



हिमाचल प्रदेश केंद्रीय विश्वविद्यालय

Central University of Himachal Pradesh

प्रशासनिक ब्लॉक – हिमाचल प्रदेश, धर्मशाला, 176215
Administrative Block, Dharamshala, Himachal Pradesh-176215
Email ID: coe@hpcu.ac.in website: www.cuhimachal.ac.in



Department of Tourism and Travel Management (School of Tourism Travel and Hospitality Management)

पाठ्यक्रम विवरण प्रारूप

पर्यटन एवम यात्रा प्रबंधन, **MBATT** सेमेस्टर 1st

क्र मां क (1)	कोर्सकोड (2)	कोर्स नाम (3)	क्रेडिट (थ्योरी कितने क्रेडिट और प्रैक्टिकल कितने क्रेडिट का) (4)	कोर्स में पंजीकृत छात्रों की संख्या (5)	पेपर तैयार करने से सम्बन्धित (बाहरी परीक्षको द्वारा, प्रयोगशाला, सेमिनार, फील्ड वर्क) (6)***
1.	TTM 466	Indian Tourism Geographic & Ecology	2	32	Theory
2.	TTM 545	Principles and Practices of Management in Tourism	2	32	Theory
3.	TTM 454	Financial Services in Tourism	2	32	Theory
4.	TTM 464	Accounting & Working Capital for Tourism	2	32	Theory
5.	TTM 407	Introduction to Tourism Marketing	4	32	Theory
6.	TTM 410	Event Management	2	32	Theory
7.	TTM 517	Tourist Destination Management	2	32	Theory
8.	TTM 469	Indian Knowledge System	2	32	Theory
9.	TTM 403	Travel & Tourism Principles and	2	32	Theory

		Practices			
10.	TTM 429(IDC)	Security, Rescue and Disaster Management	2	32	Theory

विभागाध्यक्ष
प्रयटन एवम यात्रा प्रबंधन विभाग



हिमाचल प्रदेश केन्द्रीय विश्वविद्यालय

Central University of Himachal Pradesh

(Accredited by NAAC with A+ Grade with CGPA of 3.42)

धर्मशाला, जिला कांगड़ा -, हिमाचल प्रदेश -176215

Dharamshala, District Kangra (HP)-176215

Website: <http://www.cuhimachal.ac.in>

Course Code: TTM 464

Course Name: Accounting and Working Capital for Tourism Managers

Credit: 02

Course Coordinator: Prof. Ashish Nag

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

- Define financial accounting, Accounting Rules, Accounting Process, Financial Statements and techniques used in financial analysis.
- Apply the tools of to perform horizontal and vertical analysis.
- Calculate and interpret various financial ratios.
- Demonstrate knowledge of, and ability to prepare, a statement of cash flows.
- Define managerial accounting and understand the techniques used in cost accounting.
- Compute break-even and cost-revenue analysis and understand how to interpret the results.
- Prepare various types of budgets.
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Course Outcomes: After the successful completion of this course, the student will be able to

- CO¹Apply the research ethics in measuring the demand and supply of tourism

- **CO²** Learn the process of research through dissertation
- **CO³** Develop overall understanding of research practice in general life
- **CO⁴** Understand the report preparation
- **CO⁵** Undermine the research proposal preparation and presentation

Attendance Requirements:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student will not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 20%
2. End Term Examination: 60%
3. Continuous Internal Assessment: 20%

Course Contents

UNIT – I Introduction to Accounting, Management Accounting and Working capital

(4 Hours)

- Accounting, Book-keeping and Accounting
- Users of Accounting, Basic Concepts and Conventions
- Limitations of Accounting, Introduction to Management Accounting for tourism managers
- Principles of Working capital: Introduction to Working capital, Concept of Working Capital, Need for Working capital
- Golden rule of Accounting and Accounting Cycle

UNIT - II Financial Statements Analysis

(4 hours)

- Financial Statements: Meaning and type of financial statements;
- Objectives and Methods of preparing Financial Statement Analysis;
- (Comparative and Common Size Statements, Trend Analysis)

UNIT - III Ratio Analysis

(3 hours)

- Ratio analysis;
- Classification of Ratios; Liquidity ratios, Profitability ratios, Solvency ratios, Turnover Ratios
- Advantages and Limitations of Ratio Analysis.

UNIT - IV Cost Volume Profit Analysis and Components of Working Capital Management

(5 hours)

- Marginal costing and Profit planning
- P/V ratio, Break Even point, Marginal cost equation, Margin of Safety,
- Calculation of Desired Profit and Desired Sales
- Components of Working Capital Management
- Accounts Receivables Management, Inventory Management, Cash Management

UNIT - V Budgeting and Working Capital Finance

(4 hours)

- Budgeting for profit planning and control: Meaning of Budget and Budgetary control;
- Objectives; Merits and Limitations of Budgeting;
- Cash Budget
- Zero Base Budgeting,

- Trade Credit, Bank Finance and Commercial Papers.

Prescribed Text Books:

1. Bhattacharyya Debarshi, Management Accounting. Pearson Education.
2. Khan, Jain, Management Accounting: Text, Problems and Cases. Tata McGraw Hill Education Pvt. Limited, India.
3. Horne and Wachowich, Financial Management, 13th Edition, PHI Learning, New Delhi.

Suggested Extra Readings:

1. Hugh Coombs, Ellis Jenkins and David Hobbs, Management Accounting: Principles and Applications. Sage South Asia Edition.
2. Horngren, Introduction to Management Accounting. Pearson India.
3. Singhvi and Bodhanwala, Management Accounting- Text and Cases. PHI.
4. Anthony A. Atkinson, G. Arunkumar, Robert S. Kaplan, Ella Mae Matsumura, S. Mark Young, (2009). Management Accounting. Pearson Education.
5. Murthy and Gurusamy, Management Accounting. Tata McGraw Hill Education Pvt. Limited, India.
6. Maheswari S.N. Financial & Management Accounting. Sultan Chand & Sons Pvt. Ltd, New Delhi.
7. Arora M.N. Management Accounting Theory: Problem and Solutions. Himalaya Publishing House Pvt. Limited, India.
8. Kuppapally,. Accounting for Managers. Eastern Economy Edition. PHI India.
9. Jiambalvo, Managerial Accounting. Wiley India.
10. Jawaharlal, Cost and Financial Analysis. Himalaya Publishing House Pvt. Limited, India.
11. Proctor Ray, Managerial Accounting for Business Decisions. Pearson India.
12. Gupta Ambrish,. Financial Accounting for Management: An Analytical Perspective. Pearson India.
13. Ghosh T P.(2007). Accounting and Finance for Managers. Taxmann.
14. Mathur Satish B.. Accounting For Management. Tata McGraw Hill Education Pvt. Limited, India.

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Dharamshala, District Kangra (HP)-176215

Website:<http://www.cuhimachal.ac.in>

Course Code: TTM 454

Course Name: Financial Services in Tourism

Credit: 02

Course Coordinator: Prof. Ashish Nag

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Coordinator: Prof. Ashish Nag

Course Objectives: The course is designed to Aimed at enabling the students to understand the issues involved in planning finances and investments at the personal level, and expects to raise their level of advising on the financial issue.

- Make student understand about the Indian financial system and financial services that they can apply in practical life.
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Course Outcomes: After the successful completion of this course, the student will be able to

- **CO¹**Apply the research ethics in measuring the demand and supply of tourism
- **CO²** Learn the process of research through dissertation
- **CO³** Develop overall understanding of research practice in general life
- **CO⁴** Understand the report preparation
- **CO⁵**Undermine the research proposal preparation and presentation
-

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 20%
2. End Term Examination: 60%
3. Continuous Internal Assessment: 20%
 - Practical/ Demo
 - Virtual Trading
 - Visit to Stock Brokers, Mutual Fund Houses
 - Guest Lectures from Experts
 - Live Projects/Case Study/ Case Work

Course Contents:

UNIT-I: Introduction to Financial Services

(3 hours)

- Financial Services Meaning, Nature, Importance of financial services in tourism, Types of financial services in specifically for tourism
- The Role of Financial Services in Economic Development, Important financial services in India.
- Players in financial services particularly for tourism
- Banking services in tourism

UNIT-II: Venture Capital

(5 Hours)

- Meaning of Venture Capital , Features of Venture Capital, Venture capital in Tourism
- Objectives of Venture Capital, Risk of a Portfolio, Financing By Venture Capital Institutions, Stages/Process
- Basics of Leasing and Hire Purchasing
- Project preparation and appraisal in tourism

- Feasibility Study of projects in tourism, Appraisal of Project, Financial Appraisal, Technical Appraisal, Economic Appraisal, Social Cost-Benefit Analysis

UNIT-III: Portfolio Management Services and Credit Rating

(4 Hours)

- Portfolio Management Services
- Credit Rating , Credit Rating Of Individuals, Companies And Countries
- Basis of Credit Rating , Credit Rating Companies in India, Types of Credit Rating
- Factoring and Forfaiting
- Use and need of financial services in tourism

UNIT-IV: Merchant Banking and other Financial Services for Tourism

(5 hours)

- Origin, Meaning and concept, Functions, Role of a merchant Banker
- Commercial Banks and Merchant Banking, Issues management
- Managing new issues, SEBI guidelines for merchant bankers, Underwriting
- Capital market, Stock exchanges, Role of SEBI
- Credit Rating, Bill Discounting, Lease finance, Hire purchase, Venture Capital, Public Deposits
- Specific financial services in tourism
- Introduction to Insurance and IRDA, Mutual Funds

UNIT-V: Issue Management

(3 Hours)

- SEBI guidelines for Public issues
- Pre-issue management, Types of Issues and analysis of Prospectus
- Issue of prospectus, marketing and underwriting of issue

Prescribed Text Books:

1. Sasidharan & Mathews Security Analysis and Portfolio Management, Tata McGraw Hill, New Delhi.
2. Khan M.Y. Financial Services, Fifth Edition, Tata McGraw Hill, New Delhi.
3. Siddaiah T. Financial Services. First Edition, Pearson, New Delhi.

Suggested Additional Readings:

1. Bhole L.M, Financial Institutions and Markets, Fifth Edition, Tata McGraw Hill, New Delhi.
2. Batra & Bhatia, Management of Financial Services. Deep & Deep Publication, New Delhi.
3. Ravichandran K. Merchant Banking and Financial Services. First Edition. Himalaya Publishing House, New Delhi.
4. Rose & Hudgins, Bank Management and Financial Services. Seventh Edition. Tata McGraw Hill, New Delhi.
5. Gupta, Aggrawal & Neeti, Financial Institutes & Markets. Kalyani Publication, New Delhi.
6. Khan M.Y. Indian Financial System, Sixth Edition, Tata McGraw Hill, New Delhi.
7. Pathak India Financial System, Second edition, Pearson, New Delhi.
8. Tripathy . Financial Services. Fourth Edition, PHI Learning, New Delhi.
9. Gordon & Natarajan, Financial Markets and Services. Sixth Edition, Himalaya Publishing House.
10. Pathak . The Indian Financial System. Third Edition. Pearson, New Delhi.

Course Name	Event Management
Course Code	TTM 410
Credit	02
Course Coordinator	Dr. Arun Bhatia
Credits Equivalent	100 Marks
Course Objectives	The course is designed to <ul style="list-style-type: none"> • To introduce students with elements of the Event Management. • To make student realize that event planning & management has an extremely positive future.
Course Outcome	After the successful completion of this course, the student will be able to <ul style="list-style-type: none"> • CO1- Identify the various type events all over the world • CO2-Understand the importance of task management and people management in events • CO3 - Elaborate the role of Gantt charts, run sheets, checklists in events • CO4 -Create and elaborate model of events • CO5-Critical overview of event management in MICE
Attendance	Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination. But in case classes held through online mode requirement will be as per the university orders.
Evaluation Criteria	Evaluation Criteria: <ol style="list-style-type: none"> 4. Mid Term Examination: 20% 5. End Term Examination: 60% <ul style="list-style-type: none"> • Continuous Internal Assessment : 20% <ul style="list-style-type: none"> Presentations: 10 % Class test: 10 %

Course Contents

UNIT - I: The Introduction

- Event & categorization based on size ,types of events
- Fairs & festivals organised in India
- Concept & Design
- Feasibility of the event
- Legal compliance

UNIT - II: Event Marketing, Promotion & financial management

- Process of event Marketing, Marketing –Mix & Sponsorship
- Elements of Promotion-Image branding/Advertising/publicity/PR.
- Financial Management-budget/Break even point/cash flow analysis etc.

UNIT - III: Event Planning/protocol & staging

- Aims & objectives of an event, Planning Tools-Gantt charts, Run sheets.
- Protocols for events

- Staging –event venue, theme, rehearsals, services.

UNIT - IV: Event staffing & management

- Developing organisation charts, job descriptions, recruitment & training
- Leadership skills, team management, group development & time management
- Logistics ,Performance standards, functional areas

UNIT – V: Risk Management, Security, Monitoring & Control systems

- Risk management-related to natural, technology, legal, safety & security risk, occupational safety, crowd management & evacuation.
- Risk management process & standards for risk management.
- Monitoring control & evaluation.

Prescribed Text Books:

1. Lynn Van Der Wagen& Brenda R.Carlos (2011).Event Management-Pearson publishers
2. Meetings, Expositions, Events & Conventions: An Introduction to the Industry: International Edition, 3/E, George G. Fenich –Pearson Publishers
3. Event Management: A Professional and Development Approach by ASHUTOSH CHATURVEDI,Global India Publications.
4. Events Feasibility and Development By William O’Toole Published 14th December 2010 by Routledge.

Suggested Additional Readings:

1. Event Management: A Professional And Developmental Approach By Greg Damster, Dimitri Tassiopoulos, Peter de Tolly, Wren Dry, JurgenGasche, Debbie Johnson, John Knocker
2. Event Tourism Edited by Stephen J. Page, Joanne Connell, Published 29th October 2009 by Routledge.
3. Events Management by Glenn Bowdin, butterworth-heinemann publication, an imprint of Elsevier.

Course Name	Introduction to Tourism Marketing
Course Code	TTM 407
Credit	02
Course Coordinator	Dr. Arun Bhatia
Credits Equivalent	100 Marks
Course Objectives	<p>The course is designed to</p> <ul style="list-style-type: none"> • To make student understand the basic concepts of Tourism Marketing. • To create awareness of Tourism Management in Indian Context and to make student familiar with the concepts of Strategy. • To make student understand the role of Marketing can play in promoting the products in the service industry.

Course Outcome	<p>After the successful completion of this course, the student will be able to</p> <ul style="list-style-type: none"> • CO1- Learn the overall principles of Tourism Marketing in service industry • CO2 - Develop the skills in 7P's of marketing • CO3 - Apply Tourism Marketing in promotion of Himachal Pradesh • CO4 - Understand dynamics of pricing in tourism marketing • CO5 - Identify the critical understanding of tourism marketing
Attendance	<p>Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination. But in case classes held through online mode requirement will be as per the university orders.</p>
Evaluation Criteria	<p>Evaluation Criteria:</p> <p>6. Mid Term Examination: 20%</p> <p>7. End Term Examination: 60%</p> <ul style="list-style-type: none"> • Continuous Internal Assessment : 20% <ul style="list-style-type: none"> Presentations: 10 % Class test: 10 %

Course Contents

UNIT - I: INTRODUCTION TO TOURISM MARKETING (5Hours)

- Introduction to Tourism Marketing, The concept of Services Marketing.
- Nature of Tourism Services, Reasons for the Growth of Tourism Services.
- Meaning of Tourism Market; Retailer; Wholesaler in Travel Trade.
- Managing the Tourism Services / Distinctive Features of Tourism Product; the Tourism Marketing Mix. Management of Three Additional P's of Tourism Marketing Mix.
- Strategic Issues in Marketing of Services, Innovations in Services Marketing.
- The Customer Gap, The Provider Gaps, Putting it all Together: Closing the Gaps.

UNIT - II: GLOBAL PERSPECTIVE OF TOURISM MARKETING (4 Hours)

- Tourism marketing at different levels of Economic Development.
- Significance of Tourism Marketing for National Economy.
- Marketing of Tourism Products at national and International Level events with relation to travel Trade Fairs like Satte; WTM; ITB Berlin; ITB Asia; Eibtm.
- Case Study of Honk Kong Disneyland, Timeshare – Well worth Buying and Enjoying

UNIT - III: MANAGERIAL ASPECTS OF TOURISM SERVICE SECTOR (4 Hours)

- The Purchase Process of Tourism Services – Consumption Values, A purchase Model of Tourism Services, Pre Purchase Phase, The Service Encounter and Post Purchase Phase.
- Marketing of P's and C's in Travel Trade.
- Tourism Relationship Marketing, Managing Customer Emotions, Relationship Marketing in Consumer Segment vs Service Segment, Service Level Agreements (SLA).

UNIT - IV: MANAGING HUMAN ELEMENT AND QUALITY ASPECTS (4 Hours)

- Importance and Role of Human element in Tourism Marketing , Building the Right Mind set – Developing Service Culture
- Tourism Service Quality; Definition of Quality; Service Encounters and Service Recovery.
- Determinants of Tourism Service Quality, Gaps Model of Tourism Service Quality.
- Bridging the Service Quality Gaps, The Reason for Gaps in Services, Managing to close the Service Quality Gaps, The concept of Total Quality Management (TQM).

UNIT – V: MARKETING TOURISM, TRAVEL, TRANSPORT AND HOSPITALITY SERVICES (3 Hours)

- The concept of Travel and Transport, Customer Profile of Travel and Transport Services, Derived Demand
- Managing Marketing Mix for Tourism and Hospitality.
- Best Practices in Tourism Marketing.
- Case Study: Indore City Transport Service Limited.

Prescribed Text Books:

- The Tourism Concepts and Practices; John R Walker Joweilyn T Walker Pearson.
- Services Marketing, 2e Kenneth E Clow and David L Kuntz
- Services Marketing – Concepts and Practices – Ramneek Kapoor, Justin Paul, Biplab Halder
- Customer Relationship Management – Urvashi Makkar and Harinder Kumar Makkar
- Marketing Management – Arun Kumar and N Meenakshi
- Services Marketing – Valarie Zithami , Mary Jo Bitner, Dwayne D Gremler , Ajay Pandit
- The business of Tourism Concepts and Strategies; A K Bhatia; Sterling Publishers.

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CENTRAL UNIVERSITY OF HIMACHAL PRADESH

[Established under the Central Universities Act 2009]

PO Box: 21, Dharamshala, District Kangra - 176215 (HP)

www.cuhimachal.ac.in

Course Code: TTM403

Course Name: Travel and Tourism principles and practices

Credits Equivalent: 2 Credits

Course Objectives: The course is designed to

- This course shall introduce learner to tourism's growth and development.
- The course also highlights the role of tourism as an economic intervention and its significance in economy
- Course discusses the global nature of tourism, tourism product and emerging trends in tourism industry.
- It is also important to appreciate the future of tourism.

Course Contents:

UNIT - I: Introduction to Travel & Tourism

- Tourism; an overview: Elements, Nature and Characteristics
- Typology of Tourism – Classification of Tourists
- Tourism network - Interdisciplinary approaches to tourism
- Historical Development of Tourism - Major motivations and deterrents to travel.

UNIT - II: Historical Perspective of Tourism & Travel motivations

- Tourism Industry; Structure and Components:
- Attractions – Accommodation – Activities – Transportation-F&B – Shopping – Entertainment
- Infrastructure and Hospitality, Emerging areas of tourism - Rural, Eco, Medical, MICE, Literary, Indigenous, Wellness, Film, Golf, etc.,
- Ideals of Responsible Tourism - Alternate Tourism - Case Studies on International Tourism.

UNIT – III: Measurement of Tourism

- Tourist Transportation:
- Air transportation: The airline industry present policies, practices. Functioning of Indian carriers. Air Corporation Act, Air charters.
- Surface Transport: Rent-a-car Scheme and coach-Bus Tour, Transport & Insurance documents, All-India Permits
- Rail Transport: Major Railway Systems of World, (Euro Rail and Amtrak)
- General information about Indian Railways, Types of rail tours in India:, Palace-on-Wheels and Royal Orient, Deccan Odyssey, Toy Trains etc. Indrail Pass.
- Water Transport: Historical past, cruise ships, ferries, hovercrafts, river and canal boats, Fly-cruise.

UNIT - IV: Structure of Tourism Industry & Public sector Organizations

- Tourism Organizations: Role and Functions of World Tourism Organization (WTO)
- Pacific Asia Travel Association(PATA)
- World Tourism &Travel Council (WTTC) - Ministry of Tourism, Govt. of India
- ITDC, Department of Tourism, Govt. of Himachal Pradesh.
- FHRAI, IHA, IATA, TAAI, IATO.

UNIT – V Tourism planning & Environment

- Tourism Impacts - Tourism Area Life Cycle (TALC) - Doxey's Index - Demonstration Effect – Push and Pull Theory
- Tourism System - Mathieson and Wall Model & Leiper's Model - Stanley Plog's Model of Destination Preferences - Demand and Supply in tourism
- Tourism regulations - Present trends in Domestic and Global tourism – MNC's in Tourism Industry.

Prescribed Text Books:

1. Annual Report (2010-11), Ministry of Tourism, Government of India, New Delhi.
2. Burkart A.J., Medlik S. (1974), Tourism - Past, Present and Future, Heinemann, London.

3. Chuck Y. Gee, James C. Makens & Dexter J. L. Choy (1989), The Travel Industry, Van Nostrand Reinhold, New York.
4. Ghosh Bishwanath (2000), Tourism and Travel Management, Vikas Publishing House, New Delhi.
5. Holloway, J. C. (1994), The Business of tourism, Pitman Publishing, London.
6. Medlik, S. (1997), Understanding tourism, Butterworth Hinemann, Oxford.
7. Michael M. Coltman (1989), Introduction to Travel and Tourism- An International Approach, Van Nostrand Reinhold, New York.
8. Page J. Stephen & Brunt Paul (2007), Tourism- A Modern Synthesis, Thomson Publishers, London.
9. Ray Youell (1998), Tourism-an introduction, Addison Wesley Longman, Essex.
10. Sunetra Roday et al (2009), Tourism Operations and Management, Oxford University Press

Suggested Additional Readings:

1. Successful tourism management volume-II, Tourism Practices-Pran Nath Seth, sterling publishers
2. Successful tourism management volume-II, Tourism Practices-Pran Nath Seth, sterling publishers
3. Tourism The Business Of Travel,3/ed - Roy A. Cook, Laura J. Yale, Joseph J.
4. Marqua, Pearson (2007)

Course Name	Tourist Destination Management
Course Code	TTM 517
Credit	02
Course Coordinator	Debasis Sahoo
Credits Equivalent	02
Course Objective	<p>The course is designed to</p> <ul style="list-style-type: none"> • To make student aware of the Bharatiya Civilisation & development of Knowledge system • To bring about an understanding of Art, Literature & Scholars of Ancient Bharata • To make student aware of the contribution of ancient Bharata towards science & mathematics • To make student familiar with the gift of Bharata in Engineering, Technology & Architecture • To clarify the role of Ancient Bharat in Environment & Health related knowledge
Course Outcome (Cos)	<p>Here are five potential learning outcomes for students completing this course:</p> <ol style="list-style-type: none"> 1. Understanding of Destination Management Roles: Students will be able to identify and explain the various roles and functions involved in effective destination management. 2. Comprehension of Stakeholders in Destination Management: Students will demonstrate a clear understanding of the key stakeholders in destination management and how they influence the development and sustainability of a destination.

	<p>3. Familiarity with Destination Management Organisations (DMOs): Students will be able to describe the structure, purpose, and importance of Destination Management Organisations in coordinating tourism activities.</p> <p>4. Knowledge of Destination Planning and Development Stages: Students will be able to outline the various stages of the destination planning and development process, from conception to implementation and evaluation.</p> <p>5. Understanding of Partnerships, Community, and Governance in Destination Development: Students will assess the critical role that partnerships, community engagement, and governance play in the successful development and management of tourism destinations.</p>
Attendance	Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.
Evaluation Criteria	<p>8. Mid Term Examination: 20%</p> <p>9. End Term Examination: 60%</p> <p>10. Continuous Internal Assessment : 20%</p> <ul style="list-style-type: none"> • Presentations: • Class test: • Assignments:

Course Contents:

UNIT - I: Introduction: The concept of Destination Management (3 Hours)

- Definitions & overview of a Tourism Destination & Destination Management
- Uniqueness of destination management & destination management roles.
- Stakeholders in destination management & their roles.
- Destination management Organisations (DMOs) & their various types.
- The concept of destination governance & case study of governance of selected DMOs.
- Destination Governance & Leadership roles of DMOs.

UNIT - II: Destination Planning (4 Hours)

- Characteristics of Tourism Planning.
- Tourism planning process for destination management.
- Destination Visioning & Tourism Planning Toolkits.
- Specialized form of destination Planning: Destination level specific plans.
- Destination marketing planning process model.

UNIT - III: Destination product development (10 Hours)

- Definition and components of the destination product.

- Variables influencing Tourism Destination Product development
- Destination Strategy for Tourism Product development
- DMOs involvement in Destination product development
- Fundamental & Principles of Tourism Product development
- Procedure of Tourism Product Development process
- Strategic Steps In Product Development Process:--PEST, SWOT analysis, Tourism Area Life Cycle-TALC, Ansoff's Growth strategy model etc.
- Various aspects of destination product & the role of DMOs in their development
- Destination Variations: Different types of destinations as per UNWTO considerations
- Diversified roles of a DMO in Product Development
- Destination quality: Hard & soft tourism product developments
- Dimensions of Quality: Koch Model of Tourism Quality
- Benefits and Process of Destination Quality Management

UNIT - IV: Destination Partnership, Community relation & Destination Governance (10 Hours)

- Definition & overview of Destination Partnership and team building
- Scope & benefits of destination partnership & Collaborations.
- Destination partners for DMOs & process of identifying them out.
- Ingredients of successful destination partnership
- Steps involved in partnerships & types of destination partnership
- Barriers and challenges in partnerships development & Destination Team Building.
- DMOs Role in managing Destination community & Tourism stakeholders' relation.

UNIT – V: Destination communication & Promotion (3 Hours)

- Destination branding: importance, benefits, characteristics, steps of planning & challenges.
- Destination integrated marketing communication: components, benefits & planning IMC.
- Destination information and communication technology.

Prescribed Text Books:

1. Marketing & Managing Tourism Destinations. Alastair M. Morrison, Routledge, Taylor &Francis Group, London & New York
2. Managing Tourist Destination. Krishna K. Kamra, Kanishka Publishers, Distributors, New Delhi.

Suggested Additional Readings:

1. Tourism Planning. Gunn. Clare A., Taylor &Francis Group, New York
2. Tourism Planning: An integrated & Sustainable approach-Inskeep E.
3. National & Regional Tourism Planning. Inskeep E. ,Routledge, London.
4. Tourism Planning: Basic concepts & cases. C. Gunn, Cognizant Publications, 2002
5. Destination Branding: Creating the unique proposition. Nigel Morgan, Annette Pritchard, Roger Pride, Butterworth and Heinemann, 2001.
6. The Tourism Area Lifecycle: Applications & Modification (Vol. 1). Richard W. Butler, Channel View Publications, 2006.

