SYLLABUS FOR
MASTER IN TOURISM AND TRAVEL MANAGEMENT PROGRAMME (MTTM)

Effective from August. 2017

DEPARTMENT OF TOURISM STUDIES

CENTRAL UNIVERSITY OF KASHMIR
# MTTM PROGRAMME STRUCTURE

<table>
<thead>
<tr>
<th>No</th>
<th>Subject Code</th>
<th>Title of the course</th>
<th>Credits</th>
<th>Max marks</th>
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CIA = Continuous Internal Assessment  
ESE = End semester Examination
Course Title: Tourism Principles, Policies and Practices  
Course Code: MTTM-C101  
Max. Marks: 100 (CIA: 40, ESE: 60)

Course Objective: This course introduces the concept of tourism, its growth and development, motivations for travel, role of tourism as an economic intervention, global nature of tourism, tourism products and emerging trends in tourism industry.

Unit-I
Tourism Overview:
Definition and historical development of tourism, its structure, components and elements. Nature and characteristics of tourism industry, Tourism as an industry in India, Consequences of Industry status, Approaches to the study of tourism. Definition and Distinction between travelers, Visitors, Excursionist, Tourist and Transit visitor. Travel Motivators and Deterrents. Maslow’s Hierarchy of needs Model and travel motivations. Push and Pull forces in tourism

Unit-II
Impacts and Significance of Tourism:
Economic, social, cultural and Political impacts and significance of tourism, Employment generations, earnings of foreign exchange, regional development, national integration and International understanding and world peace.

Unit-III
Tourism Typology- domestic tourism, international tourism, inter-regional & intra-regional tourism. Forms and classification, ideals of responsible Tourism-alternate Tourism, concept of "Paid holiday", Emergence of modern tourism; rural, Eco, Medical, Mice, literary, indigenous, wellness, film, golf etc; Typologies of Tourist- Cohen's, Smith's and Amex tourist typology etc.

Unit-IV

Unit-V
Tourism Organizations and Bodies: Role and Functions of World Tourism Organization (WTO), Pacific Asia Travel Association(PATA) , World Tourism &Travel Council (WTTC) - Ministry of Tourism, Govt. of India, ITDC, Department of Tourism, Govt. of J&K, FHRAI, IHA, IATA, IATO and others important tourism organizations and Bodies

Teaching Pedagogy: Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, Role playing, Experimental Exercises, Projects etc. The list of the cases, websites links and specific references including recent articles to be announced in the class at the beginning of the session.

Suggested Readings (latest Editions)
Course Title: Tourism Products and Resources  
Course Code: MTTM-C102  
Semester: 1st  
Max.Marks:100 (CIA: 40, ESE: 60)

Course Objective: The objective of the course is to develop the understanding about the conceptual and theoretical basis of various tourism products and resources in general and to understand the various tourism resources in India, in particular.

Unit- I

Unit- II
Indian culture tradition, customs and handicrafts, Architectural Heritage of India, different styles of architect in India, Music: Classical and folklore, fairs and festivals. Cultural and Heritage Products of India.

Unit- III
Natural Tourism resources in India-Existing use patterns vis-a-vis potential with relation to varied landforms (mountains, deserts, beaches, coastal areas & islands), Tourism & nature conservation-Conflicts.

Unit- IV

Unit- V
Buddhist Resources- Bodh Gaya, Kushnagar, Sarnath, Sanchi & Ajanta; Islamic resources- Delhi, Agra & Fatehpur sikri; Hindu resources-Khajuraho, Mahabalipuram, Tarupati, Madurai, Vaishno Devi, Amarnath, Important Festivals with case studies of Kumbha Mela, Dussehra, Onam, Pongal & Rath Yatra.

Teaching Pedagogy: Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, Role playing, Experimental exercises, Projects etc. The list of the cases, websites links and specific references including recent articles to be announced in the class at the beginning of the session.

Suggested Readings (latest Editions)
2. Brown Percy, Indian Architecture (Buddhist and Hindu), Bombay.
3. Mishra,L. Cultural Tourism in India, Mohit Publications.
5. Thomas L Bell, Human Geography : People and Places, Prentice Hall.
7. Jacob, Tourism Products Of India, Abhijeet Publications.
Course Title: Management & Organizational Behavior  
Course Code: MTTM-C103  
Semester: 1st  
Max.Marks:100(CIA: 40, ESE: 60)

Course Objectives: This course aims to develop managerial skills and behavioral understanding of the Organizations among the students through various concepts, theories and techniques of organization behavior and management and their practical applicability in the field of Tourism.

Unit-I Management:-
Introduction to Management, Evolution, Roles and skills, Management Functions- Planning: Concept & features, Process & limitation; Organizing: Concept & Process, Organizational Structure: Chain of Command, Span of Control, Delegation of Authority, Centralization & Decentralization of Authority, Responsibility; Controlling: Concept, Process, Budgetary & Non Budgetary Control tools; Administrative theory by H. Fayol ; Scientific Management by Taylor.

Unit-I Individual Behavior
Biographical characteristics, Ability :Intellectual & Physical abilities ; Learning :Definition, Theories of Learning ; Values: Importance, Terminal Vs Instrumental Values ; Attitudes :Definition, Components of Attitude, Determinants of Attitude ; Personality :Definition, Determinants, Myer Briggs Type Indicator, Big Five Personality model ; Perception :Meaning and Significance, Factors influencing Perception, Perceptual Biases ; Challenges and Opportunities for OB.

