



**SYLLABUS FOR
MASTER IN TOURISM MANAGEMENT (MTM) PROGRAMME**

Effective from July 2014

DEPARTMENT OF TOURISM STUDIES

CENTRAL UNIVERSITY OF KASHMIR

MTM PROGRAMME STRUCTURE

No	Subject code	Title of the course	Credits	Max marks		Total
				CIA	ESE	
Semester I						
1	MTM- C101	Tourism Principles, Policies and Practices	4	40	60	100
2	MTM- C102	Tourism Products and Resources	4	40	60	100
3	MTM- C103	Management and Organizational Behaviour	4	40	60	100
4	MTM- C104	Economics of Tourism	4	40	60	100
5	MTM- C105	Accounting for Tourism Management	4	40	60	100
6	MTM- C106	Tourism Geography and Ecology	4	40	60	100
7	MTM- SS	Soft skill Courses Any one of the following: 1. Communication skills 2. Management Skills 3. IT Skills	4	40	60	100
		Total				700
Semester II						
1	MTM- C201	Ethical and Regulatory Aspects of Tourism Business	4	40	60	100
2	MTM- C202	Tourism Marketing	4	40	60	100
3	MTM- C203	Financial Management in Tourism	4	40	60	100
4	MTM- C204	Human Resource Management in Tourism	4	40	60	100
5	MTM- C205	Research Methodology in Tourism	4	40	60	100
6	MTM-C206	National Tourism Circuit Visit (Report & Viva Voce)	0	0	0	100
7	MTM-SS	Socially Oriented Course : Any one of the Following: 1. Disaster management 2. Environment and Sustainable Development 3. Human Rights	4	40	60	100
		Total				700

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

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

Definition and historical development of tourism. Approaches to the study of tourism. Definition and Distinction between travelers, Visitors, Excursionist, Tourist and Transit visitor.

Unit- II

Typologies of Tourists- Cohen's, Smith's and Amex tourist typology. Tourism Typology- domestic tourism, international tourism, inter-regional & intra-regional tourism. Forms and classification of tourism.

Unit- III

Tourism- its components and elements. Nature and characteristics of tourism industry. Tourism as an industry in India, Consequences of Industry status. Emergence of modern tourism, concept of "Paid holiday".

Unit- IV

Travel Motivators and Deterrents. Maslow's Hierarchy of needs Model and travel motivations. Push and Pull forces in tourism. Emerging trends and new thrust areas of tourism.

Unit- V

Economic, social and cultural significance of tourism: Employment generations, earnings of foreign exchange, regional development, national integration and International understanding and world peace.

Approach: *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. Kamra.K.K. & Chand.M. *Basics of Tourism: Theory, Operation and Practice*. Kanishka Publishers.
2. Sinha, P.C. *Tourism Management*. Anmol Publications, New Delhi.
3. Swain, S.K. and Mishra, J.M. *Tourism : Principles and Practices*.
4. Bhatia, A.K.. *Tourism Development: Principles and Practice*. Sterling Publishers
5. 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, Resource and attraction in Tourism, Typology & Nature of Tourism resources. 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, Dances: Classical and Indian folk dances, fairs and festivals.

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, Symbiosis and Synergy.

Unit- IV

Study of wild life Parks, Sanctuaries & Tiger Reserves in India with case studies of Dachigam 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, Socio cultural resources - Important Festivals with case studies of Kumbha Mela, Dussehra, Onam Puri Rath Yatra

Approach: *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. Jacob, *Tourism Products Of India*, Abhijeet Publications
4. Deva, B.C,*Musical Instruments*, National Book Trust,
5. 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.

Approach: *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*", S. 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

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 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).

Approach: *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 analyse 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

Financial accounting óNeed, 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 óComparative 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.

Approach: 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 Publishing House, 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, longitude & latitude, international date line, Standard time and Day light saving time.

Unit-II

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

Unit-III

Brief account of physiographic world. Destinations in North America (United States of America: New York, Washington, Canada: Ottawa,. Europe: France, Spain, Italy, Germany, Switzerland. Middle East: Egypt, Saudi Arabia, United Arab Emirates, south East Asia/ Pacific Australia, Malaysia, Thailand, Singapore,

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.

