



**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

No	Subject Code	Title of the course	Credits	Max marks		Total
				CIA	ESE	
Semester 1						
1	MTTM- C101	Tourism Principles, Policies and Practices	4	40	60	100
2	MTTM- C102	Tourism Products and Resources	4	40	60	100
3	MTTM- C103	Management and Organizational Behavior	4	40	60	100
4	MTTM- C104	Economics of Tourism	4	40	60	100
5	MTTM- C105	Accounting for Tourism Management	4	40	60	100
6	MTTM- C106	Indian Tourism Geography and Ecology	4	40	60	100
7	SEC	Skill Enhancement Course Any one of the courses offered by the University under CBCS	4	40	60	100
		Total	28			700
Semester II						
1	MTTM- C201	Ethical and Regulatory Aspects of Tourism Business	4	40	60	100
2	MTTM- C202	Tourism Marketing	4	40	60	100
3	MTTM- C203	Global Tourism Geography	4	40	60	100
4	MTTM- C204	Financial Management in Tourism	4	40	60	100
5	MTTM- C205	Human Resource Management in Tourism	4	40	60	100
6	MTTM- C206	Research Methodology in Tourism	4	40	60	100
7	MTTM-C207	National Tourism Circuit Visit (Report & Viva Voce)	4	0	100	100
8	MTTM-SS	Ability Enhancement Course Any one of the courses offered by the University	4	40	60	100
		Total	32			800

No	Course code	Title of the course	Credits	Max marks		Total
				CIA	ESE	
Semester III						
1	MTTM- C301	International Tourism Studies	4	40	60	100
2	MTTM- C302	Entrepreneurship Development in Tourism	4	40	60	100
3	MTTM-C-303	Adventure and Sports Tourism	4	40	60	100
4	MTTM-C-304	Cultural and Heritage Tourism	4	40	60	100
5	MTTM-C-305	Sustainable Tourism Management	4	40	60	100
6	MTTM-C-306	Computer Applications In Tourism	4	40	60	100
7	MTTM-C-307	Hospitality Services Management	4	40	60	100
		Total	28			700
Semester IV						
1	MTTM- C401	Travel Agency and Tour Operations	4	40	60	100
2	MTTM- C402	Strategic Tourism Management	4	40	60	100
3	MTTM- C403	Destination Planning and Development	4	40	60	100
4	MTTM- C404	Event Management and MICE	4	40	60	100
5	MTTM- C405	Air and Surface Transport	4	40	60	100
6	MTTM-C406	Tourism in Kashmir	4	40	60	100
7	MTTM-C407	On the Job Training and Dissertation	4	0	100	100
		Total	28			700
		Total	116			2900

CIA = Continuous Internal Assessment

ESE = End semester Examination

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,*(positive and negative)* 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

Tourism System, Models and Theories: *Mathieson and Wall Model & Leiper's Model - Stanley Plog's Model of Destination Preferences - Demand and Supply in tourism - Tourism Area life cycle(TALC) Doxey's Index-Demonstration effect-Push and Pull theory- Tourism regulations - Present trends in Domestic and Global tourism – MNC's in Tourism Industry.*

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)

1. Pender.& Sharpley, R. *The Management of Tourism*, Sage Publications.
2. Page, J.Stephen & Brant, P. *Tourism: A Modern Synthesis*, Thomson London
3. Michel, M. & Cortman Introduction to travel and Tourism: An international Approach, Van Nostrand Reinhold ,New York.
4. Goeldnere & Ritchies. B. *Tourism Principles, Practices and Philosophies*, Johan Willey & Sons
- 5.Kamra.K.K. & Chand.M. *Basics of Tourism: Theory, Operation and Practice*. Kanishika Publishers.
6. Sinha, P.C. *Tourism Management*. Anmol Publications, New Delhi.
- 7 Swain, S.K. and Mishra, J.M. *Tourism : Principles and Practices*.
8. Bhatia, A.K.. *Tourism Development: Principles and Practice*. Sterling Publishers
9. Jayapalan.N. *An Introduction to Tourism*. Atlantic Publishers.