Unit-III Individual Behavior II : Motivation: Meaning and Importance , Maslow's need hierarchy theory, Herzberg's two factor theory, Theory X and Theory Y, Mclland theory, Vroom's Expectancy theory, Management by objectives, Equity Theory ; Leadership: Theories of Leadership, Styles of Leadership, Managerial grid.

Unit-IV Group Behavior

Unit-V Organizational Development & Change
Organizational Development (OD): Concept of OD, intervention techniques in OD; Management of Organizational Change: Nature of change, resistance to change, overcoming resistance to change, Lewin's Three Step model of Change; Organizational culture: Concept and impact of Organizational Culture, Developing a sound Organizational culture, Strong Vs Weak Culture.

Teaching Pedagogy: Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, Role playing, Experimental exercises, Projects etc. The list of the cases, websites links and specific references including recent articles to be announced in the class at the beginning of the session

Suggested Readings (latest Editions)

1. Sanghi & Robins, Organizational Behaviour, Pearson Education
2. Luthans, Organizational Behaviour, MH
3. Ghanekar, Organizational Behavior Concept & Cases, EPH.
4. Saiyaddin, Organizational Behaviour, TMH
5. J.Chandan, Organizational Behaviour, Vikas publications New Delhi
Course Title: Economics of Tourism  
Course Code: MTTM-C104  
Semester: 1st  
Max.Marks:100 (CIA: 40, ESE: 60)

Course Objectives: The course aims to develop the understanding about the nature of Economics in general and economics of tourism in particular, in terms of demand, supply, pricing, impacts etc.,

Unit-I  

Unit-II  

Unit-III Supply and Pricing in Tourism:  

Unit-IV  
The economic contribution of tourism- TSA developing measures of tourism performance. Impacts of tourism- direct, indirect, induced and negative. Regional economic models- input-output model (I-O model), Tourism multiplier impact meaning and types (employment and income tourism multipliers), misuse of tourism multiplier. Linkage and leakages.FDI in tourism.

Unit-V  
Demand forecasting: its importance in tourism, forecasting approaches. Concept of break-even point, Tourism Development and cost benefit analysis and project feasibility study. Principal sectors of Indian economy with special reference to tourism- ITDC, State tourism Development Corporation (STDC).

Teaching Pedagogy: Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, Role playing, Experimental exercises, Projects etc. The list of the cases, websites links and specific references including recent articles to be announced in the class at the beginning of the session

Suggested Readings (latest Editions)

3. Dwivedi, D. N. Microeconomics: Theory And Applications, Pearson Education.
Course Title: Accounting for Tourism Management

Course Objective: The basic purpose of this paper is to apprise the students about the fundamentals of accounting 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.

Unit-I
Basics of Accounting ï Need, development and functions; generally accepted accounting principles-Concepts & Conventions; Journalizing Transactions-Rules of debit and Credit; Ledger -Posting from Journal to Ledger.

Unit-II
Trail Balance-Preparation, features and objectives; Depreciation, Provisions and reserves; Measurement of income-preparation of Trading, Profit and Loss account, Balance sheet.

Unit-III
Nature and Scope of Management Accounting ï Meaning, definitions and importance, merits, and limitations. Financial statement analysis ï Comparative financial statements,

Unit-IV
Ratio Analysis-analysis of liquidity: Current, Quick, Cash Ratio. Leverage: Debt Ratio, Interest Capital ratio, Profitability: Inventory Turnover, and Activity: Gross Profit Ratio.

Unit -V
Fund flow analysis-Advantages and Disadvantages, uses and construction of Funds flow statement; Cash flow analysis-Uses and preparation of cash flow statement.

Teaching Pedagogy: Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, Role playing, Experimental exercises, Projects etc. The list of the cases, websites links and specific references including recent articles to be announced in the class at the beginning of the session

Suggested Readings (latest Editions)

Course Title: Tourism Geography and Ecology
Course Code: MTM-C-106
Max.Marks:100 (CIA: 40, ESE: 60)

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 Travellers, suggesting them various destinations.

Unit-I
Meaning, Scope and contents of Geography. Importance of Geography in tourism, Climatic variations, climatic regions of world, study of maps-traditional and online approach, longitude & latitude, international date line, Standard time and Day -light saving time.

Unit-II
Physical and political features of India.. Climatic conditions prevailing in India. Impact of weather and climate on tourist destinations. Tourism attractions in different states and territories of India.

Unit-III
Indian Climate- Rain and Monsoon - The Seasonal Incidents: Floods, Drought, Famines-Causes and Effects- Seasons for Travel To Different centres. 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.

Unit-IV

Unit-V

Teaching Pedagogy: Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, Role playing, Experimental exercises, Projects etc.
The list of the cases, websites links and specific references including recent articles to be announced in the class at the beginning of the session

Suggested Readings (latest Editions)

1. Crowther, G. *India - A Travel Survival Kit*. Lonely Planet Publication
2. Dixit, M. *Tourism Geography and Trends*, Royal Publication
Course Title: Ethical and Regulatory Aspects of Tourism Business.  
Semester: 2nd  
Course Code: MTTM-C201  
Max.Marks:100 (CIA: 40, ESE: 60)

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

Unit- I  

Unit- II  

Unit- III  

Unit- IV  

Unit- V  

Teaching Pedagogy: Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, Role playing, experiential exercises, Projects etc. The list of the cases, websites links and specific references including recent articles to be announced in the class at the beginning of the session

Suggested Readings (Latest Editions):

2.Glen Cohen, Patients with Passports: Medical Tourism, Law and Ethics. OUP USA.  
5.Malik, S.S, Ethical, Legal and Regulatory aspects of Tourism Business, Rahul, Delhi  
6.Sajnani M, Indian Tourism Business, a Legal Perspective  
Course Title: Tourism Marketing.
Course Code: MTTM-C202
Max.Marks:100 (CIA: 40, ESE: 60)

Course Objective: The course will provide both theoretical and applied understanding of the tourism marketing. Students will learn about importance of tourist orientation and ways to reach tourists through proper marketing strategies. The emphasis on the tourism marketing mix and integrated strategies as applied in the contemporary times is the hallmark of the course.