7. Tourism in Destination communities. Shalini Singh, Dallen J. Timothy, Ross Kingston Dowling, CABI Publishing, 2003.

Course Content IKS

Course Name	Bhartiya Knowledge System (IKS)
Course Code	TTM 469
Credit	02
Course Coordinator	Debasis Sahoo
Credits Equivalent	02
Course Objective	<p>The course is designed to</p> <ul style="list-style-type: none"> • To make student aware of the Bharatiya Civilisation & development of Knowledge system • To bring about an understanding of Art, Literature & Scholars of Ancient Bharata • To make student aware of the contribution of ancient Bharata towards science & mathematics • To make student familiar with the gift of Bharata in Engineering, Technology & Architecture • To clarify the role of Ancient Bharat in Environment & Health related knowledge
Course Outcome (Cos)	<p>Here are five potential outcomes of the course "Indian Knowledge System":</p> <ol style="list-style-type: none"> 1. Understanding Ancient Indian Thought: Students will gain a comprehensive understanding of ancient Indian philosophies, including Vedic traditions, Ayurveda, Yoga, and various schools of Indian epistemology. 2. Appreciation of Indian Scientific Contributions: The course will highlight India's contributions to fields like mathematics, astronomy, medicine, and linguistics, showcasing the depth and richness of India's historical scientific achievements. 3. Integration of Indian Values with Modern Life: Learners will explore how traditional Indian values, such as sustainability, harmony, and holistic well-being, can be integrated into contemporary personal and professional life. 4. Cultural and Ethical Insights: Participants will develop a deeper appreciation for India's cultural heritage, including literature, arts, and ethics, fostering a sense of national pride and global cultural awareness.

	5. Critical Thinking and Comparative Analysis: Students will be able to critically analyze and compare Indian knowledge systems with modern scientific paradigms, encouraging a balanced and open-minded approach to learning and knowledge creation.
Attendance	Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.
Evaluation Criteria	1. Mid Term Examination: 20% 2. End Term Examination: 60% 3. Continuous Internal Assessment : 20% <ul style="list-style-type: none"> • Presentations: • Class test: • Assignments:

Course Content

UNIT -I: Bharatiya Civilization and Development of Knowledge System (4 hours)

Antiquity of civilization, Discovery of the Saraswati River, the Saraswati-Sindhu Civilization, Traditional Knowledge System, The Vedas, School of Philosophy (6+3), Ancient Education System, the Takṣaśīla University, the Nālandā University

UNIT-II: Arts, Literature, and Scholars in Ancient Bharat (4 hours)

Art, Music, and Dance, Nataraja- A Masterpiece of Bharatiya Art, Literature, Life and works of Agastya, Lopamudrā, Ghoṣā, Vālmīki, Patanjali, Vedavyāsa, Yajnavalkya, Gārgi, Caraka, Suśruta, Kaṇāda, Kautilya, Panini, Thiruvalluvar, Aryabhata, Bhāskarācārya, Madhavācārya.

UNIT-III: Ancient Bhartiya Contribution towards Science & Mathematics (4 hours)

Sage Agastya's Model of Battery, Vedic Cosmology and Modern Concepts, Concept of Zero and Pi, Number System, Phythagoras Theroem, and Vedic Mathematics; Kerala School for of day, year and Yuga. Mathematics and History of Culture of Astronomy, Astronomical calculation of day, year and Yuga.

UNIT-IV: Ancient Bhartiya Engineering, Technology & Architecture (4 hours)

Pre-Harappan and Sindhu Valley Civilization, Juices, Dyes, Paints and Cements, Glass and Pottery, Metallurgy, Iron Pillar of Delhi, Rakhigarhi, Mehrgarh, Sindhu Valley Civilization, Marine Technology, and Bet-Dwārka.

UNIT-V: Ancient Bhartiya Contribution in Environment & Health (4 hours)

Ethnic Studies, Life Science in Plants, Agriculture, Ecology and Environment, Ayurveda, Integrated Approach to Healthcare, Surgery, and Yoga, etc.

Reference Books & Journals:

1. Indian Science and Technology in the Eighteenth Century By Dharampal, First published by Impex India in July 1971, Reprinted July 1983 by Academy of Gandhian Studies, Hyderabad, Current publication 2000:- Other India Press, Mapusa 403 507, Goa, India.
2. B. Allchin, R. Allchin, The Birth of Indian Civilization: with a new Introduction (Penguin Books, New Delhi, 1993).

3. R. K. Kochhar, The Vedic People: Their History and Geography (Orient Black Swan, Hyderabad, 2009)
4. Y. Ohashi in History of Science, Philosophy and Culture in Indian Civilization, Vol. XIII, part8, ed. by J. V. Narlikar (Viva Books, New Delhi, 2009) p. 2
5. M. S. Sriram, K. Ramsubramanian in History of Science, Philosophy and Culture in Indian Civilization, Vol. XIII, part 8, ed. by J. V. Narlikar (Viva Books, New Delhi, 2009) p. 142
6. S. N. Sen, in A Concise History of Science in India, 2nd edn. ed. by D. M. Bose, S. N. Sen, B. V. Subbarayappa (Indian National Science Academy, Bangalore and Universities Press, Hyderabad 2009)
7. R. C. Mujumdar in A Concise History of Science in India, 2nd edn. ed. by D. M. Bose, S. N. Sen, B. V. Subbarayappa (Indian National Science Academy, Bangalore and Universities Press, Hyderabad 2009)
8. S. Sangwan, Social Science Probings, II, 3 Sept. 1985, pp 353–77
9. Deepak Kumar, Science and the Raj: A study of British India (Oxford University Press, New Delhi, 2006)
10. Science in Ancient India by Subhash C. Kak, Louisiana State University, USA, 2005 In Ananya: A portrait of India, S.R. Sridhar and N.K. Mattoo (eds.). AIA: New York, 1997
11. Indian Tourism Products: R. Jacob, Joseph & Philip, Abhijeet Publications, Delhi.
12. Tourism Products Part-I & II: R. Thandavan, R. Girish, Dominant Publishers, India.
13. Acharya, R. (1986): Tourism & Cultural Heritage of India, ROSA Publication, Jaipur
14. Basham A. L. : Cultural History of India
15. Vatsayana, Kapila, Indian Classical Dance, New Delhi.
16. Swami, Prayaganand, History of Indian Music.
17. Mode. H. & Chandra.S. : Indian Folk Art, Bombay.
18. Sharma, U. (2008): Festivals in Indian Society, Mittal Publication, New Delhi
19. Hawkins. R.E., Encyclopaedia of Indian Natural History.
20. Harle, J.C: The Art and Architecture of Indian Sub Continent
21. R. K. Kochhar, Current Science 64 (1), 55 (1993)
22. D. P. Sen Gupta, Current Science, 78 (12), 1569 (2000)

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Course Code: TTM403

Course Name: Travel and Tourism principles and practices

Credits Equivalent: 2 Credits

Course Objectives: The course is designed to

- This course shall introduce learner to tourism’s growth and development.
- The course also highlights the role of tourism as an economic intervention and its significance in economy
- Course discusses the global nature of tourism, tourism product and emerging trends in tourism industry.
- It is also important to appreciate the future of tourism.

Course Contents:

UNIT - I: Introduction to Travel & Tourism

- Tourism; an overview: Elements, Nature and Characteristics
- Typology of Tourism – Classification of Tourists

- Tourism network - Interdisciplinary approaches to tourism
- Historical Development of Tourism - Major motivations and deterrents to travel.

UNIT - II: Historical Perspective of Tourism & Travel motivations

- Tourism Industry; Structure and Components:
- Attractions – Accommodation – Activities – Transportation-F&B – Shopping – Entertainment
- Infrastructure and Hospitality, Emerging areas of tourism - Rural, Eco, Medical, MICE, Literary, Indigenous, Wellness, Film, Golf, etc.,
- Ideals of Responsible Tourism - Alternate Tourism - Case Studies on International Tourism.

UNIT – III: Measurement of Tourism

- Tourist Transportation:
- Air transportation: The airline industry present policies, practices. Functioning of Indian carriers. Air Corporation Act, Air charters.
- Surface Transport: Rent-a-car Scheme and coach-Bus Tour, Transport & Insurance documents, All-India Permits
- Rail Transport: Major Railway Systems of World, (Euro Rail and Amtrak)
- General information about Indian Railways, Types of rail tours in India: Palace-on-Wheels and Royal Orient, Deccan Odyssey, Toy Trains etc. Indrail Pass.
- Water Transport: Historical past, cruise ships, ferries, hovercrafts, river and canal boats, Fly-cruise.

UNIT - IV: Structure of Tourism Industry & Public sector Organizations

- Tourism Organizations: Role and Functions of World Tourism Organization (WTO)
- Pacific Asia Travel Association(PATA)
- World Tourism &Travel Council (WTTTC) - Ministry of Tourism, Govt. of India
- ITDC, Department of Tourism, Govt. of Himachal Pradesh.
- FHRAI, IHA, IATA, TAAI, IATO.

UNIT – V Tourism planning & Environment

- Tourism Impacts - Tourism Area Life Cycle (TALC) - Doxey's Index - Demonstration Effect – Push and Pull Theory
- Tourism System - Mathieson and Wall Model & Leiper's Model - Stanley Plog's Model of Destination Preferences - Demand and Supply in tourism
- Tourism regulations - Present trends in Domestic and Global tourism – MNC's in Tourism Industry.

Prescribed Text Books:

11. Annual Report (2010-11), Ministry of Tourism, Government of India, New Delhi.
12. Burkart A.J., Medlik S. (1974), Tourism - Past, Present and Future, Heinemann, London.
13. Chuck Y. Gee, James C. Makens & Dexter J. L. Choy (1989), The Travel Industry, Van Nostrand Reinhold, New York.
14. Ghosh Bishwanath (2000), Tourism and Travel Management, Vikas Publishing House, New Delhi.
15. Holloway, J. C. (1994), The Business of tourism, Pitman Publishing, London.
16. Medlik, S. (1997), Understanding tourism, Butterworth Hinemann, Oxford.
17. Michael M. Coltman (1989), Introduction to Travel and Tourism- An International Approach, Van Nostrand Reinhold, New York.
18. Page J. Stephen & Brunt Paul (2007), Tourism- A Modern Synthesis, Thomson Publishers, London.
19. Ray Youell (1998), Tourism-an introduction, Addison Wesley Longman, Essex.
20. Sunetra Roday et al (2009), Tourism Operations and Management, Oxford University Press

Suggested Additional Readings:

5. Successful tourism management volume-II, Tourism Practices-Pran Nath Seth, sterling publishers
6. Tourism The Business Of Travel,3/ed - Roy A. Cook, Laura J. Yale, Joseph J. Marqua, Pearson (2007)

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Course Code: TTM 466

Course Name: Indian Tourism Geography and Ecology

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

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

Knowledge of geography shall also give an extra edge to the students in designing the itineraries for the Travellers, suggesting them various destinations

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 25%
2. End Term Examination: 50%
3. Continuous Internal Assessment: 25%
 - Presentations: 10 %
 - Class test: 10%
 - Assignments: 5%

Course Contents:

UNIT - I: Introduction to Indian Tourism Geography (5 Hours)

- Meaning, Scope and contents of Geography. Importance of Geography in tourism, IATA, IATA conference Area, longitude, latitude, international date line, Standard time and Day - light saving time.

UNIT – II • Physical and political features of India (4 Hours)

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

UNIT – III Indian Climate System (4 Hours)

- Indian Climate- Rain and Monsoon - The Seasonal Incidents: Floods, Drought, Famines-Causes and Effects Seasons for Travel to Different centres. Preparation of brochure of a native tourist destination or a poster of a theme event and a festival calendar of the locality/ area.
- Assessment of tourism facilities and services at local level and preparation of a report thereof.

UNIT – IV: Sustainable Tourism (3 Hours)

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

UNIT – V: Eco-Tourism Resources in India (4 Hours)

- Concept and Origin: Emergence of Eco-tourism, growth and development. Definitions. Principles of Eco-tourism. An overview of Eco-tourists.
- Physical and political features of India. Eco-tourism Resources in India – Caves, National Parks, Wild life sanctuaries, Tiger Reserves, Biosphere Reserves, Wet lands, Mangroves, Coral reefs and desert Ecosystem.
- Role of Eco tourism in WTO, UNDP, UNEP, Ministry of Tourism GOI,. Case studies of Ajanta - Ellora development project, Lonar Crater, Periyar National Park, Goa, Eco tourism at Himachal Pradesh
- Eco-Tourism Resources in India: National Parks, Wild life sanctuaries, Tiger Reserves, Biosphere reserves & wetlands. Tourist map design: maps showing national parks and wildlife sanctuaries; cultural, historical and religious tourist spots. Eco- Tourism Development- A Case Study on Kaziranga National Park, Jim Corbet National Park and Ranthambore National Park.

Suggested Readings (latest Editions)

1. Crowther.G .India -A Travel Survival Kit .Lonely Planet Publication
2. Dixit, M. Tourism Geography and Trends, Royal Publication
3. Geetanjali. Tourism Geography. Centrum Press, New Delhi.
4. Hall, C.M and Page, S.J. The Geography of Tourism and Recreation. Routledge Publishers.
5. Hussain.M. The Geography of India. Mc Graw-Hill Publishers
6. Singh.S.Tourism Geography. Random Publications, New Delhi.
7. William.S.Tourism Geography: A New Synthesis. Routledge Publishers

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PO Box: 21, Dharamshala, District Kangra - 176215 (HP)

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Course Code: TTM 545

Course Name: Principles and Practices of Management in Tourism

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

- To make student understand the basic concepts of Management in Tourism.
- To create awareness of Management Practices in Indian Context and to make student familiar with the Basics of Management terminology.
- To make student understand the role of Management in making successful running of the organization.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

11. Mid Term Examination: 20%

12. End Term Examination: 60%

- **Continuous Internal Assessment : 20%**
- Presentations: 10 %
- Class test: 5 %
- Assignments: 5%

Course Contents:

UNIT - I: Management Principles and Practices

(5Hours)

- ❖ Definition of Management
- ❖ Nature Of Management
- ❖ Management : Science or Art
- ❖ Management as Profession
- ❖ Management and Administration
- ❖ Effective Management
- ❖ Applying Management Theory in Practice

UNIT - II: Management Process and Coordination

(4 Hours)

- Functions of Management
- Nature of Management Functions
- Functions of various Management Levels
- Coordination : The Essence of Management
- Managers and Environment

UNIT - III: Fundamentals of Planning and Organizing

(4 Hours)

- ❖ Definition of Features of Planning
- ❖ Pervasiveness of Planning
- ❖ Steps in Planning
- ❖ Types of Plans
- ❖ Corporate Planning
- ❖ Time Dimension of Planning
- ❖ Planning in Indian Organizations
- ❖ Organization Chart, Organizational Manual, Span of Management, Determination of Span of Management
- ❖ Sources of Authority, Responsibility, Delegation of Authority, Blocks of Effective Delegation, Measures of Effective Delegation, Centralization and Decentralization.

UNIT - IV: Staffing and Directing

(4 Hours)

- ❖ Staffing and Human Resource Management
- ❖ Systems Approach to Staffing
- ❖ Manpower Planning
- ❖ Principles of Direction
- ❖ Human Factor and Directing
- ❖ Managerial Models
- ❖ Leadership Styles and Communication

UNIT – V: Controlling

(3 Hours)

- ❖ Controlling and Other Functions
- ❖ Steps in Controlling
- ❖ Behavioral Implications of Control, Controlling and Management by Exception
- ❖ Budgetary and Budgetary Control, Benefits of Budgetary control, Problems in Budgetary Control
- ❖ Types of Budgets
- ❖ Control Through Costing, Break Even Analysis

Prescribed Text Books:

3. Principles and Practice of Management, L.M Prasad, Sultan Chand & Sons
4. Principles of Management ,P.C Tripathi and P.N Reddy, Tata McGraw Hill
5. PRINCIPLES OF MANAGEMENT by HILL MCSHANE, McGraw Hill.

पाठ्यक्रम विवरण प्रारूप

<p>विभाग केंद्र/का नाम Travel and tourism Management ,School of tourism</p> <p>अध्ययन कार्यक्रम का नाम MBATT</p> <p>सेमेस्टर 2</p>					
क्रमांक (1)	कोर्सकोड (2)	कोर्स नाम (3)	क्रेडिट थ्योरी कितने) क्रेडिट और प्राैक्टिकल कितने क्रेडिट (का प्रश्न पत्र कितने क्रेडिट का बनाना है*** (4)	कोर्स में पंजीकृत छात्रों की संख्या (5)	पेपर तैयार करने से सम्बन्धित (बाहरी परीक्षको द्वारा से, प्रयोगशाला, फील्ड ,मिनार वर्क) (6)***
1.	TTM 467	Travel agency and Tour Operations	4	28	Theory (External)
2.	TTM 412	Financial Management planning in Tourism	4	28	Theory (External)
3.	TTM 422	Introduction to Hotel Management (Vocational Course)	2	28	Theory (External)
4.	TTM 448	MICE Management	2	28	Theory (External)
5.	TTM 424	Guiding Skills and Personality Development	2	28	Theory (External)

6.	TTM 411	Adventure Tourism	2	28	Theory (External)
7.	TTM 429	Security Rescue and Disaster Management (IDC)	2	28	Theory (External)
8.	TTM 435 A	Indian Tourism Product (IKS)	2	28	Theory (External)
9.	SWAYAM Course	Online Mode (SAMARTH)	02	28	Exam will be conducted by Samarth

विभागाध्यक्ष

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Course Name: Financial Management planning in Tourism

Course Code: TTM 412

Credit: 04

Course Coordinator: Prof. Ashish Nag

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to:

- Concept of Time Value of Money, Technique of Time Value of Money, Compounding Technique, Discounting Technique, Present Value of Annuity and Annuity Due
- Future Value of an Annuity, Compound Value of an Annuity Due
- Elementary valuation of Bonds and Stocks

UNIT – III: Investment Decisions (10 Hours)

- Meaning of Capital Budgeting, Importance of Capital Budgeting, Methods of capital budgeting
- Investment Evaluation Criteria: Traditional Techniques: Pay Back Period, ARR
- Modern Techniques: NPV, IRR and PI, Application of Investment decisions in Tourism Business.

UNIT - IV: Cost of Capital, Leverages and Capital Structure (12 Hours)

- Source of Finance , Concept and Definition of Cost of Capital, Significance of Cost of Capital
- Classification of Cost, Computation of Cost of Capital, Weighted Average Cost of Capital, Marginal Cost of Capital, Under and Over Capitalization
- Leverages, Types of Leverages, Financial Leverage or Trading on Equity, Operating Leverage, Composite Leverage
- Introduction to Capital Structure, Capitalization, Capital Structure and Financial Structure, Forms of Capital Structure, Importance of Capital Structure, Optimal Capital Structure,
- Theories of Capital Structure, Net Income Approach, Net Operating Income Approach, The Traditional Approach, Pecking order theory, Modigliani-Miller Approach

UNIT - V: Dividend Decisions (6 Hours)

- Dividend Policy, Types of Dividend Policy, Factors Influencing Dividend Policy, Dividend Policy and Firm Value
- Dividend Theories: Walter’s Model, Gordon’s Model, Modigliani-Miller Model

Prescribed Text Books:

3. Pandey IM Financial Management, Eleventh Edition, Vikas Publishing House, New Delhi.
4. Horne & Dhamija Financial Management, Twelfth Edition, Pearson, New Delhi.
5. Prasanna Chandra Financial Management, Ninth Edition, Tata McGraw Hill, New Delhi.

Suggested Extra Readings:

1. Horne and Wachowich Financial Management, 13th Edition, PHI Learning, New Delhi.
2. Sofat and Hiro Strategic Financial Management, First Edition, PHI Learning, New Delhi.
3. Kishore RM Strategic Financial Management, Second Edition, Taxmann’s, New Delhi.
4. Brigham & Houston Fundamentals of Financial Management, Tenth Edition, Cengage Learning, Delhi.
5. Rustagi Financial Management, Fifth Edition, Taxmann’s, New Delhi.
6. Kapil Financial Management, First Edition, Pearson, New Delhi.
7. Parrino & Kidwell) Fundamentals of corporate finance, First Edition, Wiley India Pvt. Ltd., New Delhi.

8. Khan and Jain Financial Management (Text Problems and Cases), Fifth Edition, Tata McGraw Hill, New Delhi.
 9. Ross, Westerfield & Jordan Fundamentals of Corporate Finance, Ninth Edition, Tata McGraw Hill, New Delhi.
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Course Code: TTM411

Course Name: Adventure Tourism

Credits Equivalent: 2 Credits

Course Objectives: The course is designed to

- i. Understand the concept Adventure Tourism.
- ii. Understand various Types and Typologies of Adventure Tourism.
- iii. Understand the Socio-Economic and Environmental benefits of Adventure Tourism to Communities
- iv. Understand the present and future global trends in Adventure Tourism

Course Contents:

Unit I: Introduction to Adventure Tourism, Concept and Definitions of Adventure Tourism, Components of Adventure Tourism. Motivation to Adventure Tourism, The Precautions for Adventure Tourism Historical Themes in Adventure Tourism: Themes in historical development, Hedonism, explorers, adventurers, pilgrims, traders, settlers, seasonal migrants, missionaries, women travellers, and travel writers, spiritual enlightenment.

Unit II: The Adventure Tourist: motives, relationship between risk and adventure, characteristics of risk, risk experience and adventure, sensation seeking and adventure, Eco tourist and adventure tourist, wildlife tourist and adventure tourist. Socio-Economic and Environmental advantages/ disadvantages of Adventure Tourism, Promoting Adventure Tourism as a Key Agent of Community Development

Unit III: Adventure Tourism: Aerial, water and air. Detailed overview of equipment required in different adventure activities along with focus on insurance, medical aid, managing issues crisis management.

Unit IV: Global adventure tourism market. Glimpses to major adventure tourism highlighting destinations like Botswana, Brazil, Chile, New Zealand, Nepal with product offering.

Unit V: India's Position with comparison to worldwide destinations in adventure tourism, Future prospects and scope of Adventure tourism in India: Case studies on important adventure tourism sties in India like Manali, Goa, Rishikesh, Jammu and Kashmir etc. SWOT analysis of India as a destination for future prospects and overcoming challenges.

Reference:

- John Swarbrooke, Colin Beard et.al: Adventure Tourism, The New Frontier, B.H. Ralf Buckley: Adventure Tourism, Cabi
- Adventure Tourism: Meaning, Experience and Learning; Adventure Tourism Steve Taylor, Peter ,Varley2013 · Tony Johnson
- Adventure Tourism Management; Ralf Buckley · 2011
- Sport and Adventure Tourism Simon Hudson · 2012

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PO Box: 21, Dharamshala, District Kangra - 176215 (HP)

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Course Code: TTM 448

Course Name: MICE Management

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

- To introduce students with elements of the MICE Management.
- To make student realize that event planning & management has an extremely positive future.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

16. Mid Term Examination: 25%

17. End Term Examination: 50%

18. Continuous Internal Assessment : 25%

- Presentations: 10 %
- Class test: 5%
- Attendance:5%
- Assignments: 5 %

Course Contents:

UNIT - I: THE INTRODUCTION

1.2 The Concept

1.2 Growth in the Incentive Travel Sector

1.3 Major MICE Destination across world

1.4 India Position in MICE

1.5 Initiative of Ministry of Tourism in Promotion of MICE

1.6 Issues Pertaining to MICE Segment in India

1.7 Types of Incentive Organisations

1.8 Motivation

1.9 Client's Profile

1.10 Selling Incentive Travel

1.11 Preparing for Travel Abroad with selecting an airlines, negotiating fares and services, Immigration, Passport and Visa, Hosting International Visitors', Immunizations, Shipping Equipment and Materials, Predeparture Information, Getting through Customs, Travel Security, On site Briefing.

UNIT –II: - MEETINGS, WORKSHOPS, SEMINARS AND CONFERENCES

2.1 Introduction

2.2 History of Meetings

2.3 Type of Meetings

2.5 Difference between conference, Convention, Trade Fairs and Summit

2.4 Players in the Industry

2.1 Conference Centres

2.2 Meeting Planners

2.5 Responsibilities of Meeting Planners

2.6 Meeting Technology – Reasons for having better meeting Technology, Problems with Meeting Technology, Data Transmission, Web Conferencing, Wireless Technology, Production Media, Event Registration

UNIT III: - PLANNING MICE

3.1 Introduction

3.2 General Considerations

3.3 Infrastructure for MICE

3.4 Planning for MICE

3.4.1 Venues

3.4.2 Transport

3.4.3 Accommodation

3.4.4 Other Support Services

3.5 Private Sector and Government Policies

3.6 Sustainable Planning for MICE

3.6.1 Residents versus Guests

3.6.2 Layout of the Conference and Convention Centres

3.6.3 Guest Material

3.6.4 Pollution Levels

UNIT IV:-LINKAGES WITH TOURISM

4.1 Introduction

4.2 The Tourism Sector

4.3 Tourism Infrastructure

4.3.1 Hotels/Resorts

4.3.2 Transport

4.3.3 Other Support Services

4.4 MICE as a Supplement to Tourism

UNIT V: - TRAVEL AGENCY AND HOTEL OPERATIONS FOR BUSINESS TRAVELERS

- 5.0 Objectives
- 5.1 Introduction
- 5.2 Background
- 5.3 Client's Profile
- 5.4 Selling Business Travel and Attracting Business Travellers
- 5.5 Technical Aspects: Product Knowledge
- 5.6 Increasing Business Travel
- 5.7 Role of the Hotels in Business Travel
- 5.8 Key Players in the Hotel Operations
- 5.9 MICE Itineraries of India, Fareast (Singapore / Malaysia / Thailand), Europe (Switzerland, Italy, United Kingdom), America (USA / Canada)

References:-

1. Tourism and Hospitality Studies – Meeting, Incentives, Conventions and Exhibitions Ms. Chalou Lau, School of Hotel and Tourism Management Hongkong Polytechnic University
2. Conferences and Conventions – A global Industry; Tony Rogers; Routledge Publications
3. Global Meetings and Exhibitions –Carol Krugman CMM & Rudy R Wright; John Wiley and Sons INC.

