

Central University of Kashmir
Programme Structure and Syllabus of Masters in Tourism Management (MTM)

SEMESTER-I

MTM-C101	Tourism Principles, Policies and Practices
MTM-C102	Tourism Products and Resources
MTM-C103	Management and Organizational Behavior
MTM-C104	Economics of Tourism
MTM-C105	Accounting for Tourism Management
MTM-SS	Soft Skills

SEMESTER-II

MTM-C201	Ethical and Regulatory Aspects of Tourism Business
MTM-C202	Tourism Marketing
MTM-C203	Financial Management in tourism
MTM-C204	Human Resource Management in Tourism
MTM-C205	Quantitative and Business Research Methods
MTM- SOC	Socially Oriented Course

SEMESTER-III

MTM-C301	International Tourism Studies
MTM-C302	Entrepreneurship Development in Tourism

Elective: (Any three electives to be selected)

MTM-E3-01	Tourism Geography and Ecology
MTM-E3-02	Adventure and Sports Tourism
MTM-E3-03	Cultural and Pilgrimage Tourism
MTM-E3-04	Sustainable Tourism Management
MTM-E3-05	Quality Management in Tourism
MTM-E3-06	Destination Planning and Development

SEMESTER-IV

MTM- C401	Computer Application in Tourism
MTM- C402	Strategic Tourism Management
MTM- C403	Internship Project Report

Elective: (Any two electives to be selected)

MTM-E4-01	Hotel Management
MTM-E4-02	Travel Agency and Tour Operations
MTM-E4-03	Event Management and MICE
MTM-E4-04	Air and Surface Transport
MTM-E4-05	Tourism in Kashmir
MTM-E4-06	Foreign Language (Spanish/ French)

SEMESTER-I

MTM-C101: Tourism Principles, Policies and Practices

Unit- I

The conceptual framework of tourism: Meaning, Definition and Scope of tourism .Definition and Distinction between travelers, Visitors, Excursionist, Tourist and Business Travelers.

Unit- II

Growth of travel and tourism through ages. Early Travels, 'Renaissance' and 'Age of Grand Tours. The major explorations of the world. The great World Travelers. Growth and development of modern tourism.

Unit- III

Types and forms of tourism: Domestic, Regional, International, Inbound, Outbound, Inter regional & Intra regional Tourism, leisure, cultural, adventure, Sports, Social convention and Conferences

Unit- IV

Motivation for Tourism: Pleasure, education, cultural, Ethnic, Social, Historical Religious, health, sports, Business. The Tourism Industry: Nature, characteristics and components: Attractions, Transport, Accommodation, Shopping, Entertainment, Hospitality, Airlines, Travel agencies, Tourism as an Industry in India, Consequences of Industry status.

Unit- V

Socio Economic Aspects of Tourism : Employment generation, earnings of Foreign exchange, National Integration, Regional Development, Patronage to local handicrafts, Cultural Exchange, Development of Human relations, International understanding and World Peace.

Suggested Readings:

1. Seth: Tourism Management: New Delhi, Sterling
2. Mill and Morrison: The Tourism system an Introductory Text (1992): Prentice Hall
3. Cooper, Fletcher: Tourism, Principles and practices (1993): Pitman
4. P.C. Sinha: Tourism Management: Anmol Publication.
5. P.C. Sinha: Tourism Evolution Scope Nature & Organization: Anmol Publication.

MTM-C102: Tourism Products and Resource

Unit- I

Tourism product: definition, nature and characteristics. Classification of tourism products
Resource and attraction in tourism: meaning & characteristics, 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 Gulmarg, Pahalgam, Mussoorie, Shimla. Islands: Resources & their use patterns case studies of Goa, Andaman & Lakshwdweep.

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

Suggested Readings:

1. Gupta, SP, Lal, K, Bhattacharya, M.: Cultural Tourism in India: DK Print 2002
2. Brown Percy, Indian Architecture (Buddhist and Hindu), Bombay.
3. Jacob : Tourism Products Of India: Abhijeet Publication (2011)
4. Deva, B.C. : Musical Instruments: National Book Trust
5. Dixit Manoj & Charusheela : Tourism Products: New Royal Book Company, 2008

MTM-C103: Management and Organizational Behavior

Unit-I

Introduction to Management, evolution, contribution of Fayol, Taylor. Introduction to Organizational Behavior: The Hawthorne Studies, contributing disciplines to the OB field, OB Models, S-O-B-C Model, Contingency OB Models, challenges and opportunities for OB.