Unit-I
Introducing Marketing for Hospitality and Tourism: Meaning, Definition, Evolution, Basic concept of need and want; demand, product, service, market and sales, Marketing concepts; Traditional Marketing and Tourist marketing differentiation, Marketing Relationship between hospitality and travel industry; Service marketing, culture/characteristics; Services Marketing Mix; Tourism marketing environment Micro-environment: company, suppliers, marketing intermediaries, customers, and public; Macro-environment: demographic, economic, natural, technological, Political and cultural environments.

Unit: II
Markets and Buying Behaviors: Understanding of marketing research, Concept of primary data, secondary data, qualitative and quantitative data and marketing information system (MIS) and its function; Tourism market-classification/types; Characteristics affecting consumer behavior: cultural, social, personal, and psychological factors; Buyer decision process; Market segmentation, Effective segmentation of Tourism markets: targeting and positioning strategies, process.

Unit: III
Tourism Products and Customers: Product design; Branding; New product development; Product life cycle; Internal marketing; Service culture; Non-routine transactions; Customer value, satisfaction and loyalty; Relationship marketing; Resolving complaints; Quality, Capacity and Demand management tactics.

Unit: IV
Tourism Product Pricing and Distribution: Pricing methods, Factors; pricing strategies: for New/Existing Tourism products; Price adjustments during peak and off Seasons; Tourism Distribution, definition and system; Internet as an evolving Tourism distribution channel; channel behavior and organization; Channel management decisions.

Unit: V
Promoting Tourism Products: Tourism Promotional Tools; An overview of National Tourism promotion campaigns - Incredible India, Athi Devo Bhav; Promotion-mix factors; advertising- creative advertising, major decisions and process in creative advertising, Public relations, press relations, product publicity, corporate communications, lobbying, and counseling; Public relations: process/PR tools in tourism and hospitality industry.

Teaching Pedagogy: Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, Role playing, Experimental exercises, Projects etc. The list of the cases, websites links and specific references including recent articles to be announced in the class at the beginning of the session

Suggested Readings (Latest Editions):
1. Philip Kotler, John Bowen, and James Makens, Marketing for Hospitality and Tourism, (Prentice Hall, India)
2. Alastair M. Morrison, Hospitality and Travel Marketing, (Delmar Thomson Learning)
4. Peter Mudie and Angela Pirrie, Services Marketing Management, Butterworth-Heinemann, USA.
Course Title: Global Tourism Geography

Course Code: MTTM-C203

Semester- 2nd

Max.Marks: 100 (CIA: 40, ESE: 60)

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

Unit-I
ASIA- Location and situation, Physiography of Asia, Main countries & capitals, Main tourist attractions of Malaysia, Singapore, Thailand, India: Golden Triangle, Mumbai-Goa and Rajasthan and other famous tourism circuits in Asia.

Unit-II
AFRICA- Location and situation, Physiography of Africa, Main countries and capitals. Main tourist attractions of South Africa, Egypt.

Unit-III
NORTH AND SOUTH AMERICA- Location and situation of North & South America, physiography of North America and South America, Main countries & capitals, Main tourist attractions of USA & Brazil.

Unit-IV
EUROPE- Location and situation, Physiography of Europe, Main countries & capitals. Main tourist attractions of France, United Kingdom, Switzerland

Unit-V
AUSTRALIA- Location and situation, Physiography of Australia, Main countries & capitals, Main tourist attractions of Australia and New Zealand.

Teaching Pedagogy: Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, Role playing, Experimental exercises, Projects etc.

The list of the cases, websites links and specific references including recent articles to be announced in the class at the beginning of the session

Suggested Readings (Latest Editions):
2. Badawi, Cherine. Footprint Egypt, Footprint Travel Guides.
5. Hall, Michael.C. Tourism in South and South East Asia: Issues and Cases.
9. Travel Guides and Brochures of Respective Countries.

.
Course Title: Financial Management in Tourism  
Course Code: MTTM-C204  
Max.Marks:100 (CIA: 40, ESE: 60)  
Semester: 2nd

Course Objective: Financial Management is of utmost importance when the industry is poised to take a leap forward and therefore, the course assumes greater significance for understanding the financial resources development, modernization syndrome in the field of tourism and travel industry.

Unit- I Financial Management and planning Finance:  

Unit -II Sources of Finance and Assessment of Requirements:  
Financial Needs & Sources of Finance of Tourism Business, Long-Term Sources of Finance- Equity shares-Features, Pros & Cons, Preference shares- Features, Pros & Cons, and Debentures - Features, Pros & Cons, Retained Earnings - Features, Pros & Cons, Public Deposits; Sources of short Term Finances.

