

**Mahatma Gandhi Kashi Vidyapith**  
**Institute of Tourism Studies**  
**MASTER OF TOURISM AND TRAVEL MANAGEMENT (MTTM)**

**RULES, REGULATIONS AND CURRICULUM**

The Institute of Tourism Studies is a professional Institute aiming to cater to the needs of the tourism sector all over the country in general and U.P. in particular. It has developed two year intensive post-graduate programme in Tourism and Travel Management since 2002 initially as MTA (Master of Tourism Administration) and then MTTM (Master of Tourism and Travel Management) from 2015 as per UGC norms as well as after considering the growing demands for professionals in the tourism and travel Industry. There is a perceptible growth in awareness and fascination among the people all over the world about tourism. It is one of the fastest growing Industries in India as well as in the world. Hence more and more agencies and organizations (both in public and private sector) are getting involved in tourism business providing better facilities. The MTTM programme endeavors to develop professionals to serve this growing Industry.

**1. PREAMBLE**

The Master of Tourism and Travel Management (MTTM), generally known as MTTM is a professional course that prepares professionals to serve the tourism Industry.

**2. DURATION**

The MTTM programme shall be of duration of two academic years spread over four semesters. Semester I & III will ordinarily commence in July and end in December, while Semesters II & IV will ordinarily commence in January and end in May.

**3. WORKING DAYS**

- There shall be at least two hundred working days each year exclusive of the period of examination and admission.
- The attendance of students shall have to be 75% for all course work and 90% of other sessional work.

**4. ELIGIBILITY**

- A student holding Bachelor Degree (10+2+3) with minimum 50% marks in any discipline of this University or any other University recognized by Mahatma Gandhi Kashi Vidyapith is eligible to apply for the course.

- Master of Tourism and Travel Management has total 60 seats, admission to which will be on Academic Merit/Common entrance test as per University rules.
- The reservation and relaxation of SC/ST/OBC/PWD and other categories shall be as per University rules.

## **5. ADMISSION PROCEDURE**

- Admission shall be made on the basis of marks obtained in the qualifying examination and/or in the entrance examination or in accordance with any other procedure as per the policy of the State Government/University.

## **6. FEE**

The prescribed fee for this Special Course is Rs. 20,000/- (Rs. Twenty thousand) per year along with caution money of Rs. 500 (refundable after the completion of IV Semester Examination).

7. If the Student has not completed theory courses, unit tests and sessional work etc he/she will not be allowed to appear in the MTTM examination.

8. During the study of MTTM course no student can avail the opportunity of any kind of full time paid job. If any such case is reported, his/her admission shall stand cancelled.

## **9. EXAMINATION**

- a) The MTTM students can answer in English or in Hindi medium.
- b) The examination of the Master of Tourism and Travel Management course is divided into 4 semester examinations. Each course shall be of 100 marks out of which 70 marks will be evaluated in semester end examinations and 30 marks shall be evaluated in the form of internal tests, assignments, tutorials, field work etc.
- c) First division would be awarded to those students who have secured 60% and above. Second division to those who have secured 48% and above but below 60% and third division to those getting a minimum of 40% in total and at least 36% marks in each theory course separately but less than 48% marks in aggregate.
- d) i) In the second and fourth semester, for the assessment of Training/Dissertation the board of examiners will consist of two members- one member from external University i.e. other than MGKVP and another member will be the Director of I.T.S. In the first and third semester the assessment of practicum/sessional work/field studies will be assessed internally.  
ii) The examiners for both theory and practical of MTTM programme will be appointed from a panel of examiners prepared by the Board of Studies constituted for Tourism and Travel Management. The departure from this practice will not be permitted in any circumstances.
- e) A candidate who has not attended the requisite percentage of lectures or has not obtained any marks in the internal assessment for any paper shall not be eligible to appear in the semester end

examination unless he/she repeats the concerned course and obtains minimum pass marks. University rules will be followed in this regard.

- f)** In case of inflated marking in theory and practical work reported, the competent authority of the University shall have the right to review the same with the help of experts duly appointed for the purpose.

**SYLLABUS**  
**Adopted from the session 2016-2017**  
**Master of Tourism & Travel Management**  
**Institute of Tourism Studies**  
**Mahatma Gandhi Kashi Vidyapith, Varanasi-221002**

**The MTTM Two Year Curriculum**

The MTTM programme of MGKVP, Varanasi is a two year course consisting of Theory courses, practicum, field study, training and dissertation. Theory courses are related to the various aspects of Tourism and Travel Management. In the field study and communication skills the focus is on enhancing the communication skill as well as practical experience of the field. In the training the focus is on sustained engagement with the personnels serving tourists in one or other manner. The course aims at the development of needed competencies and skills for a competent tourism and travel professional in the Tourism Industry.

**Semester wise distribution of the Course**

First Year	First Semester	Total Marks 550	(22 credits)
Course Code	Course Title	Marks	Credit
<b>Theory Course</b>			
101	Facets of Tourism	100 (70+30)	04
102	Tourism Products	100 (70+30)	04
103	Management Concepts and Organizational Behavior	100 (70+30)	04
104	Tourist Transportation	100 (70+30)	04
105	Tourism Marketing	100 (70+30)	04
<b>Practicum</b>			
106	Communication Skills and Computer	50	02
	<b>A. Communication Skills</b>		
	a. Verbal Communication and Group discussion	10	
	b. Listening Skills	05	
	c. Body Language and gestures	05	
	d. Preparing brochures, visiting and invitation cards	10	
		30	
	<b>B. Computer</b>		
	a. MS-office- formatting and printing activity	10	
	b. Power point presentation	05	
	c. Internet use, e-mail writing and Internet browsing	05	
		20	

First Year		Second Semester	Total Marks 600	(24 credits)
Course Code		Course Title	Marks	Credit
<b>Theory Course</b>				
201		Management of Inbound & Outbound Tourism	100 (70+30)	04
202		Accounting and Financial Management	100 (70+30)	04
203		Foreign Language (French/German/Russian) (I)	100 (70+30)	04
204		Air Travel Management	100 (70+30)	04
205		Travel Agency Operation and Tour Package Management	100 (70+30)	04
<b>Practicum</b>				
206		Training Report and Viva-Voce	100	04

Second Year		Third Semester	Total Marks 550	(22 credits)
Course Code		Course Title	Marks	Credit
<b>Theory Course</b>				
301		Tourism Geography	100 (70+30)	04
302		Human Resource Management in Tourism	100 (70+30)	04
303		Foreign Language (French/German/Russian) (II)	100 (70+30)	04
304		Research Methodology	100 (70+30)	04
305		Indian Art & Culture	100 (70+30)	04
<b>Practicum</b>				
306		Field Study Report	50	02
		The students have to choose any two of the following:		
		a. Unidentified Tourism Product.		
		b. Visit to Excavation sites.		
		c. Event report		
		d. Visit to museums & art gallery/hotels/airport.		

<b>Second Year</b>	<b>Fourth Semester</b>	<b>Total Marks 500</b>	<b>(20 credits)</b>
<b>Course Code</b>	<b>Course Title</b>	<b>Marks</b>	<b>Credit</b>
<b>Theory Course</b>			
<b>401</b>	<b>Tourism Impacts and Crisis Management in Tourism</b>	<b>100 (70+30)</b>	<b>04</b>
<b>402</b>	<b>Potentials and Problems of Tourism in Varanasi</b>	<b>100 (70+30)</b>	<b>04</b>
<b>403 &amp; 404</b>	<b>The students have to choose two theory courses from the following optional papers:</b>		
<b>A.</b>	<b>Eco Tourism</b>	<b>100 (70+30)</b>	<b>04</b>
<b>B.</b>	<b>Wellness Tourism</b>	<b>100 (70+30)</b>	<b>04</b>
<b>C.</b>	<b>Adventure and Wild Life Tourism</b>	<b>100 (70+30)</b>	<b>04</b>
<b>D.</b>	<b>Pilgrimage Tourism</b>	<b>100 (70+30)</b>	<b>04</b>
<b>E.</b>	<b>Cultural Tourism</b>	<b>100 (70+30)</b>	<b>04</b>
<b>F.</b>	<b>Rural Tourism</b>	<b>100 (70+30)</b>	<b>04</b>
<b>Practicum</b>			
<b>405</b>	<b>Dissertation and Viva-Voce</b>	<b>100</b>	<b>04</b>

**Grand Total: Total Marks- 2200. Total Credits- 88**

**SEMESTER I**  
**Facets of Tourism**

**Code 101**

**Course Objective:** This course is designed to make the students conceptually clear about Tourism, Industry and management so as to understand different facets and dimensions and its relationship with other subjects, tools and techniques. After studying this course, the students will be able to:

- ❖ understand different aspects of tourism and tourist typology.
- ❖ learn significance of tourism industry.
- ❖ grasp Maslow's and McGregor theory of tourist motivation.
- ❖ perceive push and pull factors in tourism and New Tourism Policy, Ministry of Tourism, Government of India.