Unit-II

Individual Behavior: Biographical characteristics, Ability, Learning, Values, Attitudes
Personality: Definition, Determination, Traits, Attributes, Locus of control
Perception: Meaning and Significance, factors influencing perception.

Unit-III

Motivation: Meaning and importance, Maslow's need hierarchy. Herzberg's two factor Theory, Theory X and Theory Y. Mclland theory. Vroom's expectancy theory. Management by objectives. Equity Theory.

Unit-IV

Interpersonal Behavior: Nature of Interpersonal Behavior, Transactional Analysis (TA), uses of TA. Levels of self-awareness, Johari window, Ego states.
Group Dynamics, concept of group. Types of groups. Stages of group development, group interaction factors influencing group behavior, group structure, power, intergroup relationships, group decision making, conflicts, work teams.

Unit-V

Leadership theories styles, Managerial grid. Concept of Organizational climate. Concept and impact of Organizational culture, developing a sound Organizational culture.
Management of Organizational Change: Nature of change, resistance to change, role of change agents, concept of Organizational Development (OD), OD intervention techniques.

Suggested Readings:

1. Sanghi & Robins: Organisational Behaviour: Pearson Education
2. Luthans: Organisational Behaviour: MH
3. Ghanekar: Organizational Behavior Concept & Cases: EPH.
4. Saiyaddin: Organisational Behaviour: TMH
5. J.Chandan: Organisational Behaviour: Vikas

MTM-C104: Economics of Tourism

Unit-I

Concept of Economics and tourism. Market for tourism products. Tourism organizations and the external environment- social, economic, Political and physical environment. Tourism and economic development.

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, measurement of tourism demand and elasticity of tourism demand.

Unit-III

Supply of tourism product: Patterns and characteristics cost of tourism product, pricing of tourism product and marketing strategy in tourism industry.

Concept of Price determination: Price determination under perfect, imperfect, monopoly & oligopoly.

Unit-IV

The economic impacts of tourism: Direct, indirect, induced and negative. Measurement of economic impact, multiplier –meaning and types (investment, employment and tourism multiplier), linkage and leakages. Tourism impact on balance of payments and exchange rates.

Unit-V

Tourism demand forecasting, concept of break-even point, cost benefit analysis in tourism and project feasibility study. Principal sectors of Indian economy with special reference to tourism, ITDC, State tourism Development Corporation

Suggested Readings:

1. Chopra O.P.: Managerial Economics: Tata MC Graw Hill.
2. Mehta P.L.: Managerial Economics: Sultan Chand New Delhi.
3. Agarwal H.S.: Micro Economics: Ane Books.
4. Jeoldean: Managerial Economics: Prentice Hall of India.
5. Dwivedi: Managerial Economics: Vikas Publishing House

MTM-C105: Accounting for Tourism Management

Unit-I

Financial accounting –Need, development and functions; generally accepted accounting principles-Concepts & Conventions; Journalizing Transactions-Rules of debit and Credit; Ledger -Posting from Journal, Proper & Subsidiary books.

Unit-II

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

Unit-III

Nature and scope of Management Accounting – Meaning, definitions and importance, merits, and limitations. Financial statement analysis –Comparative financial statements, common size statement and trend analysis.

Unit-IV

Ratio Analysis –analysis of liquidity, leverage, profitability and activity; Fund flow analysis-uses and construction of Funds flow statement; Cash flow analysis-Uses and preparation of cash flow statement.

Unit -V

Managerial Decision Making Techniques: Marginal Costing - Break Even Analysis, Applications of Marginal Costing in decision making; Budgetary Control - Functional Budgets - Flexible Budgets, Zero Base Budgeting.