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

Tourism product: Definition, Nature and Characteristics. Classification of Tourism products, Typology & Nature of Tourism resources ó **Natural, Socio cultural, Diversities in Landform & Landscape - Outstanding Geographical features - Climate, Flora & Fauna.** Nature & Scope to tourist places in India

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

Study of **National** Parks, Bird Sanctuaries & Tiger Reserves in India with case studies of Dachigam National Park, **Manas National Park**, Jim Corbett, Bharatpur Bird Sanctuary, Gir National Park. Study of Hill station attractions & their environs with case studies of Gulmarag, Pahalgam, Mussoorie, Shimla. Islands: Resources & their use patterns case studies of Goa, Andaman & Lakshadweep.

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)

1. Gupta, SP Lal, K. Bhattacharya.M, *Cultural Tourism in India*, DK Print
2. Brown Percy, *Indian Architecture* (Buddhist and Hindu), Bombay.
3. Mishra,L. *Cultural Tourism in India*, Mohit Publications
4. Thomas F. King, *Cultural Resource Laws and Practice*, Altamira Press
5. Thomas L Bell, *Human Geography : People and Places*, Prentince Hall
6. Bindia Thaper, Suparna Bhalla, Surat Kumar Manto, *Introduction to Indian Architecture*, Periplus Edition
7. Jacob, *Tourism Products Of India*, Abhijeet Publications
8. Deva, B.C,*Musical Instruments*, National Book Trust,
9. Dixit Manoj & Charusheela, *Tourism Products*, New Royal Book Company

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 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

Group Dynamics: Concept of group, Types of groups. Stages of Group Development, Factors influencing Group Behavior, Group structure, Group Decision Making, Work Teams; Power: Definition, Bases of Power, Power tactics; Conflict: Definition, Conflict thoughts, Pondy's model of Conflict; Transactional Analysis (TA): Uses of TA, Levels of self-awareness by Johari window, Life Positions & Ego states

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
6. Prasad, L.M, "*Principles & Practices of Management*", Chand & Sons.

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

Concept of Economics in Tourism, Working of economy in tourism. Basic problems of tourism economy, Market for tourism products. Tourism and economic development- Indian perspective

Unit-II

Economics of Consumer Analysis: Law of Diminishing Marginal utility, Law of substitution & Consumer Surplus. Concepts and definitions of demand for tourism, determinants of tourism demand. Tourism demand and elasticity- price, total revenue, income and cross elasticity of Tourism demand.

Unit-III Supply and Pricing in Tourism:

The Supply of Tourism Services, Characteristics,. Factors influencing tourism supply, Price and Non Price factors, Supply and elasticity. Costing and pricing of tourism product. Concept of Price determination: Price determination under perfect, imperfect, monopoly & oligopoly.

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 impactómeaning 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)

1. Mehta, P.L. *Managerial Economics*, Sultan Chand New Delhi.
2. Agarwal, H.S. *Micro Economics*, Ane Books.
3. Dwivedi, D. N. *Microeconomics: Theory And Applications*, Pearson Education.
4. Metin, Kozak and Mugla. *Tourism Economics: Concepts and Practices*. Nova Science Pub Incorporated
5. Stabler Mike J., Andreas, P., M. Thea, S. *The economics of tourism*. Routhledge Pub (2nd edit)

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 ó 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 ó Meaning, definitions and importance, merits, and limitations. Financial statement analysis ó 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)

1. Batacharya S.K and Dearden J, *Accounting for Management, Text and Cases.*, Vikas PublishingHouse, New Delhi.
2. Heitger L.E and Matulich S, *Financial Accounting*, Tata McGraw Hills.
3. Gupta R.L and Radhaswamy M, *Advanced Accountancy*, Sultan Chand and Sons.
4. Anthony R.N and Reece J.S, *Accounting Principles*, Homewood Illinois.
5. Nigam BML and Sharma G.L, *Cost Accounting –Principles and Applications*, Himalya Publishing House

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

Tourism and Environmental Change: Biodiversity, Erosion & Physical Damage. Nature Tourism & Eco-tourism- Characteristics of Eco-tourism, Eco-tourism in India. Potential benefits from alternative tourism. Sustainable Tourism- the Rationale for sustainable tourism. Geographical Determinants: Diversities & disparities.