Unit -III Capital structure and Financial Leverages:  

Unit- IV Dividend Policy & Capital Budgeting:  
Concept & meaning of Dividend, Different types of Dividend Policies(Theories/Approaches- irrelevance & relevance), Determinants of Dividend Policy, Significance of Dividend Policy; Capital budgeting-Nature, Scope, Capital Budgeting techniques- Traditional (ARR and Payback Period), Discounted /Time Adjusted Techniques (NPV Method, IRR Method, & Profitability Index)

Unit -V Financing of Tourism Projects  
Financing of Tourism Projects- National Financial Policies;  

Teaching Pedagogy: Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, Role playing, Experimental exercises, Projects etc. The list of the cases, websites links and specific references including recent articles to be announced in the class at the beginning of the session

Suggested Readings:
Course Title: Human Resource Management in Tourism

Course Code: MTTM-C205

Max.Marks:100 (CIA: 40, ESE: 60)

Semester: 2nd

Syllabus MTTM W.e.f. 2017 Batch

Course Objective: This course aims to develop the insight of the students regarding the various Human Resource Practices & concepts in Organizations with special reference to the Tourism Industry.

Unit- I

Unit- II
Human Resource Planning: Concept, Definition and Objectives of HRP, Process of Human Resources Planning, Factors affecting HRP, Barriers to HR Planning, Career Planning : Concept & Definition, Need for Career Planning in Tourism Industry, Retention Management: Concept & Definition, Retention Management Strategies to be adopted in Tourism,

Unit –III

Unit- IV

Unit –V
Human Resource Development (HRD) I An Overview, Need, HRD process and outcome An overview of HRD practices: Trends; HRD in Service Industry: Importance and role of HRD in Service Sector, HRD in Tourism Sector

Teaching Pedagogy: Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, Role playing, Experimental exercises, Projects etc. The list of the cases, websites links and specific references including recent articles to be announced in the class at the beginning of the session

Suggested Readings (Latest Editions):
5. Stone Lioyed and Leslie W.Rue, Human Resource and Personnel Management, Rochard D. Irwin,
Course Objective: To promote the understanding and skills of the students about the basic research concepts and tools, to conduct research and data analysis and to further equip them in writing and presentation of the results in tourism business and research.

Unit-I
Introduction To Research
Research: Meaning, Types and relevance of research; trend and challenges, Research Process; Problem Formulation and statement of Research Objectives and drafting the research proposal, ethics in Tourism and Hospitality Research.

Unit- II
Research Design & measurement:
Meaning of research design; features of a good Research design; different research designs, Sampling design: the concept of sampling steps in sampling design; criteria for selecting a sampling procedure; sampling techniques/methods. Measurement and scaling Techniques, Ordinal Measurement, Internal Measurement Ratio Measurement, Reliability, and validity scale. Likert’s Scales, Concept of Variables.

Unit -III
Data Sources:
Primary, secondary methods of collection of data- Observational and survey method, interview, questionnaire etc. Questionnaire design, Data Source-Focus Group Static and dynamic panels.

Unit -IV
Data Analysis: Uni variate and Multi variate;
Measures of central tendency, Measures of dispersion; Correlation and Regression; Hypothesis testing, t-test, Z-test F-test, Chi-Square test; Introduction to Multi variate techniques I Factor Analysis. Data, Analysis-by using SPSS Package.

Unit -V
Report writing:
types of reports; Structuring the Report, Report writings styles, Chapter format, Presentation of tables and figures; Referencing- (APA & Harvard) ; Documentation-Use and format of appendix- Index.

Teaching Pedagogy: Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, Role playing, Experimental exercises, Projects etc. The list of the cases, websites links and specific references including recent articles to be announced in the class at the beginning of the session

Suggested Readings (Latest Editions):
5. Malhotra.P, Business research Methods, CENGAGE Learning, New Delhi
**Course Title:** National Tourism Circuit Visit

**Course Code:** MTM-C207

**Semester:** 3rd

**Max. Marks:** 100

**Course Objective:** The objective of this course is to enable the students to develop and relate theory to practice, to help them in getting practical exposure in organizing a tour, which will further help them to:

1. Develop knowledge and understanding of different stakeholders of tourism industry.
2. Analyze and appraise a particular form of tourism and tourism business at a specific destination.
3. Develop the ability and expertise from where to conduct a review/situational/observational analysis of the tourism industry at the National/regional level.

The Department will organize field visit/s to different National level tourism destinations/organizations for the purpose of providing practical exposure to the students during the 2nd semester.

The students will be required to submit their written reports about the tourism destination/organizations based on their inter-actions and observations during the visit.

This report would be evaluated by external/internal examiners, nominated by the University, out of 100 Marks. The marks distribution will be as follows:

- **Report:** 40 Marks
- **Presentation & Viva Voce:** 60 marks
Course Title: International Tourism Studies
Course Code: MTM-C301
Semester: 3rd
Max.Marks:100 (CIA: 40, ESE: 60)

Course Objective: The course intends to develop an insight into fields and patterns in international tourism in terms of past, present and future perspectives besides looking into the forces and factors influencing tourism growth.

Unit I
International Travel and Tourism Statistics
Meaning, Definition, forms and types, Intra-regional and Inter-regional. Tourist trends- Regional and Global tourist movements, Tourist Arrivals/Receipts, challenges. Factors affecting- Demand and origin factors, destination & resource factors.

Unit II
International Tourism Destination Development
Need for planned development, various levels at which plans are prepared. Scale of International Tourism Destination Development- Allo-centric, Mid-centric and Psycho-centric destination. The emerging International Tourism types. Political aspects of the International travel;

Unit III
The Role of the Government and International Tourism Bodies
Need for Tourism organizations, National Tourism Organization (NTO) - Functions, Administrative set up. India’s out bound Tourism for Gulf, Europe, USA, South East Asia Australia and New-Zealand, characteristics and patterns of India’s major International markets, domestic Tourism in India, patterns and characteristics of major tourist generating states. ITDC, DGCA, AAI, FHRAI, TAAI.

