvals Setup and Organisation Structure: Travel agency and Tour operation business setting procedure; approval from Ministry of Tourism, Govt. of India IATA Organisation structure and departmentation in Tour Operator & Travel Agency business for Large-scale and small-scale.	12
IV	<p>Itinerary development – Meaning and definition – types of itineraries – reference tool for itinerary preparation – development of effective itinerary</p> <p>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</p> <p>(Note: Practical work of itinerary preparation, tour costing, filling of passport application and visa forms should be done among the students.)</p> <p>FAM tour to a Tour Operator 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, which would carry scores as per the prevailing evaluation guidelines of the University</p>	12
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/>)

Semester IV		
Subject Name: Financial Accounting		
Subject Code: TTM202D402		
L-T-P-C – 3-1-0-4	Credit Units: 4	Scheme of Evaluation: (Theory)

Course Objective:

The objective of this course is to acquaint students with the various concepts of Financial Accounting and to develop skills for understanding and interpretation of accounting information.

Course Outcomes:

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

CO 1	To recall the concept of Financial Accounting	BT 1
CO 2	To interpret the transactions in books of accounts	BT 2
CO 3	To identify the dynamics of Joint Stock Company	BT 3

Detailed Syllabus:

Modules	Topics / Course content	Periods
I	Introduction to Financial Accounting: Introduction, meaning of book keeping, Distinction between book keeping and accounting, accounting process, objectives of accounting, various users of accounting information, limitations of accounting, accounting terminologies, accounting concepts and conventions, accounting standards.	12
II	Recording of Transactions: Classification of accounts, double entry system, rules for debit and credit, Journal entries, cash book, ledger posting, trial balance Depreciation Accounting: Introduction, meaning of depreciation, causes of depreciation, need for depreciation, factors affecting depreciation, methods of computation of depreciation (straight line method and written down value method)	12
III	Final Accounts of Non-Corporate Entities: Introduction, meaning, objectives and characteristics of Final Accounts, adjustment entries before preparation of final accounts, closing entries. Trading account, profit and loss account and balance sheet, practical problems	12
IV	Company Final Accounts: Introduction to company final accounts, profit & loss accounts, balance sheet, basics of preparation of simple company final accounts. Introduction to GST	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>)

Semester – IV (Departmental Compulsory GE)

Subject Name: Itinerary Designing - II

Subject Code: TTM202G401

L-T-P-C – 3-0-0-3

Credit Units: 3

Scheme of Evaluation: Theory

Course Objective:

The objective of this course is to provide students with a competitive advantage by getting in-depth knowledge on travel destinations and tourist attractions.

Course Outcomes:

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

CO 1	To recall the types of tourists/travelers and their needs	BT 1
CO 2	To outline the concepts to develop skills on travel geography	BT 2
CO 3	To identify the Geography and the Travel Sales Process	BT 3
CO 4	To identify the various geographic features affecting tourism in selected regions both positively and negatively	BT 3
CO 5	To develop a file of country fact-sheets using a pre-defined format	BT 3
CO 6	To develop a suitable itinerary for various types of tourists/travelers as per their needs	BT 3

Detailed Syllabus:

Units	Topics / Course content	Periods
I	<p>Types of tourists/travelers-</p> <p>Identifying the types of tourists/travellers and their needs and developing a suitable travel itinerary- leisure traveller categorization-Adventure seekers, Entertainment seekers, shoppers, interpersonal travellers, status seekers, sensuous travellers, recreational travellers, environmental travellers (Eco-tourists, campers), History lovers, Cultural seekers, Ethnic travellers, religious pilgrims</p> <p>Activity: Make a list of 5 of your closest friends, relative and clients. Spend some time thinking and writing about what type of traveler you think they are. Discuss your assumptions with each of the people on your list to see if you guessed correctly. What type of traveler are you? Can you think of other categories of traveller types?</p>	9
II	<p>Geography in marketing and sales- Geography and the Travel Sales Process -Importance of knowledge of geography in tourism</p> <p>World's Continents and Human Diversity- Europe, Asia, Africa, North America, South America, Australia, Antarctica. Oceania-Regions, popular cities, their USP, & their UNESCO world heritage sites; Human</p>	9

	population and global village; Oceans and other water bodies, mountains and volcanoes; Effect of climate on travel; top 25 world tourist destinations by international arrivals, selected worldwide tourist destination	
III	Activity: With the assistance of a globe, an atlas or the maps provided, locate the continent where you live and make a list of the major mountain ranges, bodies of water and metropolitan areas. Then evaluate how these various geographic features affect tourism in these regions both positively and negatively	9
IV	<p>Activity: Make a plan to develop a file of fact-sheets containing key information on destinations. Use the format presented in Appendix A and add to it as necessary based upon the information needs of your clients (friends/family). Select additional countries and outline the key characteristics of top sites, attractions and other pertinent information to your needs.</p> <p><u>Appendix A</u></p> <p>Country Fact Sheet</p> <p>Continent:</p> <p>Appeal:</p> <p>Language: Currency:</p> <p>Population:</p> <p>Capital and largest city:</p> <p>Religion:</p> <p>Time:</p> <p>Currency:</p> <p>Climate:</p> <p>Transport:</p> <p>Good time to travel:</p> <p>Food & beverage:</p> <p>Top sites and attractions (UNESCO World heritage sites):</p> <p>Other recommended sites:</p>	9
Total		36