Unit- V

Eco-Tourism Resources in India: National Parks, Wild life sanctuaries, Tiger Reserves, Biosphere reserves & wetlands. Tourist map design: maps showing national parks and wildlife sanctuaries; cultural, historical and religious tourist spots. Eco- Tourism Development- A Case Study on Kaziranga National Park, Jim Corbet National Park and Ranthambore National Park.

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
3. Geetanjali. *Tourism Geography*. Centrum Press, New Delhi.
4. Hall, C.M and Page, S.J. *The Geography of Tourism and Recreation*. Routledge Publishers.
5. Hussain.M. *The Geography of India*. Mc Graw-Hill Publishers
6. Singh.S.*Tourism Geography*. Random Publications, New Delhi.
- 7.William.S.*Tourism Geography: A New Synthesis*. Routledge Publishers

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

The nature of Business Ethics. Moral versus non moral standards. Ethics and law. Ethics and religion. Ethical relativism. Ethical issues in tourism business. Social responsibility of tourism business.

Unit- II

Ethical Theories and principles. Consequentialist and non- consequentialist theories of Ethics, Egoism, Utilitarianism, Kants Ethics. Rights and duties. Justice and fairness. The Ethics of care. Virtue Ethics. Implications for Tourism industry.

Unit- III

Tourism Legislation, Sources of Tourism Law, The Indian Scenario Laws related to Ancient Monuments The Ancient Monuments Act . Regulations made by the Archaeological Survey of India, Guidelines issued by the Ministry of Culture. Legislation for hospitality and catering

Unit- IV

Regulatory Laws for Tourism Business in India: Inbound and outbound travel. Transport industry and Airlines. Accommodation and Hotel Industry. Foreign Exchange Regulation Act. Tourist related Laws: Citizenship, Passport, Visa, Foreigners, Foreigners Registration, customs Acts

Unit- V

Definition of Environment, Environmental Protection Act, Fair Trade Practices, Fulfilling all National obligations under various Laws, Safeguarding Health and well being of Customers. Consumer Protection Act, Right to Information Act.

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):

- 1.David A. Fennell., *Tourism Ethics*. Kindle , Kindle Publishing House.
- 2.Glen Cohen, *Patients with Passports: Medical Tourism, Law and Ethics*. OUP USA.
- 3.Gupta S.K, *Foreign Exchange Laws and Practice*, Taxman Publications Delhi.
- 4.Shrivastava. *Tourism ethics*, Centrum Press.
- 5.Malik, S.S, *Ethical, Legal and Regulatory aspects of Tourism Business*, Rahul, Delhi
- 6.Sajnani M, *Indian Tourism Business*, a Legal Perspective
- 7.Manuel G. Velasquez, *Business Ethics Concepts and Cases*, Phi Learning Pvt Ltd.

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, Atthi 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)
3. Stephen F. Witt and Luiz Moutinho (Eds.) *Tourism Marketing and Management Handbook* (Prentice Hall, India)
4. Peter Mudie and Angela Pirrie, *Services Marketing Management*, Butterworth-Heinemann, USA.
5. S.M. Jha, *Services Marketing*, Himalaya Publishing House Pvt Ltd.