**Unit I**

Tourism: Definition, Nature and Scope, Components of Tourism: 5A's in Tourism. Difference between Visitor, Traveler, Tourist and Excursionist. Relationship of tourism with other subjects like History, Sociology, Indian Art, Commerce, Management, and Geography. Antiquity and facets of Tourism in Ancient Indian Literature. Forms and Types of Tourism. Tourist typology: Theories of Amex and Cohen.

**Unit II**

Tourism Industry: Nature, Characteristics and constituents. Tourism as an Industry: Significance of Tourism Industry. New thrust areas in Tourism – an overview.

**Unit III**

Tourist Motivation: Maslow's and McGregor theory. Factors stimulating growth of Tourism. Push and pull factors in Tourism. Tourism: Demand and supply- an overview.

**Unit IV**

Ministry of Tourism and Tourism Department, National action plan 1992, National Tourism Policy 2002 and New National Tourism Policy 2016. National Trade Associations-origin, location and functions of TAAI, IATO, and FHRAI.

**Recommended Readings:**

- Bhatia, A.K., 2003, Tourism Development, Principles and Practices, Sterling Publishers Pvt Ltd., New Delhi.
- Burkart A.J., and Medlik S., 1974, Tourism: Past, Present and Future, Heinemann Publishers, London.
- Koontz, H. and O'Donnell C., 1980, Principles of Management, McGraw Hill, London
- Mill, R., and Morrison, A., 1992, The Tourism System: An Introductory Text, Prentice Hall College Div, London
- Negi, Jagmohan., 2004, International Tourism and Travel, S. Chand & Company Ltd, New Delhi.
- Rao, V.S.P., and Rao, S., 1989, Management Concepts & Thoughts, Konark Publishers, New Delhi.
- Seth, Pran Nath., 1998, An Introduction to Travel and Tourism, Sterling Publishers Pvt Ltd, New Delhi.

- Seth, Rabindra., & Gupta, Om., 2005, Tourism in India, Kalpaz Publishers, Delhi.

## Code 102

## Tourism Products

**Course Objective:** This course is designed to develop an understanding of products, resources, arts, crafts and artifacts as well as of events and institution of India and Indian people which become the rationale and cause of travel for a tourist within the country and from abroad. After studying this course, the students will be able to:

- ❖ understand different aspects of tourism product and service product.
- ❖ learn UNESCO'S world heritage sites of India.
- ❖ grasp tourism products of India like art and architecture and historical monuments.
- ❖ have better knowledge of development of India's landscape for tourism promotion of sea, beaches and important islands of India, hills, desert areas and national parks.

### Unit I

Tourism Products: definition, elements, characteristics and classifications- goods, services, person and ideas. Similarities and difference between tourism products with other form of service products. Overview of UNESCO's world heritage sites of India.

### Unit II

Tourism products of India: classification- man made, natural and symbiotic. Important religious and spiritual centers – Sarnath, Varanasi and its temples and ghats, Khajuraho, Islamic monuments(Jama Masjid and Red Fort), Madurai temple, Ellora caves, Basilica of Bom Jesus and Golden Temple in Amritsar.

### Unit III

Means and method of promotion and marketing of tourism products in India: service, preservation of centers and places of historical importance and religious worship, fairs and festivals, dance and music (classical and folk traditions and musical instruments), craft systems, folk traditions, museums and art galleries. Legendary personalities – Mahatma Gandhi, Swami Vivekanand, Dayanand Saraswati, Guru Nanak and Bismillah Khan. Indian souvenir Industry as a potential tourism product.

### Unit IV

Development of India's landscape for tourism promotion: sea tourism, beaches and important islands of India, Hill stations, desert and Wildlife.



## Recommended Readings:

- Ambrose, Kay., 1984, Classical Dances and Customs of India, Palgrave Macmillan, London.
- Bharadwaj, D.S., and Kandari, O.P.,1999, Domestic Tourism in India, Indus Publishing Company, New Delhi.
- Brown, Percy., 1973,Indian Architecture Volume 1 & 2, D B Taraporevala & Sons, Mumbai.
- Chawla,Ramesh., 2006, Eco-Tourism and Development, Sumit Enterprises, New Delhi.
- Dixit,Manoj., and Sheela, Charu., 2008, Tourism Products, New Royal Book Company, Lucknow.
- Hall, Michael C., Stephen, Boyd., 1999, Nature Based Tourism in Peripheral Areas, Viva Books Private Ltd, New Delhi.
- Mallya, Abhilash., 1995, Wildlife Tourism and Conservation, Gnosis Publishers, New Delhi.
- Oki, Morihiro., 1989,India- Fairs and Festivals, Japan Publications, Tokyo.
- Singh, Ratandeep., 2003, Tourism in India, Golden Press, New Delhi.

## Code 103

## Management Concepts and Organizational Behavior

**Course Objective:** This course is designed to make the students conceptually clear about Tourism and Management so as to understand different facets and dimensions and its relationship with other subjects, tools and techniques along with the understanding of behavioral aspect of the organization and consumer, to the students. After studying this course, the students will be able to:

- ❖ understand different aspects and functions of management.
- ❖ learn types of leadership and concept of Management Information System.
- ❖ perceive organizational behavior, organizational goal and organization of individual behavior.
- ❖ grasp group and intergroup behavior, organizational power and politics.
- ❖ understand components of organizational culture and process.

### Unit I

Management: concept, nature, process and its importance. Functions of Management: Planning-Nature, Objectives and Process. Decision making process: concepts and steps in effective decision making. Organizing - its nature and process, Management by Objectives- concept; Staffing- concept and overview. Direction: Concepts and Principles; Communication: process and types, Barriers and principles of effective communication. Motivation: concept.

### Unit II

Leadership: concept and types. Controlling: concept, types and process. Coordination: concept and nature. Management Information System: meaning, nature, role, Managerial use of MIS, Management levels and MIS organization. Strategic Planning for Management Information System.

### Unit III

Organizational behavior: Concept, Nature and scope. Organizational Goal, influence of Socio-culture factors on organization. Individual Behavior: Personality perception, Attitude and Interpersonal Behavior. Organizational development: concept, process and components.

## Unit IV

Group and Inter Group Behavior: Organizational Power and Politics, Organizational culture and Organizational effectiveness. Conflict management: managing conflicts, causes and effects. Organizational change: causes, process of change and resistance to change.

### Recommended Readings:

- Brien, James O., 2009, Management Information System, Tata McGraw Hill
- Drucker, Peter F., 2006, Principles of Management, Harper Business, New York
- Gupta, A.K., 2000, Management Information System, S. Chand & Sons, New Delhi
- Mullins, J., 2013, Management and Organizational Behavior, FT Publishing International
- Murdick, R.G., 1975, Information System for Modern Management, Prentice Hall, New Jersey
- Prasad, L.M., 2014, Organizational Behavior, S Chand & Sons, New Delhi
- Robbins, Stephen P., 2012, Organizational Behavior, Prentice Hall, New Jersey.
- Tripathi, P.C., and Reddy, P.N., 2012, Principles of Management, McGraw Hill Education, New Delhi

## Code 104

## Tourist Transportation

**Course Objective:** This course is designed to impart insight into various modes of transportation related to tourism Industry. After studying this course, the students will be able to:

- ❖ understand development and key features of Civil Aviation Policy in India.
- ❖ make clear insight of current scenario of Indian road transport.
- ❖ know different aspect of rail transportation.
- ❖ attain knowledge relating to water transportation like inland, oceanic and coastal areas.
- ❖ have clear perception of national water ways of India.