Text Books:

1. Travel and Tourism Consultant, Course Textbook, 6.16 edition, 2017, International Air Transport Association, Montreal-Geneva
2. Hussain. M. The Geography of India. Mc Graw-Hill Publishers

Reference Books:

1. The World: A traveler's Guide to the Planet-Lonely Planet, (Travel Guide)
2. Hall, C.M and Page, S.J. The Geography of Tourism and Recreation. Routledge Publishers.
3. Singh. S. Tourism Geography. Random Publications, New Delhi.
4. William.S. Tourism Geography: A New Synthesis. Routledge Publishers

Additional Reading:

1. Training - Developing professionals for tomorrow's air transport industry (<https://www.iata.org/training/>)
2. The Global Village (<https://www.nationsonline.org/oneworld/global-village.htm>)

Semester – V**Subject Name: Introduction to Statistics****Subject Code: TTM202C501****L-T-P-C – 3-1-0-4****Credit Units: 4****Scheme of Evaluation: Theory****Course Objective:**

The objectives of the course are to impart the knowledge to the students of Statistics and its importance in the tourism industry.

Course Outcomes:

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

CO 1	To define the meaning of statistics and learn about its importance and limitations	BT 1
CO 2	To classify statistics and learn tabulation of data	BT 2
CO 3	To identify measures of central tendency, dispersion, and skewness	BT 3

Detailed Syllabus:

Modules	Topics / Course content	Periods
I	Overview of Statistics: Definition; important and limitations; functions and scope of statistics; role of Statistics in Tourism. Collection of primary & secondary data, approximation and accuracy, statistical errors.	12
II	Classification, Tabulation of Data: Meaning and characteristics; frequency distribution; simple and manifold tabulation. Presentation of Data: diagrams/graphs of frequency distribution and histograms ratio scale graph.	12
III	Measures of Central Tendency: Central tendency; arithmetic mean (simple), median (including quartiles, deciles and percentiles); mode.	12
IV	Measures of Dispersion and Skewness: Absolute and relative measures of dispersion; quartile deviation; mean deviation; standard deviation and their coefficients; uses and interpretation of measures of dispersion. Skewness: Measures of skewness.	12
Total		48

Text Book:

1. Sharma, J.K. (2005). *Mathematics for Business & Economics*, New Delhi:Asian Books.
2. Hooda, R.P.*Statistics for Business and Economics*, 3rd ed., N. Delhi: Macmillan.
3. James, G. M., Witten, D., Hastie, T., Tibshirani, Robert. (2013), *An Introduction to Statistical Learning: with Applications in R*, Springer; 1st ed. 2013, Corr. 7th printing 2017 edition (29 September 2017)

Reference Books:

1. Levin, R. I. (2008). *Statistics for management*. Pearson Education India.
2. Rowntree, Derek (2018). *Statistics without Tears: An Introduction for Non-Mathematicians*, Penguin UK
3. Spiegelhalter, D. (2020), *The Art of Statistics: Learning from Data* (Pelican Books), Pelican

Additional Readings:

1. Agarwal, B. L. (2006). *Basic statistics*. New Age International.
2. Champion, D. J. (1970). *Basic statistics for social research* (pp. 130-136). Scranton: Chandler Publishing Company.
3. Ostle, B. (1963). *Statistics in research*. *Statistics in research.*, (2nd Ed).

Subject Name: Destination Marketing

Subject Code: TTM202C503

L-T-P-C – 3-1-0-4

Credit Units: 4

Scheme of Evaluation: (T)

Course Objective:

The purpose of this course is to impart the knowledge about the Destination Marketing and to become familiar with the techniques and approaches for successful marketing of the destinations of tourist interest.

Course Outcomes:

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

CO 1	To define the characterization, typology of tourism attractions	BT 1
CO 2	To explain the various strategy formulation strategies	BT 2
CO 3	To identify the various components of destination marketing mix and know the tourism distribution strategy	BT 3

Detailed Syllabus:

Modules	Topics / Course content	Periods
I	Tourism Attraction: Definition. Characteristics, Typology, Criteria for Tourist attractiveness. Development and design of tourist attractions. Destination Life Cycle. Tourism Destination, Resource Analysis, Market analysis, Market Analysis, Environmental Scanning.	12
II	Regional Goal Formulation: Strategy formulation, Product Portfolio Strategies. Tourism Portfolio model, analysis of Portfolio approaches. Market segmentation in the regional context - Basis, Steps, Target Marketing - targeting options, positioning strategy.	12
III	Components of Destination Marketing Mix. Product Strategy - Nature & Characteristics. Managing existing Tourism Products. New Product development in Regional Tourism. Pricing Strategies - Tourists Perception of Price.	12
IV	The Tourism Distribution Strategy - Choice of distribution channel. Developing a Promotional strategy for destination. Evaluation and Control of the tourism campaigns Tourism organizations - Role in Destination Development best practice and case- of national and international destination	12
Total		48