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):

1. Adam.S, Ganeri.A & Kay.A.Geography of the World. D K Publishing.
2. Badawi, Cherine. Footprint Egypt, Footprint Travel Guides.
- 3.Bukhari.A.Z.Encyclopedia of Geography of Tourism. Anmol Publication.
- 4.Garg, Deepa. Geography of Tourism. Mohit Publications.
5. Hall,Michael.C.Tourism in South and South East Asia: Issues and Cases.
6. Hussain.M. Indian and World Geography. Tata McGraw Hill Education.
7. Khullar, D.R. Geography of India. Kalyani Publications.
8. Manku.D.S.World Regional Geography. Kalyani Publishers.
9. Travel Guides and Brochures of Respective Countries.
10. International Atlas, Penguin Publication and DK Publications.

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:

Concept of Finance, Finance Functions, Meanings and Definitions of Financial Management; Evolution , Functions ,Goals and Scope of Financial Management, Financial Planning-meaning, Steps in Financial Planning, and Factors Affecting Financial Planning, Time value of money: compounding and discounting techniques.

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:

Capital structure óMeaning, Determination of Capital structure, Meaning of Financial Leverage, Types – Operating & Financial Leverage, Effects of Leverage, EBIT – EPS Analysis, Working capital Management-Meaning & Concept of Working Capital, Need for Working Capital, Operating Cycle, Components of Working Capital, Estimation of Working Capital in Tourism Business, Financing current assets in Travel Business

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; Tourism Finance corporation of India (T.F.C.I.) ó Overview, Financial & Advisory Services offered by TFCI, Financing of Tourism Projects by TFCI, Financing by UNWTO, ITDC, MOT & JKTDC towards different projects. FDI in Tourism Sector in India, Case Studies of Financial Statements of: Thomas Cook, Yatra.com, Taj Group of Hotels, Oberio Group of Hotels

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. Banerjee P.: Fiscal Policy in India: Gyan Publishers Delhi 1986.
2. Horne J.V.: Financial Management and Policy
3. Kuchal S.C.: Financial Management
4. Pandey, I. M., Financial Management, Vikas Publishing House Pvt. Ltd., Noida, 2005, 9th Ed.
5. Khan, M.Y. and Jain, P.K., Financial management Text, Cases and Problems, Tata McGraw-Hill Publishing Company Ltd., New Delhi, 2007
6. Chris Guilding *Financial Management for Hospitality Decision Makers* (Hospitality, Leisure and Tourism)

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

Human Resource Management: Concept & Definition, Objectives & Functions of HRM, Historical Evolution & Development of HRM, *HRM Environment Analysis*, Need & Importance of HRM in Tourism industry, *Paradoxes in HRM*, Strategic HRM and *Human Capital Management*, Challenges to HRM in Tourism Industry.

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

Recruitment:- Concept & Definition, Sources of Recruitment, Factors affecting Recruitment with special reference to Tourism Industry, *Recruitment Process*, Recent trends in Recruitment.
Selection: Concept & definitions, Factors affecting Selection, *Selection Procedure, Barriers in Selection*.
Placement, induction and socialization- Concept & meaning. Training and Development in Tourism Industry ó **Need & Objectives of Training**, *Stages in Training*, Methods of Training .

Unit- IV

Job Analysis- *Concept & Definition, Process of Job Analysis*, Job description & Job specification, uses of job analysis. *Job Evaluation: Concept & Definition, Methods of Job Evaluation*, Performance appraisal in Tourism Industry- Objectives & Methods of Performance Appraisal, Potential Appraisal.

Unit –V

Human Resource Development (HRD) óAn 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):

1. Dale S Beach, *The Management of People at Work*, Macmillan Publishing Co, New York
2. Monopa A and Saiyadain M, *Personnel Management*, Tata Mc Graw Hill, New Delhi.
3. Micheal V. *Human Resource Management*, Himalayan Publishing Co, Delhi.
4. Tripathip C, *Personnel Management and Industrial Relations*, Sultan Chand & Sons.
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 ϕ -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 ó 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):

1. Kothari.C, *Research Methodology*, New Age International, New Delhi
2. Curison and Slater, *Quantitative Methods for Business Decision*, ITP Elhance, *Fundamentals of Statistics*, Allahabad Chaitanys.
4. Lovin and Kirkpatrick, *Quantitative Techniques for Management*, McGraw Hill
5. Malhotra.P, *Business research Methods*, CENGAGE Learning, New Delhi
6. Richard Lewin, *Statistics for Management*, Prentice Hall
7. Samuel Bockly & R. Larroway, *Quantitative Business Analysis*, Tata McGraw.