Suggested Readings

1. Batacharya S.K. and DeardenJ: Accounting for Management- Text and Cases: Vikas Publishing House, New Delhi.
2. Heitger L.E. and Matulich S: Financial Accounting: Tata McGraw Hiils.
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: Himalaya Publishing House

SEMESTER-II

MTM-C201: Ethical and Regulatory Aspects of Tourism Business

Unit- I

Business Ethics – Nature, Characteristics and Needs, Ethical Practices in Tourism. Ethical Decision Making, Virtue Ethics and Ethics of Care. Law and Ethics – Relationship between Law and Ethics, Other Bodies in enforcing Ethical Business Behavior, Impact of Laws on Business Ethics

Unit- II

Social Responsibilities of Tourism Business – Environmental Protection, Fair Trade Practices, Fulfilling all National obligations under various Laws, Safeguarding Health and well-being of Customers. Consumer Protection Act, Right to Information Act.

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

Concept of Tourist Police and Measures for safety and security of Tourist. Need of Central Tourism Legislation in India. Environment and Wildlife Related Acts & Laws.

Suggested Readings:

1. Gupta S.K.: Foreign Exchange Laws and Practice: Taxman Publications Delhi, 1989.
2. Ensor, R.:Management of Foreign Exchange Risk: Euromoney Publications, London
3. Malik, S.S., Ethical, Legal and regulatory aspects of tourism Business: Rahul, Delhi
4. Sajnani M.: Indian Tourism Business – A Legal Perspective
5. Manuel G. Velasquez: Business Ethics Concepts and Cases: Phi Learning Pvt Ltd.

MTM-C202: Tourism Marketing

Unit-I

Introducing Marketing for Hospitality and Tourism: Relationship between hospitality and travel industry; Marketing: Role - Core concepts; Relationship between customer value, satisfaction, and quality; Service culture/characteristics. Services marketing mix: 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: Characteristics affecting consumer behavior: cultural, social, personal, and psychological factors; Buyer decision process; Organizational buying process/Participants; Eight stages of the organizational buying process; Market segmentation, Effective segmentation of tourism markets: Positioning: Positioning strategy.

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 decisions: Internal and External Factors; Pricing strategies: for New/Existing tourism products; Price adjustments during peak and off seasons: tourism channel management; 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 Deva Bhav; Promotion-mix factors; Major decisions in advertising – Public relations activities: press relations, product publicity, corporate communications, lobbying, and counseling; Public relations: process/PR tools; Crisis management

Suggested Readings:

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.

MTM-C203: Financial Management in Tourism

Unit- I

Financial Management and planning Finance: 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 – 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 – Capital structure – Determination of Capital structure Essentials of a sound capital structure. Management of current Assets – Working capital Management – Meaning and characteristics of working capital – Financing current assets

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 – Types, Their objectives – Scope and Functioning, Tourism Finance corporation of India (T.F.C.I.) Aims, Objectives and Functions – Financing of Tourism Projects, TFCI short term financing.

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

MTM-C204: Human Resource Management in Tourism

Unit- I

HRM – Historical Evolution, HRM VS PM, SHRM, role of HRM in tourism industry
Importance, Functions, Challenges and opportunities. Need for HRM in tourism Industry

Unit- II

Concepts and process of Human Resources Planning – Objective of human resource planning, Concept of Human resource planning, Need for human resource planning in tourism industry.

Approaches to HR planning – Social demand approach, rate of return Approach, Man power recruitment Approach

Unit -III

Recruitment --Meaning, Sources, methods with special reference to tourism industry.

Selection -- selection methods

Placement, induction and socialization- meaning and relevance in tourism industry. Training and development in Tourism Industry – meaning and its requirements

Unit- IV

Job Analysis and job description: uses of job analysis. Performance Management, Performance appraisal in Tourism Industry- Process, Methods, Limitations

Unit -V

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

Suggested Readings:

1. Dale S Beach: the Management of People at Work: Macmillan Publishing Co, NewYork
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, 1984

MTM-C205: Quantitative and Business Research Methods

Unit- I

Research: meaning, types and relevance of research; trend and challenges with special reference to tourism and hotel business. Research process, Research design- Meaning of research design; need for research design; features of a good Research design; different research designs.