Unit IV
International Travel Formalities:

Unit V
International Tourism Organizations:
International Tourism Organizations: UFTAA, WATA, WTO, PATA, IATA, ICAO, IHA
Travel industry fairs- Participation Advantages. Role of ITB, WTM, PATA Travel Mart and FITUR.

Teaching Pedagogy: Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, Role playing, Experimental exercises, Projects etc. The list of the cases, websites links and specific references including recent articles to be announced in the class at the beginning of the session

Suggested Readings (Latest Editions):
1 Mill and Morrison, the Tourism System, an Introductory Text. Prentice Hall.
2 Mill R.C, Tourism, the International Business, Pretence Hall, New Jersey.
4 Seth P.N, Successful Tourism Management (Vol 1 &2).
Course Title: Entrepreneurship Development in Tourism. 
Course Code: MTM-C302 
Max.Marks:100 (CIA: 40, ESE: 60)

Course Objective: This course aims to enrich the students understanding about the concepts & scope of entrepreneurship in Tourism and to inculcate entrepreneurial competencies to encourage students to take up Tourism entrepreneurship ventures.

Unit I

Unit II

Unit III

Unit IV

Unit V
Forms of Business ownership- Sole proprietorship, Partnership, Selection of an appropriate ownership structure, H R Issues in Tourism & hospitality Industry, Strategies for Growth & Stability for Tourism India; Entrepreneurial case studies of major Travel Agencies/Hotels on risk taking, innovation, creativity and growth in Tourism.

Teaching Pedagogy: Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, Role playing, Experimental exercises, Projects etc. The list of the cases, websites links and specific references including recent articles to be announced in the class at the beginning of the session.

Suggested Readings (Latest Editions):
3. Peter F., Drucker, Innovation and Entrepreneurship, 1985, Harper; NY
4. Vasant Desai, Entrepreneurship & Small Business Management
5. S. S Khanna, Entrepreneurial Development
6. C B Gupta, N P Srinivasan, Entrepreneurial Development
7. D N Mishra, Entrepreneur and Entrepreneur Development & Planning in India.
Course Title: Adventure Tourism.
Course Code: MTM-C303
Semester: 3rd
Max.Marks:100 (CIA: 40, ESE: 60)

Course Objective: The course helps in understanding the resource potential for adventure tourism in India and the existing popular destinations and activities. Impart knowledge on various aspects of Adventure Tourism.

Unit I

Unit II
Land-based adventure activities: Mountaineering, Trekking, Rock climbing, safaris, motor rallies etc. Basic minimum standards for land based adventure tourism related activities-IMF rules for mountain expedition. Tools and Equipments used in land-based adventure tourism. Popular tourist destinations for land-based adventure activities in India with special reference to J&K.

Unit III
Water-based adventure activities: Rafting, Kayaking, Canoeing, surfing, water skiing, scuba diving etc. Basic minimum standards for water based adventure tourism related activities. Tools and Equipments used in water-based adventure tourism. Popular tourist destinations for water-based adventure activities in India with special reference to J&K.

Unit IV
Air-based adventure activities: Paragliding, Parasailing, ballooning, bungee jumping, hang gliding, etc. Basic minimum standards for Air based adventure tourism related activities. Tools and Equipments used in air-based adventure tourism. Popular tourist destinations for air-based adventure activities in India with special reference to J&K.

Unit V

Teaching Pedagogy: Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, Role playing, Experimental exercises, Projects etc.
The list of the cases, websites links and specific references including recent articles to be announced in the class at the beginning of the session

Suggested Readings (Latest Editions):
2. Gupta, V.K, Tourism in India. Gian Publishing House, Delhi
3. I.C. Gupta & Kasbekar, S. Tourism Products of India.
Course Title: Cultural and Heritage Tourism.  
Semester: 3rd  
Course Code: MTTM-C304  
Max.Marks:100 (CIA: 40, ESE: 60)

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.

Unit 1 Introduction to Indian Culture and Heritage
Cultural Tourism- Concept and Significance, History of Cultural & Heritage Tourism in India, Glimpses of Indian cultural history – Pre and Post Vedic periods, Buddhist epoch, Gupta Period, Early and Late Medieval period, Modern period. Features of Indian Cultural Heritage- preservation and conservation of monuments and Culture. Cultural transition, Indian cultural heritage.

Unit 2 Religions of India
Religions and important pilgrimage sites: Islam, Hinduism, Buddhism, Jainism, Sikhism, and Christianity. Motivations for Religious Tourism, Sacred Pilgrimage, Religious Tourism as an educational experience, Religious Philosophies of India & Western Religious Philosophy; Pilgrimage Tourism Case Studies- Ajmer Sharif, Char Dham Yatra, Vaishnavadevi, Bodhgaya, & Mount Abu.

Unit 3 Architectural Heritage

Unit 4 Cultural & Heritage Management
Sustaining Tourism Infrastructure for Religious Tourists & Pilgrimages, Local Consultation & Participation, Administrative and Regulatory issues; Planning & management approaches; the Symbiotic relationship between religious, Pilgrimage & Ethnic Tourism, Protection, Conservation & Preservation of Culture & Heritage Sites.