### Unit I

Airline Transportation: Development of Civil Aviation in India, Key features of Indian Civil Aviation Policy, Role of DGCA, Bermuda convention, freedom of air. Role and Function of Airport Authority of India.

### Unit II

Road Transportation: Development of road transport, Indian road transport – current scenario, National highways and State highways. Role of Regional transport authority, Rent-a-car schemes, State & Inter-state bus network-UPSRTC. All India permits and International driving license.

### Unit III

Rail Transportation: Development of railways in India, Major railway systems of world-Amtrak and Brit Rail. Toy trains of India. Luxury trains of India – Palace on wheels, Royal Orient and Maharaja Express. Special Trains of India – Fairy Queen, Bharat Darshan and Mahaparinirvan Express. Railway passes-Indrail Pass and Eurail Pass.

### Unit IV

Water Transportation: Development of water transport. Inland, Oceanic and Coastal water transport. National Waterways of India; River cruises in India. Types of water transport: Hovercraft, ferries, Cruises; Major Cruise liners of world- Star Cruise and Royal Caribbean.

### Recommended Readings:

- Bhatia, A.K., 2003, Tourism Development - Principles and Practices, Sterling Publishers Pvt. Ltd, New Delhi.
- Burkart, A.J., and Melik, S., 1999, Tourism: Past, Present and Future, William Heinemann Ltd, London.
- Chand, Mohinder., 2000, Travel Agency Management, Anmol Publications Pvt. Ltd, New Delhi.
- Negi, Jagmohan., 2004, International Tourism and Travel, S. Chand & Company Ltd, New Delhi.
- Seth, Pran Nath., 1997, Successful Tourism Management, Sterling Publishers Pvt. Ltd., Delhi.
- Sethi, Praveen., 2005, Millennium Trends in Travel and Tourism, Rajat Publications, New Delhi.
- Sharpley, Richard., 2009, Travel and Tourism, Sage Publications, Delhi.
- Sinha, P.C., 1999, Tourism Transport and Travel Management, Anmol Publications Pvt. Ltd, New Delhi.

### Code 105

### Tourism Marketing

**Course Objective:** This paper will expose the students to the principles and strategies of marketing of tourism and tourism products, market research, services marketing, destination marketing and transportation and travel services marketing. After studying this course, the students will be able to:

- ❖ understand mechanism of marketing mix 8Ps.
- ❖ learn consumer behaviour and new product development strategy concept.
- ❖ have clear perception of product pricing and forecasting methods in tourism marketing.
- ❖ acquaint with E-tourism and ICTs in tourism.

### Unit I

Tourism Marketing Management: meaning, concept and importance. Philosophy of Tourism Marketing-selling, marketing and societal. Marketing Mix 8Ps: Product, Price, Place, Promotion, People, Process, Physical Evidence, Packaging, Programming and Partnership. Market segmentation: meaning and bases of market segmentation.

## Unit II

Concept of consumer behavior: Problems and factors influencing consumer behavior. Marketing research: nature, main steps involved in marketing research. PLC (Product life cycle) stages: Introduction, Growth, Maturity and Decline. New product development strategy: concept and uses.

## Unit III

Product pricing: meaning, factors influencing pricing and methods of pricing determination. Distribution Channel: meaning and role, types of intermediaries and factors influencing their choice. Forecasting methods in Tourism Marketing: conceptual overview. New developments in service marketing: Concepts regarding Destination, Accommodation, Transport and travel services marketing.

## Unit IV

E-tourism: Impact of ICTs on tourism, best operational practices in tourism, tourism system and ICT, application of ICT in tourism and hospitality, Multidimensional framework for ICT in tourism and its usage in Marketing.

### Recommended Readings:

- Armstrong, Gary., and Kotler, Philip., 2003, Marketing – An Introduction, Pearson education, Singapore.
- Bhatia, A.K., 2001, Tourism Management and Marketing, Sterling Publishers Private Ltd, New Delhi.
- Khan, M.A., 1997, Tourism Marketing, Anmol Publications Pvt. Ltd, New Delhi.
- Kotler, Philip., 2003, Marketing Management, 11th Edition, Pearson Education Pvt. Ltd, Singapore.
- Malhotra, R.K., 1999, Tourism Marketing, Anmol Publications Pvt. Ltd, New Delhi.
- Morrison, A.M., 1989, Hospitality and Travel Marketing, Delmar Publication, New York.
- Ramaswamy, V.S., & Namakumari, S., 1994, Principles of Marketing, Macmillan India Ltd., New Delhi.
- Teare, Richard., Mazanec, Josef., & Simon, Crawford., 2000, Marketing in Hospitality and Tourism, Cassell, U.K.

## Code 106

## Communication Skills and Computer

**Course Objective:** This course is designed to make the students conceptually clear about Communication skills required in Tourism. After studying this course, the students will be able to:

- ❖ understand aspects of verbal communication like communicative English speaking.
- ❖ know written communication skills.
- ❖ learn basics of computer like MS-office.
- ❖ Work on Internet and abreast them with the present day tourism scenario.

## Communication Skills

Verbal Communication and Group discussion

Listening Skills

Body Language and gestures

Preparing brochures, visiting and invitation cards

## Computer

MS-office- formatting and printing activity

Power point presentation

Internet use, e-mail writing and Internet browsing

## SEMESTER II

Code 201

### Management of Inbound and Outbound Tourism

**Course Objective:** This course is designed to make the students conceptually clear about tourism markets, travel formalities and various aspects of Itinerary development. After studying this course, the students will be able to:

- ❖ Understand tourist market.
- ❖ learn significance of passport, visa and forex regulation.
- ❖ acknowledge Itinerary-Inbound and Outbound.
- ❖ know world geography in relation to Outbound tourist movement.

#### Unit-I

Concept of Tourism Markets: Meaning and importance. Tourist markets: meaning, kinds, and prevailing trends.

#### Unit-II

Travel Formalities: Passport, Visa, Forex regulations, Information on restricted areas in India, Health Regulations and Credit Cards.

#### Unit-III

Itinerary: Meaning, Definitions, Types, Importance. Development of an effective Itinerary. Preparation of Itinerary- Inbound and Outbound. Costing of tailor made and readymade Itinerary.

#### Unit-IV

Development & Promotion of Destination: Study of World geography in relation to Outbound tourist movement, Study of Indian history and Geography in relation to Inbound/Domestic Tourist Movements, Stages in Identification and development of a destination. Marketing strategies- Inbound and Outbound. Brochure Planning: Tour brochures as effective tool for marketing.

#### Recommended Readings:

- Bharadwaj, D.S., and Kandari, O.P., 1999, Domestic Tourism in India, Indus Publishing Company, New Delhi.
- Bhatia, A.K., 2008, International Tourism: Fundamentals and Practices, Sterling Publications, New Delhi.
- Chand, Mohinder., 2000, Travel Agency Management, Anmol Publications Pvt. Ltd, New Delhi.
- Gupta, R S., 2005, Principles of Management, S. Chand and Company, New Delhi.
- Negi, Jagmohan., 2005, Travel Agency-Operations Concepts and Principles, Kanishka Publishers and Distributors, New Delhi.

- Negi, Jagmohan.,1998, International Tourism and Travel Concepts and Principles, S. Chand and Company Ltd, New Delhi.
- Prasad, L. M., 2006, Principles and Practices of Management, S. Chand and Company, New Delhi.

**Code 202**

## **Accounting and Financial Management**

**Course Objective:** This course is designed to train the students in the field of Accounting and financial management which have a major role in the functioning and operation of Tourism Industry. After studying this course, the students will be able to:

- ❖ understand different aspects of accounting including accounting mechanics.
- ❖ learn financial statement through ratio-analysis.
- ❖ know cost analysis for decision making-CVP.
- ❖ acquaint with significance and goal of financial management.
- ❖ grasp concept of Tourism financing.

### **Unit I**

Accounting: Nature and scope, external and internal users of Accounting information. Principles: Concepts & Convention. Accounting Mechanics- Double Entry system, Account preparation of Journals, Ledger and Trial Balance. Capital & revenue items. Final Account: Trading, Profit and Loss Account and Balance Sheet with normal closing entries.

### **Unit II**

Analysis of Financial statement through ratio-analysis: meaning, advantages, limitations, types and their usefulness. Costing: nature, importance and classification of cost. Cost analysis for decision making: CVP (Cost Volume Profit) analysis- its assumptions and calculation. Break Even Analysis: concept, managerial use, construction and limitations.