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TTM 424 Course Contents

UNIT 1: Understanding the Role of the Guide

- Who is Tour Guide?
- Role of Tour Guide at Destinations
- Importance of Guiding
- Requirements of Good Guide
- Importance of Tour Guide in Tourism promotion

UNIT – II: Tour Guiding

- Preparing for Guiding a Group
- Assembling and Meeting the Group

- Leading, Commentary at various sites
- Handling Questions and Complaints
- Concluding the Tour

UNIT - III: Skills for Tour Guide

- Positioning and Commentary
- Voice and Time Limit
- How to organise the effective commentary
- Presentation Skills
- Qualities required for Effective Tour Guide

UNIT IV: Personality Development

- Understanding Personality
- Personality Traits
- Traits Theory
- Types of Personalities
- Case Study

UNIT V: Effective Tools for Enhancing Personal Effectiveness

- Definite Techniques
- SWOT
- Personal Quality Initiative
- Seven habits of Highly Effective People
- Ways to Improve your Self-Esteem

Prescribed Text Books

High Performance Leadership Text Cases and Practical Tools for HR Management, (2014), Second Revised Edition, G. Vijayaragavan, Himalayan Publishing House, New Delhi

HandBook for Tour Guides, (2013), Nimit Chowdhary, Matrix Publishers, New Delhi

Case Studies in Management. J.A. Kulkarni, Asha Pandey, Sandeep Pachpande, Pearson, Delhi

Guide Instruction HandBook

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[Established under the Central Universities Act 2009]

PO Box: 21, Dharamshala, District Kangra - 176215 (HP)

www.cuhimachal.ac.in

Course Code: TTM-422

Course Name: Introduction to Hotel Management

(Vocational/ Skill development subject)

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

- To make student aware of the evolution and growth of hotel industry across the world.
- To bring about an understanding of Hotel industry in India.
- To make student understand the basic concept of a Hotel and its operational departments.
- To make student familiar with the various sections and areas of rooms division and their day to day activities.
- To clarify the role of Food & Beverage department in contributing to the hotel revenue as well as guest satisfaction.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

19. Mid Term Examination: 20%

20. End Term Examination: 60%

21. Continuous Internal Assessment : 20%

- Presentations:
- Class test:
- Assignments:

Course Contents:

UNIT - I: Origin and evolution of HOTEL INDUSTRY

(6 Hours)

- Origin & evolution of accommodation units & Hotels.
- History & development of Hotel industry in India.
- Principles, concepts and objectives of a hotel.
- Types of Hotels, Classification of Hotels/star categorization
- Various departments/divisions of a hotel & Organization chart.

UNIT - II: Front Office Management

(8 Hours)

- Various areas of Front office department & their functions.
- Lay out of front office department & allied units.
- Organization chart & role of front office staff members
- The front office activities & guest activities in a hotel.
- Room Tariffs, Meal Plans etc & their uses in Hospitality industry
- International Symbols: Travel symbols or signs

UNIT - III: Accommodation operation in Hotels/ House Keeping

(6 Hours)

- Role of housekeeping in Hospitality operation
- Various areas of a hotel: Public areas and back areas.
- Types of rooms and accommodations, Sketch diagrams of rooms & suites.
- Organization chart, Functions & duties of housekeeping staff members.
- Lay out of HK department & Floor pantry. Abbreviations used for room's status.

UNIT - IV: Food & Beverage Service Management

(6 Hours)

- Types of catering establishments and their functions.
- Organization chart & role of F&B staff members.
- Types of Menus & their various courses, Factors for Menu planning
- Types of meals & types of service.

- Food & Beverage service outlets in Hotels and their operation techniques.

UNIT – V: Food Production Operation & Miscellaneous departments

(4 Hours)

- Kitchen Organization chart & role of executive chef and various kitchen personnel.
- Lay out of the food production department & kitchen operation techniques
- Common Indian and International Menus followed in Hotels
- Brief discussion of various departments like Sales & Marketing, Engineering & maintenance, Public relation & HR etc.

Prescribed Text Books:

6. Professional Hotel Management: Jagmohan Negi; S. Chand Co., New Delhi.
7. Front Office Management- S.K. Bhatnagar
8. Hotel Housekeeping Operations and Management: Raghubalan; Oxford University Press India.

Suggested Additional Readings:

1. Hotel & motel management operation: Gray and Ligouri; PHI, New Delhi, 2000.
2. Managing front office operations: Michael L. Kasavana, Richard M. Brooks
3. Hotel Front Office Training Manual: Sudheer Andrews
4. Hotel, Hostel and Hospital Housekeeping: JC Branson, M.Lennox, Edward Arnold Publication.
5. Text book of hotel Housekeeping-Sudheer Andrews
6. Food & Beverage service : Lilicrap Cousings
7. Food production operation: P.S. Bali; Oxford publication
8. Theory of cookery : Krishna Arora
9. Professional Cooking : Wayne Gisslein

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CENTRAL UNIVERSITY OF HIMACHAL PRADESH

[Established under the Central Universities Act 2009]

PO Box: 21, Dharamshala, District Kangra - 176215 (HP)

www.cuhimachal.ac.in

Course Code: TTM-435 (A)

Course Name: Indian Tourism Products

Credits Equivalent: 2 Credits

(One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

- To bring in the understanding about the concept of tourism products & its elements.
- To make student aware about the various natural and manmade resources that can form a part of the composite tourism product.
- To make student understand various forms of tourism products & their importance.
- To familiarize the students with the various historical, cultural, religious & natural tourism products.
- To develop a clear and methodical approach towards modern forms of tourism products.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of **75% attendance** is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

22. Mid Term Examination: 20%

23. End Term Examination: 60%

24. Continuous Internal Assessment : 20%

- Presentations
- Class test
- Assignments

Course Contents:

UNIT - I: Introduction to Tourism Product

(3 Hours)

- Definition & concept of tourism products (multilevel approach).
- Elements & characteristics of tourism products.
- Classification/forms of tourism product: Natural, manmade, mixed Tourism Products.
- Tourism product development process-UNWTO, product life cycle-Stages

UNIT - II: Historical & Religious Tourism product

(8 Hours)

- Features of India: Five physiological regions, Climatic zones & languages.
- Architectural Heritage of India: glimpses of the prominent ancient architecture styles (*Hindu Temple archit, Islamic archit, Rajput Archit, Mughal Archit, Chola archit, etc*)
- UNESCO World heritage monuments in India & other prominent monumental structures.

- Religions of India: Hinduism, Islam, Christianity, Buddhism, Jainism, Sikhism, Bahai faith etc.
- Pilgrimage Destinations of India related to various religions.
(Hindu:-Chaar Dhaam, Jyotirlingas, Shakti peeth, Sacred rivers, regional temples, Islamic- Mosque & famous Dargahs, Shikh-Panch Takhat, other famous Gurdwara, Buddhist & Jain Shrines of India)

UNIT - III: Natural tourism Resources

(6 Hours)

- Protected Area Network: Wildlife Sanctuaries, National Parks and Natural Reserves in India
- Hill Stations: Specific study with relation to the strategic advantages of various hill stations.
- Beaches and Islands: Famous Beaches of Mumbai, Goa, Kerala, Odisha, Andaman & Nicobar etc.

UNIT - IV: Cultural Tourism products

(8 Hours)

- Tourism & culture: Indian customs and traditions, Religious symbols etc.
- Indian Paintings: Early phase, Ajanta painting, Cholas paintings, Rajput, Tanjore Paintings.
- Museums & art galleries: introdn, types of museum, famous museums & art galleries of India
- Performing Art Forms of India: Classical & folk dance from, Glimpses of classical & folk music
- Fairs & festivals: Importance, types, major fairs and festivals of India
- Handicrafts & Handloom: Industry, types & various Handicraft Centers across the country
- Indian cuisine: Origin, types, regional variations, outside influence, major dishes etc.

UNIT - V: Modern forms of tourism products

(5 Hours)

- New concepts/Emerging Trends in tourism: brief study of Eco tourism products, Rural Tourism, plantation tourism, spice tourism, golf tourism, MICE Tourism, Dark Tourism, Border Tourism, Medical Tourism, health tourism, Adventure tourism products in India.
- Catalyst of tourism development: tourism promotional festival, special Luxury tourist trains, tourism circuit's example, use of technology, Infrastructure, SIT etc.

Prescribed Text Books:

9. Indian Tourism Products: R. Jacob, Joseph & Philip, Abhijeet Publications, Delhi.
10. Tourism Products Part-I & II: R. Thandavan, R. Girish, Dominant Publishers & distributors India.

Suggested Additional Readings:

1. Dixit, M and Sheela, C. Tourism Products (New Royal Book)
2. Enakshi Bhavnani : Handlooms and Handicrafts of India
3. Brown Percy, Indian Architecture (Buddhist and Hindu), Bombay.
4. Brown Percy, Indian Architecture (Islamic period), Bombay.
5. Harle, J.C: *The Art and Architecture of Indian Sub Continent*
6. Michell, George, Monuments of India, Vol. 1. London.
7. Davies, Philip, Monuments of India, Vol. II., London.
8. Gupta, SP, Lal, K, Bhattacharya, M. Cultural Tourism in India (DK Print)
9. Acharya, R. (1986): *Tourism & Cultural Heritage of India*, ROSA Publication, Jaipur
10. Basham A. L. : Cultural History of India
11. Vatsayana, Kapila, Indian Classical Dance, New Delhi.
12. Swami, Prayaganand, History of Indian Music.
13. Mode. H. & Chandra.S. : Indian Folk Art, Bombay.
14. Sharma, U. (2008): *Festivals in Indian Society*, Mittal Publication, New Delhi
15. Mehta. R. J : Handicrafts & Industrial Arts of India, New York.
16. Jain, Jyotindra & Arti, Aggrawala : National Handicrafts and Handlooms Museum.

Course Code: TTM 467

Course Name: INTRODUCTION TO TRAVEL AGENCY AND TOUR OPERATIONS BUSINESS

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

Travel Agency Mgt. is the basis for understanding the modus operandi of a travel and tour company. It shall substantiate the students with the basic practical inputs about the various procedures involved in handling the operations of a travel agency. Further the objectives of the course are to acquire an in-depth knowledge about the Tour Operation Management and to become familiar with the Tour Operation Techniques and strategies required for successful handling of Tour Operation Business.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Course Contents

17. Hawkins. R.E., Encyclopaedia of Indian Natural History.
18. Rai. H. C: *Hill Tourism Planning & Development*
19. Grewal, Bikram: Indian Wildlife.
20. Tourism resources of India, RajamanickamThandavan, Girish Revathy. (2006)

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UNIT-1

History and growth of travel agency business, emergence of Thomas Cook. Emergence of Travel Intermediaries, Indian travel agents and tour operators - an overview; Definition of travel agent and tour operator; differentiation, interrelationship of TA/TO and principles of present business trends and future prospects, problems and issues.

UNIT-2

Organisation structure of a standard Travel Agency with examples of some leading agencies (, COX & KINGS, SOTC, Thomas Cook, LPTI TRAVELS).

Various divisions or departments of a Travel Agency and their functional & operational co-ordination (with special reference to the above mentioned agencies).

UNIT-3

Tour Operation: Definition- Concept-History and Growth of Tour Operation business. Types of Tour Operators. Organizational Structure, Forms of Organization, Departments and its functions. The Process of travel decision making, Mode and Destination selection. Reservation and Cancellation procedures for Tour related services-Hotels, Airlines, Cruise liners, Car rentals and Rail travel. Commission Structures from Suppliers of Service.

UNIT-4

Tour Operation Documentation: Voucher-Hotel and Airline Exchange Order, Pax Docket, Status Report, Daily Sales Record, AGT Statements-Credit Cards-Importance and Future. RBI Regulations for Tour Operators.

Managing Tour Operation. Field Operations- inbound and outbound. Managing Distribution

Role of Distribution in exchange process, Selling through distribution chains. Distribution System in Tourism Operation. Management of In-house operations.

UNIT-5

Functions of Travel Agents & Tour operators: Ticketing, reservations, itinerary preparation, immigration related services, information, counselling and other ancillary services to GITs & FITs.

Tour Packaging: The concept of tour & tour packaging Growing demand for tour packages: organisations and agencies in tour packaging business: Various types of tour packages.

REFERENCES:

Mohinder Chand, Travel Agency Management, Anmol: Delhi

Chunk, James, Dexter & Boberg, Professional Travel Agency Management. Prentice Hall Publication

Fay Betsy, Essentials of Tour Management, New Jersey: Prentice Hall Publication.

Nei J.M., Travel Agency and Tour Operation: Concepts and Principles, New Delhi: Kanishka Publishers & Distributors

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TTM 429 Course Contents

UNIT 1: Dimension of Disaster

- Defining Disaster
- Types of Disaster
- Measuring Disaster
- Type of Disaster Impacts

UNIT - II: Managing Disaster

- Understanding the CBDM (Community Based Disaster Management)
- Post-Disaster Recovery
- Recovery Objectives and Process
- Physical, social, and Psychological Rehabilitation

UNIT III: Impact of Terrorism on Tourism

- Analysis of Impact of Terrorism on Tourism
- Immediate needs of Tourists after Terror Attack at destinations
- Strategic actions as Preventive Measures
- Ways to eradicate Impact of Terrorism on Tourism

UNIT IV: Crisis Planning and Organisational Measures

- Generic Planning
- Contingency Planning
- Preventive Planning

UNIT V: Safety and Security in Industry

- Security and security services
- Safety signs
- Possible risk at crowded places
- First aid
- Incident Reporting
- Communication during emergencies
- Emergency Planning
- Crowd management plan
- Fire Procedures
- Evacuation Procedures
- Bomb Threat procedures
- Instructions for all employees during Disaster

Prescribed Text Books

Crisis Management in Tourism Industry (2003), Drik Glaesser, Elsevier Butterworth-Heinemann, Burlington, ISBN 0 7506 5976 9.

Dimensions of Disaster Environmental Hazards, Assessing Risk and Reducing Disaster sixth edition (2013), Keith Smith, Routledge, Oxon, ISBN: 978- 0-415-68105-9

Event Management for Tourism, Cultural, Business and Sporting Event, Lynn Van Der Wagen, Brenda R. Carlos, Pearson, New Delhi, ISBN: 978 – 81 – 7758 – 065 – 5.

“Developing Tourism amidst Economic Slowdown and Terror Attacks”, JOHAR, Vol. No. 5, No. 2, July 2010. ISSN No. 0973 - 4538

“Managing Environmental Degradation – An Effective Tool for Increasing Economic Benefits of Tourism”, Indian Journal of Applied Hospitality & Tourism Research, Vol. No. 2, January 2010., ISSN No. 0975 - 4954

“Terrorism a Key Deterrence to Tourism: Ways to Mitigate Impacts” Indian Journal of Applied Hospitality & Tourism Research, Vol. No. 1, January 2009, ISSN No. 0975 – 4954

पाठ्यक्रम विवरण प्रारूप

विभाग का नाम : प्रयटन एवम यात्रा प्रबंधन, अध्ययन कार्यक्रम: MBATT, सेमेस्टर: 3rd 2023

क्रमांक	कोर्सकोड	कोर्स नाम	क्रेडिट (थ्योरी कितने क्रेडिट और प्राैक्टिकल कितने क्रेडिट का) (4)	कोर्स में पंजीकृत छात्रों की संख्या (5)	पेपर तैयार करने से सम्बन्धित (बाहरी परीक्षको द्वारा, प्रयोगशाला, सेमिनार, फील्ड वर्क) (6)***
(1)	(2)	(3)			

1.	TTM 522 A	Strategic Management for Travel & Tourism	2		Theory
2.	TTM547	Leadership Development Camp (Field Exposure)	2		फील्ड वर्क
3.	TTM548	Tourism Research Methodology	4		Theory
4.	TTM549	Airline Ticketing Software	4		Theory (आंतरिक)
5.	TTM550	Review of Tourism Literature	4		Theory
6.	TTM550A	Research Proposal	2+2		Theory +Practical
7.	TTM550B	Proposal for industrial Training	2+2		Theory +Practical

विभागाध्यक्ष

Course Content (MBATT 3rd Semester)

Course Name	Proposal for Industrial Training
Course Code	TTM 550 (B)
Credit	04
Course Coordinator	Debasis Sahoo & Arun Bhatia
Credits Equivalent	04
Course Objective	<p>Course Objectives: The course is designed to</p> <ol style="list-style-type: none"> 1. To bring about an understanding of 'a business proposal' among the students 2. To make student aware about the 'process of getting facts' from various sources. 3. To bring about an understanding of importance of writing skills while making a proposal. 4. To make student understand the basic steps involved while writing a proposal. 5. To educate students about various methods to achieve a professional outlook for the proposal.
Course Outcome (Cos)	<p>Here are five potential learning outcomes for students completing this course:</p> <ol style="list-style-type: none"> 1. Understanding of Business Proposals: Students will be able to explain the key components and purpose of a business proposal and its role in business decision-making. 2. Awareness of Fact-Finding Processes: Students will demonstrate the ability to gather relevant information from various sources and effectively integrate these facts into their proposals.

	<p>3. Recognition of the Importance of Writing Skills: Students will appreciate the significance of clear, concise, and persuasive writing in the creation of a compelling business proposal.</p> <p>4. Knowledge of Proposal Writing Steps: Students will be able to identify and execute the basic steps involved in structuring and writing a business proposal from start to finish.</p> <p>5. Ability to Achieve Professional Proposal Presentation: Students will apply various techniques to ensure that their business proposals are presented with a professional and polished outlook, enhancing credibility and impact.</p>					
Attendance	Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.					
Evaluation Criteria	Sl. No	Evaluation Criteria	Theory (2 Credits) 100 Marks	Practical (2 Credits) 100 Marks	TOTAL MARKS	
	1	Mid Term Examination	20 Marks	--	100	
	2	End Term Examination	60 Marks	--		
	3	Continuous Int. Assessment	20 Marks	--		
	4	Industrial Training Proposal Report	--	60	100	
	5	Viva-voce	--	40		
	TOTAL MARKS					200

Course Contents:

UNIT - I: Understanding a Proposal

(6 Hours)

- What is a Proposal?
- Types of Proposals
- Why write a proposal?
- Things to consider before writing (gathering background information, looking for solicitation, Building Coalitions etc.)
- What makes a good proposal? & Added benefits
- The Proposal Writing Process

UNIT - II: Beginning the proposal writing process (08 Hours)

- Identifying Your Purpose (problem statement) and Your Audience
- Performing a Need Analysis
- Selecting your topic (creative process, importance of data, topic selection strategies, qualities of a good topic etc.)
- Writing the title, aim, objective, Goal Statement etc.
- Preparing an outline (General Format, Front page, Special Sections, Creating a Framework & Getting Down to Details)
- Essential and optional elements of a proposal

UNIT - III: Finding the facts for Proposal & writing skills

(10 Hours)

- Identifying Resources
- Using the Internet as a Resource
- Organizing Your Information, data, evidences etc.
- Writing skills (Spelling and Grammar, Working with Words, Constructing Sentences, Persuasive Writing, Mastering Voice)
- Writing skills (Creating Paragraphs, Creating Strong Transitions, Argumentation, Building to Conclusions)

UNIT - IV: Writing the final proposal

(10 Hours)

- Writing the Proposal Narrative
- Including Budget Information/quoting process
- Educating the Evaluator
- Ghosting the Competition
- Using of Illustrations (graphs, pictures, histograms etc.)
- Checking for Clarity of the proposal
- Reading for Your Audience & using the Readability Index
- Preparation of Executive summary

UNIT - V: Proof reading, Editing & final touches

(6 Hours)

- Checking of the Facts & evidences
- Proofreading methods & Editing Techniques
- Avoiding plagiarism
- Importance of Peer Review
- Typesetting Tips & achieving a Professional Look
- Creating the Final package/ proposal

Prescribed Text Books:

1. Proposal Writing for Business Research Projects (Routledge Focus) by Peter Samuels, Publisher: outledge; 2022

Suggested Additional Readings:

1. Writing Business Bids and Proposals by Neil Cobb & Charlie Divine, For Dummies Publication, 2016
2. Persuasive Business Proposals: Writing to Win More Customers, Clients, and Contracts by Tom Sant, Amacom publication, 2018

3. Handbook For Writing Proposals, Second Edition by Robert J. Hamper & L. Sue Baugh, McGraw Hill, 2010
4. Fundamentals of Proposal Writing, by FlevyPro Library, FlevyPro Frameworks, 2021
5. Writing Your First Business Proposal: A succinct guide on how to get started building your business sales using proposals by Sue Findlay, Bidbuddy; 2016
6. PROPOSAL WRITING MADE EASY: Watered Down Approach to Writing a Winning Business Proposal by Daniel Akerele, Amazon Books, 2021
7. Writing Winning Business Proposals, by Richard C. Freed, Shervin Freed, Joe Romano, McGraw Hill, 2010
8. Writing Business Proposal by Fola Daniel Adelesi, Edible Pen Media & Publishing Ltd. 2016.

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TTM 522 A

Strategic Management for Travel and Tourism

02 Credit Course

Course Contents

UNIT 1: Understanding Strategy in Travel and Tourism Business

- Vision, Mission and Objectives of Organization
- Context and uses of Strategy in Tourism
- Why corporate need Strategy?
- Initiation of Strategy
(Triggering Events, Role of Strategist in an Organization)
- Mintzberg’s Modes of Strategic Decision Making
- Case Study

UNIT – II: Strategic Analysis - I

- Understanding Strategic Management Process
- PEST Analysis
- Strategic Group Analysis
- Porters Five Forces Analysis
- Competitor Analysis

UNIT – III: Strategic Analysis – II

- Destination Competitiveness (Porter’s Diamond Model)
- The Poon Concept – Strategist for Tourism Destination
- Evolution of Product
- SWOT Analysis
- Strategic Audit Worksheet
- Performance Monitoring and Control

UNIT - IV: Strategic Choices

- Elasticity of Marketing Instruments in Different Stages of Product Life cycle
- Porter's Generic Strategies
- Sustaining Competitive Advantage
- Strategic Direction and Methods
- Strategic Evaluation

UNIT V: Strategic Implementation

- Organising and Resourcing
- Understanding MBO
- Managing and Monitoring
- Force Field Analysis
- Preparation of Strategy

Prescribed Text Books

Strategy for Tourism (2010), John Tribe. Goodfellow Publishers Limited, Oxford.

Services Marketing 5th Edition, Valarie A Zeithaml, Mary Jo Bitner, Dwanye D Gremler, Ajay Pandit, Tata Mc Graw Hill Edu Pvt Ltd, ISBN 13: 978-0-07-070099-4.

Business Policy (2009), Azar Kazmi, Tata Mc Graw Hill Ltd, New Delhi

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TTM 550

Review of Tourism Literature

4 Credits

(50% Theory and 50%Practicals) (Compulsory for All Students enrolled in 3rd Semester of MBATT)

Unit 1: Understanding the Review of Literature - 1

Understanding the Scope, Purpose and Relevance of Review of Literature in Tourism Research

Review of Literature and Literature Review

Sources and Data Base used in Tourism Research

Search Engines in Exploring Materials for Review of Literature

Unit 2: Understanding the Review of Literature – 2

Theoretical Frameworks

Conceptual Frameworks

The Origin and Context of New Ways of Thinking for Tourism Research

Organizing and Synthesizing Review of Literature

Unit 3: Review of Literature for Quantitative Research

Anatomy of Academic Writing

Structuring the Quantitative Research Writing

Code of Ethics for Writing Review of Literature for Quantitative Research

Quality and Evaluation of Quantitative Research

Unit 4: Review of Literature for Qualitative Research

Developing Qualitative Research Evidences

Structuring and Formatting Qualitative Study

Archeology of Qualitative Essay

Drafting, Polishing and Publishing Qualitative Research

Unit 5: Developing and Writing the Review of Literature

Understanding the Academic Research Writing

How to Write Clearly

Citation Styles

Precautions for Writing Research Reports and Publication



हिमाचल प्रदेश केन्द्रीय विश्वविद्यालय

Central University of Himachal Pradesh

(Accredited by NAAC with A+ Grade with CGPA of 3.42)

धर्मशाला, जिला कांगड़ा -, हिमाचल प्रदेश -176215

Dharamshala, District Kangra (HP)-176215

Website:<http://www.cuhimachal.ac.in>

Course Code: TTM 548

Course Name: Tourism Research Methodology

Credit: 04

Course Coordinator: Prof. Ashish Nag

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to:

- Describe meaning, scope and need of research.
- Understand the key applications of of research.

- Enable the students to understand about data collection instruments, sampling and data preparation for analysis.
- To acquaint the various research tools used in different functional areas of tourism.
- Enable the students to understand the use of research techniques– where to use which technique and why?
- Use data for analysis and interpretation with the help of statistical tools.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in the examination.

Evaluation Criteria:

- 25. Mid Term Examination: 20%
- 26. End Semester Examination: 60%
- 27. Continuous Internal Assessment : 20%

Course Contents

- UNIT – I: Research Process, Problem, & Research Designs (8 Hours)**
- Research : Definition and Types
 - Motivation in Research, Focus of tourism research, Research as an academic discipline, Marketing and Market research
 - Research Process, Research Methods Vs. Research Methodology
 - Criteria for good research, Problems for researcher in India
 - Formulation of Research Problem, Research Design, Parts of Research Design
 - Different Research Design , Writing research proposals
 - Ethical issues about research
- UNIT – II: Sampling and Sampling Methods (6 Hours)**
- Sampling Design and its Steps
 - Criteria of selecting a Sampling Procedure
 - Characteristics of a good Sample Design
 - Types of Sample Designs
 - Sampling Process
 - Random Sampling Methods
 - Sampling and non-Sampling errors
- UNIT – III: Data Collection Methods (8 Hours)**
- Primary Data Collection Methods
 - Difference between Questionnaire and Schedules
 - Sources of Secondary Data
 - Secondary Data collection Methods
 - Selection of appropriate method of data collection
 - Qualitative data collection
- UNIT – IV: Measurement, Scaling, Processing and Tools and Techniques for Analysis of data (12 Hours)**
- Measurement in Research
 - Errors in measurement
 - Validity and Reliability in Measurement
 - Scaling and important scaling techniques
 - Measures of Central Tendency
 - Dispersion

- Correlation, Rank correlation
- Simple regression
- Hypothesis testing and tests of significance, Chi square test
- One way and two way ANOVA
- Factor Analysis
- Use of statistical packages

UNIT – V: Data preparation and reporting (6 Hours)

- Data Processing-Coding, entering and entering the data in software
- Significance of Report Writing
- Type of Research Report
- Layout of Research Report
- Applications of Research Methodology in business and Tourism industry
- Publishing your research

Prescribed Text Books:

1. Chawla D. & Sondhi N, , Research Methodology Concepts and Cases, Vikas Publishing House Pvt Ltd, New Delhi.
2. Kothari C R, Research Methodology Method and techniques, New Age International Publishers, New Delhi.
3. Krishnaswamy K N; Sivakumar Appa Iyer & Mathirajan M, Management Research Methodology: Integration of Principles, Methods and Techniques, Pearson, New Delhi.
4. S. Kumar Das ,Research Methodology in Tourism, ABD Publishers.