Unit 5 Global Approach
UNESCO – criteria for World Heritage Sites, Approved heritage sites, Role of ASI, ICOMOS (International Council on Monuments and Sites) in Conservation and Preservation of Heritage Sites Impact of IT, Problems and Prospects of Cultural Tourism in India. Cultural Events Management Case Studies- Kumbha Mela, Pongal/Makar-Sankranti, Carnival (Goa), Taj Mahotsava, Khajuraho Mahotsava and Desert Festival

Teaching Pedagogy: Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, Role playing, Experimental exercises, Projects etc. The list of the cases, websites links and specific references including recent articles to be announced in the class at the beginning of the session

Suggested Readings:
1. Gupta, SP, Lal, K, Bhattacharya, M. Cultural Tourism in India (DK Print 2002)
7. Swami, Prayaganand, History of Indian Music.
11. Heinrich Zimmer, Philosophies of India, Routledg
Course Objective: To make students aware about the role of sustainable tourism in the changing global scenario. This course broadly covers tourism, sustainable tourism development, responsible tourism, conventions and ethics relating to sustainable tourism, etc.

Unit-I

Unit-II
Role of different agencies in Sustainable Tourism: Public Sector, Tourism Industry, Voluntary Sector, Host Community, Media, Tourist In Coastal Areas and Sea, Rural Area, Urban Areas, Mountainous Regions, Islands, Developing Countries. Role of Marketing in promotion of sustainable Tourism

Unit-III: Sustainable Tourism & Responsible Tourism:
Sustainable Tourism Development-Guiding Principles for Planning and Management., Responsible Tourism, Key Characteristics of Responsible Tourism, Empowering Community through Tourism, Community based Tourism and Global Climate change-issues and challenges

Unit-IV
Sustainable Tourism Infrastructure and instruments for more sustainable Tourism: Tourist Destinations, Visitor Attractions, Tour Operations, Transport, Hospitality, Cultural, Tourism ,Eco-tourism, Business Tourism, Future of Sustainable Tourism, sustainable tourism instruments-measurement, command and control, economic, voluntary and supporting instruments.

Unit-V
Standardization and Certification for Tourism Sustainability: ISO 14000- Role of WTTC, UNWTO, PATA, UNEP, IUCN, Global observatory on sustainable tourism in Sustainable Tourism Development. - Agenda 21 for Travel and Tourism Industry; Global Significance of Sustainable Tourism (GOST) and Global sustainable tourism criteria and council (GSTC).

Teaching Pedagogy: Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, Role playing, Experimental exercises, Projects etc. The list of the cases, websites links and specific references including recent articles to be announced in the class at the beginning of the session

Suggested Readings (Latest Editions):

1. Tony Griffin , Sustainable Tourism, A Global perspective by Rob Harris, Peter Williams, Butterworth-Heinemann.
2. World Tourism Organization, Sustainable Development of Tourism: An Annotated Bibliography,
3. Irene Herremans, Cases in Sustainable Tourism; an Experimental Approach to Making Decisions .
4. David Weaver Powell & City of Book, Sustainable Tourism; Theory and Practice .
5. Swarbrooke, J. Sustainable Tourism Management, CABI publishers
Course Title: Computer Applications in Tourism. Semester: 3rd
Course Code: MTTM-C306
Max.Marks:100 (CIA: 40, ESE: 60)

Course Objective: To make the students familiar with the basics of the computer skills and the application of travel and Hotel soft-wares in the tourism and travel industry.

Unit I

Unit II
Computer Applications in Tourism Business: Concept and definitions of Application and operating software and their functioning in travel business. MS Office: MS Word, Ms Excel, MS PowerPoint, Access and outlook Express and their use.

Unit III
MIS and Networking: Management Information System for strategic advantage, Different types of typologies and networks used in networking of computers. Networking: Concept, User, Types. Introduction to Internet and www: Introduction, Evolution, Benefits, Application, Working, Hardware and Software requirements, E-mail and mail merge.

Unit IV - Introduction to Travel and Tourism Software: Introduction, characteristics, features & usage of the software: Galileo, Amadeus, World Span, Sabre & Car rentals Software.

Unit V -
Hotel and Travel Software: Introduction to hotel Software, their characteristics, features and usage. CRS, IDS, Opera, Host and Fidelio.

Teaching Pedagogy: Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, Role playing, Experimental exercises, Projects etc. The list of the cases, websites links and specific references including recent articles to be announced in the class at the beginning of the session

Suggested Readings (Latest Editions):

4. Basandra SK, Computer Today” New Delhi Galgotia Publications
   Leon Alexis and Mathews Leon: Introduction to Computers, Vikas Publishing House Pvt Ltd. New Delhi
Objective: The course aims to impart knowledge of hospitality/hotel operation and management to the students as tour planners, and tour executives so that they can add this vital component in the tour package and offer it to the tourists. Moreover, the course will help the tourism students to understand the front office, food and beverage and housekeeping aspects both theoretically and practically which are commonly related with tour package.

Unit I

Unit II
Room Division Management:
Different Sections of Front office and Housekeeping, Layout and Organization. Brief description of different software in Front office and different procedures in Housekeeping. Different modes and types of reservation. Types of rooms and rates offered in hotels. Grooming Standard for a professional in F.O and Housekeeping: and its coordination with other departments.

Unit III

Unit IV

Unit V
Allied Departments: Brief Description about Security, maintenance & engineering department, out sourcing of different services in hotels. Role of Technology in the Hospitality Industry, The Development of Technology in the Hospitality Industry.

Teaching Pedagogy: Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, Role playing, Experimental exercises, Projects etc. The list of the cases, websites links and specific references including recent articles to be announced in the class at the beginning of the session.

