

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

Ordinance

01) Course Name: Master of Travel and Tourism Management.

02) Eligibility: Graduate (10+2+3) from any Stream.

03) Duration: 02 Years (4 semesters).

04) Reservation: According to University Rules.

05) Fees: According to University Rules.

06) Total Marks: 2000

07) Division: 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.

Details of the Papers and Marks

Semester wise distribution of the Course

First Year

First Semester

Total Marks 500

Course Code	Course Title	Marks
Theory Course		
101	Introduction of Tourism	100 (Theory 70 +Internal 30)
102	Tourism Products of India	100 (Theory 70 +Internal 30)
103	Management Concepts and Organizational Behavior	100 (Theory 70 +Internal 30)
104	Transport In Travel & Tourism	100 (Theory 70 +Internal 30)
105	Communication Skill And Personality Development	100 (Communication 50 + Tour 50)

First Year

Second Semester

Total Marks 500

Course Code	Course Title	Marks
Theory Course		
201	Tourism Marketing	100 (Theory 70 +Internal 30)
202	Air Fares & Ticketing	100 (Theory 70 +Internal 30)
203	Travel Agency & Tour Operations Management	100 (Theory 70 +Internal 30)
204	Foreign Language: English and French	100 (Theory 70 +Internal 30)
205	Training Report, Viva-Voce and Educational tour	100 (70+20+10)

Second Year

Third Semester

Total Marks 500

Course Code	Course Title	Marks
Theory Course		
301	Geography And International Tourism	100

		(Theory 70 +Internal 30)
302	Culture, Heritage, Pilgrim Tourism	100 (Theory 70 +Internal 30)
303	Human Resource Management in Tourism	100 (Theory 70 +Internal 30)
304	Research Methodology and Guiding Skills	100 (Theory 70 +Internal 30)
305	Hotel Management	100 (Theory 70 +Internal 30)

Second Year	Fourth Semester	Total Marks 500
Course Code	Course Title	Marks
Theory Course		
401	Managing Event	100 (Theory 70 +Internal 30)
402	Information Technology and Tourism	100 (Theory 70 +Internal 30)
403	Adventure and Wild Life Tourism	100 (Theory 70 +Internal 30)
404	Eco Tourism OR Departmental Elective Paper Facets of Tourism	100 (Theory 70 +Internal 30)
405	Dissertation	100

First Semester

Code -101

Introduction of Tourism

Theory- 70 marks

Unit-I: Concepts, Definitions & Historical development of Tourism. Types of Tourist: Tourist, traveler, excursionist. Forms of tourism: Inbound, Domestic, International. Tourism System: Nature, Characteristics and components of tourism industry.

Unit – II: Tourism Demand, Motivation of Tourism Demand. Measuring Tourism Demand. Pattern & characteristic of tourism supply Factors influencing tourism supply.

Unit – III: Elements of Tourist Destination. Influences of elements on tourist flows. Role of ITDC, State Tourism Development Corporations, ASI, Ministry of Railways & Civil Aviation in tourism development, Role and functions of Important Tourism Organizations: WTO, IATA, PATA, TAAI, WTTC, FHRAI.

Unit – IV: Tourist Development VIS-A VIS Impacts, Range of Impacts, costs and benefits of (socio cultural, economic and physical) at TGR, TTR and TDR

Internal – 30 marks

Sessional test- 20 marks

Assignments- 10 marks

- Visit to UP Tourism Office/Visit to India Tourism Office.

Suggested 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 of India

Theory- 70 marks

Unit-I: Tourism Product; Definition, Concept & Classifications, Nature & Characteristic of India's Tourism Products: Seasonality & Diversities. Heritage - Indigenous, Colonial, Handicrafts of India. Craft Meals. Fairs & Festivals of Social & Religious importance.

Unit-II: Performing Arts of India: Forms & Types, Classical Dances. Folk Dances of different Regions & Folk Culture. Indian Music: Different Schools, Status of Indian Vocal & Instrumental Music, Indian Music abroad. Indian Museums. Art Galleries. Libraries & their Location, assets & characteristic. Indian cuisine: Regional variations.

Unit-III: National Parks & Wildlife Sanctuaries: Locations, Accessibility, Facilities, Amenities, Unique Selling Propositions (USP), Dachigam National Park, Corbett National Park. Tourism products of India: classification- man made, natural and symbiotic. Important religious and historical 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 and salakhan fossils Robardsgang.