Unit- II

Sampling design: the concept of sampling; Aims of sampling, census versus sample survey; steps in sampling design; characteristics of a good sample design; criteria for selecting a sampling procedure; sampling techniques/methods: probability sampling and non-probability sampling.

Unit -III

Measures of central tendency, Measures of dispersion. Correlation and regression. Time series Analysis, Hypothesis testing, t-test, F-test, chi-square test.

Unit -IV

Probability: introduction to basic terminology, types-Binomial, Poisson, Normal distribution. probability under conditions of statistical dependence and independence

Unit -V

Assignment Problem, Transportation Problems, Queuing Theory, decision theory, Replacement Theory, Network scheduling by PERT and CPM.

Suggested Readings:

1. Elhance: Fundamentals of Statistics: Allahabad Chaitanys
2. Lovin and Kirkpatrick: Quantitative Techniques for Management: McGraw Hill
3. Richard, Lewin: Statistics for Management: Prentice Hall
4. Curison and Slater: Quantitative Methods for Business Decision: ITP
5. Samuel Bockly R. Larraway, S. Freq and P.: Quantitative Business Analysis: Tata McGraw.

SEMESTER-III

MTM-C301: International Tourism Studies

Unit 1: International Travel and Tourism Statistics

Meaning, Definition, forms and types, intraregional and interregional. Tourist trends- Regional and Global tourist movements, Tourist Arrivals/Receipts, challenges. Factors affecting- Demand and origin factors, destination & resource factors.

Unit 2: International Tourism Destination Development

Need for planned development, various levels at which plans are prepared. Scale of International Tourism Destination Development- Allocentric, Midcentric and Psychocentric destination. The emerging international tourism types. Political aspects of the international travel.

Unit 3: 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 4: 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 5: 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.

Suggested Readings:

- Mill and Morrison, (1992), The Tourism System: An Introductory Text, Prentice Hall.
- Mill, R.C., (1990), Tourism: The International Business, Prentice Hall, New Jersey.
- Bhatia, A.K., (2001) - International Tourism Management, Sterling Publishers Pvt. Ltd., New Delhi.
- Seth, P.N., (1999). Successful Tourism Management (Vol 1 &2).
- Sunetha Roday ET. al., (2009). Tourism operations and management, Oxford Univ. Press, New Delhi.
- Gupta S.K. (1989) Foreign Exchange Laws and Practice, Taxman Publications Delhi.

MTM-C302: Entrepreneurship Development in Tourism.

Unit I:

Entrepreneurship, Definition and role. Entrepreneurial motivations. Entrepreneurship opportunities in tourism. Entrepreneurial skill for travel, tourism and hospitality trade; problems of entrepreneurship in travel trade.

Unit II:

Small Scale Enterprises, Characteristics & Relevance of Small Scale Enterprises, Role of Entrepreneurship in Economic Development. Management performance, assessment and control in tourism enterprises.

Unit III:

Institutional Interface and Set up; Government Policy; tourism Enterprises, assistance under MoT scheme. Entrepreneurial Process: Identification of an Opportunity, Market Assessment, Analyzing Competitive Situation, Understanding Trade Practices, Resource Mobilization.

Unit IV:

Site Selection, Financial Planning, Institutions for Small Enterprises, Preparation of Business Plan, Elements of Business Plan, Feasibility Report, Technology in Tourism Business.

Unit V:

Ownership Structures & Organizational Framework, Corporate Entities Issues, H R Issues, Strategies for Growth & Stability. Management Issues in Tourism & Hospitality Industry; Entrepreneurial case studies of major Travel Agencies/ Hotels i.e. Cox & Kings, TCI and Hotels i.e. Oberoi's and Taj Hotels.

Suggested Readings:

1. Vasant Desai, Entrepreneurship & Small Business Management
2. Peter Drucker, Innovation & Entrepreneurship
3. S S Khanna, Entrepreneurial Development
4. C B Gupta, N P Srinivasan, Entrepreneurial Development
5. D N Mishra, Entrepreneur and Entrepreneur Development & Planning in India

MTM-E3-01: Tourism Geography and Ecology

Objective: This course explores the basic components of geography in relation with tourism.