Suggested Additional Readings:

4. Cooper, Donald R & Schindler, Pamela S , Business Research Methods, 9th Edition, McGraw-Hill Companies, New Delhi
5. Chawla D. & Sondhi N, Research Methodology Concepts and Cases, Vikas Publishing House Pvt Ltd, New Delhi.
6. Bajpai N., Business Research Methods, Fourth Impression, Dorling Kindersley(India) Pvt. Ltd of Pearsons Education, New Delhi.
7. Ramamurthy G.C., Research Methodology, Dreamtech Press, New Delhi.
8. Sachdeva JK (2009), Business Research Methodology, Himalyan Publishing House Pvt Ltd, New Delhi.
9. J. R. Brent Ritchie, Charles R. Goeldner : Travel, Tourism, and Hospitality Research: A Handbook for Managers and Researchers, Wiley Publishers Publishers Ltd, UK

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Course Code: MBA TTM 550 (A)

Course Name: Research Proposal

Credits Equivalent: 4 Credits

Course Objectives: The course is designed to

- To acquainting the basics of research proposal;
- To understand the efforts of other researchers, who have contributed in related research field;
- To create awareness and applications of research methods in tourism & hospitality research.
- To make an understating for writing and presentation of research proposal Skills.
- To develop awareness of academic Integrity and Plagiarism in research

Course Contents:**UNIT - I: INTRODUCTION TO Research Proposal****(10Hours)**

- Motivation for research
- Define Research Proposal
- Basic concept of Research, aims/ purposes of research proposal ,
- Need For Write Research Proposals
- Emerging areas/ trends of tourism and hospitality research.

UNIT - II: Research Proposal**(10Hours)**

- Types of Research Proposals
- Characteristics of Good Research Proposal
- Review of Literature (collection of Source documents)
- Differentiations between research proposal and Thesis
- Techniques for preparation of good research proposal
- Budget for research proposal

UNIT - III: Research Methods (10Hours)

- Sources of Data collection
- Sample Design – meaning & types
- Method of Data Collection – Primary and Secondary
- Data Processing, interpretation and analysis
- Findings and Conclusions

Unit-IV Research Proposal writing and presentation (10Hours)

- Research proposal Structure - A cover page, Table of contents, Introduction, literature Review, research gap objectives, hypothesises, Research design, research methods, data analysis, conclusions and recommendations, Bibliography/ References.
- Research ethics - academic Integrity and Plagiarism
- Submission of final proposal – presentation, communication skill and research skill.

अनुलग्नक क-**पाठ्यक्रम विवरण प्रारूप**

विभाग केंद्र/का नाम Travel and tourism Management ,School of tourism					
अध्ययन कार्यक्रम का नाम MBATT					
सेमेस्टर 4 th 2024					
क्रमांक	कोर्सकोड	कोर्स नाम	क्रेडिट	कोर्स में पंजीकृत छात्रों की संख्या	पेपर तैयार करने से सम्बन्धित (बाहरी परीक्षको द्वारा
(1)	(2)	(3)			

				(5)	सेमिना, प्रयोगशाला, फील्ड वर्क, र) (6)***
10.	TTM 513 A	Specialization-Airline Operations	02	28	Theory (External)
11.	TTM 512	Eco Tourism Planning and Practices	02	28	Theory (External)
12.	TTM 551	Tourism Academic Writing (Theory)	02	28	Theory (External)
13.	TTM 553	Tourism Business Data Processing and Interpretation	04	28	Theory (External)
14.	TTM 552	Publication/ Seminar – Conference Presentation at National Level	02	28	Internal (Research)
For Students Who Opted TTM 550 (A) in 3rd Semester					
15.	TTM 550 (A1)	Dissertation	04	12	Internal (Research)
16.	TTM 550 (A2)	Presentation & Viva Voce	04	12	Internal (Research)
For Students Who Opted TTM 550 (B) in 3rd Semester					
17.	TTM 550 (B1)	Industrial Training Report	04	16	Internal (Research)
18.	TTM 550 (B2)	ITR Presentation & Viva Voce	04	16	Internal (Research)

विभागाध्यक्ष



Central University of Himachal Pradesh

(Established under Central Universities Act 2009)

PO Box: 21, Dharamshala, District Kangra, Himachal Pradesh-176215

“Accredited by NAAC with ‘A+’ Grade with CGPA of 3.42”

Course Name: Tourism Business Data Processing & Interpretation

Course Code: TTM-553

Credit: 04

Credits Equivalent: 4 Credits

Course Coordinator: Prof. Suman Sharma, Dr. Debasis Sahoo, Dr. Arun Bhatia

(One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

- To bring about an understanding of 'a business proposal' among the students
- To make student aware about the 'process of getting facts' from various sources.
- To bring about an understanding of importance of writing skills while making a proposal.
- To make student understand the basic types of data & analysis methods.
- To educate students about various research softwares like SPSS, MS-Excel, MAXQDA etc.
- To teach about the data entry procedures & applying analytical tools/ tests.
- To educate the students about the data interpretation techniques.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria: (Total Marks: 200)

28. Mid Term Examination: 20%

29. End Term Examination: 60%

30. Continuous Internal Assessment : 20%

- Presentations:
- Class test:
- Assignments:

Course Contents:

UNIT - I: INTRODUCTION TO BUSINESS DATA PROCESSING IN TOURISM

(6 Hours)

- Introduction.
- Organization and information flow- Two way process
- Data life cycle
- Characteristics of Information
- Types of information
- Value and Cost of Information
- Information Systems: Success and Failure.
- Role of Information in Tourism Industry

UNIT - II: ANALYTICAL APPROACH TO BUSINESS DATA PROCESSING

(6 Hours)

- Competitiveness of ICT in data Processing
- Big data, Open systems, Fragmentation of information
- E Commerce: Essential Components and Future issues.
- E commerce design issues
- Client Relationship Management- OLTP and OLAP approach
- Privacy in the context of E- Commerce.
- Special focus on Supply chain Management , M Commerce, Knowledge Management, , Business Process Re Engineering

UNIT - III: Analysis and Interpretations

(12 Hours)

- Sampling in Hypothesis Testing
- Null and the Alternate Hypothesis
- Type I and Type II errors Computing and interpreting the P Value- Significance Levels.
- ANOVA Assumptions- ANOVA Hypothesis- One-way and Two-way ANOVA
- Analysis of Variance Discriminant Analysis
- Cluster Analysis - Multidimensional Scaling and Conjoint Analysis

UNIT - IV: FOUNDATION OF TOURISM BUSINESS DATA PROCESSING

(8 Hours)

- Types of Research in tourism Business
- Sampling methods for collecting data related to tourism business
- Types of scales used for collection and analysis of the business data
- Methods of Data Collection for qualitative & quantitative study
- Statistical tools and techniques of data analysis-measures of central tendency, dispersion, skewness, kurtosis, reliability, parametric and non parametric tests.
- Uni variate, Bi Variate & Multi Variate techniques

UNIT – V: DATA PROCESSING & ANALYSIS THROUGH STATISTICAL PACKAGES (8 Hours)

- Data entry & processing through Statistical softwares (MS Excel, SPSS, MAXQDA)
- Data analysis with Statistical Packages (Reliability, validity, normality & Hypothesis testing)
- Reporting the results through tables, graphs, histograms, pie chart etc.
- Generalization and Interpretation of the result

Prescribed Text Books:

1. Sheldon, P. Tourism Information Technology: CABI,2002
2. Benckendorf, Sheldon, Fesenmaier, Tourism Information Technology- 2nd Edition.
3. Kothari, C.R.(2008). Research Methodology: Methods and Techniques. Second Edition. New Age International Publishers, New Delhi.
4. Marketing Research, by Naresh K. Malhotra & Satyabhushan Dash). th e7 ;Pearson dition (2015)

Suggested Additional Readings:

1. Research Methods in Applied Settings: An Integrated Approach to Design and Analysis By Jeffrey A. Gliner; George A. Morgan Lawrence Erlbaum Associates, 2000.
2. Garg, B.L., Karadia, R., Agarwal, F. and Agarwal, U.K., 2002. An introduction to Research Methodology, RBSA Publishers.
3. Sinha, S.C. and Dhiman, A.K., 2002. Research Methodology, Ess Ess Publications. 2 volumes.
4. Black, Thomas. Understanding Social Science Research, New Delhi: Sage Publication India Ltd, 2001
5. Mariampolski, H. Qualitative Market Research – A Comprehensive Guide, New Delhi: Sage Publication India Ltd, 2001
6. Henn, Matt; Mark Weinstein and Nick Foard, A Short Introduction to Social Research, New Delhi: Vistaar Publications, 2006
7. Kumar, Renjith. Research Methodology: A Step by Step Guide for Research, Delhi: Pearson Education, 2009
8. Gupta S.P. (2008). Statistical Methods. 37 th ed. (Rev)Sultan Chand and Sons. New Delhi. 1470 p
9. Festinger. L & D. Katz: Research Methods in Behavioral Science.
10. Wilkinson & Bhandarkar: Methodology and Techniques of Social Research.



CENTRAL UNIVERSITY OF HIMACHAL PRADESH

[Established under the Central Universities Act 2009]

Dharamshala, District Kangra - 176215 (HP)

www.cuhimachal.ac.in

Course Name: Tourism Academic Writing (Theory)

Course Code: TTM 551

Credit: 02

Course Coordinator: Prof. Ashish Nag

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to:

- Enable the students to understand basic concepts of Tourism Academic Writing.
- To ensure that students can apply Tourism Academic Writing in their academic frame work.

Attendance Requirements:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

31. Mid Term Examination: 20%
32. End Term Examination: 60%
33. Continuous Internal Assessment: 20%

Course Contents:

UNIT - I: An overview of Tourism Academic Writing (3 Hours)

- Introduction to Tourism Academic Writing, Meaning of Tourism Academic Writing, Types of Tourism Academic Writing
- Format in Tourism Academic Writing, Important elements in Tourism Academic Writing
- Process of Tourism Academic Writing

UNIT - II: Organizing Paragraphs, Introductions and Conclusions, Errors in Business Writing (3 Hours)

- Brief introduction about Organizing Paragraphs
- Meaning of Academic Text, Features of an Academic Text, Types of Academic Text
- Introduction and Conclusion ,Components of Introduction, Meaning of Conclusion,
- Conclusion structure, Why Effective Writing?, Common Errors in Business Writing

UNIT – III: Writing Skills in Tourism

(5 Hours)

- Targeting audience, formal, informal style of writing
- Writing of travel & tourism blogs, travel dairies, tour itineraries, article for newspapers, magazines and journals.
- Writing an essay, research proposal, literature review, a dissertation or thesis and academic referencing.
- Report writing: Different steps in writing report, Layout of research report, Types of reports, Mechanism of writing a research report, Precautions for writing a research report.

UNIT - IV: Business Writing in the Travel Industry

(6 Hours)

- Business Writing Principles - Adoption, Word Selection, Sentence Construction
- Qualities of Business Correspondence, Introduction to the Art of Writing Important Tourism Business Correspondences – Letters, Memos, Reports, Inquiries and Responses, Persuasive Requests, Sales and Order Letters
- Interdepartmental Communication – Memos, Circular Letters, Text Messaging - Notice, Agenda and Minutes of Meetings.
- Travel Report Writing - Organizing and Different Types of Reports - Techniques of Writing Reports
- Writing for the Web - Effective E-Mail Writing – Travel Blogs – Podcasts and Vodcasts - Use of Social Media in Travel Communication
- Content writing on various tourism destinations namely Shimla, Kullu, Manali & Dharamshala as well as least explored tourism destinations within Himachal Pradesh

UNIT - V: Significant essentials in Tourism Academic Writing

(3 Hours)

- Abstract, Collaboration, Graphics, Technology and Multi-media
- Computer Access and Proficiency, Peer Reviews, Service Learning, Community Engagement & Experiential Learning
- Plagiarism, Audience analysis and purpose, three steps of drafting, Business case writing
- Thing to remember in academic writing

Prescribed Text Books:

10. Urmila, R., & Rai, S.M. (2011). Business Communication. Himalaya Publishing House.
11. Varinder, K. (2001). Business Communication, Kalyani Publishers.
12. Locker, K.O. (2008). *Business & Administrative Communication*. McGraw Hill.

Suggested Extra Readings:

1. Sharma, R.C., & Mohan, K. (1996). Business Correspondence and Report Writing - Tata McGraw Hill.
2. Locker, K.O. (2008). *Business & Administrative Communication*. McGraw Hill.
3. Edward, R., & Rebecca, B. H. E. (1997). *Business Communication*. Prentice hall.
4. Lesikar., & Raymond, V. (1999). *Business Communication*. McGraw Hill.

TTM 513 A Course Contents

UNIT 1: Aviation Environment in India

- Mega Trend shaping Travel and Transport system in India
- Licensing of Aerodromes
- Operators and Guidelines for obtaining Permit
- Environmental Challenges for Aviation
- Aviation Environmental Best Practices

UNIT – II: Introduction to Low Cost Carriers

- Definition
- What is A Low Cost Carrier?
- Operating Cost Strategies of LCC's
- Market Positioning of LCC's
- Classification of Organisation according to Strategies

UNIT - III: Low Cost Airlines Theoretical Frame work

- LCA strategic Behaviour
- LCA pricing strategies
- Booking Method
- Red and Blue Ocean Strategy
- The Blue ocean strategy in Low Cost Transport

UNIT IV: Low Costs Airlines Operations

- Liberalization - Reason for Low Cost Airlines
- Catalyst for the Spread of Low Costs
- Five ways of Developing the LCC's Business Models
- Low Cost Business Models Initiated by South West Airlines
- Cost Advantage of Low Cost Carriers
- Managing Demand and Capacity

UNIT V: Contemporary Trends in Managing Low Cost Carriers

- Business Models
- Yield Management
- Elasticity of Marketing Instruments
- Sand and Cone model
- Airlines Distribution

Prescribed Text Books

Demand Forecasting Methods Application and Cases, 1981, J. Mahender Reddy, Light & Life Publishers.

Services Marketing 5th Edition, Valarie A Zeithaml, Mary Jo Bitner, Dwanye D Gremler, Ajay Pandit, Tata Mc Graw Hill Edu Pvt Ltd, ISBN 13: 978-0-07-070099-4.

Low Cost Airlines in Europe: Network Structures after the enlargement of the European Union, Dudas Gabor, Geographica Pannonica, Vol 14, Issue 2, June 2010.

CENTRAL UNIVERSITY OF HIMACHAL PRADESH

[Established under the Central Universities Act 2009]

Dharamsala, District Kangra - 176215 (HP)

www.cuhimachal.ac.in

Course Code: TTM-512

Course Name: Eco tourism Planning and practices

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

To explore the interrelationships between the environment & its resource for sustainable tourism planning and development.

THEMES AND TOPICS

Unit I:

Why ecotourism? Social and ecological impacts of tourism & Definition of ecotourism, Concept of ecotourism • Ecotourism and related sub-sectors of the tourism industry • Ecotourism criteria • Quebec declaration on ecotourism Concept and Origin: Emergence of Eco-tourism, growth and development. Definitions. Principles of Eco-tourism. An overview of Eco-tourists.

Unit II:

Ecotourism Resources: Identifying, listing, and understanding ecotourism resource categories (natural, built, and events) Protected Areas: Definition, categories and roles , Identifying and describing ecotourism products Components of ecotourism • Ecotourism and the environment • Ecotourism and conservation • Ecotourism and protected areas ,Eco-tourism Resources in India – Caves, National Parks,Wild life sanctuaries, Tiger Reserves, Biosphere Reserves, Wet lands, Mangroves, Coral reefs and desert Ecosystem. Role of Eco tourism in WTO, UNDP, UNEP, Ministry of Tourism GOI,. Case studies of Ajanta - Ellora development project, Lonar Crater, Periyar National Park, Goa, Eco tourism at Himachal Pradesh

Unit III:

Components of ecotourism Community-based tourism • Community-based tourism management • Monitoring the success and impacts of community-based tourism Ecotourism practices • Transportation • Facilities (reduce, replace, reuse, recycle) • Services (types, activities, and code of ethics) • The ecotourists (types, and code of ethics) • Ecotourism and economic benefits • Ecotourism and social benefits • Ecotourism and local community • Ecotourism and education Environmental Studies: Definitions, components of environment, types of environment (an overview of food chains, food web and energy flow). Bio – Geo Chemical cycles,

Unit IV:

Ecotourism Practices Developing an ecotourism product • Identifying products, developing partnerships, tapping local knowledge, incorporating research, zoning, developing policies and guidelines, educating & marketing • Knowledge, skills, attitude and commitment of ecotourism service providers • Eco-labeling and green-washing Examples and case studies of ecotourism in practice • Best practice guidance • Certification • Identify existing examples and case studies of eco-friendly practices in the tourism industry Environmental Pollution– Air, Water and Noise Pollution with special reference to tourism activities. Green house effect. Depletion of ozone layer treats due to global warming.

Unit V:

Ecotourism in the national/global context • Convention on Biological Diversity • Millennium Development Goals Ecotourism-based/related employment: Scope and areas of employment Eco-tourism Planning and development strategies – Eco-tourism strategies with special reference to Environmental Protection (Environmental Impact Analysis) Product development, Marketing and Promotion, Infrastructure development, Industry involvement training programme both at operational and promotional level.

Text Books:

1. Baldwin J.H. (1985) Environmental Planning and Management. I.B.D. Dehradun

2. Singh Ratandeep : Handbook of Environmental Guidelines for Indian Tourism – Kanishka Publishers, New Delhi.

3. Romila Chawla : Wildlife Tourism and Development; Sonali Publications, New Delhi.
4. Dash M.C. (1993) fundamentals of Ecology (New Delhi), Tata McGraw Hill Co.Ltd., Publishing Co.Ltd.)
5. Eagles P.F.J. 1987. The Planning and Management of Environmentally sensitive areas. (U.S., A.Lengman).
6. Khoshov T.N. 1987. The Planning and Management of Environmentally sensitive areas. (U.S., A.Lengman).
7. Kormandy E.J. (1989) Environmental issues Concerns and Strategies (New Delhi) Ashish .
8. Buckley, R. (2003). Case studies in ecotourism. Cambridge: CABI.
9. Buckley, R. ed. (2004). Environmental impacts of ecotourism. Oxfordshire: CABI.
10. Bulbeck, C. (2005). Facing the wild : ecotourism, conservation, and animal encounters. London: Earthscan.
11. Ceballos-Lascurain, H. (1996). Tourism, ecotourism, and protected areas. Gland: IUCN
12. Diamantis, D. (2004). Ecotourism: Management and Assessment, London: Thomson.
13. Fennell, D.A. (1999). Ecotourism: an introduction. London: Routledge.
14. Lindberg, K. and D.E. Hawkins. (eds). (1993). Ecotourism: a guide for planners and managers. North Benninton: The Ecotourism Society.
15. Page, S.J. and R.K. Dowling. (2002). Ecotourism. New York:
16. Prentice Hall. Wearing, S. and J. Neil. (1999). Ecotourism: impacts, potentials, and possibilities. Oxford: Butterworth-Heinemann.
17. Weaver, D. (2001). Ecotourism. Milton: John Wiley & Sons.

FULL COURSE CATALOGUE

Course Code	Name of the Course	Credit	Level	Prerequisite	Co-requisite
TTM 401	Introduction to travel agency and tour operation business	2	4		

TTM 402	International tourism and Frontier formalities	2	4		
TTM 403	Travel and Tourism principles and practices	2	4		
TTM 404	Tourism Resources Part – I (North India)	2	4		
TTM 405	Tourism Impact	2	4		
TTM 406	Tour packaging	2	4		
TTM 407	Introduction to tourism marketing	2	4		
TTM 408	Indian history, society and culture	4	4		
TTM 409	Itinerary preparation and costing	2	4		
TTM 410	Event management	2	4		
TTM 411	Adventure tourism	2	4		
TTM 412	Financial management planning in tourism	4	4		
TTM-412 (A)	Financial Management in Tourism	2	4		
TTM 413	Introduction to Travel and Transport system	2	4		
TTM 414	Environment ecology and tourism	2	4		
TTM 415	Travel agency management	2	4		
TTM 416	Tourism circuits in India	2	4		
TTM 417	Foreign language (French)	2	4		
TTM 418	Foreign language (German)	2	4		
TTM 420	Emerging trends and avenues in tourism industry	2	4		
TTM 421	Cargo management	2	4		
TTM 422	Introduction to Hotel management	2	4		
TTM 423	Geography of tourism	2	4		
TTM 424	Guiding skills and personality development	2	4		
TTM 425	Destination interpretation – India	2	4		
TTM 426	Practical tourism (Field Study Tour of identified tourist circuits of India/Abroad and Viva Voce) - A	2	4		
TTM 427	Managerial Economics for Tourism	2	4		
TTM 428	Personal Selling and Salesmanship	2	4		

TTM 429	Security, Rescue and Disaster management	2	4		
TTM 430	Amadeus CRS Training	2	4		
TTM 431	Galileo CRS Training	2	4		
TTM 432	Regional dimensions of tourism	4	4		
TTM 433	Seminar course in tourism	2	4		
TTM 434	Student development program (adventure group tour)	2	4		
TTM 435	Tourism products of India	4	4		
TTM 436	Housekeeping in Hospitality - Operations	4	4		
TTM 437	Front office operations in hotels	4	4		
TTM 438	Food & beverage Service	4	4		
TTM 439	Emerging trends in tourism	2	4		
TTM 440	Introduction to heritage management	2	4		
TTM 441	Media studies in tourism	2	4		
TTM 442	tourism system	2	4		
TTM 443	TOURISM ORGANISATIONS	4	4		
TTM 444	Study of NTO/NTA Across Nations.	2	4		
TTM 445	Internet and Virtual Tourism	2	4		
TTM 446	Soft skill Laboratory	2	4		
TTM 447	Destination Marketing	2	4		
TTM 448	MICE Management	2	4		
TTM 449	World Cuisines	2	4		
TTM 450	Tourism Practices : Field Practicum and Viva Voce	2	4		
TTM 451	Niche Tourism	2	4		
TTM 452	Sports Tourism	2	4		
TTM 453	Culinary Tourism	2	4		
TTM 454	Financial services in Tourism	2	4		
TTM 455	Cultural Tourism	2	4		
TTM 456	Tourism and India	2	4		
TTM 457	Food and Beverage : Practicum and Viva Voce (A)	2	4		

TTM 458	World heritage	2	4		
TTM 459	Marine & Island Tourism	2	4		
TTM 460	Rural Tourism	2	4		
TTM 461	Medical and Health Tourism	2	4		
TTM 462	Destination development and Management	2	4		
TTM 463	Safety, Rescue , Crisis and Disaster Management for Tourism Managers	4	5		
TTM-464	Accounting & Working Capital for Tourism Managers	2	4		
TTM-465	Finance & Investment Skills	2	4		
TTM 499	Dissertation (P.G.)	4	5		
TTM 501	Tourism Resources Part – II (South India)	2	5		
TTM 502	Business Communication	2	5		
TTM 503	Quantitative Techniques for Travel and Tourism	2	5		
TTM 504	Entrepreneurship Development in travel and Tourism	2	5		
TTM 505	Legal environment of tourism	2	5		
TTM 506	Computer application in tourism and travel industry	2	5		
TTM 507	Tourist behaviour	2	5		
TTM 508	Tourism planning and policy	2	5		
TTM 509	Airline ticketing and Cargo operation	2	5		
TTM 510	Resort management	2	5		
TTM 511	Corporate Governance & Social Responsibility	2	5		
TTM 512	Eco tourism Planning and practices	2	5		
TTM 513	Specialisation-Airline operations	2	5		
TTM 514	Specialization-hotel operations	2	5		
TTM 515	Sales Marketing & PR in Service Industry	2	5		
TTM 516	Practical tourism (Field Study Tour of identified tourist circuits of India/Abroad and Viva Voce) - B	2	5		
TTM 517	Tourist Destination Management	2	5		

TTM 518	Specialization –travel agency & tour operations	2	5		
TTM 519	Destination interpretation – world	2	5		
TTM 520	Tourism resources in Himachal-Pradesh	2	5		
TTM 521	Cases of Selected Tourism & Hospitality Enterprises	2	5		
TTM 522	Strategic management for travel and tourism	2	5		
TTM 523	Ethical, Legal and regulatory framework	2	5		
TTM 524	Sustainable tourism	4	5		
TTM 525	Geography of tourism-II	4	5		
TTM 526	E-Tourism	2	5		
TTM 527	Mountain Tourism destination interpretation	2	5		
TTM 528	Management information system	2	5		
TTM 529	Sales Promotion and Public Relations in Tourism	2	5		
TTM 530	Logistics management	2	5		
TTM 531	Project management for travel and tourism industry	2	5		
TTM 532	Project Work (Based on the Industrial Training with Travel Trade)	4	5		
TTM 533	Economics of tourism	2	5		
TTM 534	CRS in tourism industry	2	5		
TTM 535	Approaches to Tourism Development: A Case study of some selected countries	2	5		
TTM 536	Cruise Tourism	2	5		
TTM 537	Tourism Supply Chain Management	2	5		
TTM 538	Airport Management	2	5		
TTM 539	Service Quality Management in Tourism and Hospitality	2	5		
TTM 540	Community Lab	2	5		
TTM 541	Contemporary Issue in Tourism	2	5		
TTM 542	Public Relations in Tourism	2	5		
TTM 543	Consumer Behaviour in Tourism	2	5		

TTM 544	Crisis Management for Tourism & Travel industry	2	5		
TTM-545	Principles and Practices of Management in Tourism	2	5		
TTM-546	Statistics in Management	4	5		
TTM 599	Dissertation (M. Phil)	20	5		
TTM 601	Quantitative Techniques for Travel and Tourism	4	6		
TTM 602	Contemporary studies in tourism and travel	4	6		
TTM 603	Tourism technology and competitive strategies	4	6		
TTM 604	Tourism economic research and strategies	4	6		
TTM 605	Policy imperatives for public and private sectors	4	6		
TTM 606	Tourism thoughts	4	6		
TTM 607	Statistical Modelling for Tourism Industry	4	6		
TTM 608	Advanced tourism theories and Destination Development Models	4	6		
TTM 609	Qualitative Teaching Pedagogy in Travel and Tourism	4	6		
TTM 610	Emerging forms and determinants of tourism Industry	4	6		
TTM 611	Research Methodology Theory and Techniques	4	6		
TTM 612	Principles of Tourism Management	4	6		
TTM 613	Travel Management	4	6		
TTM 614	International Tourism Management	4	6		
TTM 615	Tourism Marketing	4	6		
TTM 616	National and International Tourism	4	6		
TTM 699	Thesis (PhD)	60	9		

SYLLABI
For MBA (Specialization in Tourism & Travel)
 Department of Tourism and Travel

Core Compulsory Subjects (Semester I to IV)	Subject Code	Credit
Emerging Trends	TTM 420	2
Managerial Economics for Tourism	TTM 427	2
Introduction to Hotel Management	TTM 422	2
Event Management	TTM 410	2
Tourism Principles and Practices	TTM 403	2
Logistics Management	TTM 530	2
Tourism Product of India	TTM 435	4
Entrepreneurship In Tourism and Travel	TTM 504	2
Introduction to Travel Agency and Tour Operation Business	TTM 401	2
Strategy for Tourism and Travel	TTM 522	2
Front Office Operations In Hotels	TTM 437	4
Itinerary Preparation and Costing	TTM 409	2
Consumer Behaviour In Tourism	TTM 543	2
On the Job Training	TTM 534	2

Quantitative Techniques for Tourism and Travel	TTM 503	2
Tourist Destination Management	TTM 517	2
Tourism Geography II	TTM 525	4
TOTAL CREDITS		40