### **Unit III**

Financial Management: meaning, role, scope and its importance, goal of financial management. Finance Function: scope and classification, role of the Finance Manager. Financial Planning: meaning, objective, steps, estimating long term and short term financial needs. Capital structure: meaning, optimum capital structure, and determinants of capital structure. Leverages: Financial and Operating.

### **Unit IV**

Working Capital Management: Concept, need, determinant of working capital, estimates of working capital and financing of current assets. Capital Budgeting: meaning and capital investment decision. Management of fixed assets: Meaning, roles and analysis of capital investment in fixed assets. Dividend Policy: Concept, determinants, behavioral models of dividend policy; TFCI (Tourism Finance Corporation of India): aims, objective and functions.

## Recommended Readings:

- Anthony, Robert N., 1988, Accounting Principles, Richard D. Irwin Publication, USA.
- Keown, A. J., 2013, Financial Management: Principles and Applications, Prentice Hall, New Jersey.
- Khan, M.Y. and Jain, P.K., 2013, Cost Accounting and Financial Management, McGraw Hill Education, Delhi.
- Maheshwari, S.N, 2009, An Introduction to Accountancy, Vikas Publishing House, Delhi.
- Mathur B.L.,1999, Financial Management, Anmol Publications Pvt. Ltd., New Delhi.
- Pandey , I.M. and Bhatt, R., 2012, Cases in Financial Management, Tata McGraw Hill, Delhi.
- Horne, Von., 2001, Financial Management and Policy, Prentice Hall, New Jersey.

## Code 203

## Foreign Language: French (I)

**Course Objectives:** This course is designed to impart functional knowledge of French grammar so as to use French language effectively in the field of Tourism as well as enabling students to understand and explain tourist oriented Literature. After studying this course, the students will be able to:

- ❖ understand fundamental French grammar.
- ❖ learn sentence framing while talking to others.
- ❖ acquaint with successful expression in making reservations, describing a person, an object , an event or place.
- ❖ grasp impressive explanation regarding important Indian dishes and recipe.

### Unit 1

Fundamental French grammar orthographique: basic knowledge, signs, article, conjugation of verbs, pronouns and adjectives. Expressions used for introduction, greetings and salutation. Name of days, months, seasons, colours, animals, birds, number and time.

### Unit II

Sentence framing, establishing contact with someone, introducing self and others, greeting, congratulating and expressing condolence. Name and description of Indian festivals.

### Unit III

Conversations related to reservation in hotel, airline, restaurant, describing a person, an object, an event and a place. Ordering food or any other article.

### Unit IV

Important Indian dishes such as- Rajasthani, Gujrati, Kashmiri, South Indian and their recipes. Role games and description of French slogans and advertisements.



## Recommended Readings:

- Bhattacharya, S., 2011 French for Hotel Management and Tourism Industry, Frank Brothers & Co. Ltd., New Delhi.
- Chaudhary, Kiran., 2008, Teach Yourself French, MLBD Publication, Delhi.
- Dany, Max., and Lalay, Jean Robert., Le Francais de l'Hoetellerie et du Tourisme Industry.
- Hangal, Chandrashekhar., and Mokashi, Krishnan., A Votre Service Francais Pour l'Hoetellerie et du Tourisme.
- Larousse dictionary: (French to English) (English to French), Simon & Schuster, India.
- Mathurin, Dondo., 1997, Modern French Course, Oxford, India.
- Mauger, G., 1998, Cours de Langue et de Civilisation Francaises, Schoenhofs Foreign Books.

## Code 204

## Air Travel Management

**Course Objective:** This course is designed to impart insight into air travel Industry, Reservations and ticketing of an airline ticket. After studying this course, the students will be able to:

- ❖ understand International organization like ICAO, IATA, Airline Baggage allowance system and IATA codes.
- ❖ clear insight of airline geography, types of air journeys and types of flights.
- ❖ understand historical development and current scenario of airline ticket.
- ❖ know various types of air fare.

### Unit I

International organizations: ICAO and IATA. Warsaw Convention; Hub & Spoke Concept; Airport Taxes; Airline Baggage Allowance System: Weight System, Piece System, Checked & Unchecked Baggage and Cabin Baggage. IATA Codes: Encoding/Decoding airline, city/airport & country codes. Stopover & Transit/Transfer Points.

### Unit II

Airline Geography: International Date Line, GMT/UTC time, World Time Zones, Time Difference Calculation; Concept of Day Light Saving; Concept of Elapsed Time, Ground Time, Flying Time; Minimum Connecting Time (MCT); IATA Traffic Conference Areas; Global Indicators (GI); Types of Air Journeys: OW, RT, CT, RTW, Open Jaw; Type of Flights: Short Haul, Long Haul, Feeder, Add-on; Flag Carriers and Low Cost Carriers.

### Unit III

Airline Ticket: development and current scenario; Airline ticketing related publication- OAG, TIM and PAT; CRS and GDS (Amadeus, Galileo, SABRE): Origin and growth; GDS Ticketing: Overview, Basic fields of PNR, Itinerary Pricing, Ticket Issuance(Fare Basis Code, Minimum-Maximum Stay, Weekend-Weekdays Code, Tour Code, Endorsement, Fare Construction Line, Form of Payment, Plating Carrier); IATA BSP: Origin, concept and functions.

### Unit IV

Types of air fare, Class of services, Air Fare Construction: Neutral Unit of Construction (NUC), Maximum Permitted Mileage (MPM), Ticketed Point Mileage (TPM), Extra Mileage Allowance (EMA), Extra Mileage

Surcharge (EMS), Higher Intermediate Point (HIP); Steps in OW fare calculation, Back Haul Minimum Check (BHC); Steps in RT/CT fare calculation and Circle Trip Minimum (CTM) Check.

### **Recommended Readings:**

- Ang, Roxanne., 1998, Airline Tariff and Ticketing, Canadian Institutes of Travel Counsellors, Canada.
- Baker, M.B., 1999, Airline Traffic and Operations, McGraw Hill Book, Delhi.
- Bhatia, A.K., 2008, International Tourism: Fundamentals and Practices, Sterling Publications, New Delhi.
- Ford, Woodcock J., 1986, Introduction to Domestic Airline Ticketing, Bridgewater Books Publishing Company, London.
- IATA Passenger Air Tariff Book.
- IATA Ticketing Handbook.
- Negi, Jagmohan., 2004, Air Travel Ticketing and Fare construction, Kanishka Publishers, New Delhi.
- OAG Airline Guide.
- Rana V., 2013, Airline Ticketing, Random Publications, New Delhi.
- Sharma, J.K., 2009, Flight Reservation and Airline Ticketing, Kanishka Publishers, New Delhi.
- Travel Information Manual.

### **Code 205**

### **Travel Agency Operation and Tour Package Management**

**Course Objective:** This course is designed for proper understanding to the students about the nature and functioning of travel agency and tour operators besides acquainting them with the role of travel agents as well as planning and handling of tour packages. After studying this course, the students will be able to:

- ❖ understand all aspects of travel trade like history, growth and travel trade intermediaries.
- ❖ learn definition, types and functions of travel agency.
- ❖ grasp types, rules and roles of tour operators.
- ❖ understand definition, nature, methods and types of tour package management.

### **Unit I**

Travel trade: history, growth, travel trade Intermediaries. Organizational structure of travel agency, difference between travel agency and tour operator. Role and contribution of Travel companies in the growth and development of Tourism. Need and significance of Travel trade association (UNWTO, UFTAA and PATA) in the development of Tourism.

## **Unit II**

Travel Agents: definition, types, and functions of travel agency, Linkages in the travel agency business: sources of income, process for approval of travel agency in India issued by Ministry of Tourism. Government of India and IATA ; Acts applicable to Travel Agency.

## **Unit III**

Tour Operators: types, rules for recognition, role, functions of Tour operator and sources of its income. Tour handling and actual tour operations.

## **Unit IV**

Tour Package Management: concept, nature, features and methods. Types of tours. Significance of tour package. Tour information: need of tour package brochure, tour package designing and planning package tours.