Unit-I Meaning, Scope and contents of Geography. Fundamentals of Geography, Importance of Geography in tourism, Climatic variations, climatic regions of world, study of maps, longitude & latitude, international date line, time variations, time difference. Identification and plotting the major and most popular destinations of world with special reference to India and J&K.

Unit-II Indian Geography, physical and political features of Indian subcontinent, Climatic conditions prevailing in India. Tourism attractions in different states of India: Jammu & Kashmir, Rajasthan, Uttarakhand, Goa, Kerala, Gujarat, Maharashtra, Assam.

Unit-III Brief account of physiographic world, climate, biodiversity, cultural realms and political divisions. 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 Emergence of Ecotourism, Concept and Definitions, Growth and Development. Ecotourism principles, profiling the eco tourists: Mass and alternative tourism, Potential benefits from alternative tourism. Geo Tourism: Types and scope with special reference to J&K.

Unit- V Eco Tourism Resources in India: National Parks, Wild life sanctuaries, Tiger Reserves, Biosphere reserves, wetlands, coral reefs, desert ecotourism. Protected Areas: the International scene. Eco- Tourism Development- A Case Study on Kaziranga National Park, Jim Corbet National Park and Ranthambore National Park.

Suggested Readings:

- Hall, CM and Page, SJ. The Geography of Tourism and Recreation, Routledge.
- Sinha, P.C. Tourism Geography, Anmol Publication
- Dixit, M. Tourism Geography and Trends, Royal Publication
- International Atlas, Penguin Publication and DK Publications
- Verma P.S and V.R. Agarwal: 1996 Principles of Ecology(New Delhi S. Chand)

The Viva-Voce examination will be conducted on the basis of the Tour Package Prepared, Tour and Job Training Reports and other theory papers taught.

MTM-E3-02: Adventure and Sports Tourism

Unit 1

Definition, Scope and Nature of adventure tourism; popular tourist destinations for *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 2

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

Unit 3

Adventure tourism impacts- social, Cultural, economic and environmental impacts of adventure tourism. Issues from the perspective of different stakeholders (government, local people, tourists and tourism businesses).

Unit 4

Adventure tourism- products and infrastructure.. Marketing and promotional strategies. Problems and issues relevant to the adventure travel and tourism industry. Risk management. **Career Adventurers, Job opportunities.**

Unit 5

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

Challenges of adventure tourism – Litter, waste, pollution, overbuilding, destruction of flora and fauna.

Suggested Readings:

1. India - A Travel Survival Kit by Geoff Crowther & Others. Lonely Planet Publication.
2. India - A Travellers Companion by Pran Nath Seth.
3. Tourism Products of India - Dr. I.C. Gupta & Dr. Sushama Kasbekar.
4. Tourism in India - V.K. Gupta, Gian Publishing House, Delhi
5. Hill Stations of India - Gillan Wright, Penguin Books, New Delhi

MTM-E3-03: Cultural and Pilgrimage Tourism

Unit 1

Cultural 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 2

Religions and important pilgrimage sites: Islam, Hinduism, Buddhism, Jainism, Sikhism, and Christianity. Ancient Indian Literature.

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

Mount Abu.

Unit 3

Architecture: Forts, Palaces and other Architectures- their location and important features. Customs and Costumes. Paintings: Indian Paintings- Characteristic features. Performing Arts of India: Dances (classical and folk traditions), Music & musical instruments: School Of Indian music, status of vocal & instrumental music, Indian Artists (Musicians and Dancers).

Unit 4

Role of Performing Art in Tourism Development: Indian Theatre- Different Theatrical forms, Indian Cinema- Evolution, Role in Tourism Development. Handicrafts: Indian Handicrafts- textiles, clay works, stone works, woodworks etc. Craft Melas- Marketing of Handicrafts. Museums and Art Galleries.

Unit 5

Fairs & Festivals (national and regional) - interrelationship with tourism, organizers and impact assessment of tourists. Food habits and Cuisines of India. Yoga Tours of India, Indian Heritage sites (World Heritage List).