Suggested Readings (Latest Editions):

2. K. Arora, Theory of Cookery, Frank bros.
3. Vijay Dhawan, Food and Beverage Service: Frank bros Ltd. publishers ISBN
4. S.K. Bhatnagar, Front Office Management; Frank bros Ltd. publishers
5. G. Raghubalan, Housekeeping operation and Management; OUP India,
Course Title: Travel Agency and Tour Operations. Semester: 4th
Course Code: MTM-C401 Max.Marks:100 (CIA: 40, ESE: 60)

Course Objective: The course is designed to orient the students regarding the prevalent procedures and processing style in respect of travel agency business and its management. It gives details regarding basic procedures adopted by agencies in the specific fields and focuses on the prescribed requirements by the administrative machinery looking after specific aspects of tourism and allied activities.

Unit I – Introduction to Travel Agencies and Tour Operators
Travel Agencies and Tour Operators- meaning, concept, types and importance. Historical growth and development of travel agency and tour operation business. Difference between travel agency and tour operator. Linkages and integrations in travel agency and tour operation.

Unit II - Travel Agency and Tour Operation Business.
Organizational Structure/Chart of travel agency and tour operator and its different sections. Functions of Travel agency and Tour Operator. Setting up a full- fledged Travel Agency- Travel Agency approval by MOT and IATA. Equipments and Infra structural requirements.

Unit III- Itinerary Planning and Development.
Meaning, Importance and Types of Itinerary - Resources and Steps for Itinerary Planning- Do's and Don'ts of Itinerary preparation- Tour Formulation and Designing Process. Procedure for effective itinerary designing and development.

Unit IV- Tour Packaging and Costing.
Introduction-Types of Package Tour, Components of a Standard Package Tour, Tour Formulation- Factors affecting, Tour design and Selection process, Significance of Package Tours. Tour Cost-Components of tour cost, Factors affecting the tour cost- Costing a Tour Package.

Unit V -Government and Professional Bodies.
Department of Tourism, Government of India and respective state government’s role in uplifting travel and tour business. Role and Responsibility of Travel Trade Associations: Objectives, Roles and Functions of UFTAA, PATA, IATA, IATO, WTO, TAAI, ATAOI, WATA

Teaching Pedagogy: Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, Role playing, Experimental exercises, Projects etc.
The list of the cases, websites links and specific references including recent articles to be announced in the class at the beginning of the session

Suggested Readings (Latest Editions):
Course Title: Strategic Tourism Management.  
Course Code: MTTM- C402  
Max. Marks: 100 (CIA: 40, ESE: 60)  
Semester: 4th

Course Objective: This course aims to develop the understanding of strategic vision, mission of the organization and to develop strategic insights among the students regarding the organizational Objectives.

Unit I- Strategy:

Unit II - External Environment Analysis:

Unit III - Corporate Level Strategies:

Unit IV - Strategic Implementation:

Unit V - Strategic Evaluation and Control:

Teaching Pedagogy: Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, Role playing, Experimental exercises, Projects etc. The list of the cases, websites links and specific references including recent articles to be announced in the class at the beginning of the session

Suggested Readings (Latest Editions):

4. Luiz Moutinho, Strategic Management in Tourism. A CAB International Publication
5. Peter E. Murphy & Ann E. Murphy, Strategic Management for Tourism Communities, Bridging the Gaps, Channel View Publications.
Course Title: Destination Planning and Development.  
Course Code: MTTM-C403  
Semester: 4th 
Max. Marks: 100 (CIA: 40, ESE: 60)

Objective: To help students to understand about tourism planning process, strategy, and policies and about importance of tourism planning and marking at national level and understand problems relating to tourism and its development in India.

Unit-I

Unit-II

Unit-III
Destination Product development and promotions: Product development strategy models, development of packages and destination. Promotion: Branding for destinations, features and functions of destination brand. challenges of destination branding. Role of DMO's in destination marketing strategies. FAM Tours

Unit-IV

Unit-V
Approaches to Destination Resort Planning, relevance of Planning in National Regional and Local Context. Major Committees and Their Prospective of Tourism Planning. L.K. Jha Committees, National Committee on Tourism Report, National Action Plan, National Tourism Policy), Important Features of Five Year Tourism plans in India

Teaching Pedagogy: Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, Role playing, Experimental exercises, Projects etc. The list of the cases, websites links and specific references including recent articles to be announced in the class at the beginning of the session

Suggested Readings (Latest Editions):

Course Title: Event Management and MICE.  
Course Code: MTM-C404  
Semester: 4th  
Max.Marks:100 (CIA: 40, ESE: 60)

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

Unit I  
Conceptual foundations of events: Major Characteristics; five Cs of event management Conceptualization, Costing, Canvassing, Customization, Carrying out; Advantages of events- to the Organizer, Event Planner, Participants, Economy and Society; Broad classification of Events, Event planning process.

Unit II  
Concepts of MICE: Evolution of MICE industry; Components, Economic and social significance of MICE, Planning and Sustainable Planning for MICE; Professional meeting planning- definition, types and roles; associate, corporate & independent meeting planners; TAâ€” and TOâ€” as meeting planner; Responsibilities/Role of Meeting planners.

Unit III  
Conference, Convention and Events Venues: Concept and types; Conference venues- facilities, check-in and check-out procedures, requirements; conference room lay-outs; Conventions-meaning, significance and process, Convention manager; Convention visitor Bureaus Í functions, structure and funding sources, Introduction to conference facilities in India. Role and functions of ICPB and ICCA,

Unit IV  
Trade shows and exhibitions/expositions: Types of Shows, benefits of exhibitions, participant decision-making process. Contract negotiationsí Principles; steps , negotiation with hotels, airlines and ground handlers. Case studies: Tourism festivals: Ellora Festival, Taj Festival, Khajuraho, Festival, Konark festival, Hampi Festivals, Trade Fairs : World Travel Mart ITB, TTW, PTM.