Text Book:

1. Roday, S., Biwal, A., & Joshi, V., (2017), *Tourism Operations & Management: Oxford University Press*
2. Bhatia, K.A., (2012), *International Tourism Management: Sterling publishers*

Reference Books:

1. Kotler, Philip, Bowen, John and Makens James (2009). *Marketing for Hospitality and Tourism*. New Delhi: Prentice Hall/ Pearson Education. (L)
2. Dasgupta, D., (2010). *Tourism Marketing*, Pearson India

Additional Readings:

1. Tsiotsou, R., & Ratten, V. (2010). Future research directions in tourism marketing. *Marketing intelligence & planning*, 28(4), 533-544.
2. Dolnicar, S., & Ring, A. (2014). Tourism marketing research: Past, present and future. *Annals of tourism research*, 47, 31-47.
3. Koc, E., & Boz, H. (2014). Psychoneurobiochemistry of tourism marketing. *Tourism Management*, 44, 140-148.

Subject Name: Adventure Tourism
Subject Code: TTM202D501

L-T-P-C – 3-1-0-4

Credit Units: 4

Scheme of Evaluation: (T)

Course Objective:

The purpose of this course is to impart knowledge about the Adventure Tourism and to become familiar with the techniques and approaches for successful marketing of the Adventure Tourism.

Course Outcomes:

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

CO 1	To define the purpose of Adventure Tourism	BT 1
CO 2	To explain the minimum standards for adventure tourism	BT 2
CO 3	To illustrate the types of adventure activities	BT 2
CO 4	To identify the important adventure tourism-based training institutes and organizations	BT 3

Detailed Syllabus:

Modules	Topics / Course content	Periods
I	Introduction to Adventure and Adventure Tourism: Importance and definitions; history of adventure tourism; classification and elements of adventure tourism.; difference between adventure and sports	12
II	Introduction to Land Based Adventure: hiking; trekking; rock climbing; repelling, bouldering; skiing, motor rallies, safaris etc. Equipment used in land-based adventure tourism. Popular land-based adventure places in India. Organisations and training institutes in India for Land based adventure tourism Basic minimum standards for land-based adventure tourism related activities-IMF rules for mountain expedition.	12
III	Introduction to Water Based Adventure: Snorkeling; scuba diving; rafting; kayaking; canyoning and surfing. Equipment used in water-based adventure tourism. Popular tourist destinations for water-based adventure activities in India. Organisations and training institutes in India for Water based adventure tourism Introduction to Air Based Adventure: Paragliding, sky diving, bungee jumping, hang gliding, ballooning, micro	12

	<p>light flying etc. Equipment used in air-based adventure tourism. Popular air-based adventure places in India. Organisations and training institutes in India for Air based adventure tourism</p>	
IV	<p>Major Adventure Based Organizations and institutions in India. Various courses offered in institutions. Himalayan Mountaineering Institute, Nehru Institute of Mountaineering, ABVIMAS, Regional Water Sports Centre (H.P), National Institute of Water Sports, Aero Club of India, The Balloon Club of India Jawaharlal Institute of Mountaineering and Winter Sports (JIM &NIWS), Indian Institute of skiing & mountaineering Scope and prospects of Adventure Tourism in India. Emerging trends of Adventure Tourism.</p> <p>Adventure Tour - FAM Trip. Predefined group visits to adventure tourist attractions in India guided by Faculty/Officials 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>	12
Total		48

Text Book:

1. Buckley, R. (2006). *Adventure tourism*. Cabi.
2. Gupta, V. K. (1987). *Tourism in India*. Gyan Publishing House.

Reference Books:

1. I.C. Gupta & Kasbekar. S. *Tourism Products of India*.
2. Malik, S.S, *Potential of adventure Tourism in India*, Agam Kala Prakashan Publishers.
3. Negi. J. *Adventure Tourism and Sports: Risks and Challenges*. Kanishka Publications.
4. Wright. G. *Hill Stations of India*. Penguin Books, New Delhi

Additional Readings:

1. Weber, K. (2001). Outdoor adventure tourism: A review of research approaches. *Annals of tourism research*, 28(2), 360-377.
2. Swarbrooke, J., Beard, C., Leckie, S., & Pomfret, G. (2003). *Adventure tourism: The new frontier*. Routledge.
3. Rantala, O., Rokenes, A., & Valkonen, J. (2018). Is adventure tourism a coherent concept? A review of research approaches on adventure tourism. *Annals of Leisure Research*, 21(5), 539-552.

Subject Name: Event Management

Subject Code: TTM202D502

L-T-P-C – 4-0-0-4

Credit Units: 4

Scheme of Evaluation: (T)

Course Objective:

The purpose of this course is to acquire an in-depth knowledge about the specialized field of "event management".