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

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

MTM-E3-04: Sustainable Tourism Management.

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.

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 Ecotourism, Business Tourism, Future of Sustainable Tourism, Global Warming and Sustainable Development.

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.

Suggested Readings:

1. Sustainable Tourism: A Global perspective by Rob Harris, Tony Griffin, Peter Williams , Butterworth –Heinemann.
2. Sustainable Tourism by S.P. Sing, <http://www.bagchee.com/>
3. Sustainable Development of Tourism: An Annotated Bibliography by World Tourism Organization.
4. Cases in Sustainable Tourism; an Experiential Approach to Making Decisions by Irene Herremans.
5. Sustainable Tourism; Theory and Practice by David Weaver Powell ‘s City of Books

MTM-E3-05: Quality Management in Tourism.

Unit-I

Historical Development of the Quality Movement, Concept of Total Quality Management, Key Elements of TQM. Total Quality Management & Tourism, The Quality Gurus, The Baldrige Quality Award,

Unit-II

The Total Quality Management Tool Kit, Definition of the the Seven Statistical Tools, Pareto Diagrams, Cause & Effects Diagram, Histograms, Control Charts, Scatter Diagram, Graphs, Check Sheets. Seasonability in tourism Problems & Measurement, Improving the tourist experience. Tourism and crises Management

Unit-III.

Quality Aspects in a Service Organization, Distinct features of Service organizations, Managing Quality in Service organizations, Quality Control, Just- in-time concept, Deming's Principle. Quality Management in Urban Tourism, Quality Management applied to tourist destinations

Unit-IV.

Human Resource Development and Quality Management, Role of HRD, Training and development, Changes related to performances and its measurement, Importance of Frontline staff, Building a Quality organization, Organizing and implementing- Total Quality Management, Roles in organizational transition to TQM.

Unit-V.

Small groups and Employee involvement, Teams for TQM., Quality Circles, Benchmarking, Educating the customers about Quality, ISO Series, Obstacles to TQM. Attraction & land use management. Tourist destination life cycle and quality management, Key elements of Managerial skill in Tourism & hospitality Industry.

Suggested Readings:

1. Besterfield, TQM, Pearson Education.
2. Goetsch, D.L. & Davis, S. : Introduction to Total Quality.
3. Juran, J.M. & Gryna, F.M. : Quality Planning and Analysis.
4. Ross, J.E.: Total Quality Management.
5. Charantimath, P.M. : Total Quality Management.

MTM-E3-06: Destination Planning and Development

Unit-I

Destination Planning, Development and Management. Nature, Scope and Significance, Destination Development and its Components. Process of Tourism Planning, Necessity of Tourism Plans. Planning of Tourism for the Development of Economy.

Unit-II

Planning and Synthesis, Preparation of Position Statement, Objectives, Goal Setting, Strategy Setting. Project Feasibility Study. Community Approach, Significance of Community Approach with Special Reference to India.

Unit-III

Significance of Effective Publicity, Promotion/ Information System/ Tourism Education and Human Resource Development. Major Considerations in Destination Planning, Types, steps and Stages in Destination Planning.

Unit-IV

Role of Private and public Sector in Destination and Planning Development. In affluent and Developing Economics, Role and Input of Multinationals. Review of Tourist Demand Supply Matrix, SWOT Analysis. Tourism Carrying Capacity Assessment.

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 Committee (1982), National Committee on Tourism Report (1988), National Action Plan (1992), National Tourism Policy(2000), Important Features of Five Year Tourism plans in India.

Suggest Readings:

1. Baud, BovyMunuel and Lawson(1976) Tourism and Recreation Development C.B.I. Pub.6.
2. Likorish Leonard J, 1991 Development Tourism Destination Policies and Perspectives.
3. Seth P.N(1987) Successful Tourism Planning Management, Cross publication.
4. Murphy Peter E.(1987) Tourism- A Community Approach New York.
5. Kaul R.N. 1985 Dynamic of Tourism- A Trilogy Sterling Publishers, New Delhi.

SEMESTER-IV

MTM-C401: Computer Applications in Tourism

Unit: 1 - Introduction.