### **Recommended Readings:**

- Chand, Mohinder., 2002, Travel Agency Management: An Introductory Text, Kanishka Publishers and Distributors, New Delhi.
- Foster, Dennis L., 1991, The Business of Travel Agency, Operators and Administration, McGraw Hill, India.
- Foster, Douglas., 1985, Tourism and Travel Management, Macmillan, U.K.
- Malik, H., & Chatterjee, Asim., 1996, The Indian Travel Agency, Himalaya Publishing House, New Delhi.
- Negi, Jagmohan., 2005, Travel Agency Operation: Concepts and Principles, Kanishka Publishers and Distributors, New Delhi.
- Seth, P.N., Successful Tourism Management, Vols. 1 &2, Sterling Publishers Pvt. Ltd., Delhi.
- Stevens, Laurence., Guide to Starting and Operating Successful Travel Agency, Delmar Publishers.
- Syrat, Gwenda., 2003, Manual of Travel Agency Practices, Butterworth Heinmann, Canada.

### **Code 206: Training Report and Viva-Voce**

## SEMESTER III

Code 301

### Tourism Geography

**Course Objective:** This course has been designed to explore the basics of World Geography and its relevance with tourism. After completing this course, the students will be able to:

- ❖ acquaint themselves with the climatic regions of the world, meaning of time zone and the concept of time calculation by longitude.
- ❖ understand concepts, contents and scope of tourism geography.
- ❖ perceive political and physical features of World geography.
- ❖ grasp political and physical features of India.

#### Unit I

Tourism Geography: concept, content, scope and Importance. Climatic Regions of World – Study of Latitude, Longitude, Time zones and Time calculation by longitude. Models for tourism.

#### Unit II

Political and physical features of North America, South America and Europe. Major Tourist Attractions in countries like USA, Canada, Brazil, Argentina, France and Switzerland.

#### Unit III

Political and physical features of Africa, Asia and Australia. Major tourist attractions of countries like Thailand, Malaysia, Egypt, Greece, South Africa, Australia and New Zealand.

#### Unit IV

Political and Physical features of India: Climatic regions, Mountains, River System, Lakes, Deserts, Islands; Major geographical tourist attractions of India: Shimla, Chennai, Kolkata, Prabhas Patan and Gangtok.

#### Recommended Readings:

- Boniface, B., and Cooper, C., 1987, Worldwide Destinations: The Geography of Travel and Tourism, Heinemann Professional Publishing, England.
- Dixit, M., 2006, Tourism Geography and Trends, New Royal Publishers, Lucknow.
- Hudman, L., & Jackson, R., 2003, Geography of Travel and Tourism, Cengage Learning, London.
- Lal, D. S., 1986 Climatology, Chaitanya Publication, Allahabad.
- National Atlas of India- Government of India Publication.
- Oxford School Atlas.
- Robinson, H., 1976, Geography of Tourism, Macdonald and Evans, London.
- Singh, Gopal., 1988, The Geography of India, Atmaram & Sons, Delhi.
- Singh, S., 1999, Physical Geography, Prayag Publication, Allahabad.

**Course Objective:** This course has been designed to provide an understanding that how the management of human resource is required for the development of tourism Industry. After studying this course, the students will be able to:

- ❖ understand meaning and function of Human Resource Management.
- ❖ perceive the concept of manpower planning and Job Analysis.
- ❖ grasp the meaning, objective and process of career planning.
- ❖ Acquaint with the methods and process of job evaluation.
- ❖ Know the factors affecting wages.
- ❖ internalise meaning and significance of collective bargaining.
- ❖ receive clear insight of the settlement of industrial disputes.

### Unit I

Human Resource Management: Concept, role and functions. Quality of H.R. manager. Emerging challenges in Human Resource Management, Development of Human Resource Management: Indian Scenario.

### Unit II

Manpower planning: concept need and process. Job Analysis: concept, use, process and methods. Recruitment: Process, Policy, Sources and Techniques. Selection: Meaning and process. Placement and Induction.

### Unit III

Career Planning and Development: Meaning, Objective and process. Training: Concept and Importance, Identifying training needs and Methods of Training. Executive development: concept, objective, methods and techniques.

### Unit IV

Job Evaluation: Concept, process and methods. Wages and Salary Administration: objectives, principles, methods and factors effecting wages. Collective bargaining. Industrial disputes: Causes and settlement. Industrial fatigue and monotony.

### Recommended Readings:

- Arya, P.P., and Tondon, B.B., 1998 Human Resource Development, Deep and Deep Publication, New Delhi.
- Bon, Tom., 1994, Human Resource in International Tourism, Butterworth & Heinemann , UK.
- Dessler, G., 2012, Human Resource Management, Prentice Hall, New Jersey.
- Diwan, Parag., 1999, Human Resource Management, Golden Books Centre, Malaysia.
- Dwivedi, R.S., 2009 Managing Human Resource, Vikas Publishing House, New Delhi.
- French, W., 1998, Human Resource Management, Houghton Mifflin, Boston.
- Ghosh, B., 2000, Human Resource Development and Management, Vikas Publishing House, New Delhi.
- Milkovich, G., and Boudreau, J., 1997, Human Resource Management, Irwin Publication.

**Course Objectives:** This course is designed to impart functional knowledge of French grammar so as to use French language effectively in the field of Tourism in order to enable students to understand and explain tourist oriented Literature. After studying this course, the students will be able to:

- ❖ have knowledge of French expression used in air travel, journey by taxi and train.
- ❖ prepare themselves for impressive French expression used for accommodation and in daily life.
- ❖ become fluent in giving and receiving information in French.
- ❖ develop the skill of writing and replying professional letters in French.

### Unit I

Fundamental French Grammar: Continued grammatical exercises (written and oral) and comprehension.

### Unit II

French expressions used in air travel, in journey by taxi and train, for money exchange, for accommodation, and in daily life (Post, Railway, cinema, hotel, pharmacy, hospital etc.). Giving and receiving information in French (Oral and written).

### Unit III

Brief description of Travel agency, tour operators, Travel and adventure sports in India. Advising and advertising, creating slogans, marketing and making advertisements, writing and replying professional letters.

### Unit IV

Activities related to application of grammar in various situations. Listening skills by audio aids. Role playing and dialogues. Presentation about the specialties of some cities like Agra, Varanasi, Delhi, Jaipur, Arnakulam and Chennai as tourist destination.

### Recommended Readings:

- Bhattacharya, S., 2011 French for Hotel Management and Tourism Industry, Frank Brothers & Co. Ltd., New Delhi.
- Chaudhary, Kiran., 2008, Teach Yourself French, MLBD Publication, Delhi.
- Dany, Max., and Lalay, Jean Robert., Le Francais de l'Hoetellerie et du Tourisme Industry.
- Hangal, Chandrashekhar., and Mokashi, Krishanan., A Votre Service Francais Pour l'Hoetellerie et du Tourisme.
- Larousse dictionary: (French to English) (English to French), Simon & Schuster, India.
- Mathurin, Dondo., 1997, Modern French Course, Oxford, India.
- Mauger, G., 1998, Cours de Langne et de Civilisation Francaises, Schoenhofs Foreign Books.

**Course Objective:** This course is designed to familiarize the students with the concepts and methodology of research in order to enable them to execute an appropriate Research Design and prepare an effective research report thereafter. After studying this course, the students will be able to:

- ❖ understand nature, scope and purpose of research.
- ❖ acquaint with the research process and overview of research design.
- ❖ know review of related literature.
- ❖ differentiate between various types of data sources and sampling.
- ❖ apply quantitative and qualitative techniques of research in tourism.

### **Unit I**

Research: Definition, Scope and purpose. Various Methods used in Research – brief description. Researches in Tourism- recent trends.

### **Unit II**

Identifying research problems: Review of related literature, finding research gaps. Research Methodology: Objectives, hypothesis and sampling. Data Collection: Sources, Various types of data, tools used in data collection – questionnaire, characteristics of good questionnaire. Preparing research proposal and final report.

### **Unit III**

Quantitative Techniques: Measures of central Tendency – Mean median and mode. Correlation. Use of Parametric and nonparametric statistics – brief description.

### **Unit IV**

Qualitative Techniques: Qualitative research – definition, scope and its relevance with special reference to tourism. Data Collection techniques in Qualitative research – Interview schedule, observation and its various types, case study and field trip.