Course Outcomes:

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

CO 1	To define the components of MICE and know the evolution of the same	BT 1
CO 2	To explain the nature of conference markets and its demand	BT 2
CO 3	To identify the various impacts that MICE put	BT 3

Detailed Syllabus:

Modules	Topics / Course content	Periods
I	Introduction to MICE: Components of MICE; evolution of meetings; incentives, convention and expositions. Trade shows and exhibitions, Conferences, Conventions	12
II	Conference Market: The nature of conference markets; the demand for conference facilities; role of travel agencies in the management of conferences. Convention visitor bureaus (CVB)– Functions, Structure and funding sources; CVB versus Travel Agencies	12
III	Meeting: Meeting planner/convention manager; organizing and planning meetings; major attributes of meeting planners; types of meeting planners; types of shows. Concept of incentive tour and special requirements for its organization	12
IV	IT impact: Advancement of science and technology on conference business; trade shows; exhibitions; incentives. Impact of Events: The impact of conventions on local and national communities. Emerging dimensions of convention business in India. ICBP. Travel Industry Fairs – Participation Advantage – ITB – WTM – SMTV – FITUR – EIBTM- PATA Travel Mart, KTM	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
2. Raj, R., & Musgrave, J. (Eds.). (2009). *Event management and sustainability*. Cabi.

Reference Books:

1. Montgomery, R.J. and Strick, S.K. (1995). *Meetings Conventions and Expositions- An Introduction to the Industry*. New York: Van Nostrand Reinhold.
2. Weirich, M.L. (1992). *Meetings and Conventions Management*. New York: Delmar Publishers Inc.
3. Hoyle, L. H. (2002). *Event marketing: how to successfully promote events, festivals, conventions, and expositions (The Wiley Event Management Series)*. John Wiley & Sons, Inc.

Additional Readings:

1. Getz, D. (2022). Event management. In *Encyclopedia of Tourism Management and Marketing* (pp. 144-147). Edward Elgar Publishing.
2. Getz, D. (2000). Developing a research agenda for the event management field. *Events beyond*, 10-21.
3. Rojek, C. (2014). Global event management: A critique. *Leisure Studies*, 33(1), 32-47.

SYLLABUS (5th SEMESTER)		
Subject Name: Strategic Management Subject Code: TTM202D503		
L-T-P-C – 4-0-0-4	Credit Units: 4	Scheme of Evaluation: (T)

Course Objective:

The purpose of this course is to acquire an in-depth knowledge about the various managerial skills and their application the real-world scenario.

Course Outcomes:

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

CO 1	To define the basic concept of strategy	BT 1
CO 2	To explain the levels of strategy	BT 2
CO 3	To identify the various decision-making stages and the process involved in any strategic management	BT 3

Detailed Syllabus:

Modules	Topics / Course content	Periods
I	Strategy: Introduction o Different definition of Strategy o Basic Concept o Mission o Strategy o Objectives	12
II	Levels of strategy: Introduction o Corporate level strategy o Nature & characteristics of corporate level strategy o Functional & operational strategy.	12
III	Strategic decision making: Introduction o Mintzberg analysis of strategic decision making o Strategic decision making in Tourism Strategic Planning: Introduction o Evolution of strategic planning o Difference between strategic planning & long-range planning o Strategic planning in Tourism	12

IV	Strategic Management: Introduction o Process & models of strategic Management o Benefits of strategic management o Strategic Management Process o Strategic implementation Strategy Formulation: o Major strategic options o Stability and growth strategy	12
Total		48

Text Books:

1. Ansoff, H. (2007). *Strategic management*. Springer.
2. Miller, A., & Dess, G. G. (1996). *Strategic management*.

Reference Books:

1. Ansoff, H. I., Kipley, D., Lewis, A. O., Helm-Stevens, R., & Ansoff, R. (2018). *Implanting strategic management*. Springer.
2. Saloner, G., Shepard, A., & Podolny, J. (2005). *Strategic management*. John Wiley & Sons.
3. Sadler, P. (2003). *Strategic management*. Kogan Page Publishers.

Additional Readings:

1. Igor Ansoff, H. (1987). Strategic management of technology. *Journal of Business Strategy*, 7(3), 28-39.
2. Bracker, J. (1980). The historical development of the strategic management concept. *Academy of management review*, 5(2), 219-224.
3. Rumelt, R. P., Schendel, D., & Teece, D. J. (1991). Strategic management and economics. *Strategic management journal*, 12(S2), 5-29.

Semester – V**Subject Name: Quality Management in Tourism****Subject Code: TTM202D504****L-T-P-C – 3-1-0-4****Credit Units: 4****Scheme of Evaluation: Theory****Course Objective:**

After the completion of the course, the students are expected to be familiar and learn about importance and role of quality management in tourism.