Approach: *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 Hall, C.M and Page, S.J. *The Geography of Tourism and Recreation*. Routledge Publishers.
- 2 Geetanjali. *Tourism Geography*. Centrum Press, New Delhi.
- 3 Singh.S.*Tourism Geography*. Random Publications, New Delhi.
- 4 Hussain.M. *The Geography of India*. Mc Graw-Hill Publishers.
- 5 Hussain.M.. *World Geography*. Rawat Publications

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.

Approach: *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. Aswathappa, K., *Business Environment for Strategic Management*. New Delhi , Himalaya Publishing House.
2. Bedi Suresh, *Business Environment*. New Delhi, Excel Books
3. Gupta S.K, *Foreign Exchange Laws and Practice*, Taxman Publications Delhi.
4. Ensor, R. *Management of Foreign Exchange Risk*, Euro money Publications, London
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: Relationship between hospitality and travel industry; Marketing: Role - Core concepts; 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: 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; Internet as an evolving Tourism distribution channel; channel behavior and organization; Channel management decisions; Choice of a business location.

Unit: V

Promoting Tourism Products: Tourism Promotional Tools; An overview of National Tourism promotion campaigns - Incredible India, Atthi Devo Bhav; Promotion-mix factors; Major decisions in advertising ó Public relations activities: press relations, product publicity, corporate communications, lobbying, and counseling; Public relations: process/PR tools;

Approach: *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: *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 in tourism business organization: Meaning: Goals: Functions-Importance and typologies of finance. Role of financial Management; Functions of Financial Management. Time value of money: compounding and discounting techniques.

Unit –II

Sources of Finance and Assessment of Requirements in Tourism business ó Types of sources of Finance Preference shares-equity shares-Debenture-Retained Earnings, public Deposits; Sources of short Term Finances.

Unit –III

Capital structure and Financial Leverages: - Meaning of Financial Leverage. Effect of Financial leverage Return on Equity ó Capital structure ó Determination of Capital structure Essentials of a sound capital structure. Management of current Assets ó Working capital Management ó Meaning and characteristics of working capital ó Financing current assets in travel business.

Unit- IV

Retention of Earnings and Divided Policy-Significance of Divided Policy and different types of dividend policies. Investment decisions: Capital budgeting-Nature, scope, techniques (traditional and discounted cash flow).

Unit –V

Special Financial Institutions ó Types, Their objectives ó Scope and Functioning, Tourism Finance Corporation of India (T.F.C.I.) Aims, Objectives and Functions ó Financing of Tourism Projects, TFCI short term financing. A case study of financial statements of the Travel agencies like Thomas cook, Coax Kings, Kouni tour and Travels Pvt. Ltd. and others

Approach: *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. Banerjee P, *Fiscal Policy in India*, Gyan Publishers, Delhi
2. Pandey, I. M, *Financial Management*, Vikas Publishing House Pvt. Ltd, Noida, 9th Ed.
3. Khan, M.Y and Jain, P.K, *Financial Management Text, Cases and Problems*, Tata McGraw-Hill Publishing Company Ltd, New Delhi.

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 of HRM , HRM VS PM, SHRM, Role & Importance of HRM in Tourism industry, Challenges and opportunities. Need for HRM in Tourism Industry.

Unit- II

Human Resource Planning: Concept, definition, nature and Objectives of HRP, Process of Human Resources Planning, Need for HRP in Tourism industry, Factors affecting HRP, Approaches to HR planning ó Social demand approach, rate of return Approach, Man power recruitment Approach, Challenges & Problems in HRP.

Unit –III

Recruitment - 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.

Placement, induction and socialization- Concept & meaning. Relevance in Tourism industry. Training and development in Tourism Industry ó Objectives, Types of Training methods.

Unit- IV

Job Analysis- Job description & Job specification: uses of job analysis. Job Evaluation, Performance appraisal in Tourism Industry- Objectives & Methods of Performance 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

Approach: *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:

Research: meaning, types and relevance of research; trend and challenges, Research process. Problem Formulation and statement of Research Objectives and drafting the research proposal.