### **Recommended Readings:**

- Blaikie, N., 2000 Designing Social Research, Polity Press, Canterbury, UK
- Brunt, P., 2002, Market Research in Tourism and Travel, Butterworth & Heinemann , UK.
- Clark, Mona., Riley, Michael J., Wilkie, Ella., and Wood, R.C., 2008 Researching and Writing Dissertations in Hospitality and Tourism, ITBP, UK.
- Cooper, D., and Schindler, P., 2008, Business Research methods, McGraw Hill, New Delhi.
- Kothari, C.R., 2004, Research Methodology, New Age International, Delhi.
- Poynter, J., 2012, How to research and write a Thesis in Hospitality and Tourism: - A step by step guide for college students, Wiley, UK.
- Ryan, Chris., 1995, Researching Tourist Satisfaction – Issues , Concept ,Problems, Routledge, London.

**Code : 305**

**Indian Art & Culture**

**Course Objective:** This course has been designed to explain Indian culture and Art from Vedic to Modern period. After studying this course, the students will be able to:

- ❖ understand salient features of Indian culture with reference to society like marriage, family, culture, norms and rituals.
- ❖ learn Art and culture from Vedic to Gupta period and Stupa Architecture.
- ❖ grasp general features of sculptures, Temples and rock-cut art.
- ❖ Knowledge about art, painting of Indo-Islamic and British period.

### **Unit I**

Indian culture and society: salient features- marriage and family system. Culture: building blocks of culture- values, norms, rituals, beliefs, material artifacts, language, Cultural variation, Cultural relativism, cultural universalism, cultural integrations, cultural diffusion, acculturation, Morality and custom. Women and society.

### **Unit II**

Art and culture: Vedic to Gupta period – Vedic society and religion, Ashokan pillars and Sanchi Stupa. Kushana's contributions to art and architecture (Gandhara and Mathura style), Gupta period: contributions to literature and art (Sarnath School of art, evolution of Temples of Gupta period).

### **Unit III**

Indian Architecture (from ancient to modern period): Ancient period temple architecture with special reference to Mahabalipuram and Orissa temples. Medieval period- Indo-Islamic Muslim architecture with special reference to Taj Mahal and Red Fort(Delhi), Modern period- British Architecture like Gateway of India and Victoria Memorial(Kolkata).

### **Unit IV**

Paintings: Ajanta Cave paintings, Mughal painting, Rajputana, Kangra, British painting and Manuscript painting- an overview.

### **Recommended Readings:**

- Basham, A.L., 2005, The Wonder that was India, Picador, London.
- Bingham, J., 2005, Indian art and Culture, Capstone Publishers, USA.
- Huntington, Susan L., The Art of Ancient India, 2016, Motilal Banarsidass, Delhi.
- Saraswati, S.K., 1983, Aspects of Indian Art and Culture, Rddhi, India.
- 
- Vatsyayan, Kapila., 2006 The Cultural Heritage of India, Ram Krishna Mission Institute of Culture, Kolkata, India.
- Vyas, R.N., 1992, Nature of Indian Culture, Concept Publishing Company, New Delhi.
- Welch, S.C., 1985, Art and Culture, The Metropolitan Museum of Art, New York.



## SEMESTER IV

**Code: 401**

### **Tourism Impacts and Crisis Management in Tourism**

**Course Objective:** This course has been designed to inculcate various impacts of tourism on society, economy and environment. Relevant descriptions on crisis management and risk assessment have also been discussed in this paper. After studying this course, the students will be able to:

- ❖ understand the concept of Tourism Impacts.
- ❖ make clear perception of the concept of multiplier effect and linkages in tourism.
- ❖ learn different environmental impacts of tourism.
- ❖ have better knowledge of crisis management.
- ❖ have clear insight of risk management and emergency response plans.

#### **Unit I**

Tourism Impacts: Concept, Social, Cultural and Economic Impacts of Tourism. Identifying & Managing Socio- Cultural Impacts; Concept of Multiplier Effect and Leakages in Tourism. Concept of Guest-Host Interaction: Doxey's Irridex Model. Concept of Community Involvement in Tourism. Concept of Destination carrying capacity.

#### **Unit II**

Environmental impacts of tourism: Types, Environmental Quality Factors, Environmental Planning of Tourism Attraction, Environmental impact Control Measures, Tourism Impact Assessment & Sustainable Development.

#### **Unit III**

Crisis Management: Concepts and approaches, Identification of Crisis Events. Disaster management, emergency management & risk management – differentiation amongst them. Preparing for a crisis & responding to it, Crisis management team. Planning & preparation: anticipation, preparation and mitigation of an impending crisis.

#### **Unit IV**

Risk Assessment, Risk Management and Risk Communications: Contingency Planning in Tourism - Emergency Response Plans, Corporate Crisis Management Plans, Corporate Crisis Communication Plans, Disaster Recovery Plans and Business Continuity Plans. Role of NDRF( National Disaster Relief Force).

#### **Recommended Readings:**

- Dirk, Glaesser., 2006 : Crisis Management in the Tourism Industry, Butterworth-Heinemann, U.K.
- Hall, Michael C., Timothy, Dallen, J., and Duval, David Timothy., 2006, Safety and Security In Tourism, Jaico Publishing House, Mumbai, India.
- Lerbinger, Otto., 1997, The Crisis Manager: Facing Risk and Responsibility, Lawrence Erlbaum. Associates, Mahwah, New Jersey.

- Mowforth, Martin., and Mutt, Ian., *Tourism and Sustainability*, McGraw Hill, New Delhi.
- Nigam C, Satish., 2006, *Eco Tourism and Sustainable Development*, Rajat Publication, New Delhi.
- Richardson, Bill., Smith, Denis W., 1999, *Crisis Management: A Work Book for Managers*, John Wiley & Sons, USA.
- Sinha, P.C., 1998 *Tourism Impact Assessment*, Anmol Publication, New Delhi.
- Yoel, Mansfield., and Linda, Chapin., 2005, *Tourism, Security and Safety*, Elsevier Science & Technology, Netherlands.

**Code:402**

## **Potentials and Problems of Tourism in Varanasi**

**Course Objective:** This course has been designed to emphasize prospects and problems of tourism in Varanasi. After studying this course, the students will be able to:

- ❖ understand sacredness of Varanasi and its landmarks of history and culture.
- ❖ make clear perception of the present status of tourism in Varanasi.
- ❖ have better understanding regarding socio-cultural and religious characteristics of Ganga Mahotsav, Buddha Mahotsav and Dev Deepawali.
- ❖ make clear insight of faith packages.

### **Unit I**

Varanasi: its history, culture and sacredness. Varanasi as the landmark of history and culture in ancient, medieval and modern periods. Varanasi as place of the continuous flow of all the main religious streams- Hinduism, Buddhism, Jainism and Sikhism.

### **Unit II**

Tourism in Varanasi: Present status, Tourist arrivals in Varanasi – both international and domestic. Varanasi as city of religious heritage, Ganga Ghats, Accommodation, Transportation – Train, Air and Road. Art and craft textiles – Terracotta and wooden figures. Other Amenities- food, entertainment and shopping. Available and Proposed Packages: One day package, two days package, three days package, Buddhist circuit and Hindu pilgrimage. Introducing new packages like adventure, rural, river, event-linked packages in Varanasi and surrounding areas, Panchkroshi and Jain pilgrimage package.

### **Unit III**

Socio-Cultural and Religious Tourism in Varanasi: Prospects- Ganga Mahotsav, Bauddha Mahotsav, Dev Deepawali, Musical festivals, Sankat Mochan five days programme, Residence of Bismillah Khan, Girija Devi and Kishan Mahraj. Faith package- places of Kabir, Raidas, Ramanand and Tulsi Das. Educational packages – Banaras Hindu University, Mahatma Gandhi Kashi Vidyapith, Sampooranand Sanskrit University and Central University of Tibetan Studies. Important places of visit: Sarnath, Kardameshwar temple of Kandawa, Nepali Temple, Bharat Mata Mandir, Bhelupur Jain Temples, Madhyameshwar temple and Ramanagar Fort.

### **Unit IV**

Promotion of Tourism in Varanasi: Need, Problems – Lack of coordination between non Governmental and Government Agencies, Lack of composite tourism in terms of faith, events, fairs and festivals, security problems, untrained and Fake Tourist Guides, improper infrastructure in the form of road, water supply and electricity, inadequate public road Transport and Problems of Train reservations.