Course Outcomes:

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

CO 1	To define the concept of quality management	BT 1
CO 2	To explain the application of service quality in managing tourist destinations	BT 2
CO 3	To identify various types of services, in future societies and impact of service in daily life	BT 3

Detailed Syllabus:

Modules	Topics / Course content	Periods
I	Quality Management: Concept, need & importance Quality Management in Tourism, seasonality in tourism: Problems & Measurement, improving the tourist experience.	12
II	Application of service quality in managing tourist destination. Tourist destination life cycle and quality management. Total Quality Management & Tourism	12
III	Concept of Guest service: Definitions & Meaning Types of service, Classifications of services Growing importance of services in Future Societies & impact of service in daily life	12
IV	Deterioration of quality, Productivity & quality improvement, Management's challenges in service sector, Key elements of Managerial skill in Tourism & hospitality Industry, Tourism and crises Management	12
Total		48

Text Book:

1. Beverley Sparks, Connie Mok, Jay Kadampully (2001), *Service Quality Management in Hospitality, Tourism, and Leisure*, Routledge Member of the Taylor and Francis Group; 1st edition
2. O.N. Pandey, Bhupesh Aneja (2013), *Quality Management*, S.K. Kataria & Sons; Reprint 2013 edition
3. Sneha Tripathi, Aditya Tripathi (2016), *A Textbook on Quality Management in Libraries (Quality Assurance in Libraries)*, Ess Ess Pubns (5 October 2016)

Reference Books:

1. *Cases on Quality Initiatives for Organizational Longevity (Advances in Logistics, Operations, and Management Science)*, Archana Krishnan (Editor), IGI Global (20 June 2018)
2. Mukesh Sud, Priyank Narayan (2022), *Leapfrog: Six Practices to Thrive at Work: Leapfrog Book | A Self Help Book to help you find success at the workplace*, Penguin Viking (18 November 2022); Penguin Random House India

Additional Readings:

1. Goetsch, D. L., & Davis, S. B. (2000). *Quality management. Introduction to Total Quality Management for Production, Processing, and Services*.
2. Saraph, J. V., Benson, P. G., & Schroeder, R. G. (1989). An instrument for measuring the critical factors of quality management. *Decision sciences*, 20(4), 810-829.
3. Claver, E., Tari, J. J., & Molina, J. F. (2003). Critical factors and results of quality management: an empirical study. *Total quality management & business excellence*, 14(1), 91-118.

Semester – VI

Subject Name: Managerial Accounting

Subject Code: TTM202C601

L-T-P-C – 3-1-0-4

Credit Units: 4

Scheme of Evaluation: Theory

Course Objective:

The basic objectives are to provide basic principles and to understand the basic technique of preparing financial information.

Course Outcomes:

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

CO 1	To define the basic concepts of management accounting	BT 1
CO 2	To explain the marginal costing concept and other concept of costing	BT 2
CO 3	To identify various budgetary control concepts along with financial statements and analysis	BT 3

Detailed Syllabus:

Modules	Topics / Course content	Periods
I	<i>Introduction to Management Accounting</i> Concept, objectives, nature, scope, tools, functions, use of accounting information, Financial Accounting v/s Management Accounting, Cost Accounting v/s Management Accounting, installation of management accounting system, role of computer in managerial decision making	12
II	<i>Marginal Costing</i> Marginal cost, marginal costing, assumptions, characteristics, merits, demerits, absorption costing v/s marginal costing, CVP analysis, BEP analysis, margin of safety, determination of income, application of marginal costing in managerial decision making	12
III	<i>Budgetary Control</i> Budget, budgeting, budgetary control, objectives, merits, demerits, steps for installation of budgetary control system, classification of budgets, Flexible and Cash budget (numerical) <i>Standard Costing</i> Standard cost, standard costing, merits, demerits, applicability, variance analysis – material, labour, overhead (numerical)	12

IV	<i>Financial Statements and Analysis:</i> Meaning, Analysis – Ratio, Fund flow, Cash flow, Cost volume Analysis. Tourism Finance Corporation of India TFCI: Aims, Objectives and Functions.	12
Total		48

Text Books:

1. Sivaramakrishnan, B., (2017). *Managerial Accounting: Sprinkle, second edition*, Wily Publisher
2. Proctor, R., (2018), *Managerial Accounting for Business Decisions*, Pearson Publisher

Reference Books:

1. Hilton, R. W. (1999). *Managerial accounting* (p. 568). Boston, MA: Irwin/McGraw-Hill.
2. Jiambalvo, J. (2019). *Managerial accounting*. John Wiley & Sons.
3. Garrison, R. H., Noreen, E. W., Brewer, P. C., & Mardini, R. U. (2003). *Managerial accounting*. New York: McGraw-Hill/Irwin.

Additional Readings:

1. Sprinkle, G. B., & Williamson, M. G. (2006). Experimental research in managerial accounting. *Handbooks of management accounting research, 1*, 415-444.
2. Williams, J. R., Haka, S. F., Bettner, M. S., & Carcello, J. V. (2005). *Financial and managerial accounting*. China Machine Press.
3. Balakrishnan, R., Sivaramakrishnan, K., & Sprinkle, G. (2008). *Managerial accounting*. John Wiley & Sons.

Semester – VI

Subject Name: Map Work and Tourist Map Designing & Aviation Geography

Subject Code: TTM202C606

L-T-P-C – 3-1-0-4

Credit Units: 4

Scheme of Evaluation: Theory

Course Objective:

This course essentially aims to make learners understand the basic concept of mapping and routing with special reference to tourism destinations; also create a base on aviation geography - IATA TC areas, city, country, currency codes, global indicators, airline ticketing and fare calculation.