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 Analysis

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. Analysis-using SPSS Package.

Unit -V Report

Structuring the Report: Chapter format. Presentation of tables and figures. Referencing-(APA &Harvard. Documentation-Use and format of appendices- Indexing.

Approach: *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. Larraway, *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 for about ten days after their First Semester Examination and preferably during the winter vacations.

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: 50 Marks

Presentation / Viva Voce: 50 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.

Approach: *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, Definition and role. Entrepreneurial motivations. Motivational cycles, Entrepreneurship opportunities in Tourism. Entrepreneurial Characteristics for travel, Tourism and hospitality trade; Advantages & functions of Entrepreneurship. Stages of growth of an enterprise, Factors affecting Entrepreneurship growth. problems of entrepreneurship in Tourism.

Unit II

Small Scale Enterprises: Meaning & definitions, Essentials ,features & Characteristics of Small Scale Enterprises, Role of Entrepreneurship in Economic Development. Entrepreneurship vis-a-vis Liberalization, Privatization & Globalization. Problems of Small scale Industries.

Unit III

Tourism Entrepreneurship, Tourism Entrepreneurial competencies- Major competencies. Developing entrepreneurial competencies, Policy measures for Tourism entrepreneurship in India. Entrepreneurial Process: Idea generation, Identification of an Opportunity, Market Assessment, Analyzing Competitive Situation, Understanding Trade Practices, Resource Mobilization.

Unit IV

Site Selection, Meaning & need of Financial Planning, Institutions for Small Enterprises, Preparation of Business Plan, Elements of Business Plan, Feasibility Report, 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.

Approach: *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. It also elucidates the major constraints on way to adventure tourism development and the possible strategies to offset the same.*

Unit I

Definition, Scope and Nature of adventure Tourism; popular tourist destinations of India; *Land based* (soft/hard trekking, Skiing, mountaineering, desert safaris, car rallies etc.). *Water based* (rafting, kayaking, canoeing, surfing, water skiing, scuba diving) and *Air based* (parasailing, paragliding, ballooning, hand gliding and micro lighting etc.)

Unit II

Basic minimum standards for adventure Tourism related activities-*Land based*; Mountaineering, Trekking, *Water Based*; River running; *Aerial Based*; Parasailing, Paragliding, Bungee Jumping. IMF rules for mountain expeditions: (Peak booking formalities, cancellation of permits and bookings).

Unit III

Adventure Tourism impacts- social, cultural, economic and environmental impacts. Outstanding issues of adventure Tourism. Adventure tourism in context of other tourism types. Future trends of adventure tourism in India.

Unit IV

Adventure Tourism- products and infrastructure. Marketing and promotional strategies. Service quality issues related to adventure Tourism in India. Adventure Tour Operators Association of India (packages and job opportunities), Career Adventurers.

Unit V

Adventure Tourism in J&K- Facilities offered; issues and considerations. Adventure Tourism Organizations and training institutes in J&K- Jawaharlal Institute of Mountaineering and Winter Sports (JIM &NIWS), Indian Institute of skiing & mountaineering.

Approach : *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. Malik, S.S, *Potential of adventure Tourism in India*, Agam Kala Prakashan Publishers.
2. I.C. Gupta & Dr. Sushama Kasbekar, *Tourism Products of India*,
3. V.K. Gupta, *Tourism in India*, Gian Publishing House, Delhi
4. , Gillan Wright, *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 I

Cultural and heritage Tourism- Concept and Significance, Nature; History of Cultural pilgrimage Tourism in India- Inbound and outbound. Vedic age, Buddhist epoch, Gupta Period, Early and Late Medieval period, Modern period. Features of Indian Cultural Heritage- preservation and conservation of monuments and Culture.

Unit II

Motivation to religious Tourism, Motivations for religious Tourism, pilgrimage, festivals and events; sacred pilgrimage and Tourism as secular pilgrimage; Religious Tourism as an educational experience, Tourism and the spiritual philosophies of the Orient.

Pilgrimage Tourism Case Studies- Ajmer Sharif, Charo Dham Yatra, Vaishnavadevi, Bodhgaya, , Mount Abu.