Unit-IV: Hill Stations: Locations, Accessibility, Facilities, Amenities, Unique Selling Propositions (USP), Gulmarg, Kullu & Manali, Shimla, Mussorie, Nainital, Darjeeling, Gangtok, Beach Resorts of India. Locations, Accessibility, Facilities, Amenities, Unique Selling Propositions (USP), Important Beaches in Gujarat, Maharashtra, Goa, Karnataka, Kerala, Tamil Nadu, Puducherry, Andhra Pradesh, Odisha, West Bengal, Lakshadweep, Andaman & Nicobar Islands. Major Hill Stations. Tourist potential of Himalayas:

Internal – 30 marks

Sessional test- 20 marks

Assignments- 10 marks

Suggested 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

Theory- 70 marks

Unit-I: Nature, meaning, 6M and significance of management; managerial processes, functions, skills, and roles in organization; Systems, contingency and operational approaches to management.

Unit-II: External and internal environment affecting managerial decisions – social responsibilities of business – evolution of management thought (contributions of a few theories towards the development). Overview of functions of planning, organizing, staffing, directing and controlling.

UNIT–III: Understanding & managing individual behaviour – Personality, Perception (social perception and cognition), Learning, Values & attitudes, persuasion. Work motivation, Individual decision making, Emotional intelligence & its applications.

Unit-IV: Group Dynamics – Foundations of group behaviour – Factors affecting group behaviour, group individual dimension-group-structural dimension – task dimension-group decision-making-Intergroup behaviour, Understanding work team, Communication, Leadership & influence process.

Foundations of organization structure (Bureaucratic-centralization vs decentralization, strategy & structure, flat & tall structures, work specialization, departmentalization, chain of command, span of control and formalization

Internal – 30 marks

Sessional test- 20 marks

Assignments- 10 marks

Suggested 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 Transport In Travel & Tourism

Theory- 70 marks

Unit–I: Evolution of tourist transport system - importance of transport in tourism. Introduction to transport system - air, road, rail and water transport. Marketing of passenger transportation: patterns of demand for tourist transportation, characteristics of supply and marketing strategies.

Unit–II: Air transport and its evolution, present policies, practices and laws pertaining to airlines. Licensing of air carriers. Limitations of weights. Multinational regulations including freedoms of air. Functions-ICAO, DGCA, AAI.

Unit–III: Surface Transport System: Approved tourist transport, car hire companies including rent a car scheme and tourist-coach companies, Documents connected with road transport viz. Regional Transport Authority, transport and insurance documents, road taxis, fitness certificate, contact carriage, state carriage, All India permits etc.

Unit–IV: Rail transport system: Major Railway System of World, British Rail. Euro Rail, Japanese rail and Amtrak. Indian Railways: Past, present, future, Indian rail pass, special schemes and packages available, palace on wheels, royal orient, fairy queen and toy trains. Planning itineraries on Indian Railways, reservation and cancellation procedures. Water Transport System - historical past, cruise ships, ferries, hovercraft, river canal boats. Prospects and future growth of water transport in India.

Internal – 30 marks

Sessional test- 20 marks

Assignments- 10 marks

Suggested 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 Communication Skill and Personality Development**Theory- 70 marks**

Unit-I: Communication- nature and scope and types of communication, functions of communication; communication process; communication steps; Way of Communication; Two way communication, feedback and Types of advertisement.

Unit-II: Oral & Written Communication Skill - Types - Methods of Achieving Effective Communication - types of media, Indian traditional communication Impact of Electronic and Print Media on tourist – Examples of Mass Media, Types of news.

Unit-III: Introduction: Meaning of Personality, Personality Factors- external, internal. Effective or winning personality, developing a selling personality. Communication skills

Unit – IV: Personality grooming, physical fitness, dressing sense, formal and informal clothing, behaviour with male and female clients, behaviour in office.

Internal – 30 marks

Sessional test- 20 marks

Assignments- 10 marks

Recommended Readings:

- Singh Omprakesh, Theory and practice of communication, vani publication, Dariyagang, New delhi, 2017.
- Goddy B. & Parkin I., Urban Interpretation : Vol. I, Issues and Settings; Vol. II Techniques and Opportunities, Working Papers, School of Planning, Oxford Polytechnic, 1991.
- Pond K.L., The professional Guide: Dynamic of Tour Guiding, Van Nostrand Reinhold, New York, 1993.
- Trade wings Manual for Personality Development
- Kaul, A. Effective Business Communication, PHI, New Delhi.
- Munter M. (2002). Guide to Managerial Communication: Effective Writing & Speaking, PHI, New Delhi.
- Mandal S.K. Effective Communication and Public Speaking, Jaico, Mumbai.
- Bovee, T & Schatzman, Business Communication Today, Pearson, New Delhi.
- Jenkins I.R. & Jif J.J. Planning Advertising Campaign, Macmillan, New Delhi.
- Chunawalla S.A. Advertising Sales and Promotion Management, Himalaya, Mumbai.