Course Outcomes:

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

CO 1	To define the basic concepts of latitude, longitude, and other map related terminologies	BT 1
CO 2	To explain the concepts of aviation geography	BT 2
CO 3	To identify methods of planning itinerary by air	BT 3

Detailed Syllabus:

Modules	Topics / Course content	Periods
I	Exercises on basic concepts of maps: latitude, longitude, international date line, IST (Indian Standard Time), GMT (Greenwich Mean Time), Time calculation: GMT variation; concept of standard time and daylight-saving time; calculation of elapsed time and flying time., Scale of the map and measurement of the distance on map, use of conventional signs and symbols in maps and signs especially significant for tourism sector.	12
II	Tourist map design: maps showing national parks and wildlife sanctuaries; cultural, historical and religious tourist spots with their transport connectivity	12
III	Introduction: Aviation Geography: IATA areas; sub-areas; sub-regions. Freedoms of Air. Familiarisation with OAG: 3 letters city code; airport code; airline designated code; country and currency codes; global indicators; TIM; Hubs and Gateways; Flight and Routing Terms. Aircraft types	12

IV	Planning itinerary by Air: Itinerary terms, types of journey and fares; Introduction to fare construction; Fare-Basis Codes; Fare Rules; International mileage and routing systems and principle, fare construction with Extra Mileage Allowance (EMA), Extra Mileage Surcharge (EMS). Familiarisation with Air Tariff: currency regulation, NUC conversion factors, general rules.	12
Total		48

Text Books:

1. Singh, R.L. and Singh Rana P.B., 1908, Elements of Practical Geography, Kalyani Publishers, New Delhi
2. Gupta, S.K. (2007). International Airfare and Ticketing- Methods and Techniques. New Delhi: UDH Publishers and Distributers (P) Ltd.
3. Davidoff, D.S. and Davidoff, P.G. (1995). Air Fares and Ticketing. New York: Prentice Hall.

Reference Books:

1. Semer-Purzycki, J. (2000). A Practical Guide to Fares and Ticketing. Delmar Thomson Learning
2. Ministry of Tourism: Brochures published covering physical cultural attractions of India including brochures published under Incredible India campaign, Govt of India
3. Websites of National and International tourism organization

Additional Readings:

1. Sprinkle, G. B. (2003). Perspectives on experimental research in managerial accounting. *Accounting, Organizations and Society*, 28(2-3), 287-318.
2. Ittner, C. D., & Larcker, D. F. (2001). Assessing empirical research in managerial accounting: a value-based management perspective. *Journal of accounting and economics*, 32(1-3), 349-410.
3. Lebas, M. (1994). Managerial accounting in France Overview of past tradition and current practice. *European Accounting Review*, 3(3), 471-488.

Semester – VI

Subject Name: Tour Guiding & Interpretation

Subject Code: TTM202D601

L-T-P-C – 3-1-0-4

Credit Units: 4

Scheme of Evaluation: Theory

Course Objective:

The objectives of the course are to explain the basic concepts of Tour guiding and interpretation, its significance in the industry, guiding techniques, situation handling and managing tours such as nature & heritage tours

Course Outcomes:

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

CO 1	To define the concepts of tour guiding and tour escorting	BT 1
CO 2	To show the process of various situation handling	BT 2
CO 3	To identify various tourism interpretations and its types	BT 3

Detailed Syllabus:

Modules	Topics / Course content	Periods
I	Concept of Tour Guiding & Tour Escorting, characteristics of a tour guide, Role and Responsibilities of Tour Guide, Principles of Tour Guide- Seven Golden principles of Tour Guiding, Tour Guides Code of Conduct. Qualities of an ideal guide, moments of truth, the service cycle, the seven sins of guide; Personal hygiene and grooming checklist for tour guides. Present status of Tour Guiding in India- Categories of Tour guides in India as per Ministry of Tourism, Part time guides, Eligibility & Qualities of tour guides, Guide Training Courses available in India	12
II	Situation Handling: Handling different age groups, handling guest with special needs/different abilities, working under difficult circumstances, dealing with habitually late passengers, dealing with difficult questions, Handling emergency situations- medical, personal, official, VISA/passport, Death. Cross-cultural understanding- guidelines in the service industry to develop a multicultural perspective	12
III	Interpretation in Tourism: Concept- Benefits of interpretation-Benefits for environment, tourism industry, visitor, operator; Principles of Interpretation; types of interpretation- personal & non-personal	12

IV	<p>Nature interpretation- concept, principles of nature interpretation; Nature Tour - Preparing for the nature tour, Before the start of the tour, dealing with plants & animals, Dealing with local community, Important guiding techniques, Don'ts of the nature tour, End of the tour Heritage interpretation- Heritage concept, Purpose of heritage interpretation; Heritage tour - Starting the heritage tour, Important things to note for heritage tour guide interpretation</p> <p>Practical: Nature or Heritage Tour - FAM Trip. Predefined group visits to natural or heritage tourist attractions guided by Faculty of the Department.</p> <p>During the tour the students need to perform a given activity by the faculty, such as role play of a guide or interpreter, upon which the student will be awarded scores.</p>	12
Total		48