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 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 :

Aviation Geography: IATA Traffic conferences, important tourist circuits and popular Itineraries of Middle East, Asia Pacific and Europe. Customs Formalities, Passport, Emigration and Immigration- passport, Arrival and Departure Formalities, Health Regulations, Airport tax. Visa- types. Visa rules for India, Duration of stay, Currency regulations, Exchange Control formalities- Currency and jewellery, payment of hotel bills, purchase of goods.

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*, Prentice Hall, New Jersey.
- 3 Bhatia A.K, *International Tourism Management*, Sterling Publishers Pvt. Ltd, New Delhi.
- 4 Seth P.N, *Successful Tourism Management (Vol 1 &2)*.
- 5 Sunetha, Roday ET. Al, *Tourism Operations and Management*, Oxford Univ. Press, New Delhi.
- 6 Gupta S.K, *Foreign Exchange Laws and Practice*, Taxman Publications Delhi.

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

Entrepreneurship : *Evolution of the Concept & Definition, Functions Of Entrepreneurship; Theories of Entrepreneurship: Entrepreneurial motivations: Concept and Meaning, Motivational cycle, Theories of Entrepreneurial Motivation with reference to Tourism Industry; Entrepreneurship opportunities in Tourism: Conventional, Non-Conventional & Secondary Opportunities; Entrepreneurial Characteristics for travel, Tourism and hospitality trade; Advantages of Entrepreneurship to society. Factors affecting Entrepreneurship growth. Challenges of entrepreneurship in Tourism.*

Unit II

Small Scale Enterprises: *Concept & definitions, Classification & definition of Industries, Essentials ,features & Characteristics of Small Scale Enterprises, Need and Rationale of SSI Development, Role of Entrepreneurship/SSI in Economic Development. Entrepreneurship vis-a-vis Liberalization, Privatization & Globalization. Challenges of Small scale Industries in Tourism.*

Unit III

Tourism Entrepreneurship: *Concept & Definition, Policy measures for Tourism entrepreneurship in India. 7-S Objectives of Tourism Policy of India, Tourism Entrepreneurial competencies- Major competencies. Developing entrepreneurial competencies, success full startups and ventures. Entrepreneurial Process: Idea generation, Identification of an Opportunity, Market Assessment, Analyzing Competitive Situation, Understanding Trade Practices, Resource Mobilization.*

Unit IV

Financial Planning : *Concept & Meaning, Need of Financial Planning, Role of Govt. Institutions in Entrepreneurship/SSI Development; Business Plan : Elements of Business Plan, Preparation of Business Plan, Site Selection, Feasibility Report, Role of Technology in Tourism Business.*

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):

1. Bedi, Kanishika: *Management & Entrepreneurship*, Oxford, New Delhi.
2. Bird B.J. *Entrepreneurial Behavior*. New York: John Wiley & Sons
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 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

Definition, Nature and classification of adventure Tourism; Adventure tourism in context of other tourism types. Future trends of adventure tourism in India. Challenges of adventure tourism-Litter, Waste, Pollution, destruction of flora and fauna.

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

Adventure Tourism products and infrastructure. Marketing and promotional strategies. Outstanding issues of adventure Tourism. Adventure Tourism Organizations and training institutes in India- Himalayan Mountaineering Institute, Nehru Institute of Mountaineering, Regional Water Sports Centre (H.P), National Institute of Water Sports, Aero Club of India, The Balloon Club of India and in J&K- Jawaharlal Institute of Mountaineering and Winter Sports (JIM &NIWS), Indian Institute of skiing & mountaineering.