### **Recommended Readings:**

- Altekar, A.S., History of Benaras, The Cultural Publication House, BHU, Varanasi.
- Giri, Kamal., and Tiwari, Marutinandan., Kashi Ke Mandir aur Murtiyan.
- Kejriwal, O.P., Benaras illustrated and James Princep, India Pilgrims Publishing, Varanasi.
- Pandey, D.B., and Dwivedi, P.S., Dimensions of Tourism in Varanasi.
- Verma, T.P., 1986, Varanasi through the Ages, Bhartiya Itihas Sankalan Samiti, U.P.

**Code: 403**

**Code: 404**

The students will select two optional papers as 403 & 404 from the following optional courses:

#### **(A) Eco-Tourism**

**Course Objective:** This course has been designed to explore the interrelationship between the environment & its resources for sustainable tourism planning and development. After studying this course, the students will be able to:

- ❖ understand different aspects of environment like definitions, its components and types.
- ❖ receive knowledge regarding green house effects and depletion of ozone layer.
- ❖ make clear insight of Eco-tourism.
- ❖ have better understanding of the role of UNWTO, UNDP, UNEP and GOI in the development of Eco-tourism.

#### **Unit I**

Environment: Definition, components and types of environment (an overview of food chains, food web and energy flow). Environmental Pollution – Air, Water and Noise Pollution with special reference to tourism activities. Green house gas effect. Depletion of ozone layer and threats to global warming.

#### **Unit II**

Eco-tourism: Concept and Origin, Emergence of Eco-tourism- growth and development, Principles of Eco-tourism. Eco-tourism Resources in India – Caves, National Parks, Wild life sanctuaries, Tiger Reserves, Biosphere Reserves, Wet lands, Mangroves, Coral reefs and desert Ecosystem – an overview.

#### **Unit III**

Eco-tourism: Planning and developmental strategies – Eco-tourism strategies with special reference to Environmental Protection. Environmental Impact Analysis, Product development, Marketing and Promotion, Infrastructure development, Industry involvement in training programmes – both at operational and promotional level.

#### **Unit IV:**

Eco- tourism: Role of UNWTO, UNDP, UNEP and Ministry of Tourism, Government of India in the development of Eco-tourism. Case studies of Ajanta - Ellora development project, Lonar Crater, Periyar National Park and Thenmala in Kerala.

#### **Recommended Readings:**

- Baldwin, J.H., 1985, Environmental Planning and Management. I.B.D. Dehradun.
- Kandari, O.P., Chandra, Ashish., 2001, Tourism Biodiversity & Sustainable Development, Isha books, Delhi.
- Mridula & Dutt, N., 1991, Ecology and Tourism, Universal Publishers, New Delhi.
- Negi, J., 1990, Tourism Development and Resource Conservation, Metropolitan, New Delhi.
- Sapru, R.K., 1987, Environment Management in India, Ashish Publishers, New Delhi.
- Singh, Ratandeep., 2011, Handbook of Environmental Guidelines for Indian Tourism, Kanishka Publishers, New Delhi.
- Singh, S.C., 1989, Impact of tourism on Mountain Environment, Meerut Research India Publications, Meerut.
- Verma, P.S., and Agarwal, V.R., 1996, Principles of Ecology, S. Chand & Co, New Delhi.

### **(B) Wellness Tourism**

**Course Objective:** This course has been designed to give basic idea about the concept of wellness and its applicability in tourism. After studying this course, the students will be able to:

- ❖ know the need for health and wellness in tourism.
- ❖ understand origin and development of health tourism.
- ❖ know the tools of wellness.
- ❖ have clear perception of Complementary & Alternative Medicines.
- ❖ Differentiate between various types of spas.

#### **Unit I**

Wellness: Origin, development and need of health tourism. Health as a motivator to travel, Ancient centers of healing and bath. Wellness, well being and spirituality. Typologies of Health tourism – Factors affecting growth of health tourism. Leisure, lifestyle and tourism. Accommodation in accordance with Weather and Climate – winter, summer and Health resorts.

#### **Unit II**

Wellness: tools – Medicine, therapy, therapeutic recreation, nutrition and rehabilitation. Forms of health tourism: Medical tourism, Spa tourism, Ayurveda tourism, Yoga & Meditation tourism. Holistic tourism, Spiritual tourism and Ashram tourism.

### Unit III

Wellness: Complementary & Alternative Medicines (C.A.M): holistic approach Vs specialization approach. Concept and Dimensions of holistic health care – the body, Mind and Spirit relationship. Major C.A.M. systems of the world: AYUSH, Ayurveda, Yoga, Naturopathy, and acupuncture. Medical tourism: concept, typology, benefits of medical tourism. Global Medical tourism scenario – countries promoting medical tourism and economics of medical tourism – an overview. Indian medical tourism – potential, problems, market size and future challenges.

### Unit IV

Spas: definitions, origin, typology, Medicinal properties of spa. Important natural spa destinations in the world. A brief overview of Modern Spa Treatments: categories of treatments– Detox, bodywork therapies, Different styles of massages: Facials, Body Polish and Scrubs – Packs, glows and wraps. Aroma therapy, Yoga & Meditation. Hydrotherapy – Baths, Showers, steam bath, Sauna, Hamam, Whirlpool and Floatation therapy. Hot Stone Therapy and Mud therapy.

#### Recommended Readings:

- Huss, Carol et al., 1989, The Banyan Tree: A Text Book for Holistic Health Practitioner, Sahaj Medical, Mission Sisters, Pune.
- Kulkarni, S., 2008, Spa and Health Tourism, Book Enclave, Jaipur.
- Payyappilly, C., et al., 1988, Holistic Health Work Book, Sahaj, Pune.
- Raj, Pruthvi, 2006, Medical Tourism in India, Arise Publication, New Delhi.
- Rajagopalan, S, 2006, Health Tourism–An Introduction, The ICFAI University Press, Hyderabad.
- Smith, M and Puczko, L., 2009, Health and Wellness Tourism, B. Heinemann, USA.
- Swami Vishnudevananda, The Complete Illustrated Book of yoga, Bell Publishing, USA.

### (C) Adventure and Wild Life Tourism

**Course Objectives:** This course is designed to study India's Adventure tourism aspects along with Wildlife sanctuaries. After studying this course, the students will be able to:

- ❖ understand the concept and classification of adventure tourism.
- ❖ make clear perception of land, water and air based adventure tourism.
- ❖ know wild life conservation and management.
- ❖ make clear insight of important national parks and sanctuaries of India.

#### Unit-I

Adventure Tourism: concept, need and scope. Classification of adventure tourism – Adventure on Ground: Mountaineering, Trekking, Skiing, Ice skating, Rock Climbing, Camel Safari and Bungee jumping.

## **Unit-II**

Adventure in Water: White water rafting, Canoeing, Kayaking, Surf boating, Wind surfing, Scuba Diving, Snuba Diving and Snorkeling. Adventure in Air: Ballooning, Parachuting, Sky diving, Para Sailing, Para Gliding and Micro lighting.

## **Unit-III**

Wild Life Tourism: Introduction, Wild life conservation and management, Protected area network in Indian National parks, Wildlife sanctuaries & biosphere reserve - an overview. Special conservation Programs.

## **Unit-IV**

Selected important National parks & sanctuaries in India: Dachigam, Corbett, Dudhawa, Kanziranga, Manas, Bandhavgarh, Gir, Ranthambore, Keoladeo Ghana, Sundarbans, Valley of Flowers, Madumalai and Periyar.

### **Recommended Readings:**

- Buckley, Ralf., 2006, Adventure Tourism, CAB International, Oxfordshire, U.K.
- Chawla, Romila., 2008, Adventure Tourism, Rajat Publication, New Delhi
- Hudson, S., 2003, Sports and Adventure Tourism, Haworth Hospitality Press, New York.
- Kohli, M.S., 2002, Mountains of India: Tourism, Adventure & Pilgrimage, Indus Publishing Company, New Delhi.
- Malik, S.N., 1997, Adventure Tourism, Agam Kala Prakashan, New Delhi.
- Nag, Prithvish., and Singh, S.K., 1999, Tourism and Trekking in Nainital Region, Concept Publishing Company, New Delhi.
- Swarbrooke, J; Beard, C. et al, 2003, Adventure Tourism: The New Frontier, Butterworth-Heinemann, Oxford, U.K.
- Taylor, S., and Varley P., 2013, Adventure Tourism: Meanings, Experience and Learning, Routledge, Oxon, U.K.
- Thakur, A.S., 2013, Adventure Tourism: Concept, Segmentation and Promotion, Lap Lambert Publishing, Germany.