Second Semester**Code - 201****Tourism Marketing****Theory- 70 marks**

Unit-I: Understanding Marketing and Marketing Process: Marketing Concepts, Nature and Scope of Marketing, Marketing Mix, Marketing Environment, Strategic Planning and Marketing Process, Organizing and Implementing Marketing in the Organization. Services Marketing: Concept, Definition, Characteristics with Special Emphasis on Tourism Services.

Unit-II: Developing Marketing Opportunities and Strategies: Marketing Information Systems and Marketing Research, Consumer Markets and Consumer Behaviour, Business Markets and Buyer Behaviour, Market Segmentation - Targeting and positioning for competitive Advantage.

Unit-III: Developing the Tourism Marketing Mix: Managing the Product / Service, Product Decisions, Product Line, Product Mix, Product Life Cycle, New Product Development, Branding and Packaging Decisions, Global Marketing, Direct Marketing, Marketing on the Web, Green Marketing, Consumerism and Legal Issues.

Unit-IV: Distribution Channel and Logistics Management-Channel Selection, Cooperation and conflict Management, Promotion Decision – Promotion Mix: Advertising, Sales Promotion, Personal Selling, and Publicity. 3 Additional P's of tourism services Marketing Mix. Process, Physical Evidence and People.

Internal – 30 marks

Sessional test- 20 marks

Assignments- 10 marks

- Designing of Advertisement for Travel Agency / Tour Operator, Hotel, Tour Package

Suggested Readings:

- Morrison, A.M. Hospitality and Travel Marketing . Delmar Thomson Publishing
- Kotler Philip and Armstrong, G. Principles of Marketing, PHI.
- Stanton, Willam J. Fundamentals of Marketing, McGraw Hill.
- Ramaswamy, V.S. and Namakemari, S. Marketing Management, McMillan.
- Bhattacharya K. Sisir. Marketing Management, National Publishing House.
- Dalrymple, J.D. and Parson, J.L. Marketing Management Strategy and Gases, Joh
- 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 - 202

Air Fares & Ticketing

Theory- 70 marks

UNIT - I: History of air transport in India. International & Domestic airlines: Public & Private Airline. Freedoms of Air. Time calculation. Airport formalities, health regulation, passport, VISA.

UNIT – II: Understanding of various codes; City and airport codes, airlines codes etc. IATA, ICAO & DGCA functions. IATA areas and sub areas. Higher intermediates point (HIP), Circle trip minimum (CTM), Backhaul Minimum Check (BMC).

UNIT – III: Types of tickets: On line tickets, paper tickets, computerized & Hand written Tickets. Fare calculations, currency Conversion, NUC, currency codes. Different types of fares. Computerization in ticking business, online ticketing on internet. Use of CRS, PNR, and Other information related to online ticketing.

UNIT – IV: Cargo and Baggage, Free baggage allowance, weight and piece system, Dangerous goods rules. Packaging of cargo, Airway bill, Type of Cargo. Specific commodity rates.

Internal – 30 marks

Sessional test- 20 marks

Assignments- 10 marks

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.
- Travel Information Manual – IATA

- OAG/ABC – IATA
- Air-Tariff Book – IATA
- Mahinder Chand, Travel Agency Management
- R. Doganis, Airport Business

Code - 203

Travel Agency & Tour Operations Management

Theory- 70 marks

Unit – I: History & Growth of Travel Agency Business, Emergence of Thomas Cook & American Express, Emergence of Travel Intermediaries, Indian Travel Agents & Tour Operators. Interplay of Push & Pull Factors.

Unit – II: Travel Agents & Tour Operators: Differentiation and Interrelationship. Functions and Organisational Structures of Travel Agency and Tour Operators. Linkages of Tour Operation Business with Principal Suppliers, Government and Other Agencies. Incentive and Concessions Applicable to Tour Operators in India.