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. Buckley.R. Adventure Tourism Management. Routledge Publishers.*
- 2. Gupta.V.K, Tourism in India. Gian Publishing House, Delhi*
- 3. I.C. Gupta & Kasbekar.S. Tourism Products of India.*
- 4. Malik, S.S, Potential of adventure Tourism in India, Agam Kala Prakashan Publishers.*
- 5. Negi.J. Adventure Tourism and Sports: Risks and Challenges. Kanishka Publications.*
- 6. Wright.G. Hill Stations of India. Penguin Books, New Delhi*

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

Rock cut Architecture, Buddhist Architecture, Gandhara & Mathura Schools of Art , Hindu Temple Architecture, Indo-Islamic Architecture & Modern Architecture, Famous Forts & Palaces – Their Architecture, location and important features, Indian Paintings & Dance Forms (classical and folk traditions), The Management and Marketing of Religious Tourism, Festivals & Religious Events.

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)*
2. Michell, George, *Monuments of India, Vol. 1.* London.
3. Davies, Philip, *Monuments of India, Vol. II.,* London.
4. Brown Percy, *Indian Architecture (Buddhist and Hindu),* Bombay.
5. Brown Percy, *Indian Architecture (Islamic period),* Bombay.
6. Vatsayana, Kapila, *Indian Classical Dance,* New Delhi.
7. Swami, Prayaganand, *History of Indian Music.*
8. Jain, Jyotindra & Arti, *Aggrawala : National Handicrafts and Handlooms Museum.*
9. Mehta. R. J. *Handicrafts & Industrial Arts of India,* New York.
10. Hussain, S. A.: *The national cultural of India,* National Book Trust, New Delhi, 1987
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

Sustainable Tourism & its Dimensions: Historical Background, Nature and Scope of Sustainable Tourism, Critiques of Current Thinking in Sustainable Management, New Approaches to Sustainable Tourism Management, Sustainable Tourism three Dimensions, Environmental Dimension, Economic Dimension, Social Dimension.

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* 's *City of Book*, *Sustainable Tourism; Theory and Practice* .
5. *Swarbrooke, J.* *Sustainable Tourism Management*, CABI publishers

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: 1

Introduction.: Introduction to Computer: Components, Classification, Organization, Characteristics & Limitations, Operating System, Application of Computer in Tourism business.

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):

1. Lucey T, *Management information system*: New Delhi: BPB Publication.
2. Obrien James, A, *Management Information Systems: managing information technology in the e-business enterprise*, New Delhi: Tata McGraw- Hill Publication Company.
3. Michael I. Kasavana, John J. Cahill, *Managing Computers in the Hospitality Industry*, EI-AH&LA, USA.
4. Basandra SK, *Computer Today*" New Delhi Galgotia Publications
Leon Alexis and Mathews Leon: *Introduction to Computers*, Vikas Publishing House Pvt Ltd. New Delhi
5. Bhatnagar S C and Ramani K V, *Computers and information management*. A Primer for Practicing Managers, New Delhi, Prentice Hall of India Pvt. Ltd. Bansundara, S: Computer Today.
6. Goel Ritender and D N Kakkar, *Computer Application in Management*, New Age International Publishers, New Delhi.
7. Jaggi V P and Jain Sushma, *Computers for Everyone*, Academic India, New Delhi Publishers.
8. Simpson Alan, *Your First Computers (2nd Edition)*, BPB Publications. New Delhi
9. Saxena S and Prabhpreet Chopra, *Computer Applications in Management*, 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

Introduction and Nature of the Hospitality Industry: *The Tangible and Intangible Nature of the Hospitality Industry, Relationship between the Hospitality Industry and Tourism. Introduction to the Accommodation Sector. Classification of Accommodation Establishment. Introduction to the Hotel Operations. Hotel Ownership, departments and functions.*

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

Food Production: Different Sections of Kitchen its Layout. Kitchen Organization chart. Methods of Cooking, Soups, Sauces, Brief description of cuisines of J&K, Punjab, Uttar Pradesh, Hyderabad.