Unit V  
Incentive Tour and Meeting Technology: Concepts, trends, growth and Characteristics, its organizing and special requirements/checklists, Latest meeting technologies - Video conferencing and Information Communication Technology (ICT) Implementation advantages, Factors including ICT affecting future of events business.

Teaching Pedagogy: Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, Role playing, Experimental exercises, Projects etc The list of the cases, websites links and specific references including recent articles to be announced in the class at the beginning of the session

Suggested Readings (Latest Editions):
2. Hoyle, Dorf & Jones, Meaning conventions & Group business. Educational institute of AH & MA.  
3. Judith Mair, Conferences and Conventions A Research Perspective Routledge Í 20 Series:  
7. Clare Weeden, (2013). Responsible Tourist Behavior; Routledge Í 162 pages Series:
Course Title: Air and Surface Transport
Semester: 4th
Course Code: MTMT-C405
Max.Marks:100 (CIA: 40, ESE: 60)

Course Objective: The course attempts to provide an insight into different types of transportation, the ongoing changes, growth, present status, government policies, problems and management of air and surface transport, in the context of tourism industry.

Unit: 1 – Introduction of Tourist Transport System

Unit: 2 - International Air Transport Regulations
Major milestones in Aviation Industry, Open sky policy- Freedoms of Air ;International Conventions ï Bermuda Convention, Chicago Convention, Warsaw Convention, Air Corporation Act, Role of airlines in tourism promotion, Baggage handling – Procedures and Practices. Scheduled and non-scheduled Airlines services, Three letter city and airport code, Airline designated code, Calculation of Flying Time, Problems in Airline Business, Functions ICAO, IATA, DGCA and AAI

Unit: 3 - Surface Transport System
Growth and Development of Road Transport System in India, Concept of Rent-a-Cab- its Marketing and different Car rental Agencies in J & K, Role of Regional Transport Authority. Road Transport documentation & Insurance, Problems faced by surface transport sector. Rail transport system: Major Railways of the World(British Rail, Euro Rail, Bullet Train, Amtrack and Orient Express); Introduction to Indian Railways: Past, Present & Future, Major Tourist Trains of India(Palace On Wheels, Royal Orient, Fairy Queen, Deccan Odyssey & Toy trains, Special Tourist Packages in India(Indrail Pass, Tatkal Bookings), IRCTC Services

Unit: 4 - Water Transport System
An Overview(Historical breakthroughs), Cruise ships, ferries, hovercraft and boats, Marketing & Pricing strategies of leading players of Cruise industry(Carnival Cruise Lines, Royal Caribbean International & Star Cruise), Inland waterways of India, Tourist attractions along Waterways, Major & Minor Ports of India, Future of Water Transport in India

Unit: 5 – Establishing Your Own Transport Business

Teaching Pedagogy: Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, Role playing, Experimental exercises, Projects etc. The list of the cases, websites links and specific references including recent articles to be announced in the class at the beginning of the session

Suggested Readings (Latest Edition):
Course Title: Tourism in Kashmir
Course Code: MTTM-C406
Semester: 4th
Max.Marks:100 (CIA: 40, ESE: 60)

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

Unit: 1- Jammu and Kashmir Tourism

Unit II- Tourism Products of Jammu & Kashmir

Unit III - Religions and important pilgrimage sites:
Religion- Islam, Hinduism, Sikhism, Buddhism and Christianity; Customs and Costumes; Performing Arts of Kashmir- Dances, Music & musical instruments, Kashmiri Artists (Musicians and Dancers).

Unit IV - Tourism Destinations
Tourism impacts in Kashmir- Social, Cultural, Economic and Environmental impacts.

Unit V - Products and Infrastructure.
Marketing and promotional strategies. Role of Ministry of Tourism (Govt. of India), Ministry of Tourism and other Development Authorities of J&K. Tourism Organizations: ITDC, J K TDC, ATOAI, Hill Development Council of Ladakh, NGOs: TAAK, KHROAF,

Teaching Pedagogy: Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, Role playing, Experimental exercises, Projects etc.
The list of the cases, websites links and specific references including recent articles to be announced in the class at the beginning of the session.

Suggested Readings (Latest Editions):
1. O P Sharma, Eco-Tourism Destinations Gurez, Gangbal & Gulmarg, Manvi Prakashan, Panjtirthi, Jammu.
5. Dr. A.N. Raina, Geography of Jammu & Kashmir State. Radha Krishan Anand & Co
Course Title: On the Job Training and Dissertation  
Course Code: MTM-C407  
Max.Marks:100 (ESE: 100)

Course Objective: To provide the practical exposure and on the job training to the students about the systems, procedures and practices being followed by the tourism industry, in the backdrop of principles and concepts of tourism management.

The students of the MTM 4th semester will be required to undergo 8 weeks compulsory 'On The Job Training' in the Tourism Industry. For this purpose the students will be placed with different tourism related organizations during the winter vacations immediately after their MTM 3rd Semester Examinations.

After completion of the Training, the students will have to submit the Dissertations/Project Reports based on their work during their Internship Training. The research based Project Reports/Dissertations will be prepared by the students under the supervision of faculty members/Industry supervisors.

The Project Reports will be evaluated by the Industry Experts /Academicians nominated by the University from time to time. Evaluation of 100 Marks comprises of the following components:

1) Dissertation/Report submission : 40 Marks
2) Presentation &Viva Voice: 60 Marks