Text Books:

1. Cruz, Z. (1999). *Principles and ethics of tour guiding*. Rex Bookstore, Inc.
2. Chowdhary, Nimit (2013). *Handbook for Tour Guides*. New Delhi: Matrix Publishers. (L)

Reference Books:

1. Mitchell, G.E. (2005). *How to Start a Tour Guiding Business*. Charleston: The GEM Group Ltd.
2. Pond, K.L. (1993). *The Professional Guide*. New York: Van Nostrand Reinhold. (L)

Additional Readings:

1. Weiler, B. (2016). The contribution of Australia-based researchers to tour guiding. *Journal of Hospitality and Tourism Management*, 26, 100-109.
2. Black, R., Weiler, B., & Chen, H. (2019). Exploring theoretical engagement in empirical tour guiding research and scholarship 1980–2016: A critical review. *Scandinavian Journal of Hospitality and Tourism*, 19(1), 95-113.
3. Cohen, E. (1985). The tourist guide: The origins, structure and dynamics of a role. *Annals of tourism research*, 12(1), 5-29.

Semester – VI

Subject Name: Front Office Management

Subject Code: TTM202D602

L-T-P-C – 3-1-0-4

Credit Units: 4

Scheme of Evaluation: Theory

Course Objective:

To equip the students about the details of front office management as a career opportunity

Course Outcomes:

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

CO 1	To define the various concepts of hotel industry and its types	BT 1
CO 2	To explain the various processes that are involved in reservation and registration process	BT 2
CO 3	To identify etiquettes involved in telephone and guest handling	BT 3

Detailed Syllabus:

Modules	Topics / Course content	Periods
I	Introduction to Hotel Industry – Types of Hotels – office operations – Front office equipment – study Introduction to Front Office – Front of various systems	12
II	Reservation – Registration – Technology – Method of Payment – Room Rate – Front Office Communication	12
III	Check Out and Guest Account Settlement	12
IV	General Telephone Etiquettes and Telephone Handling	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
4. Colin Dix, Chris Baird (2006); Front Office Operations, Pearson Education 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. Sushil Kumar Bhatnagar; Front Office Management:

Additional Readings:

1. Frye, W. D. (2012). An examination of job satisfaction of hotel front office managers according to extrinsic, intrinsic, and general motivational factors. *International Journal of Business and Social Science*, 3(18).
2. Hai-yan, K., & Baum, T. (2006). Skills and work in the hospitality sector: The case of hotel front office employees in China. *International Journal of Contemporary Hospitality Management*.
3. Safizadeh, M. H., Field, J. M., & Ritzman, L. P. (2003). An empirical analysis of financial services processes with a front-office or back-office orientation. *Journal of Operations Management*, 21(5), 557-576.

Semester – VI**Subject Name: Cargo Management****Subject Code: TTM202D603****L-T-P-C – 3-1-0-4****Credit Units: 4****Scheme of Evaluation: Theory****Course Objective:**

This module is intended to prepare the students to enter in Cargo Handling agencies with well verse knowledge

Course Outcomes:

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

CO 1	To define the importance of cargo handling	BT 1
CO 2	To explain the different proformas required in handling cargo	BT 2
CO 3	To identify work dynamics of cargo handling agencies	BT 3

Detailed Syllabus:

Modules	Topics / Course content	Periods
I	Cargo History, Concepts and Common terms used in Cargo handling, Rules governing acceptance of Cargo.	12
II	Cargo Rating- Familiarization of Cargo Tariffs. Rounding off the weights/Dimensions/ currencies. Chargeable weight rating-Specific commodity rates, class rates, general cargo rates, valuation charges	12
III	Documentation: Air way bill, charges correction advice, irregularity report, cargo manifesto, cargo transfer Manifesto, documents concerning postal mails and diplomatic mails. Shippers' declaration for dangerous goods.	12
IV	Handling- Cargo capacity of Air and Ships. Cargo needing special attention, introduction to dangerous goods regulations. Some important Cargo companies.	12
Total		48

Text Books:

1. Sales, M., (2016), *Air Cargo Management: Air Freight and the Global Supply chain*: Routledge
2. Morrel,S.P. (2015) *Moving Boxes by Air* : Taylor & Francis Ltd.

Reference Books:

1. Rowbotham, M. (2014). *Introduction to marine cargo management*. CRC Press.
2. Rowbotham, M. (2022). *Break Bulk and Cargo Management*, Taylor & Francis
3. Maniriho, E.A. (2022), *Aviation, Air Cargo and Logistics Management*, Notion Press

Additional Readings:

1. Meijer, S. A., Mayer, I. S., Van Luipen, J., & Weitenberg, N. (2012). Gaming rail cargo management: Exploring and validating alternative modes of organization. *Simulation & gaming*, 43(1), 85-101.
2. Oucheikh, R., Löfström, T., Ahlberg, E., & Carlsson, L. (2021). Rolling cargo management using a deep reinforcement learning approach. *Logistics*, 5(1), 10.
3. Levina, T., Levin, Y., McGill, J., & Nediak, M. (2011). Network cargo capacity management. *Operations Research*, 59(4), 1008-1023.