60 Contact Hours* are recommended for **4 Credit courses & *30 Contact Hours* are recommended for **2 Credit** courses

Core Open Subjects (Semester I to IV)	Subject Code	Credit
Galileo CRS System	TTM 431	2
Tourism System	TTM 442	2
Housekeeping in Hospitality Operations	TTM 436	4
Introduction to Heritage Management	TTM 440	2
World Cuisine	TTM 449	2
Culinary Tourism	TTM 453	2
Specialization in Airline Operations	TTM 513	2
F & B Service	TTM 438	2
Public Relations in Tourism	TTM 542	2
Tourism Organisations	TTM 443	4
Service Quality Management in Tourism and Hospitality	TTM 539	4
Food and Beverage - Practicum and Viva Voce	TTM 457	4
Sustainable Tourism	TTM 524	4
Ethical Legal and Regulatory Framework	TTM 523	2
Cases of Selected Tourism and Hospitality Enterprises	TTM 521	2
Resort Management	TTM 510	2
Tourism Circuits of India	TTM 416	2
Specialization in Hotel Operations	TTM 514	2
Principles and Practices of Management in Tourism	TTM-545	2
Statistics in Management	TTM-546	4
Financial Management in Tourism	TTM-412 (A)	2
Accounting & Working Capital for Tourism Managers	TTM-464	2
Finance & Investment Skills	TTM-465	2

Dissertation (P.G.)	TTM-499	4
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60 Contact Hours* are recommended for **4 Credit courses & *30 Contact Hours* are recommended for **2 Credit** courses

SPECIALISATION - I Travel Agency and Tour Operation Business(16 Credits)		
Elective Specialisation Subjects (Semester-III & IV)	Subject Code	Credit
Introduction to Tourism Marketing	TTM 407	2
Geography of Tourism -I	TTM 423	2
Economics of Tourism	TTM 533	2
Airline Ticketing and Cargo Management	TTM 509	2
Ethical Legal and Regulatory Framework	TTM 523	2
e Tourism	TTM 526	2
Leadership Development Camp	TTM 434	2
Contemporary Issue in Tourism	TTM541	2

60 Contact Hours* are recommended for **4 Credit courses & *30 Contact Hours* are recommended for **2 Credit** courses

SPECIALISATION –II Hospitality Management(16 Credits)		
Elective Specialisation Subjects (Semester-III & IV)	Subject Code	Credit
Housekeeping in Hospitality Operations	TTM 436	4
World Cuisine	TTM 449	2
Culinary Tourism	TTM 453	2
F & B Service	TTM 438	2
Service Quality Management in Tourism and Hospitality	TTM 539	2
Food and Beverage - Practicum and Viva Voce	TTM 457	4
Resort Management	TTM 510	2

60 Contact Hours* are recommended for **4 Credit courses & *30 Contact Hours* are recommended for **2 Credit** courses

SPECIALISATION - III Pilgrimage Tourism(16 Credits)		
Elective Specialisation Subjects (Semester-III & IV)	Subject Code	Credit
Introduction to Tourism Marketing	TTM 407	2
Tourism System	TTM 442	2
Tourism Circuits of India	TTM 416	2
Introduction to Heritage Management	TTM 440	2
Sustainable Tourism	TTM 524	4
Tourism Organisations	TTM 443	4
<i>*60 Contact Hours</i> are recommended for 4 Credit courses & <i>30 Contact Hours</i> are recommended for 2 Credit courses		
ElectiveOpen Subjects (Semester III & IV)	Subject Code	Credit
Guiding Skills and Personality Development	TTM 424	2
Security, Rescue and Disaster Management	TTM 429	2
Tourism Impact	TTM 405	2
Tour packaging	TTM 406	2
Adventure Tourism	TTM 411	2
Introduction to Travel and Transport System	TTM 413	2
Travel Agency Management	TTM 415	2
Cargo Management	TTM 421	2
MICE Management	TTM 448	2
Personal selling & salesmanship	TTM 428	2
Soft skill Laboratory	TTM 446	2
Project management for travel and tourism industry	TTM 531	2
Mountain Tourism destination	TTM 527	2
Sales Promotion and Public Relations in Tourism	TTM 529	2
Destination interpretation – world	TTM 519	2
Airport Management	TTM 538	2
Cruise Tourism	TTM 536	2
Study of NTO/NTA Across Nations.	TTM 444	2
<i>*60 Contact Hours</i> are recommended for 4 Credit courses & <i>30 Contact Hours</i> are recommended for 2 Credit courses		

E. FOUNDATION COURSES

Note: A student has to fulfil **108 credits** from the following foundation courses.

The following courses are taken by students of School of Tourism, Travel and Hospitality Management from own as well as other departments under New Choice Based Credit System **Foundation Courses**(Skill Development and Human Making Courses):-

HUMAN MAKING COURSES			SKILL DEVELOPMENT COURSES		
COURSE-ID	Course Code	Course Title	COURSE-ID	Course Code	Course Title
F-HM-1		Public Health and Infections	F-SD-1		Project Formulation & Report

					Writing
F-HM-2	SOC 401	Understanding Contemporary Society	F-SD-2	MSC 412	Personal Selling & Salesmanship
F-HM-3	SWR 434	Social Work and Human Rights	F-SD-3	HRM 525	Employability Skills
F-HM-4	CSR 401	Human Values and Ethics	F-SD-4	MSC 520	Internet Based Marketing
F-HM-5	CSR 407	Inter Personal Effectiveness	F-SD-5	AFA 544	Finance and Investment Skills
F-HM-6	MCE 431	Social Media and Citizen Engagement	F-SD-6	MCE 437	Basics of Videography
F-HM-7		Mental Health	F-SD-7		Public Speaking & Presentation Skills
F-HM-8		Indian Constitution and Citizenship	F-SD-8		Life Skills
F-HM-9	ENV 547	Contemporary Environmental Issues	F-SD-9	ENV 411	Waste Management
F-HM-10		Education for Being & Becoming	F-SD-10	LIS 422	Media & Information Literacy
F-HM-11		Philosophy of Science	F-SD-11	HIL 445	PatkathaLekhan (KathatmakevamGair-Kathatmak)
F-HM-12	TTM 512	Eco-tourism, Planning & Practices	F-SD-12	EEL 411	Advanced Reading & Comprehension
F-HM-13		Knowledge-based Life Coaching for Youth	F-SD-13	EEL 414	Advanced Oral Communicative Skills in English
F-HM-14		Literature Empathy and Human-making	F-SD-14	TTM 429	Security, Rescue and Disaster Management
F-HM-15		SahityaaurVyaktitvaVikas	F-SD-15	PAS 105	Scientific Writing & Presentation
	TTM-454	Financial services in Tourism			

Central University of Himachal Pradesh
Dharamshala Parisar-2
Department of Travel and Tourism

**Program Specific Outcomes,
Program Outcomes,
Course Outcomes & Course Contents
of
Masters in Travel and Tourism (MBATT)
School of Tourism, Travel and Hospitality Management**



**Programme Specific Outcomes of Master of Travel and Tourism
(MBATT)**

PSO¹- To enhance students' skills and research aptitude in the travel domain

PSO²- To foster student intuitive understanding towards practical problems in travel and tourism field

PSO³-To promote cross cultural understanding of travel and tourism phenomenon

Programme Outcomes of Master of Travel and Tourism(MBATT)

PO¹- To develop the underpinning abilities of the students to be an entrepreneur

PO²- To elaborate critical appraisal of new and niche tourism development by students

PO³- To identify and appraise on the research ability of the students

PO⁴- To make them empathetic and responsible tourism practioners

DETAILED SYLLABUS

For MBA (Specialization in Tourism & Travel)

[Faculties can modify the content as per their convenience and requirement]

A. CORE COMPULSORY

Course Code: TTM 420

Course Name: Emerging trends and avenues in tourism industry

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to;

- Help the learners to understand about the Emerging trends in Tourism Industry
- Help students to concentrate on core areas of Tourism, scope for further development
- Empower students to plan their own tourism business venture in future

Course Outcomes: After the successful completion of this course, the student will be able to

CO¹Identify the emerging trends at the international level

CO² Understand the importance of tourism marketing of emerging tourism avenues

CO³Apply their tourism skills to create and modify existing tourism products and services.

CO⁴ Learn the importance of itinerary preparation for niche tourism.

CO⁵Develop a deep understanding of entrepreneurial skills to modify the work practices for emerging trends

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

- 1. Mid Term Examination: 25%**
- 2. End Term Examination: 50%**
- 3. Continuous Internal Assessment: 25%**

Assignment 1: 10 %

Assignment 2: 10 %

Class Test: 5%

Course Contents:**Unit 1: New Tourism Products**

Cruise Tourism, Ocean Cruise, River Cruise, Adventure Tourism, Wildlife Tourism
Medical and Wellness Tourism, Exhibition Centres, Film Tourism

Unit 2: Emerging Trends in Tourism

Sports Event Based Tourism

Weekend Tourism

Tourism for the purpose of imparting knowledge to Kids and Children's

Tourism for the purpose of shopping

Unit 3: Understanding the Economic Impacts of Emerging Trends in Tourism

Economic impacts of tourism (Positive & Negative impacts)

Income and employment

Multipliers of Tourism

Balance of payments

Economic Impact Analysis

Steps for conducting Tourism Impact Study

Unit 4: Understanding the Demand and Supply side of Emerging Tourism Trends

Psychology of Tourists

Tourism Market

Positioning and Marketing of Destinations and Venues

Understanding Artificial Adventure Environment

Unit 5: Avenues for Tourism Professionals

Tourism Business Consultants

Travel Consultants

Tourism Project managers

Tourism Entrepreneurs

Tourism Research Specialists

Prescribed Text Books

1. Successful Tourism Management Vol. 1 and Vol.2, PranNath Seth, Sterling Publishers Pvt Ltd, ISBN 978-81-207-3199-8, New Delhi.
 2. Adventure Tourism The New Frontier, 2003, John Swarbrooke, Colin Beard, Suzanne Leckie, Gill Pomfret, Routledge, ISBN -10: 978-0-7506-5186-8, New York
 3. Travel Tourism and Hospitality Research, A Handbook for Managers and Researchers, 1994, Second Edition, edtd by J R Brent Ritchie, Charles R Goeldner, John Wiley and Sons, New York
 4. *Tourism through a lence: image building of Indian Tourism practices through films*, R. Abilash, International Journal of Research In Management & Social Science, Volume 2 , Issue 1 (II) : January - March 2014
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Course Articulation Matrix of TTM 420- Emerging trends and avenues in tourism industry

Course Outcomes	Programme Outcomes 1	Programme Outcomes 2	Programme Outcomes 3	Programme Outcomes 4	AI	Programme Specific Outcomes 1	Programme Specific Outcomes 2	Programme Specific Outcomes 3
CO1	1	1	3	2		1	3	2
CO2	1	3	1	-		1	1	3
CO3	1	2	1	3		3	3	2
CO4	2	1	-	3		2	1	3
CO5	1	2	3	-				5
CO6								

Course Code: TTM 427

Course Name: Managerial Economics for Tourism

Credits Equivalent: 2 Credits

Course Objectives: The course is designed to provide students with the knowledge of managerial aspects of tourism economics.

Course Outcomes: After the successful completion of this course, the student will be able to

CO¹Identify the various models in the tourism economic literature

CO² Understand the strategic and practical implication of economics as a subject in tourism

CO³ Application of skills to understand demand and supply patterns of tourism statistics

CO⁴ Create and elaborate on future forecasting models and cumulative forecasting models.

CO⁵Develop a critical overview of history of tourism economic history

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Course Contents:

UNIT 1: Introduction to Managerial Economics

- What is Economics?
- The Scope of Economics
- The Basic problem of an Economy
- Meaning and Nature of Managerial Economics
- How Economics contributes to Managerial Functions
- Areas of Economics useful for Business Decisions
- Understanding Managerial Economics

UNIT – II: Economics Principles and Business Decision Makings

- Marginalism and Instrumentalism
- The Equi-Marginal Principle
- Time perspective in Business Decisions
- Opportunity Cost
- The Concept of Present value Money and Discounting Principle

UNIT - III: Fundamentals Laws of Market

- The law of Demand, Price- Demand Relationship
- The Demand Functions, Types of Demands
- The Law of Supply, Equilibrium of Demand and Supply
- Determination of Equilibrium Price
- Why Tourism Demand to be Studied Separately
- Fundamentals of Tourism Demand, Understanding of Tourism Demand
- Factors Responsible for Affecting Tourism Demand at Destinations

UNIT IV: Market Structure and Objectives of Business Firms

- Objectives of Business Firms
- Profit Maximization
- Alternative Objectives of Business Firms

UNIT V: Managing Demand and Capacity

- The Underlying Issues: Lack of Inventory Capability
- Capacity Constraints
- Demand Pattern
- Strategies for Matching Capacity and Demands

➤ Yield Management

Text Book & Suggested Readings:

1. Strategic Financial Management, 2011, RajiniSofat and Preeti Hiro, PHI Learning Private Limited, New Delhi 110 011, ISBN: 978-81-203-4341-2
2. The Economics of Tourism (1997), M. Thea Sinclair and Mike Stabler, Routledge, London, ISBN: 0-415-08523-3
3. Services Marketing 5th Edition, Valarie A Zeithaml, Mary Jo Bitner, Dwanye D Gremler, Ajay Pandit, Tata Mc Graw Hill Edu Pvt Ltd, ISBN 13: 978-0-07-070099-4
4. Economic Dimension of Tourism (1998), R. K. Malhotra, Anmol Publications Pvt Ltd, New Delhi, ISBN 81-7488-703-2

Course Articulation Matrix of TTM 420- Emerging trends and avenues in tourism industry

Course Outcomes	Programme Outcomes 1	Programme Outcomes 2	Programme Outcomes 3	Programme Outcomes 4	AI	Programme Specific Outcomes 1	Programme Specific Outcomes 2	Programme Specific Outcomes 3
CO1	1	1	3	2		1	3	2
CO2	1	3	1	-		1	1	2
CO3	1	2	1	3		3	2	2
CO4	2	1	-	3		2	1	3
CO5	1	2	3	-				4
CO6								

Course Code: TTM-422

Course Name: Introduction to Hotel Management

Credits Equivalent: 2 Credits

Course Objectives: The course is designed to

- To make student aware of the evolution and growth of hotel industry across the world.
- To bring about an understanding of Hotel industry in India.
- To make student understand the basic concept of a Hotel and its operational departments.
- To make student familiar with the various sections and areas of rooms division and their day to day activities.
- To clarify the role of Food & Beverage department in contributing to the hotel revenue as well as guest satisfaction.

Course Outcomes: After the successful completion of this course, the student will be able to

CO¹ Identify the various type of hotels and management

CO² Understand the front office and back office operations

CO³ understand the critical linkage between various departments in the hotels

CO⁴ Create and elaborate model of hotel operations

CO⁵ Develop a overview of luxury and heritage hotel operations

Course Contents:

UNIT - I: Origin and evolution of HOTEL INDUSTRY

- Origin & evolution of accommodation units & Hotels.
- History & development of Hotel industry in India.
- Principles, concepts and objectives of a hotel.
- Types of Hotels, Classification of Hotels/star categorization
- Various departments/divisions of a hotel & Organization chart.

UNIT - II: Front Office Management

- Various areas of Front office department & their functions.
- Lay out of front office department & allied units.
- Organization chart & role of front office manager & F.O. Personnel.
- The front office activities & guest activities in a hotel.
- Room Tariffs, Meal Plans etc& their uses in Hospitality industry
- International Symbols: Travel symbols or signs

UNIT - III: Accommodation operation in Hotels

- Role of housekeeping in Hospitality operation
- Types of rooms and accommodations.
- Sketch diagrams of rooms & suites. Various areas of a hotel: Public areas and back areas.
- Organization chart & Functions & duties of housekeeping staff members.
- Lay out of HK department & Floor pantry. Abbreviations used for room's status.
- Tools of the trade: tools & equipments used in housekeeping

UNIT - IV: Food & Beverage Service Management

- Types of catering establishments and their functions.
- Organization chart & role of F&B manager & staff members.
- Types of Menus & factors to be considered while planning a menu
- Various courses of Menu (French classical).
- Types of meals & types of service.
- Food & Beverage service outlets in Hotels and their operation techniques.

UNIT – V: Food Production Operation & Miscellaneous departments

- Kitchen Organization chart & role of executive chef and various kitchen personnel.
- Lay out of the food production department displaying its various sections.
- Small tools and Equipments used in kitchen
- Common Indian and International Menus followed in Hotels.
- Brief discussion of various departments like Sales & Marketing, Engineering & maintenance, Public relation & HR etc.

Prescribed Text Books:

11. Professional Hotel Management: JagmohanNegi; S. Chand Co., New Delhi.
12. Front Office Management- S.K. Bhatnagar
13. Hotel Housekeeping Operations and Management: Raghubalan; Oxford University Press India.

Suggested Additional Readings:

10. Hotel & motel management operation: Gray and Ligouri; PHI, New Delhi, 2000.
11. Managing front office operations: Michael L. Kasavana, Richard M. Brooks
12. Hotel Front Office Training Manual: Sudheer Andrews
13. Hotel, Hostel and Hospital Housekeeping: JC Branson, M.Lennox, Edward Arnold Publication.
14. Text book of hotel Housekeeping-Sudheer Andrews
15. Food & Beverage service :LilicrapCousings
16. Food production operation: P.S. Bali; Oxford publication
17. Theory of cookery : Krishna Arora
18. Professional Cooking : Wayne Gisslein

Course Articulation Matrix of TTM 422- Introduction to Hotel Management

Course Outcomes	Programme Outcomes 1	Programme Outcomes 2	Programme Outcomes 3	Programme Outcomes 4	AI	Programme Specific Outcomes 1	Programme Specific Outcomes 2	Programme Specific Outcomes 3
CO1	2	1	2	2		1	3	1
CO2	1	2	1	-		3	2	2
CO3	2	3	2	1		3	2	1
CO4	1	1	-	3		2	1	3
CO5	1	1	3	-				3
CO6								

Course Code: TTM410**Course Name:** Event Management**Credits Equivalent:** 2 Credits**Course Objectives:** The course is designed to

- To introduce students with elements of the Event Management.
- To make student realize that event planning & management has an extremely positive future.

Course Outcomes: After the successful completion of this course, the student will be able to

- CO¹ Identify the various type events all over the world
- CO² Understand the importance of task management and people management in events
- CO³ Elaborate the role of Gantt charts, run sheets, checklists in events
- CO⁴ Create and elaborate model of events
- CO⁵ Critical overview of event management in MICE

Course Contents:

UNIT - I: The Introduction

- Event & categorization based on size ,types of events
- Fairs & festivals organised in India
- Concept & Design
- Feasibility of the event
- Legal compliance

UNIT - II: Event Marketing, Promotion & financial management

- Process of event Marketing, Marketing –Mix & Sponsorship
- Elements of Promotion-Image branding/Advertising/publicity/PR.
- Financial Management-budget/Break even point/cash flow analysis etc.

UNIT - III: Event Planning/protocol & staging

- Aims & objectives of an event, Planning Tools-Gantt charts, Run sheets.
- Protocols for events
- Staging –event venue, theme, rehearsals, services.

UNIT - IV: Event staffing & management

- Developing organisation charts, job descriptions, recruitment & training
- Leadership skills, team management, group development & time management
- Logistics ,Performance standards, functional areas

UNIT – V: Risk Management, Security, Monitoring & Control systems

- Risk management-related to natural, technology, legal, safety & security risk, occupational safety, crowd management & evacuation.
- Risk management process & standards for risk management.
- Monitoring control & evaluation.

Prescribed Text Books:

5. Lynn Van Der Wagen& Brenda R.Carlos (2011).Event Management-Pearson publishers
6. Meetings, Expositions, Events & Conventions: An Introduction to the Industry: International Edition, 3/E, George G. Fenich –Pearson Publishers
7. Event Management: A Professional and Development Approach by ASHUTOSH CHATURVEDI,Global India Publications.

8. Events Feasibility and Development By William O’Toole Published 14th December 2010 by Routledge.

Suggested Additional Readings:

10. Event Management: A Professional And Developmental Approach By Greg Damster, Dimitri Tassiopoulos, Peter de Tolly, Wren Dry, JurgenGasche, Debbie Johnson, John Knocker
11. Event Tourism Edited by Stephen J. Page, Joanne Connell, Published 29th October 2009 by Routledge.
12. Events Management by Glenn Bowdin, butterworth-heinemann publication, an imprint of Elsevier.

Course Articulation Matrix of TTM 410- Event Management

Course Outcomes	Programme Outcomes 1	Programme Outcomes 2	Programme Outcomes 3	Programme Outcomes 4	Al	Programme Specific Outcomes 1	Programme Specific Outcomes 2	Programme Specific Outcomes 3
CO1	1	1	1	1		2	3	2
CO2	1	1	2	-		3	1	1
CO3	2	2	1	2		2	2	1
CO4	1	1	-	3		2	1	1
CO5	1	1	3	-				3
CO6								

Course Code: TTM403

Course Name: Travel and Tourism principles and practices

Credits Equivalent: 2 Credits

Course Objectives: The course is designed to

- This course shall introduce learner to tourism’s growth and development.
- The course also highlights the role of tourism as an economic intervention and its significance in economy
- Course discusses the global nature of tourism, tourism product and emerging trends in tourism industry.
- It is also important to appreciate the future of tourism.

Course Outcomes: After the successful completion of this course, the student will be able to

- CO¹Identify the various principles at international level to run tourism business
- CO² Explain the critical understanding of typologies of tourists
- CO³ Understanding the various models used in tourism trade
- CO⁴ Make better overview of tourism services in relation to transport

- CO⁵ Understand the role of various international bodies in travel field

Course Contents:

UNIT - I: Introduction to Travel & Tourism

- Tourism; an overview: Elements, Nature and Characteristics
- Typology of Tourism – Classification of Tourists
- Tourism network - Interdisciplinary approaches to tourism
- Historical Development of Tourism - Major motivations and deterrents to travel.

UNIT - II: Historical Perspective of Tourism & Travel motivations

- Tourism Industry; Structure and Components:
- Attractions – Accommodation – Activities – Transportation-F&B – Shopping – Entertainment
- Infrastructure and Hospitality, Emerging areas of tourism - Rural, Eco, Medical, MICE, Literary, Indigenous, Wellness, Film, Golf, etc.,
- Ideals of Responsible Tourism - Alternate Tourism - Case Studies on International Tourism.

UNIT – III: Measurement of Tourism

- Tourist Transportation:
- Air transportation: The airline industry present policies, practices. Functioning of Indian carriers. Air Corporation Act, Air charters.
- Surface Transport: Rent-a-car Scheme and coach-Bus Tour, Transport& Insurance documents, All-India Permits
- Rail Transport: Major Railway Systems of World, (Euro Rail and Amtrak)
- General information about Indian Railways, Types of rail tours in India:, Palace-on-Wheels and Royal Orient, Deccan Odyssey, Toy Trains etc. Indrail Pass.
- Water Transport: Historical past, cruise ships, ferries, hovercrafts, river and canal boats, Fly-cruise.

UNIT - IV: Structure of Tourism Industry& Public sector Organizations

- Tourism Organizations: Role and Functions of World Tourism Organization (WTO)
- Pacific Asia Travel Association(PATA)
- World Tourism & Travel Council (WTTC) - Ministry of Tourism, Govt. of India
- ITDC, Department of Tourism, Govt. of Himachal Pradesh.
- FHRAI, IHA, IATA, TAAI, IATO.

UNIT – V Tourism planning & Environment

- Tourism Impacts - Tourism Area Life Cycle (TALC) - Doxey's Index - Demonstration Effect – Push and Pull Theory
- Tourism System - Mathieson and Wall Model & Leiper's Model - Stanley Plog's Model of Destination Preferences - Demand and Supply in tourism
- Tourism regulations - Present trends in Domestic and Global tourism – MNC's in Tourism Industry.

Prescribed Text Books:

21. Annual Report (2010-11), Ministry of Tourism, Government of India, New Delhi.
22. Burkart A.J., Medlik S. (1974), Tourism - Past, Present and Future, Heinemann, London.