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

Unit: 2 - Computer Applications.

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: 3 - 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: 4 - Introduction to Travel Software's.

Introduction, characteristics, features & usage of the software: Galileo, Amadeus, World Span, Sabre & Car rentals Software.

Unit: 5 - Hotel Software's.

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

Suggested Books (Latest Edition):

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, New Delhi, Academic India Publishers.
8. **Simpson Alan**, Your First Computers (2nd Edition) New Delhi-BPB Publications.
9. **Saxena S and Prabhpreet Chopra**, Cumputer Applications in Management, Vikas Publishing House Pvt. Ltd. New Delhi.

MTM- C402: Strategic Tourism Management

Unit: 1 - Strategy:

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

Unit: 2 - External Environment Analysis:

The General Environment Analysis (DPEST), Industry Environment Analysis - Porter's five force's 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: 3 - 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: 4 - 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: 5 - 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.

Suggested Books (Latest Edition):

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.

George Stonehouse & David Campbell, Strategic Management for Travel and Tourism by Nigel Evans, , Rutledge Publishing house,

MTM-C403: Internship Project Report

Under this component of the syllabus, the students will be exposed to practical Industrial experience for two months commencing from 1st January every year.

The students shall be deputed to different Hotels, Travel Agencies, and Tour Operators across the country by the Departmental Training and Placement Cell for the purpose of training.

After completion of the Training, the students will have to submit the Internship Project Report, which will be evaluated by the Industry Experts appointed by the University from time to time. Evaluation of 100 Marks comprises of the following components:

- 1) Project Report submission
- 2) Power point Presentation
- 3) Viva Voice

MTM-E401: Hotel Management

Unit: 1 - Front office

Different Sections of Front office, Layout and Organisation. Brief description of different software's 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: 2 - Housekeeping

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

Unit: 3 - Food Productions:

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

Unit: 4 - Food and Beverage Service:

Different section of F&B. Layout of Restaurants and organisation .Restaurant service and its Types. Menu Merchandising and French Classical menu. Grooming Standard for a professional in Restaurant.

Unit: 5 - Allied Departments

Brief Description about Security, maintenance & engineering department, out sourcing of different services in hotels. Landscaping of Hotels.

Suggested Books (Latest Edition):

1. **K. Arora, (2011).** Theory of Cookery; frank bros. Isbn 9788184095036
2. **Vijay Dhawan, (2011).** Food and Beverage Service; Frank bros Ltd. publishers
sISBN
3. **S.K. Bhatnagar, (2011).** Front Office Management; Frank bros Ltd. publishers
4. **G. Raghubalan, (2009).** Housekeeping operation and Management; OUP India, 2009

MTM-E402: Travel Agency and Tour Operations

Unit: 1 – 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: 2 - 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: 3 - 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: 4 - 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 employes.

Unit: 5 – Travel Documents and software's

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

Suggested Books (Latest Edition):

1. **L.K.Singh** , Management of Travel Agency: Gyan Publishing House
2. **Mohinder 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**, (1992). The Business of Tourism, Pitman,
6. **Amra K.K and Chand Mohinder**, (2002.) Basics of Tourism- Theory, operation and Practice, Kanishka Publishers, and distributors, New Delhi,
7. **Syratt G**, Manual of Travel Agency Practice, Butterworth, Oxford,

MTM-E403: Event Management and MICE

Unit: 1 - 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.

Unit: 2 - 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; TA's and TO's as meeting planner; Convention visitor Bureaus – functions, structure and funding sources.

Unit: 3 - 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: 4 - Trade shows and exhibitions/expositions

Types of shows, benefits of exhibitions, participant decision-making process. Contract negotiations– principles; negotiation with hotels, airlines and ground handlers. **Case studies:** Tourism festivals : Ellora Festival, Taj Festival, Khajuraho Festival, Konark festival, Hampi Festivals (Any two) Trade Fairs : World Travel Mart ITB, TTW, PTM (any one)

Unit: 5 - Incentive tour

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

Suggested Books (Latest Edition):