Semester – VI

Subject Name: Globalization, Preservation & Conservation of Culture

Subject Code: TTM202D604

L-T-P-C – 3-1-0-4

Credit Units: 4

Scheme of Evaluation: Theory

Course Objective:

The Paper is designed to familiarize the students with the concept of globalization and integration of developing countries with the world economy and about the importance of diverse regions, languages, religions and traditions

Course Outcomes:

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

CO 1	To define the meaning of globalization and its benefits	BT 1
CO 2	To explain the role of globalization in various sectors of the society	BT 2
CO 3	To identify the relation between globalization and world economy	BT 3
CO 4	To classify the tangible and intangible cultural heritage	BT 4

Detailed Syllabus:

Modules	Topics / Course content	Periods
I	Meaning and contents of globalization- First and second phases of modern economic globalization. Benefits of globalization, expansion of markets, freer movement of goods, services and factors (labour and capital).	12
II	Role of globalisation in reducing inequality and poverty. Distribution of benefits of globalisation shared by developed and developing countries. Case Study on International Organizations or Government entities: Their role in reducing inequality and poverty.	12
III	Globalisation and the world economy - production, global value chains - a case of simultaneous integration and segmented production. Global governance - IMF, World Bank and the WTO. Role of the WTO in governing the world trading systems.	12
IV	Tangible and intangible Cultural Heritage, Role of Individual, Government and Private Institutions in Heritage Maintenance, Conservation and Preservation, World Heritage movement.	12
Total		48

Text Books:

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

Reference Books:

1. Harrison, R. (2015). Heritage and globalization. *The palgrave handbook of contemporary heritage research*, 297-312.
2. Redner, H. (2004). *Conserving cultures: technology, globalization, and the future of local cultures*. Rowman & Littlefield.

Additional Readings:

1. Raikhan, S., Moldakhmet, M., Ryskeldy, M., & Alua, M. (2014). The interaction of globalization and culture in the modern world. *Procedia-Social and Behavioral Sciences*, 122, 8-12.
2. Endong, F. P. C. (2018). Culture and heritage preservation in an era of globalization and modernism: a comparative study of China and Nigeria. In *Handbook of research on heritage management and preservation* (pp. 320-339). IGI Global.
3. Ozer, S., Bertelsen, P., Singla, R., & Schwartz, S. J. (2017). "Grab Your Culture and Walk with the Global" Ladakhi Students' Negotiation of Cultural Identity in the Context of Globalization-Based Acculturation. *Journal of Cross-Cultural Psychology*, 48(3), 294-318.

Semester – VI

Subject Name: Basic Legal Requirement for A Start-Up in India

Subject Code: TTM202S611

L-T-P-C – 0-0-4-2

Credit Units: 2

Scheme of Evaluation: Practical

Course Objective:

The Paper is designed to familiarize the students with the process of starting a business in India. This course will also guide the students regarding the uses of various proforma that are needed to startup a business in India

Course Outcomes:

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

CO 1	To define the various types of business	BT 1
CO 2	To explain the various documents that are required for a startup in India	BT 2
CO 3	To identify the process involved to get Direct Industry Centre Loans	BT 3
CO 4	To analyze various formats regarding startups and MSME Subsidized schemes	BT 4

Detailed Syllabus:

Modules	Topics / Course content	Periods
I	Types of Business <ul style="list-style-type: none">• Sole Proprietorship• Partnership• Limited Liability Partnership• OPC (One Person Company)• Private Limited Company• Public Limited Company	4
II	Documents Requirement <ul style="list-style-type: none">• Company Registration• Trade license• GST• Bank Loan• Patent Registration	6

III	District Industry Centre Loans <ul style="list-style-type: none"> • Introduction • Market potential • Basis and presumptions • Total capital investments • Means of finance • Financial aspects <ul style="list-style-type: none"> • Fixed capital • Working capital 	10
IV	Formats <ul style="list-style-type: none"> • Partnership form • Shop Agreement MSME Subsidized Schemes	4
Total		24

Text Books:

1. Jain, R. (2021), *Handbook for Startups*, Bloomsbury Publishing
2. Mathur, A. (2018), *Fundamentals of Entrepreneurship*, Taxxman

Reference Books:

1. Ries, E. (2011), *The Lean Startup*, Penguin UK
2. Jain, P. (2020), *The Unique Indian Market: Doing Business in India*, Notion Press

Additional Readings:

1. Laws for startup entrepreneurship
<https://www.legalserviceindia.com/legal/article-2118-laws-for-startup-entrepreneurship.html#:~:text=The%20organization%20must%20be%20registered,adhered%20to%20in%20the%20country.>)
2. Startup Guide Book – Government of India
<https://www.startupindia.gov.in/content/sih/en/reources/knowledge-bank.html>)