23. Chuck Y. Gee, James C. Makens & Dexter J. L. Choy (1989), The Travel Industry, Van Nostrand Reinhold, New York.
24. Ghosh Bishwanath (2000), Tourism and Travel Management, Vikas Publishing House, New Delhi.
25. Holloway, J. C. (1994), The Business of tourism, Pitman Publishing, London.
26. Medlik, S. (1997), Understanding tourism, Butterworth Hinemann, Oxford.
27. Michael M. Coltman (1989), Introduction to Travel and Tourism- An International Approach, Van Nostrand Reinhold, New York.
28. Page J. Stephen & Brunt Paul (2007), Tourism- A Modern Synthesis, Thomson Publishers, London.
29. Ray Youell (1998), Tourism-an introduction, Addison Wesley Longman, Essex.
30. SunetraRoday et al (2009), Tourism Operations and Management, Oxford University Press

Suggested Additional Readings:

7. Successful tourism management volume-II, Tourism Practices-PranNath Seth, sterling publishers
8. Successful tourism management volume-II, Tourism Practices-PranNath Seth, sterling publishers
9. Tourism The Business Of Travel, 3/ed - Roy A. Cook, Laura J. Yale, Joseph J. Marqua, Pearson (2007)

Course Articulation Matrix of TTM 403- Travel and Tourism principles and practices

Course Outcomes	Programme Outcomes 1	Programme Outcomes 2	Programme Outcomes 3	Programme Outcomes 4	All	Programme Specific Outcomes 1	Programme Specific Outcomes 2	Programme Specific Outcomes 3
CO1	2	1	1	2		1	1	1
CO2	1	2	3	-		3	1	1
CO3	1	2	1	2		1	2	2
CO4	1	1	-	3		2	1	1
CO5	1	1	1	-				3
CO6								

Course Code: TTM 530

Course Name: Logistics Management

Credits Equivalent: 2 Credits

Course Objectives: The course is designed to

- Help the learners to understand about the Logistics Management
- Help students to familiarise with various operations involved in Logistics Services
- Empower students to understand the contemporary trends in Logistics Management

Course Outcomes: After the successful completion of this course, the student will be able to
CO¹ Understand the role of logistics in travel and tourism

- CO² Critical overview of logistics and supply chain management
- CO³ Understanding the various models in warehouse location
- CO⁴ Use of technology in logistics management
- CO⁵ Elaborate integrated supply chain management and its applications

Course Contents

UNIT 1: Understanding Logistic Concepts

- Definition
- History of Logistics Services
- Logistics Functions
- Conquering competition by utilising Logistics Services
- Logistics and Supply Chain Management

UNIT – II: Transportation

- Modes of Transportation
- Containerisation and Multimodal Transportation
- Classification of Carriers
- Factors Involved in Transportation Pricing
- Transportation Charges

UNIT - III: Inventory, Purchase and Packaging

- Inventory Functions
- Inventory Related Costs
- Inventory Control Tools
- Procurement Methods
- Packaging and Contemporary Trends in Packaging

UNIT IV: Warehousing

- Purpose and process of Warehousing
- Factors involved in Warehouse Location
- Functions of Warehousing
- Warehouse Operation

UNIT V: Logistics Services and Information Technology for Modern Logistics

- Integrated Logistics Model
- Electronic Data Interchange and Integrated Logistics
- Artificial Intelligence and Expert Systems
- Integrated Logistics Quality

Prescribed Text Books

1. Supply Chain Management Text and Cases, V.V. Sople, Pearson, New Delhi, 2012, ISBN: 978-81-317-6099-4

2. Logistics and Supply Chain Management, Shridhara Bhat, Himalayan Publishing House, Mumbai, 2012, ISBN: 978-81-8488-705-1
 3. Logistics Management Definition, Dimension and Functional Applications, S. K. Bhattacharyya, S. Chand and Company Ltd, New Delhi, 2010, ISBN: 81-219-2885-0
-

Course Articulation Matrix of TTM 430- Logistics Management

Course Outcomes	Programme Outcomes 1	Programme Outcomes 2	Programme Outcomes 3	Programme Outcomes 4	All	Programme Specific Outcomes 1	Programme Specific Outcomes 2	Programme Specific Outcomes 3
CO1	1	1	3	1		1	1	3
CO2	2	1	3	-		2	1	1
CO3	2	1	2	2		2	1	2
CO4	2	2	-	3		2	1	1
CO5	1	2	1	-				3
CO6								

Course Code: TTM435

Course Name: Tourism Products of India

Credits Equivalent: 4 Credits

Course Objectives: The course is designed to

- To bring in the understanding about the concept of tourism products & its elements.
- To make student aware about the various natural and manmade resources that can form a part of the composite tourism product.
- To make student understand various forms of tourism products & their importance.
- To familiarize the students with the various historical, cultural, religious & natural tourism products.
- To develop a clear and methodical approach towards modern forms of tourism products.
- **Course Outcomes:** After the successful completion of this course, the student will be able to
 - CO¹Elaborative understanding of tourism products at multilevel
 - CO² Critical overview of tourism products in India
 - CO³ Overview of Architectural and climatic zones
 - CO⁴ Technological interventions with the tourism products
 - CO⁵Elaborate UNSESCO role in promotion and protection of tourism sites

Course Contents:

UNIT - I: Introduction to Tourism Product

- Definition & concept of tourism products (multilevel approach).
- Elements & characteristics of tourism products. Classification/forms of tourism products
- Tourism product development process-UNWTO, product life cycle-Stages

UNIT - II: Historical & Religious Tourism product

- Features of India: Five physiological regions, Climatic zones & languages.
- Architectural Heritage of India: glimpses of the prominent ancient architecture styles
- UNESCO World heritage monuments in India & other prominent monumental structures.
- Religions of India: Hinduism, Islam, Christianity, Buddhism, Jainism, Sikhism, Bahai faith etc.
- Pilgrimage Destinations of India related to various religions.
(*Hindu, Islamic, Shikh, Buddhist & Jain Shrines of India*)

UNIT - III: Natural tourism Resources

- Protected Area Network: Wildlife Sanctuaries, National Parks and Natural Reserves in India
- Hill Stations: Specific study with relation to the strategic advantages of various hill stations.
- Beaches and Islands: Famous Beaches of Mumbai, Goa, Kerala, Odisha, Andaman & Nicobar

UNIT - IV: Cultural Tourism products

- Tourism & culture: Indian customs and traditions, Religious symbols etc.
- Indian Paintings: Early phase, Ajanta painting, Cholas paintings, Rajput, Tanjore Paintings.
- Museums & art galleries: introdn, types of museum, famous museums & art galleries of India
- Performing Art Forms of India: Classical & folk dance from, Glimpses of classical & folk music
- Fairs & festivals: Importance, types, major fairs and festivals of India
- Handicrafts & Handloom: Industry, types & various Handicraft Centers across the country
- Indian cuisine: Origin, types, regional variations, outside influence, major dishes etc.

UNIT - V: Modern forms of tourism products

- New concepts/Emerging Trends in tourism: brief study of Eco tourism products, Rural Tourism, plantation tourism, spice tourism, golf tourism, MICE Tourism, Dark Tourism, Border Tourism, Medical Tourism, health tourism, Adventure tourism products in India.
- Catalyst of tourism development: tourism promotional festival, special Luxury tourist trains, tourism circuit's example, use of technology, Infrastructure, SIT etc.

Prescribed Text Books:

14. Indian Tourism Products: R. Jacob, Joseph & Philip, Abhijeet Publications, Delhi.
15. Tourism Products Part-I & II: R. Thandavan, R. Girish, Dominant Publishers & distributors India.

Suggested Additional Readings:

21. Dixit, M and Sheela, C. Tourism Products (New Royal Book)
22. EnakshiBhavnani : Handlooms and Handicrafts of India
23. Brown Percy, Indian Architecture (Buddhist and Hindu),Bombay.
24. Brown Percy, Indian Architecture (Islamic period), Bombay.
25. Harle, J.C: *The Art and Architecture of Indian Sub Continent*
26. Michell, George, Monuments of India, Vol. 1. London.
27. Davies, Philip, Monuments of India, Vol. II.,London.
28. Gupta, SP, Lal, K, Bhattacharya, M. Cultural Tourism in India (DK Print)
29. Acharya, R. (1986): *Tourism & Cultural Heritage of India*, ROSA Publication, Jaipur
30. Basham A. L. : Cultural History of India
31. Vatsayana, Kapila, Indian Classical Dance, New Delhi.
32. Swami, Prayaganand, History of Indian Music.
33. Mode. H. &Chandra.S. : Indian Folk Art, Bombay.
34. Sharma, U. (2008): *Festivals in Indian Society*, Mittal Publication, New Delhi
35. Mehta. R. J : Handicrafts & Industrial Arts of India, New York.
36. Jain, Jyotindra&Arti, Aggrawala : National Handicrafts and Handlooms Museum.
37. Hawkins. R.E., Encyclopaedia of Indian Natural History.
38. Rai. H. C: *Hill Tourism Planning & Development*
39. Grewal, Bikram: Indian Wildlife.

Course Articulation Matrix of TTM 435- Tourism Product of India

Course Outcomes	Programme Outcomes 1	Programme Outcomes 2	Programme Outcomes 3	Programme Outcomes 4	All	Programme Specific Outcomes 1	Programme Specific Outcomes 2	Programme Specific Outcomes 3
CO1	2	2	2	2		2	2	1
CO2	2	1	3	-		1	2	1
CO3	1	2	2	2		1	1	3
CO4	1	1	-	3		2	1	1
CO5	1	1	1	-				3
CO6								

Course Code: TTM 504

Course Name: Entrepreneurship in travel and Tourism

Credits Equivalent: 2 Credits

Course Objectives: The course is designed to

- To make student understand the basic concepts of Entrepreneurship.
- To create awareness of tourism in international context & to make student familiar with use Growth Models of Entrepreneurship.
- To clarify the role of Entrepreneurship in the Tourism Business
- Current debates in Entrepreneurship in Tourism and Hospitality

Course Outcomes: After the successful completion of this course, the student will be able to

- CO¹ Understanding the various elements involved in entrepreneurial skills
- CO² Critical overview of Business plan formation
- CO³ Raising of funds and various sources of finance
- CO⁴ Steps to start a new venture in travel and tourism
- CO⁵ Promote entrepreneurial and start up skills in Travel and Tourism

Course Contents:

Unit 1 Sensing Entrepreneurial opportunities

- ❖ Introduction, Definition, Types of entrepreneurship,
- ❖ Entrepreneurship elements, Features of an entrepreneurial firm.
- ❖ Environment scanning, Problem identification
- ❖ Spotting trends, Creativity and Innovation
- ❖ Selecting the right opportunity

UNIT-2: ENTREPRENEURIAL PLANNING

- ❖ Creating the Plan, Business Plan
- ❖ Organizational Plan, Production Plan
- ❖ Marketing Plan, Operational Plan
- ❖ Financial Marketing Plan, Human Resource Planning
- ❖ Formalities for starting a travel agency or DOT approved travel company

Unit 3:- Enterprise Growth Strategies

- ❖ Franchising
- ❖ Mergers And Acquisitions
- ❖ Value Adding and Moving up the value Chain

Unit 4:- RESOURCE MOBILIZATION

- ❖ Angel Investor, Venture Capital Funds
- ❖ Stock market raising funds
- ❖ Specialized financial institutions

Unit 5:- Innovation and Opportunity in Entrepreneurship

- ❖ The entrepreneur and management of the life-cycle, The entrepreneur and business failure
- ❖ The entrepreneur and business growth and Limitations of Entrepreneurship in tourism and travel

Books and References:-

1. Tourism and Entrepreneurship by Jovo Alelejevic and Stephen J Page
2. Entrepreneurship in the Hospitality -Tourism and Leisure Industries By Alison Morrison, Mike Rimmington, Claire Williams
3. Entrepreneurship and Small Business -Management in the Hospitality Industry By Darren Lee-Ross and Conrad Lashley

Course Articulation Matrix of TTM 504- Entrepreneurship in travel and Tourism

Course Outcomes	Programme Outcomes	Programme Outcomes	Programme Outcomes	Programme Outcomes	All	Programme Specific Outcomes	Programme Specific Outcomes	Programme Specific Outcomes
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	1	2	3	4		1	2	3
CO1	1	1	3	1		3	1	3
CO2	2	1	2	-		1	2	1
CO3	2	2	2	1		2	2	1
CO4	2	2	-	3		2	1	1
CO5	1	1	1	-				3
CO6								

Course Code: TTM 401

Course Name: INTRODUCTION TO TRAVEL AGENCY AND TOUR OPERATIONS BUSINESS.

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

- Travel Agency Mgt. is the basis for understanding the modus operandi of a travel and tour company. It shall substantiate the students with the basic practical inputs about the various procedures involved in handling the operations of a travel agency. Further the objectives of the course are to acquire an in-depth knowledge about the Tour Operation Management and to become familiar with the Tour Operation Techniques and strategies required for successful handling of Tour Operation Business

Course Outcomes: After the successful completion of this course, the student will be able to

- CO¹ Understanding the various travel agencies operation and marketing
- CO² Guiding towards the start of entrepreneur venture
- CO³ Critical analysis of functions of tour operators
- CO⁴ Overview of travel agent and tour operator business
- CO⁵ Masking the skills to be a travel agent

Course Contents:

UNIT-1 Travel Agency and Tour Operation Business:

History and growth of travel agency business, emergence of Thomas Cook. Emergence of Travel Intermediaries, Indian travel agents and tour operators - an overview; Definition of travel agent and tour operator; differentiation, interrelationship of TA/TO and principles of present business trends and future prospects, problems and issues. Indian Tourism industry Annual Statistics, Surveys and Studies. Organisation structure of a standard Travel Agency with examples of some leading agencies (COX & KINGS, SOTC, Thomas Cook, LPTI TRAVELS). Various divisions or departments of a Travel Agency and their functional & operational co-ordination (with special reference to the above mentioned agencies).

UNIT-2 Approval of Travel Agents and Tour Operators :

Setting up travel agency/tour operation business: Market research, sources of funding, Comparative study of various types of organisation proprietorship, partnership, private limited and limited, Government rules for getting approval, IATA rules, regulation for accreditation, Guidelines For Recognition /renewal or extension as an approved domestic tour operator, guidelines for recognition as an approved adventure tour operator, guidelines for recognition / Renewal As An Approved inbound tour operator Documentation, Sources of earning: commissions, service charges etc,

UNIT-3 Travel formalities:

Passport, Visa, Health requirements, taxes, customs, currency, travel insurance, baggage and airport information, Functions of Travel Agents & Tour operators: Ticketing, reservations, itinerary preparation, immigration related services, Type of Passport ,Type of Visas ,OCI ,NRI, PIO , information, restricted and protected areas in India and permits, counselling and other ancillary services to GITs & FITs. Managing Tour Operation. Field Operations- inbound and outbound. Managing Distribution Role of Distribution in exchange process, Selling through distribution chains. Distribution System in Tourism Operation.

UNIT-4

Functions of a Travel Agent: Tour Operation Documentation: Voucher-Hotel and Airline Exchange Order, Pax Docket, Status Report, Daily Sales Record, Cards-Importance and Future. RBI Regulations for Tour Operators .Managing Tour Operation.

UNIT-5 Functions of a Tour Operator:

Tour Operation: Definition- Concept-History and Growth of Tour Operation business. Types and role of Tour Operators in Tourism Market. Organizational Structure, Forms of Organization, Departments and its functions. Process Of Tour Operations The Process of travel decision making, Mode and Destination selection. Reservation and Cancellation procedures for Tour related services-Hotels, Airlines, Cruise liners, Car rentals and Rail travel. Commission Structures from Suppliers of Service.Public and Private sector in Travel Agency Business and Tour Operation Business: Case study of ITDC. Tourist Organisations NTO, IATO, TAAI ,APAI, DTTDC ,IUOTO, OECD.

REFERENCES:

1. Mohinder Chand, Travel Agency Management, Anmol: Delhi
2. Chunk, James, Dexter &Boberg, Professional Travel Agency Management. Prentice Hall Publication
3. Fay Betsy, Essentials of Tour Management, New Jersey: Prentice Hall Publication.
4. Negi J.M., Travel Agency and Tour Operation: Concepts and Principles, New Delhi: Kanishka Publishers & Distributors.

Course Articulation Matrix of TTM 401 INTRODUCTION TO TRAVEL AGENCY AND TOUR OPERATIONS BUSINESS.

Course Outcomes	Programme Outcomes 1	Programme Outcomes 2	Programme Outcomes 3	Programme Outcomes 4	All	Programme Specific Outcomes 1	Programme Specific Outcomes 2	Programme Specific Outcomes 3
CO1	2	2	2	2		1	2	3
CO2	2	2	3	-		1	2	3
CO3	1	1	1	3		3	1	1
CO4	1	1	-	1		2	1	1
CO5	1	1	1	-				2
CO6								

Course Code: TTM 522

Course name: Strategic Management for Travel and Tourism

Credits Equivalent: 2 Credits

Course Objectives: The course is designed to

- Help the learners to understand about the contemporary tourism business trends
- Help students to analyse the competitive position of the firm at various business situation
- Empower students to design the tourism business strategies based on business situations

Course Outcomes: After the successful completion of this course, the student will be able to

- CO¹ Understanding the importance of vision, mission and objectives
- CO² Elaborate the pricing strategies
- CO³ Understand the Porter Five Force analysis and destination competitiveness
- CO⁴ Overview the resource use and indexing
- CO⁵ Maturing the strategy formulation and use

Course Contents

UNIT 1: Strategic Purpose

- Introduction-Importance
- Purpose and Process
- Vision, Mission and Objectives

- Contexts and uses of Strategy in Tourism

UNIT – II: Strategic Analysis

- PEST Analysis, External Environment
- Porters Five Forces Analysis, Destination Competitiveness
- Evolution of Product, SWOT Analysis
- Performance Monitoring and Control

UNIT - III:Strategic Choices

- Porter’s Generic Strategies
- Sustaining Competitive Advantage
- Strategic Direction and Methods
- Strategic Evaluation

UNIT IV: Strategic Implementation

- Organising and Resourcing
- Managing and Monitoring
- Preparation of Strategy

UNIT V:Pricing Strategies

- Pricing Strategies When the Customer means “Value is low price”
- Pricing Strategies When the Customer means “Value is everything I want in Service”
- Pricing Strategies When the Customer means “Value is the quality I get for the Price I pay”
- Pricing Strategies When the Customer means “Value is all that I get for all that I give”

Prescribed Text Books

1. Strategy for Tourism (2010), John Tribe. Goodfellow Publishers Limited, Oxford.
2. Services Marketing 5th Edition, Valarie A Zeithaml, Mary Jo Bitner, Dwanye D Gremler, Ajay Pandit, Tata Mc Graw Hill Edu Pvt Ltd, ISBN 13: 978-0-07-070099-4.
3. Business Policy (2009), Azar Kazmi, Tata Mc Graw Hill Ltd, New Delhi

Course Articulation Matrix of TTM 522STRATEGIC MANAGEMENT FOR TRAVEL AND TOURISM

Course Outcomes	Programme Outcomes 1	Programme Outcomes 2	Programme Outcomes 3	Programme Outcomes 4	All	Programme Specific Outcomes 1	Programme Specific Outcomes 2	Programme Specific Outcomes 3
CO1	1	1	3	1		2	1	1
CO2	1	1	3	-		1	2	3
CO3	2	1	2	2		1	2	2
CO4	2	2	-	1		2	1	2
CO5	1	2	1	-				2
CO6								

Course Code: TTM-437

Course Name: Front office operation in Hotels

Credits Equivalent: 4 Credits

Course Objectives: The course is designed to

- To make student aware of the development of hotel industry & industry interlinkages.
- To bring about an understanding of front office's key role in hotel operation.
- To make student understand the various stages of Front office operation.
- To familiarize the students with the role of front office in providing guest services.
- To clarify the role of front office department in contributing to the hotel revenue as well as guest satisfaction.

Course Outcomes: After the successful completion of this course, the student will be able to

- **CO¹** Understanding the importance of front office operations
- **CO²** Importance of Tariff cards and brouchers
- **CO³** Elaborate the overall process in guest check in
- **CO⁴** Applications of IT in front office operations
- **CO⁵** Handling of guest operations during guest check in

Course Contents:

UNIT - I: Introduction to Front office

(8 Hours)

- Development of Hotel industry over the period & Industry interlinkages.
- International airlines, currencies, credit cards, Travel agencies, hotel chains, capitals etc.
- Role of front office department in hotels & function of its various sections.
- Contribution of Front office staff members to the departmental & hotel operation.
- Room Tariff structure: definition, factors affecting room tariff, types of room rates etc.
- Room tariff fixation methods: cost based and market based techniques

UNIT - II: Front Office operation

(9 Hours)

- Product selling tools- Brochures, Tariff cards, summer package brochure, tent card etc.
- Guest cycle, comparative study Front office activities & guest activities.
- Reservation: Importance, Source & modes of Reservation and its various types.
- Systems of Reservations: diary system, whitney system, computerized reservation system
- Amendment and cancellation procedures for various systems of reservation
- CRS: Centralized reservation system, Group reservations, cancellations, overbooking etc.

UNIT - III: Front office Guest Services

(9 Hours)

- Front office communication within the departments, Log book and its importance.
- Registration Process, forms and formats used, Handling FITs (with reservation & walk-in)
- Handling GIT (Group registration), handling Registration of foreigners (C-Forms)
- Mail & message handling, paging, Safe deposit locker procedure.
- Room key control process & Room change procedure

- SB check-in procedure & Wakeup call procedure.
- Handling Guest Complaints.

UNIT - IV: Front office accounting & audit

(8 Hours)

- Guest check out procedure & Mode of bill settlement, C/O problems and solutions.
- Front office guest accounting: types of accounts, vouchers, folios, ledger etc.
- Front office accounting cycle.
- Night auditing: Importance,
- function of Night Auditor & the night auditing process
- Yield Management: Concept, tools, elements, benefits, strategies & challenges.
- Forecasting: benefits, data required, necessary records, RAF: formula.
- Budgeting: types, Budgetary control: Objectives, essentials, Advantages & limitations

UNIT - V: Role of Computers in FO operation & Case studies

(6 Hours)

- Computer Application in Front office: MIS, HIS, CRS, PMS
- Case studies related to Guest Handling in Front office

Prescribed Text Books:

1. Front Office Management: S.K. Bhatnagar, Frank Bros. & Co. Ltd.
2. Hotel front office operation and management: J R Tewari, Oxford University press India.

Suggested Additional Readings:

1. Professional Hotel Management: Jagmohan Negi; S. Chand Co., New Delhi.
2. Hotel front office management: James A. Bardi, Wiley India publication
3. Hotel & motel management operation: Gray and Ligouri; PHI, New Delhi, 2000.
4. Managing front office operations: Michael L. Kasavana, Richard M. Brooks
5. Hotel Front Office Training Manual: Sudheer Andrews
6. Text book of front office Management and operation: Sudheer Andrews
7. Check-In Check-Out: Managing Hotel Operations: Vallen Gary K., Vallen

Course Articulation Matrix of TTM 437- Front office operation in Hotels

Course Outcome	Programme Outcomes 1	Programme Outcomes 2	Programme Outcomes 3	Programme Outcomes 4	All	Programme Specific Outcomes 1	Programme Specific Outcomes 2	Programme Specific Outcomes 3
CO1	2	1	1	2		1	1	2
CO2	2	2	3	-		1	1	3
CO3	1	2	1	2		1	2	1
CO4	1	1	-	1		2	1	2
CO5	1	2	2	-				1
CO6								

Course Code: TTM- 409
Course Name: Itinerary Preparation and Costing
Credits Equivalent: 2 Credits

Course Objectives: The course is designed to

- This will help Students develop ideas for tour
- An idea of what is already in the marketplace
- Careful planning is required when developing an itinerary for tour.
- Detailed information on terms and conditions and provide possible ideas for brochure design and content.

Course Outcomes: After the successful completion of this course, the student will be able to

- **CO¹** Understanding the techniques in itinerary preparation
- **CO²** Elaborative understanding of different type of itineraries for FIT and GIT
- **CO³** Techniques to undermine the cost factors in itinerary preparation
- **CO⁴** Linkages of various tourism products in itinerary preparation
- **CO⁵** Measuring the tour cost and preparation of outbound package

Course Contents:

UNIT - I: Itinerary Development

- Definition of Itinerary, various types of itineraries, tools, techniques
- Procedure involved in itinerary planning, constraints in itinerary preparation.

UNIT - II: Preparation of Itineraries

- Preparation of Itineraries for special interest tours like Buddhism in India
- Wildlife tours, Heritage tours cuisine, Yoga
- Photography and various adventure tour programmes in Himachal.

UNIT – III: Itinerary and Its Linkages In Travel Trade

- Linkages in Travel trade Industry with respect to Itinerary preparation (Procurement of the various services related to Itinerary preparation).

UNIT - IV: Components of Tours Package

- Tour packaging-types, components of standard tour package:
- The points to be considered while designing a tour package. Review of tour package offered by TCI, Thomas Cook, Cox & Kings and SOTC.
- Out bound packages.

UNIT – V: Tour Packaging

- Costing of a tour package, Techniques and tools of costing, cost sheet, calculation of supplementary services.
- Factors Affecting the Tour Cost and Procedure for Cost Determination.

REFERENCE BOOKS:

1. Travel Agency and Tour operation concepts and Principals by JagmohanNegi.
2. Encyclopaedia of Tourism Management by P.C. Sinha.

3. Tourism and travel Concepts and Principles by JagmohanNegi.
4. Regional Development, Tourism Hotels & Travel Trade by JagmohanNegi

Course Articulation Matrix of TTM 409-Itinerary Preparation and Costing

Course Outcomes	Programme Outcomes 1	Programme Outcomes 2	Programme Outcomes 3	Programme Outcomes 4	All	Programme Specific Outcomes 1	Programme Specific Outcomes 2	Programme Specific Outcomes 3
CO1	1	1	3	1		2	1	1
CO2	2	1	3	-		2	1	3
CO3	2	1	1	2		1	1	1
CO4	2	1	-	1		2	1	2
CO5	2	2	2	-				2
CO6								

Course Code: TTM 543

Course Name: Consumer Behaviour in Tourism

Credits Equivalent: 2 Credits

Course Objectives: The course is designed to

- To make student understand the basic concepts of Consumer Behaviour
- To create awareness of Consumer Behaviour in Indian Context and to make student familiar with the concepts of Strategy.
- To make student understand the role of Strategy in consumer behaviour can play in promoting the products in the service industry.

Course Outcomes: After the successful completion of this course, the student will be able to

- CO¹ Understanding the history of tourist behaviour
- CO² Synthesis of various tourist behaviour models
- CO³ Elaborate internal and external determinants' for tourism decision making
- CO⁴ Understand the destination choice model and its role
- CO⁵ Tourist decision making process and its application

COURSE CONTENTS

UNIT I: CONSUMER BEHAVIOUR AN OVERVIEW

- Introduction to Consumer Behaviour, The history of Tourist Behaviour, Main concepts of in consumer behaviour, including models of consumer behaviour adapted for tourism,

UNIT II: CONSUMER DECISION MAKING PROCESS

- Motivators, Determinants, Models of the purchase decision- making process.

- Typologies of tourists behaviour and segmentation of the tourist market, Ethnic, religious and group influences, Class, age and gender influences
- Researching tourist behaviour : Marketing Research
- The marketing mix and tourist behaviour.

UNIT III: - INDIVIDUAL INFLUENCES ON BUYING BEHAVIOUR

- Perceptions,
- Stimulus,
- Attitude and Attitude Change,
- Learning and Memory,
- Personality and Self Concept.

UNIT IV: - GROUP INFLUENCES ON BUYING BEHAVIOUR

- Reference Groups Influence and Group Dynamics
- Family Buying Influences, Family Life Cycle and Buying Roles
- Cultural and Sub-Cultural Influences

UNIT V:

- The Buyer Decision Process,
- Organizational Buying Decisions;
- The Destination Choice, The Non User.

Prescribed Text Books:

1. Consumer Behaviour in Tourism – Second Edition – John Swarbrooke and Susan Horner – Elsevier.
2. Marketing for Hospitality and Tourism – Sixth Edition- Philip Kotler, John T Bowen and James Makens
3. Consumer Behaviour in Travel and Tourism – Abraham Pizam and Yoel Mansfeld; Routledge
4. Marketing Management – Arun Kumar and N Meenakshi – Vikas Publishing House.
5. 5.Basics of Marketing – Hayden Nobel – AV Publishing

Course Articulation Matrix of TTM 543- Consumer Behaviour in Tourism

Course Outcomes	Programme Outcomes 1	Programme Outcomes 2	Programme Outcomes 3	Programme Outcomes 4	All	Programme Specific Outcomes 1	Programme Specific Outcomes 2	Programme Specific Outcomes 3
CO1	2	2	1	2		1	2	3
CO2	1	1	3	2		2	1	3
CO3	1	2	1	2		2	2	1
CO4	1	1	-	3		2	1	1
CO5	1	2	1	-				1
CO6								

Course Code: TTM 503

Course Name: Quantitative Techniques for Travel and Tourism

Credits Equivalent: 2 Credits

Course Objectives: The course is designed to

1. Help the learners to understand about the Tourism Research
2. Help students to analyse the competitive position in the Tourism Business through research
3. Empower students to design the tourism strategies at various situations through research

Course Outcomes: After the successful completion of this course, the student will be able to

- **CO¹**Elaborate the research goals and the tourism research
- **CO²** Mapping various research techniques in modern day world
- **CO³** Understand the qualitative and quantitative research idea
- **CO⁴** Role of ethics in the research proposal
- **CO⁵**Develop a mindset to develop a research report

Course Contents:

UNIT 1: Understanding Research and Research Design

- Definition
- Objectives of Research
- What You can do with Tourism Research
- Research Design

UNIT – II: Understanding Data, Levels of Measurement and Types of Sampling

- Primary Data and Secondary Data
- Qualitative and Quantitative Research based on Nature of Data
- Nominal, Ordinal, Interval and Ratio scale
- Sampling and Types of Sampling

UNIT - III: Method of Data Collection

- Observation, Classification of Observations, Advantages and Limitation of Observation Methods
- Interviews, Types of Interviews, Advantages and Disadvantages of Interview Method
- Questionnaire and Schedule, Difference between Questionnaire and Schedule
- Designing of Questionnaire and Schedule
- Survey through Questionnaire and Schedule

UNIT IV: Quantitative Research for Tourism Industry

- Quantitative Research & its purpose in Tourism
- Measure and Compare
- Examine Relationship
- Test Hypothesis

- Construct Concepts and Theories
- Explore, Control and Explain

UNIT V: Writing up the Research Report

- The Report Writing Process
- The Report Structure
- Ethical and Legal Considerations
- Developing a Writing Styles

Prescribed Text Books

1. Research Methods The Basics, 2011, Nicholas Walliman, Routledge, London, ISBN 9780-415-4899
2. Research Methodology, 2012, Vijay Upagade, Arvind Shende, S. Chand and Company Ltd. New Delhi, ISBN 81-219-3222-X.
3. Doing Research in Real World, 2009, David E Gray, Sage Publication, New Delhi, ISBN 978-1-84787-336-1.