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. **[Harold Goodwin](#)**, (2013). .Taking Responsibility for Tourism Leeds Metropolitan University ISBN: Good fellow Publishers 978-1-906884-40-6
4. **[Judith Mair](#)**, (2013). Conferences and Conventions A Research Perspective Routledge – 2013 – 154 pages Series: [Routledge Advances in Event Research Series](#)
5. **Montgomery, R.J**, “Meeting, Conventions and Expositions: VNR, New York
6. **[Vassilios Ziakas](#)**. Event Portfolio Planning and Management A Holistic Approach Routledge – 2013 – 220 pages.
7. **[Clare Weeden](#)**, (2013). Responsible Tourist Behavior; Routledge — 162 pages Series: [Advances in Tourism](#)

MTM-E404: Air and Surface Transport

Unit: 1 - Evolution of tourist transport system

Importance of transport in tourism. Marketing of passenger transportation. Patterns of demand for tourist transportation, characteristics of supply and marketing strategies. Different Transport mode selection methods. Transportation Laws and regulations

Unit: 2 - International air transport regulations

Functions ICAO, IATA, DGCA, AAI and Open Sky Policy, Freedoms of air and other policies in Indian aviation sector – Role of airlines in tourism promotion: recent policies regarding airlines, case studies of Air India, Jet Airlines, Sahara airlines, Go-airways, Indigo, and Air Deccan. Legal environment for air taxi operations, air charters in India, problems of airlines business.

Unit: 3 - Surface Transport System

Approved tourist transport operators, car hire companies including Rent-a-car and tour coach companies, Regional Transport Authority. Road transport documentation and insurance. Contract carriage, state carriage, all India permit, maxi cab, motor car etc. Taxes & subsidies on tourist coaches & cars. Problems faced by surface transport sector

Unit: 4 - Rail transport system

Major Railway System of World (British Rail, Euro Rail, Japanese Rail and Amtrak Orient Express) and tourism, Tibetan Rail. Introduction to Indian Railways: Past, present, future. Problems faced by Indian railway. Special trains & packages for tourists in India, Indrail pass, special schemes and packages available, major tourist trains (Palace on Wheels, Royal Orient, Fairy Queen, Deccan Odyssey and toy trains).

Unit: 5 - Water Transport System

An overview. Cruise ships, ferries, hovercraft and boats. Terms used in water transport, operational and marketing strategies of Star Cruise, Ocean Odyssey, Queens Mary – 2. Major water based leisure practices and their future in India.

Suggested Books (Latest Edition)

1. **J. L. Choy**, Travel Industry. **James C, Makes and Dexter**
2. **Les M. Lumsdon and Stephen**, [Tourism and Transport \(Advances in Tourism Research\)](#)
3. [MILL ROBERT C](#), [MORRISON ALASTAIR M](#), (2009). Tourism system
4. [Pran Nath Seth](#), [Sushma S. Bhat](#), Successful Tourism Managemen. Sterling Publishers Private Limited.
5. **David Timothy Duval**, *Tourism and Transport: Modes, Networks and flows*. Channel view Publications.

MTM-E405: Tourism in Kashmir

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: 2- 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: 3 - 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: 4 - Tourism Destinations

Srinagar- Pahalgam & Gulmarg, Places of Pilgrimage: Hazartbal, Amarnath. Vaisno Devi, Chari Shareif, 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: 5 - 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,

Suggested Books (Latest Edition):

1. **O P Sharma, Ecotourism 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**

MTM-E406: Foreign Language (French)

Unit: I

Conjugation of Verbs from the text into present and past tense.

Unit: 11

A series of short grammar exercise, covering areas of: Pronouns demonstrated, changing of Tenses, pronouns complement

Unit: III

Possessive, les comparatives, interrogation, etc

Unit: IV

Translation of sentences from the text, French to English and English to French.

Unit: V

Demanding of a service: simple dialogue to be formed in any of the following situations:
Calling a Taxi, Reservation of a dinner table, Hotel room, etc.

Suggested Books (Latest Edition):

- 1. Bienvenue En France**, Tome I by A. Monnerie. Chapters 8-13 Cours De Langue Dt De
- 2. Civilisation Francaises. Book I.** by G. Mauger. Chapters 15-22.