Unit – III: How to Set up Travel Agency/Tour Operation Business: Sources of Funding, Comparative Study of Various Type of Organisation, Government Rule of Getting Approval, IATA Rules, Regulations and Accreditation, Documentation, Sources of Earning: Commissions, Service Charges etc.

Unit – IV: Itinerary Preparation: Meaning, Packaging: Types and Forms of Package Tour. Familiarization with TIM (Travel Information Manual), Passport & VISA- Meaning, Types, Procedures, Validity, Necessary Information to fill the Passport and VISA Form for Issuance, Health Certificates, Currency, Travel Insurance, Credit & Debit Card, customs, currency, baggage and airport information.

Internal – 30 marks

Sessional test- 20 marks

Assignments- 10 marks

Suggested Readings:

- D.L. Foster , The Business of Travel agency Operation & Administration
- Malik, Haris & Chatterjee, Indian Travel Agents
- J.M.S. Negi, Travel Agency & Tour Operatiuons: Concepts & Principles
- C.Y. Gee, Travel Industry
- Yale P, The Business of Tour Operations
- 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 204

Foreign Language: English and French

Theory- 70 marks

French Language

Unit – I: Fundamental French grammar: basic knowledge, signs, article, verbs, noun, 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, introducing self and others, Name and description of Indian festivals, Conversations related to reservation in hotel, airline, restaurant, an event and a place. Ordering food or any other article, Important Indian dishes such as- Rajasthani, Gujrati, Kashmiri, South Indian and French, slogans and advertisements.

English Language

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

Unit – IV: Sentence framing, introducing self and others, Name and description of Indian festivals, Conversations related to reservation in hotel, airline, restaurant, an event and a place. Ordering food or any other article, Important Indian dishes such as- Rajasthani, Gujrati, Kashmiri, South Indian and French, slogans and advertisements.

Recommended Readings:

- Oxford English Grammar oxford press New Delhi, 2017
- Oxford Hindi English dictionary, 2017
- 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 205

Training Report, Viva-Voce and Educational Tour

100 (70+20+10)

Second Year Third Semester

Code 301

Geography And International Tourism

Theory- 70 marks

Unit – I: Importance of Geography in Tourism; Latitude, Longitude, International Date Line. Time Zone & calculation of Time. Time Differences, GMT variations.

Unit – II: Major landforms as tourist resources. Elements of weather and climate. Climatic regions of the world in brief. Impact of weather and climate on tourist destinations.

Unit – III: Factors affecting global and regional tourist movements, demand and origin factors, destinations and resource factors. Contemporary trends in international tourists movements. Major outbound tourism countries.

Unit – IV: Location of major tourist destination in India. Characteristics of Indian outbound tourism. Characteristics of India's major international markets.

Internal – 30 marks

Sessional test- 20 marks

Assignments- 10 marks

Suggested Readings:

- H.A.Robinson, Geography of Tourism
- Burton Rosemary, Geography of Travel & Tourism
- B. Bonifac & C.Cooper, The Geography of Travel & Tourism
- Enclopedia of World Geography

- 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.

Code 302

Culture, Heritage, Pilgrim Tourism

Theory- 70 marks

Unit - I: Indian History- Brief Understanding of Indian History, Cultural Heritage with special references of Ancient, Medieval and Modern History of India.

Indian Culture: General Features, Sources, Components and Evolution. . Religions in India: Chief Indian communities and religious faiths - Hinduism, Buddhism, Jainism, Christianity, Islam, Sikhism, folk & tribal religion.

Unit – II: Indian Art & Architecture: Indian Art and Sculptures, Archaeological sites – Monuments – Ancient Temples of India – Forts - Palaces and Museums – Buddhist heritage sites of India, Islamic Art & Architecture, UNESCO World Heritage Sites in India, conservation & Management.

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

Unit-IV:Jain Pilgrimage: Kashi, Sammetshikhar, Pavapuri (Bihar), Shatrunjaya, Girnar, Mount Abu, Ranakpur, Sonagir, Sharavanbelgola, Sarkhej and Shatrunjaya – an overview.Muslim Pilgrimage: Ajmer Sharif, Nizamuddin (Delhi), Haji Ali and Hazratbal. Sikh pilgrimage: Patna Saheb, Nanded, Guru-ka-Tal (Agra), Amritsar, Hemkund and Taran Taaran- an overview.