Course Articulation Matrix of TTM 503- Quantitative Techniques for Travel and Tourism

Course Outcomes	Programme Outcomes 1	Programme Outcomes 2	Programme Outcomes 3	Programme Outcomes 4	All	Programme Specific Outcomes 1	Programme Specific Outcomes 2	Programme Specific Outcomes 3
CO1	1	1	3	1		3	1	3
CO2	2	1	3	2		2	2	3
CO3	2	2	1	2		1	2	2
CO4	1	2	-	2		2	1	1
CO5	1	2	1	-				1
CO6								

Course Code: TTM 517

Course Name: Tourist Destination Management

Credits Equivalent: 2 Credits

Course Objectives: The course is designed to

- To make student aware of the various roles of Destination Management.
- To bring about an understanding of the various Stake holders in Destination Management.
- To make student understand the basic concept of a Destination Management Organisation.
- To make student familiar with the various stages of destination planning & development process.

Course Outcomes: After the successful completion of this course, the student will be able to

- CO¹ Understand the importance of destination management
- CO² Elaborate discussion and understanding towards destination vision
- CO³ Measuring the competitiveness of destination through Ansoff Model
- CO⁴ Role of IT In destination partnership
- CO⁵ Destination branding and digital ecosystem

Course Contents:

UNIT - I: Introduction: The concept of Destination Management

(3Hours)

- Definitions & overview of a Tourism Destination & Destination Management
- Uniqueness of destination management & destination management roles.
- Stakeholders in destination management & their roles.
- Destination management Organisations (DMOs) & their various types.
- The concept of destination governance & case study of governance of selected DMOs.

UNIT - II: Destination Planning

(4 Hours)

- Characteristics of Tourism Planning.
- Tourism planning process for destination management.
- Destination Visioning & Tourism Planning Toolkits.
- Specialized form of destination Planning: Destination level specific plans.
- Destination marketing planning process model.

UNIT - III: Destination product development

(4 Hours)

- Definition and components of the destination product.
- DMOs involvement in product development
- Different varieties of destinations as per UNWTO considerations.
- Destination quality: Hard & soft tourism product developments
- Ansoff's Growth strategy model for tourism product developments.
- Principles of destination product development
- Various aspects of destination product & the role of DMOs in their development.

UNIT - IV: Destination Partnership, Community relation & Destination Governance

(7 Hours)

- Definition & overview of Destination Partnership and team building
- Scope & benefits of destination partnership & Collaborations.
- Destination partners for DMOs & process of identifying them out.
- Ingredients of successful destination partnership
- Steps involved in partnerships
- types of destination partnership
- Barriers and challenges in partnerships development
- Destination Team Building.
- DMOs Role in managing Destination community
- Tourism stakeholders' relation.
- Destination Governance & Leadership roles of DMOs.

UNIT – V: Destination communication & Promotion**(2 Hours)**

- Destination branding: importance, benefits, characteristics, steps of planning & challenges.
- Destination integrated marketing communication: components, benefits & planning IMC.
- Destination information and communication technology.

Prescribed Text Books:

1. Marketing & Managing Tourism Destinations. Alastair M. Morrison, Routledge, Taylor & Francis Group, London & New York
2. Managing Tourist Destination. Krishna K. Kamra, Kanishka Publishers, Distributors, New Delhi.

Suggested Additional Readings:

8. Tourism Planning. Gunn. Clare A., Taylor & Francis Group, New York
9. Tourism Planning: An integrated & Sustainable approach-Inskeep E.
10. National & Regional Tourism Planning. Inskeep E., Routledge, London.
11. Tourism Planning: Basic concepts & cases. C. Gunn, Cognizant Publications, 2002
12. Destination Branding: Creating the unique proposition. Nigel Morgan, Annette Pritchard, Roger Pride, Butterworth and Heinemann, 2001.
13. The Tourism Area Lifecycle: Applications & Modification (Vol. 1). Richard W. Butler, Channel View Publications, 2006.
14. Tourism in Destination communities. Shalini Singh, Dallen J. Timothy, Ross Kingston Dowling, CABI Publishing, 2003.

Course Articulation Matrix of TTM 517- Tourism Destination Management

Course Outcome	Programme Outcomes 1	Programme Outcomes 2	Programme Outcomes 3	Programme Outcomes 4	All	Programme Specific Outcomes 1	Programme Specific Outcomes 2	Programme Specific Outcomes 3
CO1	2	2	1	2		2	2	1
CO2	1	2	3	2		2	2	1
CO3	1	2	3	1		2	1	2
CO4	1	2	-	2		2	1	1
CO5	1	2	1	-				3
CO6								

Course Code: TTM525**Course name:** TOURISM GEOGRAPHY II**Credits Equivalent:** 4 Credits

Course Objectives: The course is designed to;

- Geography is the basic edifice of tourism.
- The knowledge of geography shall give an extra edge to the students in designing the itineraries for the travellers,
- Suggesting them various destinations to the clients for their travel etc.

Course Outcomes: After the successful completion of this course, the student will be able to

- **CO¹** Making student learn about map reading and its future use
- **CO²** Elaborate on aviation geography and its working
- **CO³** Understand the itinerary preparation for the different destinations
- **CO⁴** Apply the knowledge in developing skills in enterpreurial set up
- **CO⁵** Identify the factors for tourist movements all over the world

Course Contents:

UNIT - I: Importance of geography in Tourism

- Importance of geography in Tourism: Latitude, longitude, international date time.
- Times zone. Time differences, GMT variations.
- Major landforms as tourist resources
- Elements of weather and climate.
- Climatic regions of the world in brief.
- Impact of weather and climate on tourists and destinations.
- Map Reading and Practical Exercise.

UNIT - II: Contemporary trends in international tourist movements

- Factors affecting global and regional tourist movements
- Demand and origin factors, destinations and resource factors.
- Contemporary trends in international tourist movements

UNIT - III: Aviation Geography

- Aviation Geography
- IATA Traffic conferences
- Important tourist circuits and popular Itineraries of Malaysia, Singapore, Thailand, Japan

UNIT - IV: Important tourist circuits and popular Itineraries

- Important tourist circuits
- Popular Itineraries of European countries like UK, France, Germany, Italy, Spain and Switzerland

UNIT – V Itinerary Preparation

- Itineraries of selected countries like China, USA, Australia, UAE, Kenya and South Africa

Prescribed Text Books:

1. Boniface, B.G. and Chris Cooper, *The Geography of travel and Tourism* Oxford: Butterworth Heinemann.
2. Hall C.M. and Stephen, J. Page, *The Geography of tourism and recreation. Environment, place & space*, London: Routledge.
3. Pearce Douglas, *Tourism Today: A Geographical Analysis*; New York:Longman.
4. Singh R.L., *India- A Regional Geography*, Varanasi: National Geographical Society of India
5. Seth P.N., *Successful Tourism Management*, Sterling Publisher: New Delhi

Course Articulation Matrix of TTM 525- Tourism Geography II

Course Outcomes	Programme Outcomes 1	Programme Outcomes 2	Programme Outcomes 3	Programme Outcomes 4	All	Programme Specific Outcomes 1	Programme Specific Outcomes 2	Programme Specific Outcomes 3
CO1	2	2	1	2		2	2	1
CO2	1	2	3	2		2	2	1
CO3	1	2	3	1		2	1	2
CO4	1	2	-	2		2	1	1
CO5	1	2	1	-				3
CO6								

B. CORE OPEN COURSES

Course Code: TTM 431

Course Name: Galileo CRS System

Credits Equivalent: 2 Credits

Course Objectives

1. The Galileo® CRS (Computer Reservations System) enables you to make worldwide airline, car, and hotel reservations using simple, easy to understand commands.
2. During this course we will be looking at the major functions of the Galileo system including Booking Files and airline reservations. Also there will be a brief overview of Galileo 360 Fares™ plus the hotel and car reservations systems, CarMaster™ and RoomMaster®.
3. To ensure that you obtain the most out of your course please ask questions and let the instructor know of any areas that you wish to cover in more detail.

Course Outcomes: After the successful completion of this course, the student will be able to

- CO¹Understanding the CRS systems and its use in the modern world
- CO² Elaborate the ticketing goals and the reservation
- CO³ Apply the ticketing skills in reservation and booking of flights
- CO⁴ Learn the importance of PNR and ticket amendments

- CO⁵ Overview of the digital skills in ticket preparation docket

Course Contents:

UNIT 1 GETTING STARTED

On/Off.....
Passwords.....
Online Formats Guide
Online System Help
Encode/Decode

UNIT 2 FLIGHT AVAILABILITY

Basic Availability.....
Carrier Availability Links

UNIT 3 SELLING FLIGHTS

Basic Sell Entries
Booking Codes.....
Ignore Booking File
Redisplay Booking File.....
E-Ticketing Indicator
Sell Guarantee
Vendor Locators.....
Unsolicited Messages (UMSG).....
Marriage Logic.....
Passive Segments

UNIT 4 BOOKING FILE CREATION

Agency File
Name Field
Phone Field
Ticket Field
Received Field.....
End/Ignore Transaction.....
Summary
Booking File Retrieval
Notepad Remarks
Written Address
Form of Payment.....
End Item Key
Itinerary Remarks.....
Printing.....
Repeat Booking File.....
Booking File History.....

UNIT 5 PASSENGER SERVICING

Other Service Information (OSI).....
Special Service Requests (SSR).....
Ticket Number Notification

Vendor Remarks.....
Mileage Membership
Seat Assignments
Dividing A Booking File.....
Claim PNR

UNIT 6 FARES

Fare Displays.....
Fare Notes/Rules
Fare Quote.....

UNIT 7 BOOKING FILE SUPPORT

Updating Status Codes
Change Segment Timings
Cancelling Segments.....
Changing Segments.....
Itinerary Segment Order.....
Queues.....
Queue Summary.....
Review Booking File
Booking File Count.....
Booking File Search.....

UNIT 8 OTHER SERVICES

Local Time
Minimum Connecting Times
Currency Information.....
Flight Frequency
Display Services.....
Timatic
Timetables.....
Credit Card Authorisation
C.A.I. Lessons.....
Tax Tables.....
Galileo Information System
Booking Scenario.....

UNIT 9 CAR RESERVATIONS

Encode/Decode
Basic Availability.....
Car Description
Selling

UNIT 10 HOTEL RESERVATIONS

Encode/Decode
Basic Availability.....
Hotel Description
Selling
Cancelling Hotel Segments

Course Articulation Matrix of TTM 431- Galileo CRS System

Course Outcomes	Programme Outcomes 1	Programme Outcomes 2	Programme Outcomes 3	Programme Outcomes 4	All	Programme Specific Outcomes 1	Programme Specific Outcomes 2	Programme Specific Outcomes 3
CO1	1	1	2	1		1	1	3
CO2	2	2	3	2		2	2	1
CO3	1	1	2	1		1	1	2
CO4	2	2	-	1		1	1	1
CO5	1	2	1	-				1
CO6								

Course Code: TTM442

Course Name: Tourism System

Credits Equivalent: 2 Credits

Course Objectives: The course is designed to

- To make student understand the basic concepts of tourism
- To create awareness of tourism in international context & to make student familiar with demand & supply mechanism of tourism.
- To clarify the role of international organizations (UNWTO, IATA, ICAO) in tourism & travel.
- To clarify the frontier formalities involved in travel such as passport, visa, health certificates

Course Outcomes: After the successful completion of this course, the student will be able to

- **CO¹** Apply the principles of tourism in creative an effective tourism system
- **CO²** Develop a deep understanding of public private partnership
- **CO³** Identify the skills in getting various services under the tourism system
- **CO⁴** Learn the importance of destination selection and operation
- **CO⁵** Apply the payment methods in the entire tourist movement

Course Contents:

UNIT - I: INTRODUCTION TO TOURISM SYSTEM

(5Hours)

- Tourism system
- A consumer behaviour explanation of vacation purchases.
- Motivation; needs/wants & motives; tourist's learning process.
- Selecting a travel destination: information sources, perpetual biases & benefit segmentation.
- External: The environment for tourism.

UNIT - II: Travel Purchase/Purpose of Travel/Geography of Travel

(4 Hours)

- The travellers buying processes.
- Buying communications processes interaction
- Purpose of travel

- The characteristics of traveller flows

UNIT - III: Modes of travel / Destination mix / Tourism & economic & social planning (3 Hours)

- Travel alternatives, Attractions and Services for the traveler
- Tourism role in economic development
- Modifying the destination’s socio-economic structure.

UNIT - IV: Tourism policy & formulation / tourism regulation / Tourism planning(4 Hours)

- Public sector roles & functions in tourism, Establishing the tourism policy
- Organization responsible for Tourism Planning in India. Case study of Department of Tourism and role of State Tourism departments.
- Role of leading International and Regional Tourism Institutions in Tourism Planning and Development, case Study of IATA and WTO.

UNIT – V: Documentation & Frontier Formalities/ Exchange related arrangements (4 Hours)

- Documentation & Frontier Formalities: Immigration related functions of Travel Agency.
- Procuring passport and Visa, Arranging liquor permits, obtaining permission for special/Restricted Areas.
- Exchange related arrangements, custom clearance, and Health & Security checks.
- Rules and regulations for accepting foreign currency against travel services.
- Receiving payments in form of traveller cheques and various cards and their confirmations.

Prescribed Text Books:

- The tourism system, Robert Christie Mill & Alaster M. Morrison, Prentice Hall International Editions.
- Travel Agency and Tour operation concepts and Principles by Jagmohan Negi.

Course Articulation Matrix of TTM 442- Tourism System

Course Outcomes	Programme Outcomes 1	Programme Outcomes 2	Programme Outcomes 3	Programme Outcomes 4	All	Programme Specific Outcomes 1	Programme Specific Outcomes 2	Programme Specific Outcomes 3
CO1	2	2	2	2		2	1	3
CO2	1	2	3	2		2	1	3
CO3	2	1	3	1		1	1	3
CO4	2	2	-	1		1	1	1
CO5	1	2	1	-				1
CO6								

Course Code: TTM436

Course Name: Housekeeping in Hospitality Operations

Credits Equivalent: 4 Credits

Course Objectives: The course is designed to

- To make student aware of the role of Housekeeping in Hospitality Operations.
- To bring about an understanding of the housekeeping department and its operations
- To make student understand the basic concept of various areas of a Hotel that comes under the housekeeping department and their maintenance procedures.
- To make student familiar with the various types of cleaning equipments & reagents.
- To give student a clear understanding of various guest room supplies and their importance.
- To bring about an understanding of allied departments of housekeeping like laundry, linen room, horticulture, pest control etc.

Course Outcomes: After the successful completion of this course, the student will be able to

- **CO¹** Apply the principles of housekeeping in various units
- **CO²** Develop a model of housekeeping in hospitality units
- **CO³** Identify the skills in providing services in hospitality units
- **CO⁴** Apply their knowledge in creating better hospitality units
- **CO⁵** Elaborate on critical understanding in room and floor pantry units

Course Contents:

UNIT - I: Introduction & scope of Housekeeping department (7 Hours)

- Classification of hotels and its various departments.
- Responsibilities of housekeeping department
- Scope of housekeeping in hotels, hospitals, corporate offices, hostels etc.
- Layout of the housekeeping department & its various sections.
- Organizational structure & role of Housekeeping staff members.
- Housekeeping co-ordination and control with other departments.

UNIT - II: Housekeeping Services: Cleaning & maintenance (12 Hours)

- Types of guest rooms, lay out of rooms and floor pantry & maid's cart setup.
- Cleaning equipments: types, uses, selection criteria, care and maintenance.
- Cleaning agents – types, uses, selection criteria, storage, and safety rules.
- Cleaning of Guest rooms and public areas, Cleaning schedules & programme.
- Types of bed room and bath room linens, Housekeeping supervision

UNIT - III: Housekeeping operation & Management (6 Hours)

- Daily routine operation of HK department.
- Types of Keys and key control procedures,
- Lost & found management.
- Cleaning of special surfaces like: Metals, floor surfaces, wall coverings & Glasses.
- Pest control: Pests, Types and pest control mechanisms.
- Organizing of Housekeeping staffs, shifts & duty Rota etc.

UNIT - IV: Linen, Uniform room & Laundry Operation (5 Hours)

- Lay out of linen room, Types of linen, activities in linen room, equipments used.
- Records maintained in linen room, linen inventory, linen recycling & linen hire.

- Uniform room: Importance, Layout, records and registers maintained in uniform room.
- Sewing room: Role of sewing room, activities, tools & equipments used in sewing room.
- Laundry: Laundry symbols, Flow process, laundry aids & equipments.
- Stains: classification, general rules of stain removal & stain removal agents.

UNIT – V: Allied responsibilities of Housekeeping Department (10 Hours)

- Horticulture: study of different types of flowers, plants, foliage, Tools & fertilizers.
- Interior decoration: Elements & Principles of design, Colour wheel, Types of lighting, window treatment, Floor finishes & floor seals.
- Safety & security in HK: Fire, Accidents: Causes & prevention, handling of a sick guest.
- Budgetary control: Importance of budget, types, Preparation of budget & purchasing control. Case studies related to HK operation

Prescribed Text Books:

1. Hotel Housekeeping Operations and Management: Raghubalan; Oxford University Press India.
2. Hotel, Hostel and Hospital Housekeeping: Joan Cameron Branson, Margaret Lennox, Edward Arnold Publication, 1988.

Suggested Additional Readings:

1. Text book of hotel Housekeeping-Sudheer Andrews
2. Hotel & motel management operation: Gray and Ligouri; PHI, New Delhi, 2000.
3. Guide to Hotel Housekeeping: Mary E. Palmer
4. Hotel housekeeping training manual: Sudheer Andrews
5. Professional Management of Housekeeping Operations: Thomas J. A. Jones
6. Housekeeping management: Matt A Casado
7. The Professional Housekeeper: M. Schneider, G. Tucker, M.Scoviak, MSC Lerner
8. Housekeeping management for hotels and residential establishments: Rosemary Hurst
9. Managing housekeeping operations: Margaret M. Kappa, Aleta Nitschke, Patricia B. Schappert

Course Articulation Matrix of TTM 436- Housekeeping in Hospitality Operations

Course Outcome	Programme Outcomes 1	Programme Outcomes 2	Programme Outcomes 3	Programme Outcomes 4	All	Programme Specific Outcomes 1	Programme Specific Outcomes 2	Programme Specific Outcomes 3
CO1	1	1	1	1		3	2	3
CO2	2	2	1	1		2	1	1
CO3	1	1	3	1		2	2	2
CO4	1	1	-	1		2	1	1
CO5	1	2	1	2				1
CO6								

Course Code: TTM438

Course Name: Food & Beverage Service

Credits Equivalent: 4 Credits

Course Objectives: The course is designed to

- To make student aware of the role of catering establishment in travel & tourism industry
- To bring about an understanding of Food & Beverage service operation in hotels.
- To make student understand the basic forms of alcoholic & non-alcoholic beverages.
- To make student familiar with the various types of fermented & distilled alcoholic beverages.
- To clarify the various aspects of bar establishment, operation & management.

Course Outcomes: After the successful completion of this course, the student will be able to

- **CO¹** Apply the principles of housekeeping in various units
- **CO²** Develop a model of housekeeping in hospitality units
- **CO³** Identify the skills in providing services in hospitality units
- **CO⁴** Apply their knowledge in creating better hospitality units
- **CO⁵** Elaborate on critical understanding in room and floor pantry units

Course Contents:

UNIT - I: Introduction to the catering industry

(7 Hours)

- Role of catering establishment in travel & tourism industry
- Types of F&B Outlets & catering establishments
- F & B department hierarchy chart in various f&b outlets & role of F&B personnel.
- Layout of food service areas: factors to be considered while planning a layout,
- Layout of various f & b outlets like coffee shop, fast food restaurant, Banquet, Still room etc.
- Restaurant equipments & tools, types of crockery, tableware, glassware, linen, furniture etc.
- Care & maintenance of restaurant equipments, Types of vending machines and usage.

UNIT - II: F & B Operation

(5 Hours)

- Menu: origin, types of Menus, menu planning: consideration & constraints.
- Various courses of Menu (French classical & modified), Indian & International menus
- Various types of meals provided in wide variety of f&b outlets.
- Types of services followed in catering establishments.
- F & B Control System: Necessity and function, F&B Control Cycle, Role of cashier
- Cash handling equipment, KOT & BOT Procedure, Computerized F&B Accounting.
- Food & Beverage service operation in hotels: various forms & techniques
- Laying of covers as per the menus & arrangement of side boards

UNIT - III: Beverages (Part-I)

(13 Hours)

- Introduction, Definition, Classification of beverages,
- Non Alcoholic Beverages : Classification (Water, Nourishing, Refreshing, Stimulating)
- Tea & Coffee – Origin, manufacturing, types of brands, preparation and serving methods.
- Alcoholic beverages, various types of alcoholic beverages.

- Brewing & Fermentation process, Distillation process: pot still & patent still methods
- Fermented Beverages: Manufacturing process,
- Brands & servicing of **Beer**, cider, Perry, sake
- **Wines**: Introduction, manufacturing process, aging, types of wine, testing of wines.
- Storage & service of wines, reading labels & Brands,
- Food & Wine harmony, Wine Terminology
- Wine regions of France, Sparkling wine: **Champagne**, Wine regions of Italy

UNIT - IV: Beverages (Part-II)

(11 Hours)

- **Distilled beverages**: Production, types, servicing methods & Brands of **Rum, Gin, Vodka**
- Production, types, servicing methods & Brands of **Brandy & Whisky**
- **Aperitifs, liqueurs & bitters**: Processing, types, production, brands & service.
- Mixed drinks: introduction, types, **cocktails & mock tails** (conventional & innovative)
- **TOBACCO**: Types, Production, processing, quality variations.
- **Cigar & Cigarettes**: various parts, quality, sizes, Brands, Storage & Service

UNIT - V: Bar operation & management

(4 Hours)

- **BAR** :Introduction, Types, Licenses & Regulations, bar Layout: Planning & Designing
- Bar equipments & Tools, crockeries & cutleries used in bar
- Bar organisation, Job Descriptions, Bar Menu: planning, designing & Costing
- Beverage Control Methods & Inventory procedure.

Prescribed Text Books:

1. Food & Beverage service : Dennis Lilicrap, J. Cousins, R. Smith, ELST Publication, (5th edition)
2. The Beverage Book: John A. Cousins, Andrew Durkan: Hodder Arnold H&S Publication

Suggested Additional Readings:

1. A textbook of F & B Management: Sudhir Andrews, TMH Publication
2. Food & beverage service management – Brian Verghese, Mac Milan Publication
3. F & B service - Vijay Dhawan, Frank Bros Publication
4. Fundamentals of menu planning: Paul J. McVety, Bradley; John Wiley Publication
5. Modern restaurant service – John Fuller
6. Food service operation – Peter Jones & Cassel
7. Wine production: Keith Grainger & Hazel Tattersall, Blackwell Publishing
8. Malting & brewing science: D.E. Briggs; Chapman & Hall publication
9. The world atlas of wine: Hugh Johnson, Mitchell Beazley; Octopus Publishing group Ltd
10. The ultimate encyclopedia of wine, Beer, Spirit & Liqueurs: S. Walton, B. Glover; Hermes Houses
11. The bar & beverage book: Costas Katsigris & Thris Thomas; John Wiley Publication
12. Principles of food, beverage & labour cost control: Paul R. Dittmer; John Wiley publication

Course Articulation Matrix of TTM 438- Food & Beverage Service

Course Outcomes	Programme Outcomes 1	Programme Outcomes 2	Programme Outcomes 3	Programme Outcomes 4	All	Programme Specific Outcomes 1	Programme Specific Outcomes 2	Programme Specific Outcomes 3
CO1	2	2	3	1		3	2	3
CO2	1	2	1	1		1	2	1
CO3	1	1	3	2		2	2	3
CO4	1	2	-	1		2	1	1
CO5	1	2	1	2				3
CO6								

Course Code: TTM 542

Course Name: Public Relations in Tourism

Credits Equivalent: 2 Credits

Course Objectives: The course is designed to

- To make student understand the basic concepts of Public Relations in Tourism.
- To create awareness of Public Relations in Indian Context and to make student familiar with the concepts of Strategy.

Course Outcomes: After the successful completion of this course, the student will be able to

- CO¹ Apply the principles of public relations in travel and tourism
- CO² Develop an intuitive understanding towards the public relation goals
- CO³ Apprehend the goals of PR in reputation management
- CO⁴ Learn the process of RACE in Tourism PR Operations
- CO⁵ Elaborate on critical understanding in Destination PR, Restaurant PR, Hotel PR

Course Contents:

UNIT I: INTRODUCTION TO PUBLIC RELATIONS

- Introduction, Public relations Environment
- Definitions of Public Relations – Analysis of Definitions
- Nature and Scope of Public Relations – Elements of Public Relations, Scope of Public Relations Practice, Role of Public Relations, Public Relations as Management Function and Limitations of Public Relations.
- The process of Communication, The Public Relations Process
- Benefits of Public Relations, Public Relations – Tools of Communication
- Standard PR Tools and Most Common Travel/Tourism PR Tools
- Factors Leading to PR’s Prominence in the Industry

UNIT II: CONCEPTS OF PUBLIC RELATIONS, ADVERTISING, PUBLICITY AND PUBLIC OPINION

- Definitions– Advertising, Publicity and Public Relations.
- Differences and Similarities in Public Relations, Advertising and Publicity
- Effective Public Relations, Advertising and Publicity.

- Public Opinion – Definitions of Public Opinion,
- Opinion Formation, How Public Opinion Formed.
- Propaganda, Public Opinion and Public Relations.
- Public Opinion research in Communication and Public Relations.
- Social Marketing in Public Relations.