Unit III

The management and marketing of religious sites, pilgrimage and religious events, *Pilgrimage Tourism Case Studies-* Ajmer Sharif, Charo Dham Yatra, Vaishnavadevi, Bodhgaya, , Mount Abu and Amaranth Yatra.

Unit IV

Sustaining Tourism infrastructure for religious tourists and pilgrimages, local consultation and participation, administrative and regulatory issues; planning and management approaches; the symbiotic relationship between religious, pilgrimage and ethnic Tourism.

Unit V

Cultural and Heritage Management, objectives and strategies, Protection, Conservation and Preservation, Cultural and Heritage Marketing, Destination development. Heritage Hotels and their classification.

Cultural Events Management Case Studies- Kumbha, Pushkar, Pongal/Makar-Sankranti, Carnival (Goa), Taj Mahotsava, Khajuraho Mahotsava and Desert Festival.

Approach: *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. Michell George, *Monuments of India*, Vol. 1. London.
3. Davies Philip, *Monuments of India*, Vol. II., London.
4. L.K. Singh ., *Indian Cultural Heritage Perspective for Tourism*; Gyan Publishing House
- 6 Mehta. R. J, *Handicrafts & Industrial Arts of India*, New York.
7. Raj,Razaq and Nigel D. Morpeth. *Religious Tourism and pilgrimage festivals management: An International perspective*, CAB

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, the Nature and Scope of Sustainable Tourism, Critiques of Current Thinking in Sustainable Management, Towards a New Approach to Sustainable Tourism Management, 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.

Unit-IV: Sustainable Tourism Infrastructure:

Tourist Destinations, Visitor Attractions, Tour Operations, Transport, Hospitality, Cultural, Tourism Eco-tourism, Business Tourism, Future of Sustainable Tourism.

Unit-V: Standardization and Certification for Tourism Sustainability:

ISO 14000- Role of WTTC, UNWTO, PATA, UNEP, IUCN in Sustainable Tourism Development. Global Significance of Sustainable Tourism- Agenda 21 for Travel and Tourism Industry.

Approach: *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. Sustainable Tourism, *A Global perspective* by Rob Harris, Tony Griffin, Peter Williams, Butterworth-Heinemann.
2. S.P. Sing, Sustainable Tourism
3. Sustainable Development of Tourism: *An Annotated Bibliography* by World Tourism Organization.
4. Cases in Sustainable Tourism; an Experimental Approach to Making Decisions by Irene Herremans.
5. Sustainable Tourism; Theory and Practice by David Weaver Powell -s City of Book

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 Software.

Introduction to hotel Software, their characteristics, features and usage. CRS, IDS, Opera, Host and Fidelio.

Approach: 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- Front office

Different Sections of Front office, Layout and Organization. Brief description of different software in Front office. Different modes and types of reservation. Types of rooms and rates offered in hotels. Grooming Standard for a professional in F.O.

Unit II - Housekeeping

Different Sections of Housekeeping, Layout and Organization. Brief description of different procedures in Housekeeping roles and function of main staff its coordination with other departments.

Unit III - Food Productions:

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. Landscaping of Hotels.

Approach: 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

Historical, Growth and development; Meaning, concept, types and importance, Difference between Travel Agency and Tour Operators. Role of backward and forward linkages in travel and tour business and its impact on hotel business. Travel intermediaries and their impact on Tourism business.

Unit II - Organizational Structure

Organizational Structure/Chart of travel agency and tour operator and its different sections. Outbound and inbound handling. Role and functions of Travel/Tour Guide and top level management.

Unit III - Travel Business and Institutional Bodies

Department of Tourism, Government of India and respective state government's role in directing, controlling the travel business. Future trends for travel business in India and at global level. ITDC, WTO, IATA, TAAK, TAAI and IATO's role in uplifting travel and tour business. Description and contribution of private and government (National level) agencies involved in travel business.

Unit IV - Travel Agency Set Up

Different approval requirements from Government and Private Travel bodies for setting up a travel agency. Formats and procedures to be followed for setting up travel agency. IATA ruling and regulations, government of India and IATA Ownership structure. Equipments and infra structural requirements. TFCI's role in setting up travel agency. Training needs for employees.