Unit IV

Food and Beverage Service: Different section of F&B. Layout of Restaurants and Organization .Restaurant service and its Types. Menu Merchandising and French Classical menu. Menu planning.

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):

1. John R. Walker, *Introduction to Hospitality Management*: 3rd Edition Pearson, Prentice Hall, 2010
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 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, ATAOL, 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):

- 1.Chand.M, *Travel Agency Management, an Introductory Text*. Anmol Publications Pvt. Ltd, New Delhi.
- 2.Foster D.L, *The Business of Travel Agency Operations and Administration*. McGraw Hill, Singapore
- 3.Frenmount. P, *How to open and Run a Money Making Travel Agency*. John Wiley and Sons, New York
- 4.Holloway J.E, . *The Business of Tourism*. Pitman publishers.
- 5.Laurence.S, *Guide to Starting and Operating Successful Travel Agency*. Delmar Publishers Inc., New York.
- 6.Singh.L.K , *Management of Travel Agency*. Gyan Publishing House

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:

Concept, Definition and explanation, Different levels at which strategy operates in Tourism Organization, Strategic Management - Nature & scope in Tourism. Process of Strategic Management- phases & elements. Strategic Decision making in Tourism- issues and dimensions.

Unit II - External Environment Analysis:

The General Environment Analysis (DPEST), Industry Environment Analysis - Porter's five forces model, Competitor analysis. Internal Environment Analysis: Resource Based View in Tourism industry. Functional Approach- Building core competence, Value Chain Analysis, SWOT analysis of travel/hotel industry.

Unit III - Corporate Level Strategies:

Grand Strategies- Stability strategies, Expansion Strategies, Retrenchment Strategies. Business Level Strategies - Generic Business Strategies. Strategic Analysis & Choice- Process of Strategic Choice viz a viz Tourism, Corporate strategic analysis through BCG matrix of a Hotel Chain.

Unit IV - Strategic Implementation:

Issues related to Tourism. Implementing Business Level Strategies- Cost, Differentiation & Focus. Implementing Functional Strategies- Marketing, Finance, HR, and Production & Technology in Tourism industry. Change and its impact on Strategic Implementation, Leadership and Strategic Implementation.

Unit V - Strategic Evaluation and Control:

An overview of Strategic Evaluation & Control - Nature & Importance in Tourism, Process of Strategic Evaluation, and Barriers of Evaluation in Tourism.
Strategic Control: Types of Strategic Control, Basic Control Tools - Responsibility Centre, Budgeting, Balanced Score Card, Management Report, Benchmarking.

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. Azhar Kazmi, *Strategic Management & Business Policy* Tata Mc Graw-Hill Publishing,
2. Alex Miller *Strategic Management*, McGraw-Hill Companies.
3. Fred R. David, *Strategic Management: Concepts and Cases*, Prentice hall publication, edition.
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.

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

Unit-I

Destination Management and Marketing:- Tourist Destination Concepts, Components, Scope and Significance, 10 A's of successful destinations. Stakeholders involved in destination management. Destination marketing principles and destination mix. Destination Life cycle and Tourism Area Life cycle. Destination governance.

Unit-II

Destination Planning :- Tourism Planning and its characteristics, Types and Stages . Process of destination planning. Project Feasibility Study. Carrying capacity Analysis. *Destination Visioning and Planning toolkits.*

Unit-I

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

Destination Markets:- *Destination community and its importance. Travel purchase behavior process for destination markets development policies. International pleasure and leisure travel markets. Market segment with growth potential. Emerging Tourism paradigms-Tourism metamorphosis.*

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):

1. Baud, Bovy Munuel and Lawson, *Tourism and Recreation Development*, C.B.I. Pub.
2. Likorish Leonard J, Development, *Tourism Destination Policies and Perspectives.*
3. Seth P.N, *Successful Tourism Planning Management*, Cross publication.
4. Murphy Peter E. *Tourism- A Community Approach New York.*
5. Kaul R.N, *Dynamic of Tourism- A Trilogy Sterling Publishers*, New Delhi.