Internal – 30 marks

Sessional test- 20 marks

Assignments- 10 marks

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.
- *Safeguarding Intangible Cultural Heritage: Touching the Intangible*; Michelle L. Stefano, Peter Davis, Gerard Corsane, 2012 Boydell Press.
- *Global Tourism: Cultural Heritage and Economic Encounters*; Sarah M. Lyon, E. Christian Wells 2012 Rowman Altamira.
- *Indian Cultural Heritage Perspective for Tourism*; L.K. Singh 2008, Gyan Publishing House *Cross-Cultural Behaviour in Tourism*; Yvette Reisinger, PhD, Lindsay Turner 2012, Routledge
- *Mapping Cultures: Place, Practice, Performance*, Dr Les Roberts ,2012, Palgrave Macmillan.
- *Multimedia for Cultural Heritage: First International Workshop*; Costantino Grana, Rita Cucchiara

Code 303

Human Resource Management in Tourism

Theory- 70 marks

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.

Internal – 30 marks

Sessional test- 20 marks

Assignments- 10 marks

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.

Code 304

Research Methodology and Guiding Skills

Theory- 70 marks

Unit – I: Concepts of Research: Nature, Scope and types of Research, Research design, Research Methods, Variables. Reliability and Validity, Hypothesis, Types of Questionnaire, Sampling Methods Case Study.

Unit – II: Observations Data Collection, Steps of Research, sources of research, Art of Research Report Writing and Research Paper writing.

Unit – III: Tour Guiding: Personal hygiene & Grooming, Visitor Briefing before departure, General Rules in emergency, Tour Commentary, Tour Guiding Requirements: Tour departure Checklist, checklist for a Tour vehicle. Checklist at the point of arrival. Leading a tour group; Code of Conduct. Conducting City, Cultural rural & special interest tour.

Unit – IV: Tourist & Visitors interpretation: Popular understanding of Place, Potentials of attraction. Intrinsic qualities, personal stereotypes. Theme interpretation, Heritage interpretation & Interpretation of Nature.

Internal – 30 marks

Sessional test- 20 marks

Assignments- 10 marks

Suggested Readings:

- C.R Kothari, Research Methodology, Vishwa Prakashana India.
- Naresh Malhotra, John Hall, Mike Shaw & Peter , Market Research, Second Edition, Pentice Hall.
- Blaikie N. , Designing Social Research, Polity Press, Cantebury, UK.
- Marshall. L, Rossman B. Designing Qualitative Research, 3rd Edition, Sage Publications, New Delhi.
- David de Vaus. , Analyzing social sciences, Data, Sage Publication, New Delhi.
- Malhotra.N.K. Marketing Research, An applied Orientation, Fifth Edition, Pearson Education.

Code 305

Hotel Management

Theory- 70 marks

Unit – I: Evolution of Hospitality Services: Meaning & Nature of Hospitality, Features of Hospitality Services, Structure of Accommodation Industry, Operation of Accommodation Units, Yield Management, Hospitality Industry Network, Determinants of Hospitality Network Demand & Supply for Accommodation in India

Unit – II: Management Function in Hotel Industry- Front Office Desk – Front Office Staff – Qualities of Front Office Staff – Hotel Reservation, Housekeeping, Organization Structure, Layout of Housekeeping Department, Functions of Housekeeping Department, Managing Guest Amenities. Food and Beverage Services Outlets – Various Types of Food Services – Restaurant Organization - Equipments - Room Service.

Unit – III: Hotel Accounting: Concepts and Conventions – Double Entry System –Preparation of Journal, Ledger and Trial Balance – Preparation of Final Accounts: Trading, Profit and Loss Account and Balance Sheet. Hotel Accounting. Elements of Cost – Preparation of Cost Sheet – Types of Costs, Finance Functions – Major Financial Decisions – Sources of Finance – Long Term and short Term – Advantages and Disadvantages of Different Sources of Funds.