### **(D) Pilgrimage Tourism**

**Course Objectives:** The course is designed to abreast students of the rich religious diversity of India hence covering major sites related to it. After studying this course, the students will be able to:

- ❖ make clear understanding of Hindu pilgrimages like Chardham yatra, Kumbh Mela, and important Temples in India.
- ❖ have clear perception of Buddhist pilgrimage like Lumbini, Bodhgaya, Sarnath, and Kapilavastu.
- ❖ have knowledge of Jain Pilgrimage like Kashi, Sammetshikhar, Sonagir and Shatrunjaya.
- ❖ make clear insight of Muslim pilgrimage like Ajmer Sharif and Haji Ali and Sikh pilgrimage like Patna Saheb and Nanded.

### **Unit-I**

Hindu Pilgrimage: Char Dham Yatra, Jyotirlinga Yatra, Devi Yatra, Kumbh Mela, Ayodhya, Mathura-Vrindavana, Dwarka, Kanchi, Kamrup, Haridwar, Amaranth, Kailash-Mansarovar, Puri, Tirupati, Sabarimala, Shirdi, Madurai, Thanjavur, Thiruvananthapuram and Rameshwaram- an overview.

### **Unit-II**

Buddhist Pilgrimage: Lumbini, Bodhgaya, Sarnath, Kushinagar, Sharavasti, Sankisa, Vaishali, Rajgriha, Kapilvastu, Nalanda, Sanchi – an overview.

### **Unit-III**

Jain Pilgrimage: Kashi, Sammetshikhar, Pavapuri (Bihar), Shatrunjaya, Girnar, Mount Abu, Ranakpur, Sonagir, Sharavanbelgola, Sarkhej and Shatrunjaya – an overview.

### **Unit-IV**

Muslim Pilgrimage: Ajmer Sharif, Nizamuddin (Delhi), Haji Ali and Hazratbal. Sikh pilgrimage: Patna Sahib, Nanded, Guru-ka-Tal (Agra), Amritsar, Hemkund and Taran Taaran- an overview.

### **Recommended Readings:**

- Chandra, Moti., Kashi Ka Itihas, Chaukhamba Prakashan, Delhi.
- Dixit, Manoj., and Sheela, C., 2008, Tourism Products, New Royal Book Company, Lucknow.
- Jacob, R., and Mahadevan, P., 2012, Tourism Products of India, Abhijeet Publication, New Delhi.
- Mawa, S., 2004, Pilgrimage Tourism, Kaveri Books, New Delhi.
- Morpeth, N.D., and Raj, R., 2007, Religious Tourism and Pilgrimage Management, CAB International, Oxon, U.K.
- Shukla, Kuber Nath., Varanasi Vaibhava, Chaukhamba Prakashan, Delhi.

## **(E) Cultural Tourism**

**Course Objectives:** This course has been designed to explore the Indian history, culture, society and their main components - music, fairs, festivals and customs. After studying this course, the students will be able to:

- ❖ understand Indian history.
- ❖ have knowledge of Indian society and culture.
- ❖ make clear perception of Indian music.
- ❖ have clear insight of important fairs and festival of India.
- ❖ understand India's custom and social organization like Purushartha and sanskars.

### **Unit I**

Indian history: Ancient – Mauryan to Gupta and subsequent chronological sequence of dynastic history, Medieval (Mughal) and Modern(19<sup>th</sup> and 20<sup>th</sup> century- contribution of Europeans and social reformers like Mahatma Gandhi, Swami Vivekananda and Dayanand Saraswati) – an overview .

## Unit II

Indian Society and culture: Landmarks of Indian Culture and also of Hinduism, Buddhism and Jainism- Purushartha and sanskars, marriage, society and education in ancient India.

## Unit III

Performing and Visual Arts: Classical, vocal, instrumental and dances- with reference to brief introduction and features of different forms. Contribution of Bismillah Khan, Pandit Ravi Shankar, Pandit Bhimsen Joshi and Pandit Jasraj. Indian folk dances. Visual Arts: early Indian Art from Indus Valley to Gupta period- main features. Khajuraho, Sarnath, Ellora, Bhubhaneshwar and Chola art. Pahari and Mughal Painting – main features.

## Unit-IV

Fairs and Festivals: Definitions and features with reference to Holi, Deepawali, Durga Puja, Vijay Dashmi, Kartik Purnima, Dev Deepawali, Bharat Milap of Nati Imli, Nak Kattaya of Chetganj and Nag Nathaiya of Tulsi Ghat, Guru Nanak Jayanti, Christmas and Id. National Festivals- Republic day, Independence day and Gandhi Jayanti. Main crafts of India: Terracotta and wooden objects.

## Recommended Readings:

- Basham, A.L., 2005, The Wonder that was India, Picador, London.
- Bingham, J., 2005, Indian Art and Culture, Capstone Press Inc., USA.
- Dixit, Manoj., and Sheela, C., 2008, Tourism Products, New Royal Book Company, Lucknow.
- Gupta, Seema., & Sharma, S.P., 2006, Fairs and Festivals of India, Hindology Books, Pustak Mahal, New Delhi.
- Saraswati, S.K., 1983, Aspects of Indian Art and Culture, Ordghi, India
- Sharma, S.R., 1963, Outline of Indian History, V.V. Research Institute Press.
- Vatsyayan, Kapila, 1992, Indian Classical Dance, Publications Division, Ministry of Information & Broadcasting, Govt. of India, New Delhi.
- Vatsyayan, Kapila., 2006, The Cultural Heritage of India, Ramkrishna Mission Institute of Culture, Kolkata, India.
- Vyas, R.N., 1992, Nature of Indian Culture, Concept Publishing Company, New Delhi
- Welch, S.C., 1985, India: Art and Culture, The Metropolitan Museum of Art, New York.

## (F) Rural Tourism

**Course Objectives:** This course is designed to showcase the tourism potential of rural India. After studying this course, the students will be able to:

- ❖ understand different bases to define urban and rural areas.
- ❖ know unique features of Indian rural tourism in plains, deserts and mountains.
- ❖ have better perception of planning and development approaches for promotion of rural tourism.
- ❖ make clear insight of positive and negative implication of rural tourism.



### **Unit I**

Rural Tourism: concept and benefits, meaning of Urban, rural and low periphery areas. Geographic, Socio-economic, Cultural and Ecological basis to define rural areas. Concept and philosophy of rural tourism and its relationship with farm, agro-green and cultural tourism. Aims and objective to promote rural tourism to match the growing demand for rural/country side destination.

### **Unit II**

Rural tourism in India: its resource base, Rich diversity in socio-cultural and economic environments. Unique features of Indian rural tourism in plains, deserts, mountains, forested tracts, islands and seacoast. Existing and needed infrastructure for development. Status of transport and communication, accommodation, recreation and entertainment in rural areas- an overview.

### **Unit III**

Promotion of rural tourism: Planning and development approach, Identification, assessment and mapping of potential rural destination. Capacity studies and actions to motivate the host population and private entrepreneurship to actively participate in the program. Publicity, promotion and community approach, Synchronizing rural tourism efforts with the comprehensive integrated area development program.

### **Unit IV**

Rural Tourism: its implications. Cross examination of Positive and negative implications of rural tourism, Incentives available for development of tourism in rural areas, other potential areas for fiscal and non-fiscal incentives. Emerging trends in Rural Tourism.

### **Recommended Readings:**

- George E.W. and Reid, D., 2009, Rural Tourism Development, Channel View Publication, Bristol, U.K.
- Hall, D., and Mitchbell, M., 2005, Rural Tourism and Sustainable Business, Channel View Publication, Bristol, U.K.
- Page, S. J., and Getz, D., 1999, The Business of Rural Tourism, International Thomson Press, Delhi.
- Sharpley, Richard., 1997, Rural Tourism: An Introduction, International Thomson Press, Delhi.
- Singh, A.K., and Pandey S., 2005, Rural Marketing: Indian Perspective, New Age Publication, New Delhi.
- Singh, Shalini., 1994, Cultural Tourism and Heritage Management, Rawat Publications, Jaipur.

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