Unit V – Travel Documents and software

Travel agency documents and formats used in operations. TAV, MCO and their role. Different software used in Travel and tour business. Itinerary- meaning types and development. Documents shared between intermediaries for making any itinerary success.

Approach: *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.L.K.Singh , *Management of Travel Agency*, Gyan Publishing House
- 2.Mainer Chand, *Travel Agency Management, an Introductory Text*, Anmol Publications Pvt. Ltd, New Delhi.
3. Foster D.L, *The Business of Travel Agency Operations and Administration*, McGraw Hill, Singapore
- 4.Frenmount P, *How to open and Run a Money Making Travel Agency*, John Wiley and Sons, New York
5. Holloway J.E, . *The Business of Tourism*, Pitman publishers.
- 6.Amra K.K and Chand Mohinder, *Basics of Tourism- Theory, Operation and Practice*, Kanishika Publishers, and distributors, New Delhi.

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.

Approach: 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 Development: Tourist Destination Concepts, Components, Scope and Significance, Master plan formulation for destination and its Implementation. Destination Life cycle and Tourism Area Life cycle.

Unit-II

Process of Strategic Tourism Planning, destination planning and Synthesis. Project Feasibility Study. Carrying capacity Analysis. Market trends towards destination planning. Destination Planning, Types, steps and Stages in Destination Planning.

Unit-I

Destination Promotion: Branding for destinations, features and functions of destination brand. challenges of destination branding. Destination marketing strategies.FAM Tours

Unit-IV

Destination development policies. Historical background. Developmental role of Private and public bodies for destinations. Emerging Tourism paradigms-Tourism metamorphosis.

Unit-V

Approaches to Destination Resort Planning, Levels, 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.

Approach: *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. (1987) *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 - Introduction to MICE

Evolution of MICE industry; Components of MICE; Economic and social significance of MICE. Introduction to professional meeting planning- definition, types and roles; associate, corporate & independent meeting planners; TAs and TOs as meeting planner; Responsibilities/Role of Meeting planners, Convention visitor Bureaus ó functions, structure and funding sources.

Unit III – Conference and Events venues

Concept and types; Conference venues- facilities, check-in and check-out procedures, requirements; conference room lay-outs; Convention manager; 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

Characteristics, its organizing and special requirements; Latest meeting technologies - Video conferencing and Information Communication Technology (ICT) Implementation advantages, Factors including ICT affecting future of events business.

Approach: *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 I- Evolution of Tourist Transport System

Importance of Transport in Tourism. Nature and Scope, modes of travel, Tourism studies and tourist transport. Marketing of passenger transportation. Transportation laws and regulations (contract carriage, tourist permits, all India permit, and state carriage).

Unit II - International air transport regulations

Introduction, Open Sky Policy and Freedoms of air, Bermuda Convention. Air Corporation act. Airline management and the low cost revolution, role of private airlines in Tourism promotion. Use of ICTs, Functions of ICAO, IATA, DGCA, AAI. Problems of airlines business.

Unit III - Surface Transportation System

Introduction, Concept of Car Rental Agency, Rent-a-Cab Scheme, Marketing of Rent-a-Cab, Regional Transport Authority. Road transport documentation and insurance. Problems faced by surface transport sector. Major Railway System of World (British Rail, Euro Rail, Bullet train and Amtrak Orient Express) and Tourism. Introduction to Indian Railways: Past, present, future. Major tourist trains (Palace on Wheels, Royal Orient, Fairy Queen and Toy trains), Special packages for tourists in India (Indrail pass, Tatkal bookings), IRCTC services.

Unit IV - Water Transport System

An overview. Functions, Types, Cruise ships, ferries, hovercraft and boats, operational and marketing strategies of Star Cruise, Ocean Odyssey, Queens Mary ó 2. Inland water ways of India. Ports in India- major and minor. Future of water transport in India.

Unit V –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, 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.

Approach: *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 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,

Approach: *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 the 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 submission : 50 Marks**
- 2) Presentation & Viva Voice: 50 Marks**