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 C's 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; TAOs and TOOs 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 ó 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 negotiations ó 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):

1. Coleman, Lee & Frankle, *Powerhouse Conferences*. Educational Institute of AH & MA. .
2. Hoyle, Dorf & Jones, *Meaning conventions & Group business*. Educational institute of AH & MA.
3. Judith Mair, *Conferences and Conventions A Research Perspective* Routledge ó 20 Series:
5. Montgomery, R.J, Meeting, *Conventions and Expositions*: VNR, New York
6. Vassilios Ziakas. *Event Portfolio Planning and Management A Holistic Approach* Routledge
7. Clare Weeden, (2013). *Responsible Tourist Behavior*; Routledge ó 162 pages Series:

Cours Objective: The course attempts to provide an insight into different types of transportation, the on-going 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

Evolution of tourist transport system, Nature and Scope of Transport in Tourism, Different modes and choice of selection, Landmarks in the development of transport sector and the consequent socio-economic, Cultural and environmental implications. Tourism Studies & Tourist transport system. Marketing of passenger transportation. Importance of transport in tourism. Transportation Laws and regulations (Contract Carriage, Tourist permits, All India Permit & State Carriage).

Unit: 2 - International Air Transport Regulations

Major milestones in Aviation Industry, Open sky policy- Freedoms of Air ;International Conventions ó 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

Introduction, Planning considerations for setting up of Tourist Transport Business, Required Infrastructure in Tourist Transport, Forecasting Tourist Transport Demand, Concept of Costing & Classification of costs in Transport Sector, Demand assessment for Tourist Transport, Managing Leakage-Leakages related to loss of opportunity, The Honesty Factor and Manipulative Leakages. Selling Process in Tourist Transport Operations.

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):

1. Choy J. L., James C, Makes and Dexter. *Travel Industry*, Wiley Pub.
2. Duval David Timothy. *Tourism and Transport: Modes, Networks and flows*. Channel view Publications.

3. J. Page, S. *Transport and Tourism: Global Perspective*, Pearson Edu. Ltd.
4. Stephen Page. *Tourism Management*, Routledge.

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

An overview: Geographical features of J&K in brief- Situation, Location, Area and Extent, Physical Divisions, Mountains and Passes, Climate- Flora and fauna. History and favorable conditions for Tourism growth in J&K. Importance of Travel and Tourism in Jammu & Kashmir.

Unit II- Tourism Products of Jammu & Kashmir

Natural: Wetlands, Rivers, Lakes, springs, Tributaries and Glaciers, Meadows, gardens and parks etc; Man Made: Monuments, Shrines, Palaces, Mosques, Temples etc; Fairs & Festivals, Museums and Art Galleries, Handicrafts, Export and Import, Craft Mela-Jammu and Kashmir Haat, Craft Melas,- Marketing of Handicrafts, Cuisine- Wazwan.

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

Srinagar- Pahalgam & Gulmarg, Places of Pilgrimage: Hazartbal, Amarnath. Vaisno Devi, Charari- Sharif, National Parks/Wildlife Sanctuaries of J&K. Eco-Tourism and Sustainable Tourism Management-public and private participation.

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.
2. Deewan Parvez, *The people and culture of Jammu, Kashmir Ladakh*, Manas Publications.
3. Deewan Parvez, *Jammu Kashmir Ladakh: Natural Heritage*, Manas Publications.
4. Deewan Parvez, *A history of Kashmir*, Manas Publications.
5. Dr. A.N. Raina, *Geography of Jammu & Kashmir State*. Radha Krishan Anand & Co

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**