Unit – IV: Resort Management: Resort Management and Sales Promotion: Research and Analysis: The environment, current market, properly analysis, Market segmentation and potential guest markets, Tools of marketing, Advertising, Promotion and Publicity. Resort Concept: Characteristics of Resort Management as opposed to Hotel Management, Historical Perspective, Indian Scenario

Internal – 30 marks

Sessional test- 20 marks

Assignments- 10 marks

Suggested Reading:

- Yogendra K. Sharma, Hotel Management, Kanishka Publishers, New Delhi
- Vijay Dhawan, Food Beverage Service, Frank Bros and Co.,
- S.Kannan, Hotel Industry in India, Deep and Deep Publications, Pvt Ltd, New Delhi
- R.K.Malhotra, Food Service and Catering Management, Anmol Publication Pvt Ltd, New Delhi.
- Sudhir Andrew, Food Beverage Service Training Manual, Tata MC Graw – Hill Publishing Co Ltd, New Delhi.
- D.R.Lillicrap, Food Beverage Service, Edward Arnold Publishers Ltd, London.
- Lal, J. Accounting for Management, Himalayan Publishing House, Mumbai.
- Prasanna C. Financial Management- Theory and Practice, Tata McGraw-Hill, New Delhi.
- Selected case studies from sterling. Delmia, Toshali and R.C.I. International will be managed from concerned organisations.
- Andrews, Sudhir : 1985, Hotel Front Office, Tata M C Graw – Hill, New Delhi.
- Andrews, Sudhir : Hotel House Keeping, Tata M C Graw – Hill, New Delhi.
- Andrews, Sudhir : (1991),Food and Beverage Service,Tata M C Graw–Hill, New Delhi.

Forth Semester

Code 401

Managing Event

Theory- 70 marks

Unit – I: Introduction to Event Planning, Event Planning Principles, Key Competencies. Pre-event responsibilities, Legal issues. Negotiations, The Uniform Commercial Code, The International Contractual Consideration, Ethics.

Unit – II: Budgeting Events: Budget Preparation, Estimating fixed & variable cost. Cash flow, Measures of financial performance, financial controls, risk management.

Unit – III: Event Operations: Registration. Seating Arrangements, Documentation, Press Relations, Audio-Visual Arrangements, Use of Films, Videos, CDs, etc., Videoconferencing. Service quality management.

Unit – IV: HR Dimension of Events: Interactions in event service management, event service and programme quality gaps, human resource planning process for events. Marketing Dimension of Events: The marketing mix for events, segment variables, customers decision making process for events. Event packaging.

Internal – 30 marks

Sessional test- 20 marks

Assignments- 10 marks

Suggested Readings:

- Coleman, Lee & Frnkle, Powerhouse Conferences, Educational Institute of AH &MA.
- Hoyle, Dorf & Jones, Meaning Conventions & Group Business, Educational Institute of AJ MA.
- Meetings, Conventions & Expositions - An Introduction to the Industry Rhonda Montgomery, Ph.D. & Sandra K. Strik. Publishers - Van Nostard Reinhold, An International Thomson Publishing Co.

Code 402

Information Technology and Tourism

Theory- 70 marks

UNIT-I: Computer System: Introduction to Computers, Characteristics of computers, Applications of computers, Different units of computer, Component of computers, Input / Output and auxiliary storage Device . Computer application In Tourism.

UNIT-II: Windows & MS Office: Introduction to windows. MS –Office: MS Word, MS Excel, MS Power Point.

UNIT – III: Network and Communication: Networking: Concept, User, Types, Devices Used. Basic Communication Components: Terminals, Modems, Channels, Communication processors, Host Computers, Types of Transmission.

UNIT – IV: Internet: Concept, uses, components, browsing, Search Engines, E-mail: Opening Account. Internet and Tourism. Information and Communication Technology (ICT): need definition, uses for tourism, and future role. ICT in tourism sector, Strategic and tactical role of ICTs for Tourism.

Internal – 30 marks

Sessional test- 20 marks

Assignments- 10 marks

Recommended Readings:

1. Leon Alexis and Mathews Leon: Introduction to Computers, Vikas Publishing House Pvt Ltd. New Delhi
2. Bhatnagar S C and Ramani K V: Computers and information management. A Primer for Practicing Managers, New Delhi, Prentice Hall of India Pvt. Ltd.
3. Bansundara, S: Computer Today.
4. Goel Ritender and D N Kakkar: Computer Application in Management, New Age International Publishers, New Delhi.
5. Jaggi V P and Jain Sushma: Computers for Every one, New Delhi, Academic India Publishers.

Code 403

Adventure and Wild Life Tourism

Theory- 70 marks

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.

Internal – 30 marks

Sessional test- 20 marks

Assignments- 10 marks

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.

Code 404**Eco-Tourism****Theory- 70 marks**

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, Ratandee., 2011, Handbook of Environmental Guidelines for Indian Tourism, Kanishka Publishers, New Delhi.

OR

**Departmental Elective Paper
Facets of Tourism****Code 405****Dissertation****Marks:100**