UNIT III: PRINCIPLES OF PUBLIC RELATIONS

- The principles of Public Relations and communication – Principles in general, the principles of the public relations and communication, Influence of the group in Message acceptance, Public Relation Principles.
- Public Attitude – How are attitude formed? Types of Attitude? Attitude and Public Relations. Public Relations and Organisation. How are attitudes changed? Analysing Public Attitude.
- PR at Hotels and Lodging Establishments
- Airline PR, Cruise PR, Destination and Tourist Attraction PR
- Case studies on Airline PR, Cruise PR, Destination and Tourist Attraction PR.

Prescribed Text Books:

1. Travel and Tourism: An Introductory Guide for Hospitality Managers: Dennis E. Deuschl, APR
2. University of Glasgow Glasgow UK.
3. Public Relations in Tourism – Urger Hill - 2009
4. Public Relation as a tool of Tourism Marketing: MelisCeylan

Reference Books:-

1. Management of Public Relations and communication – SaileshSengupta – Vikas Publishing House
2. Public Relations – Parampal Singh – Kalyani Publications

Course Articulation Matrix of TTM 542- Public Relation in Travel and Tourism

Course Outcomes	Programme Outcomes 1	Programme Outcomes 2	Programme Outcomes 3	Programme Outcomes 4	All	Programme Specific Outcomes 1	Programme Specific Outcomes 2	Programme Specific Outcomes 3
CO1	1	1	2	2		3	1	1
CO2	1	2	1	1		1	2	1
CO3	2	1	3	2		3	2	3
CO4	2	1	-	1		2	2	2
CO5	1	2	2	2				3
CO6								

Course Code: TTM 539

Course Name: Service Quality Management in Tourism and Hospitality

Credits Equivalent: 2 Credits

Course Objectives: The course is designed to

- To make student understand the basic concepts of Service Quality
- To create awareness of tourism in international context & to make student familiar with use Service Quality Methods
- To clarify the role of Service in Tourism and Hospitality
- Current debates in Service Quality in Tourism and Hospitality

Course Outcomes: After the successful completion of this course, the student will be able to

- **CO¹** Develop an overall understanding towards purchase process
- **CO²** Apply service deficiencies to improve overall service quality management
- **CO³** Learn service quality principles applied to tourism business
- **CO⁴** Understand the concept of service management
- **CO⁵** Elaborate on critical understanding in tourism services

Course Contents:

UNIT 1:- Introduction to Service Quality

- The purchase process of services
- Consumption Values, The purchase model of services , Pre Purchase Phase
- The service encounter
- Post Purchase Phase

UNIT 2:- Customer expectations of services

- Customer Expectations model
- Antecedents of Consumer Expectations
- Role of Consumer Expectations
- Managing Customer Expectations

UNIT 3:- Service Quality

- Underlying Principles of Service Quality
- Measuring Service Quality
- A model of service quality
- Total Quality – Return on Quality and ROQ Analysis

UNIT 4:- Service Environment

- Impact of the service Environment on Consumers
- Marketing strategies for the service environment
- Designing the service environment
- The environment of Entertainment services

UNIT 5:- Customer Retention

- Compatibility Management
- Customer Defections
- Service Failure and Recovery

- Relationship Marketing

Reference Books:

1. Services Marketing, 2e – **Operation, Management and Strategy** – Kenneth E Clow& David L Kurtz- Publisher Biztantra.
2. Services Marketing – **Concepts and Practices** – RamneekKappor, Justin Paul and BiplabHaldar-McGrawHill
3. Suggested Readings:-
4. Services Marketing – **Integrating Customer Focus across The Firm** – 5th Edition –Valarie A Zeithaml / Mary Jo Bitner / Dwayne D Gremler / Ajay Pundit- McGrawHill
5. Managing Tourism and Hospitality Services - **Theory and International Applications** -BRUCE PRIDEAUX ,GIANNA MOSCARDO, ERIC LAWS- Cabi Publishers
6. Franchising Hospitality Services -Conrad Lashley and Alison Morrison – Butterworth and Heinmen Publishers

Course Articulation Matrix of TTM 539- Service Quality Management in Tourism and Hospitality

Course Outcomes	Programme Outcomes 1	Programme Outcomes 2	Programme Outcomes 3	Programme Outcomes 4	All	Programme Specific Outcomes 1	Programme Specific Outcomes 2	Programme Specific Outcomes 3
CO1	2	2	3	1		2	1	1
CO2	1	2	1	1		1	1	1
CO3	1	1	1	2		2	2	1
CO4	1	1	-	1		2	1	2
CO5	1	2	2	2		2	1	1
CO6								

Course Code : TTM 545

Course Name : Principles and Practices of Management in Tourism

Credits Equivalent : 2 Credits

Course Objectives: The course is designed to

- To make student understand the basic concepts of Management in Tourism.
- To create awareness of Management Practices in Indian Context and to make student familiar with the Basics of Management terminology.
- To make student understand the role of Management in making successful running of the organization.

Course Outcomes: After the successful completion of this course, the student will be able to

- **CO¹**Apply the principles of management in service quality goals
- **CO²** Understand the critical overview of management principles in tourism field
- **CO³** Understand the various major areas of operation in management control

- CO⁴ Learn the path followed in principles of management
- CO⁵Elaborate on critical understanding in tourism management

Course Contents

UNIT - I: Management Principles and Practices (5Hours)

- Definition of Management
- Nature Of Management
- Management : Science or Art
- Management as Profession
- Management and Administration
- Effective Management
- Applying Management Theory in Practice

UNIT - II: Management Process and Coordination (4 Hours)

- Functions of Management
- Nature of Management Functions
- Functions of various Management Levels
- Coordination : The Essence of Management
- Managers and Environment

UNIT - III: Fundamentals of Planning and Organizing (4 Hours)

- Definition of Features of Planning, Pervasiveness of Planning
- Steps in Planning, Types of Plans, Corporate Planning
- Time Dimension of Planning, Planning in Indian Organizations
- Organization Chart, Organizational Manual,
- Span of Management, Determination of Span of Management
- Sources of Authority, Responsibility, Delegation of Authority, Blocks of Effective Delegation, Measures of Effective Delegation, Centralization and Decentralization.

UNIT - IV: Staffing and Directing (4 Hours)

- Staffing and Human Resource Management
- Systems Approach to Staffing, Manpower Planning
- Principles of Direction, Human Factor and Directing
- Managerial Models, Leadership Styles and Communication

UNIT – V: Controlling (3 Hours)

- Controlling and Other Functions
- Steps in Controlling, Behavioral Implications of Control
- Controlling and Management by Exception
- Budgetary and Budgetary Control, Benefits of Budgetary control,
- Problems in Budgetary Control, Types of Budgets
- Control Through Costing, Break Even Analysis

Prescribed Text Books:

1. Principles and Practice of Management, L.M Prasad, Sultan Chand & Sons
2. Principles of Management ,P.C Tripathi and P.N Reddy, Tata McGraw Hill
3. PRINCIPLES OF MANAGEMENT by HILL MCSHANE, McGraw Hill.

Course Articulation Matrix of TTM 545- Principles and Practices of Management in Tourism

Course Outcomes	Programme Outcomes 1	Programme Outcomes 2	Programme Outcomes 3	Programme Outcomes 4	All	Programme Specific Outcomes 1	Programme Specific Outcomes 2	Programme Specific Outcomes 3
CO1	1	2	-	2		1	2	3
CO2	2	1	1	1		1	2	1
CO3	2	2	1	1		1	2	3
CO4	1	2	1	1		-	1	2
CO5	1	2	2	-		-	1	1
CO6								

Course Code : TTM 546

Course Name : Statistics in Management

Credits Equivalent : 4 Credits

Course Objective:After completing this course the students will:

- Learn to understand the main features of traditional and modern statistics.
- Learn to use various statistical techniques for Decision Making.

Course Outcomes: After the successful completion of this course, the student will be able to

- **CO¹**Apply the statistical techniques in travel and tourism
- **CO²** Understand the research methods in application of tourism movement
- **CO³** Learn the statistics as a measurement technique
- **CO⁴** Develop a deep understanding in statistical practices
- **CO⁵**Elaborate on critical understanding statistical historical thought

Course Contents**UNIT I: Introduction to Statistics****(6hours)**

- Meaning, Nature and Need of Statistics
- Collection of data
- Primary and Secondary Data
- Classification and Tabulation of Data
- Presentation of Data

UNIT II: Measures of Central Tendency, Dispersion and Symmetry**(10 hours)**

- Measures of Central Tendency, Arithmetic Mean
- Median

- Mode
- Quartiles, Percentiles
- Measures of Dispersion, Range, Mean Deviation , Standard Deviation

UNIT III: Correlation and Regression

(9 hours)

- Measurement of Correlation
- Karl Pearson’s Coefficient of Correlation
- Rank Coefficient of Correlation
- Regression lines
- Determination of Regression lines and Regression Coefficients

UNIT IV: Index Number

(5 hours)

- Use of Index Numbers
- Kinds of Index Numbers
- Price Index Number, Quantity Index Number
- Methods of Constructing Index Numbers

UNIT V: Theory of Probability, Theoretical Distribution and Statistical Tests

(10hours)

- Basic concepts of probability, Laws of Probability
- Addition Law, Multiplication Law
- Conditional Probability
- Bayes Theorem
- Scaling and important scaling techniques
- Basics of Chi-square test, Introduction to Parametric Tests

Prescribed Text Books:

1. Gupta SC Fundamentals of Statistics. Himalaya Publishing House, New Delhi.
2. Richard I. Levin. Statistics for Managers, Pearson, New Delhi.

Supplementary Reading

1. Gupta, Kapoor (2010). Fundamentals of Mathematical Statistics. Sultan Chand and Sons.
2. Arora, Managerial Statistics (2010). S.Chand Publications.
3. Bajpai Naval (2010). Business Statistics. Pearson India Ltd.
4. Jain, Aggarwal, Trehan, Ohri, Business Statistics, VK Publications, New Delhi
5. Levine, Stephan, Krehbiel, Berenson (2012). Statistics for Managers. Prentice Hall of India.

Course Articulation Matrix of TTM 546- Statistics in Management

Course Outcome	Programme Outcomes 1	Programme Outcomes 2	Programme Outcomes 3	Programme Outcomes 4	All	Programme Specific Outcomes 1	Programme Specific Outcomes 2	Programme Specific Outcomes 3
CO1	2	1	2	1		2	1	3
CO2	1	1	-	2		1	2	2
CO3	1	-	-	2		-	1	3
CO4	1	-	1	2		1	1	2
CO5	1	2	2	-		1	1	1

CO6								
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Course Code : TTM 412A
Course Name : Financial Management in Tourism
Credits Equivalent : 2 Credits

Course Objectives: The course is designed to:

- Enable the students to understand basic concepts of Strategic Financial Management, Financial decisions, Financial markets, financial transactions, Financial Instruments, valuation of financial instruments and Risks and Returns involved in financial transactions.
- To ensure that students can apply financial management theories and techniques for strategic decision making, more specifically in long term investment decisions, financing decisions and reallocation of financial resources for maximizing internal benefit and are able to adapt to factors affecting those decisions.
- To identify and evaluate appropriate sources of finance, their risks and costs
- To understand the impact of the global business environment on national and multinational companies
- Utilize financial and cost accounting data to make more informed analyses.
- Manage basic corporate finance transactions.
- Invest more profitably: increase risk-adjusted investment returns, minimize investment losses, and operate more effectively financially overall

Course Outcomes: After the successful completion of this course, the student will be able to

- CO¹Apply the Financial management in travel and tourism
- CO² Understand the overall goals of finance to travel
- CO³ Learn the elementary understanding of bonds and stocks
- CO⁴ Develop a deep routing to capital structurizaion in travel and tourism
- CO⁵Undermine the financial management goals for various models

Course Contents

UNIT - I:An overview of Financial Management (3 Hours)

- Introduction to Financial Management, Meaning of Financial Management,Scope of Financial Management
- Objectives of Financial Management, Financial Goal: Profit Versus Wealth Maximization, Finance Functions in tourism, Financial Decisions for tourism mangers, Sources of Finance
- Interrelationship between Financial Management and other functional areas of business, Functions /Role of Finance Manager in the Changing Scenario, Risk-Return Trade-off

UNIT - II:Time Value of Money (3 Hours)

- Concept of Time Value of Money, Technique of Time Value of Money, Compounding Technique, Discounting Technique, Present Value of Annuity and Annuity Due
- Future Value of an Annuity, Compound Value of an Annuity Due
- Elementary valuation of Bonds and Stocks

UNIT – III:Investment Decisions (5 Hours)

- Meaning of Capital Budgeting, Importance of Capital Budgeting, Methods of capital budgeting
- Investment Evaluation Criteria: Traditional Techniques: Pay Back Period, ARR
- Modern Techniques: NPV, IRR and PI, Application of Investment decisions in Tourism Business.

UNIT - IV: Cost of Capital, Leverages and Capital Structure (6Hours)

- Meaning, Concept and Definition of Cost of Capital, Significance of Cost of Capital
- Classification of Cost, Computation of Cost of Capital, Weighted Average Cost of Capital, Marginal Cost of Capital, Under and Over Capitalization
- Leverages, Types of Leverages, Financial Leverage or Trading on Equity, Operating Leverage, Composite Leverage
- Introduction to Capital Structure, Capitalization, Capital Structure and Financial Structure, Forms of Capital Structure, Importance of Capital Structure, Optimal Capital Structure,
- Theories of Capital Structure, Net Income Approach, Net Operating Income Approach, The Traditional Approach, Pecking order theory, Modigliani-Miller Approach

UNIT - V: Dividend Decisions (3 Hours)

- Dividend Policy, Types of Dividend Policy, Factors Influencing Dividend Policy, Dividend Policy and Firm Value
- Dividend Theories: Walter's Model, Gordon's Model, Modigliani-Miller Model

Prescribed Text Books:

1. Pandey IM Financial Management, Eleventh Edition, Vikas Publishing House, New Delhi.
2. Horne & Dhamija Financial Management, Twelfth Edition, Pearson, New Delhi.
3. Prasanna Chandra Financial Management, Ninth Edition, Tata McGraw Hill, New Delhi.

Suggested Extra Readings:

1. Horne and Wachowich (2012) Financial Management, 13th Edition, PHI Learning, New Delhi.
2. Sofat and Hiro (2011) Strategic Financial Management, First Edition, PHI Learning, New Delhi.
3. Kishore RM (2011) Strategic Financial Management, Second Edition, Taxmann's, New Delhi.
4. Brigham & Houston (2011) Fundamentals of Financial Management, Tenth Edition, Cengage Learning, Delhi.
5. Rustagi (2011) Financial Management, Fifth Edition, Taxmann's, New Delhi.
6. Kapil (2011) Financial Management, First Edition, Pearson, New Delhi.
7. Parrino & Kidwell (2011) Fundamentals of corporate finance, First Edition, Wiley India Pvt. Ltd., New Delhi.
8. Khan and Jain (2011) Financial Management (Text Problems and Cases), Fifth Edition, Tata McGraw Hill, New Delhi.
9. Ross, Westerfield & Jordan (2012) Fundamentals of Corporate Finance, Ninth Edition, Tata McGraw Hill, New Delhi.

Course Articulation Matrix of TTM 412A- Financial Management in Tourism

Course Outcomes	Programme Outcomes 1	Programme Outcomes 2	Programme Outcomes 3	Programme Outcomes 4	All	Programme Specific Outcomes 1	Programme Specific Outcomes 2	Programme Specific Outcomes 3
CO1	1	-	2	1		1	1	1
CO2	1	1	2	1		1	3	1
CO3	2	1	-	2		-	1	3
CO4	1	-	1	1		2	2	1
CO5	2	2	2	-		1	2	1
CO6								

Course Code : TTM 464

Course Name : Accounting and Working Capital for Tourism Managers

Credits Equivalent : 2 Credits

Course Objectives: The course is designed to

- Define financial accounting, Accounting Rules, Accounting Process, Financial Statements and techniques used in financial analysis.
- Apply the tools of to perform horizontal and vertical analysis.
- Calculate and interpret various financial ratios.
- Demonstrate knowledge of, and ability to prepare, a statement of cash flows.
- Define managerial accounting and understand the techniques used in cost accounting.
- Compute break-even & cost-revenue analysis & understand how to interpret the results.
- Prepare various types of budgets.

Course Outcomes: After the successful completion of this course, the student will be able to

- **CO¹** Apply the principles of accounting in travel and tourism
- **CO²** Develop a goal oriented approach towards finance in travel and tourism
- **CO³** Learn the skills in working capital management
- **CO⁴** Understand overall financial statement goals from Finance
- **CO⁵** Undermine the Working capital limitations and gaols

Course Contents

UNIT – I Introduction to Accounting, Management Accounting and Working capital

- Accounting, Book-keeping and Accounting, Users of Accounting
- Basic Concepts and Conventions
- Limitations of Accounting

- Introduction to Management Accounting for tourism managers
- Principles of Working capital: Introduction & Concept of Working Capital

UNIT - II Financial Statements Analysis

- Financial Statements: Meaning and type of financial statements
- Objectives and Methods of preparing Financial Statement Analysis
- Comparative and Common Size Statements, Trend Analysis

UNIT - III Ratio Analysis and Need for Working capital

- Ratio analysis, Classification of Ratios; Liquidity ratios,
- Profitability ratios, Solvency ratios, Turnover Ratios
- Advantages and Limitations of Ratio Analysis

UNIT - IV Cost Volume Profit Analysis and Components of Working Capital Management

- Marginal costing and Profit planning
- P/V ratio, Break Even point, Marginal cost equation, Margin of Safety,
- Calculation of Desired Profit and Desired Sales
- Accounts Receivables Management, Inventory Management Cash Management

UNIT - V Budgeting and Working Capital Finance

- Budgeting for profit planning and control: Meaning of Budget and Budgetary control;
- Objectives; Merits and Limitations of Budgeting;
- Cash Budget
- Zero Base Budgeting,
- Trade Credit, Bank Finance and Commercial Papers.

Prescribed Text Books:

4. Bhattacharyya Debarshi, Management Accounting. Pearson Education.
5. Khan, Jain, Management Accounting: Text, Problems and Cases. Tata McGraw Hill Education Pvt. Limited, India.
6. Horne and Wachowich, Financial Management, 13th Edition, PHI Learning, New Delhi.

Suggested Extra Readings:

15. Hugh Coombs, Ellis Jenkins and David Hobbs, Management Accounting: Principles and Applications. Sage South Asia Edition.
16. Horngren, Introduction to Management Accounting. Pearson India.
17. Singhvi and Bodhanwala, Management Accounting- Text and Cases. PHI.
18. Anthony A. Atkinson, G. Arunkumar, Robert S. Kaplan, Ella Mae Matsumura, S. Mark Young, (2009). Management Accounting. Pearson Education.
19. Murthy and Gurusamy, Management Accounting. Tata McGraw Hill Education Pvt. Limited, India.

20. Maheswari S.N. Financial & Management Accounting. Sultan Chand & Sons Pvt. Ltd, New Delhi.
21. Arora M.N. Management Accounting Theory: Problem and Solutions. Himalaya Publishing House Pvt. Limited, India.
22. Kuppapally,. Accounting for Managers. Eastern Economy Edition. PHI India.
23. Jiambalvo, Managerial Accounting. Wiley India.
24. Jawaharlal, Cost and Financial Analysis. Himalaya Publishing House Pvt. Limited, India.
25. Proctor Ray, Managerial Accounting for Business Decisions. Pearson India.
26. Gupta Ambrish,. Financial Accounting for Management: An Analytical Perspective. Pearson India.
27. Ghosh T P.(2007). Accounting and Finance for Managers. Taxmann.
28. MathurSatishB.. Accounting For Management. Tata McGraw Hill Education Pvt. Limited, India.

Course Articulation Matrix of TTM 464- Accounting and Working Capital for Tourism Managers

Course Outcomes	Programme Outcomes 1	Programme Outcomes 2	Programme Outcomes 3	Programme Outcomes 4	All	Programme Specific Outcomes 1	Programme Specific Outcomes 2	Programme Specific Outcomes 3
CO1	2	-	1	1		2	3	2
CO2	1	2	2	2		1	3	1
CO3	1	1	-	2		-	1	2
CO4	1	-	2	1		1	2	1
CO5	2	2	2	-		1	1	1
CO6								

Course Code : TTM 465

Course Name : Finance and Investment Skills

Credits Equivalent : 2 Credits

Course Objectives: The course is designed to:

- Enable the students to understand the basics of finance and Investment Skills.
- Enable students to manage their own portfolio and help other to design basic portfolio.
- Provide training and exposure to students about Investment skills and Investment markets.
- Provide experience to deal with savings, tax, risk, liquidity, returns and personal finance.

Course Outcomes: After the successful completion of this course, the student will be able to

- **CO¹**Apply the Finance and Investment skills in travel and tourism
- **CO²** Develop a foresightness towards Finance and Investment Skills

- CO³ Learn the various acts in the investment skills with organisational structure
- CO⁴ Understand insurance and its acts in future course of action in travel and tourism
- CO⁵ Undermine the RBI and its goals in creating financial ecosystem

Course Contents

UNIT - I: Introduction to Financial System

(3 hours)

- The Financial System, Nature, Evolution and Structure, The Functions of Financial Intermediaries, Financial Instruments
- The Role of Financial System in Economic Development, The Indian Financial System, Meaning of financial services, Importance of financial services, Types of financial services
- Financial services and economic environment, Players in financial services

UNIT - II: The Origin and Growth of Banking

(4 hours)

- History, The Indian Banking system, Types of banks in India
- Challenges and Trends in Banking, RBI Structure, Role of RBI as a regulator
- Banker and customer, Bank's obligation to customers, Types of accounts and customers
- Banks and technology, Various IT products and services, International banking services

UNIT-III: Insurance Sector

(4 hours)

- Introduction, Definition, Need and importance, Life and non - life insurance
- Principles of Insurance, Kinds of Insurance, Life Insurance, General Insurance
- Rationale for opening up of the Insurance sector to Private Sector
- LIC, GIC, A brief introduction to IRDA Act. Insurance Act, 1938

UNIT - IV: Trading and settlement System in Stock Exchanges

(5 hours)

- Meaning and Functions of Stock exchanges
- Organization of Stock Exchanges in India: Traditional structure, Demutualization, Corporatization of Stock exchanges.
- Listing of Securities: Advantages of listing, listing Procedure
- Clearing and Settlement, Online Trading, Trading at NSE
- Trading and Settlement System at BSE
- Role of SEBI

UNIT - V: Mutual funds and Money Market Instruments

(4 hours)

- Mutual Funds, Structure of Mutual Funds, Types of Mutual Funds
- Advantages of mutual funds
- Treasury bill, Commercial bill, Commercial paper, Certificate of deposit
- REPO/Reverse REPO
- Call money, Notice money, Term money, Credit card, Factoring, Consumer finance

Prescribed Text Books:

1. Sasidharan & Mathews Security Analysis and Portfolio Management, Tata McGraw Hill, ND.
2. Khan M.Y. Financial Services, Fifth Edition, Tata McGraw Hill, New Delhi.

3. Siddaiah T. Financial Services. First Edition, Pearson, New Delhi.

Suggested Additional Readings:

1. Bhole L.M, (2011). Financial Institutions and Markets, Fifth Edition, Tata McGraw Hill, New Delhi.
2. Batra& Bhatia, (2001). Management of Financial Services. Deep & Deep Publication, New Delhi.
3. Ravichandran K. (2011). Merchant Banking and Financial Services. First Edition. Himalaya Publishing House, New Delhi.
4. Rose & Hudgins, (2010). Bank Management and Financial Services. Seventh Edition. Tata McGraw Hill, New Delhi.
5. Gupta, Aggrawal&Neeti, (2007). Financial Institutes & Markets. Kalyani Publication, New Delhi.
6. Khan M.Y. (2009) Indian Financial System, Sixth Edition, Tata McGraw Hill, New Delhi.
7. Pathak (2007) India Financial System, Second edition, Pearson, New Delhi.
8. Tripathy (2010). Financial Services. Fourth Edition, PHI Learning, New Delhi.
9. Gordon &Natarajan,(2010), Financial Markets and Services. Sixth Edition, Himalaya Publishing House, New Delhi.
10. Pathak (2011). The Indian Financial System. Third Edition. Pearson, New Delhi.

Course Articulation Matrix of TTM 465- Finance and Investment Skills

Course Outcomes	Programme Outcomes 1	Programme Outcomes 2	Programme Outcomes 3	Programme Outcomes 4	All	Programme Specific Outcomes 1	Programme Specific Outcomes 2	Programme Specific Outcomes 3
CO1	1	-	2	2		1	2	2
CO2	2	1	2	2		1	3	2
CO3	2	1	-	2		-	2	2
CO4	1	-	1	1		2	2	2
CO5	2	-	1	-		1	1	1
CO6								

Course Code: TTM-499

Course Name: Dissertation (P.G.)

Credits Equivalent: 4 Credits

Course Objectives: The course is designed to

- To make students understand the relevance of Dissertation for completing P.G programme
- To make them aware about the various steps in carrying out the dissertation work.
- To enable students to find out researchable issues & develop objectives for the same.
- To help them prepare questionnaire for primary survey based on the set objectives.
- To equip students with basics skills of data collection and data analysis.
- To develop the analytical and report writing skills of the students

Course Outcomes: After the successful completion of this course, the student will be able to

- **CO¹**Apply the research ethics in measuring the demand and supply of tourism
- **CO²** Learn the process of research through dissertation
- **CO³** Develop overall understanding of research practice in general life
- **CO⁴** Understand the report preparation
- **CO⁵**Undermine the research proposal preparation and presentation

Attendance Requirement:

The course is divided into five parts: (1) Development of the Proposal, (2) collection of data, (3) tabulation & analysis of the data, (4) Results and Discussion and (5) Submission & final Viva-voce. At each step, the students will be assigned the work load to be completed in the specified time period. Since each step is required to be completed to reach the next stage, each student is required to participate in all the activities and finish the assigned work within the stipulated time.

Stages of writing of a dissertation:

1. Development of Proposal
2. Collection of data
3. Tabulation & Analysis of the data
4. Results and Discussion

Evaluation Criteria:

1. **Mid Term Examination--Research Progress Assessment (Internal): 25%**
{Writing of Progress Report--10 %, + Internal class room Presentation--15%}
2. **End Term Examination--Evaluation of the Dissertation (External) : 50%**
3. **Final Viva-Voce Examination(External): 25%**

COURSE STRUCTURE

The course is structured in five Sections/Steps. Each section includes specific types of activity to be performed to achieve the objective of writing a Dissertation. Following activities are to be performed under each stage:

STEP- I: Development of Proposal

(Approx.:4 Weeks)

- Selection of Topic (Finding research issues through Brain storming, discussion etc.)
- Introduction, Overview of Research, its importance & the need for Proposal development
- Review of Available literatures & finding the research gap
- Setting of Objectives & development of questionnaire (survey instrument)

STEP - II: Collection of Data**(Approx.: 2Weeks)**

- Finalizing the sample design (universe, sample size, Study area, sampling method etc)
- Filed survey by the students to the research area (e.g. tourist destination/community)
- Collection of Primary Data through the survey instrument/ Analysis of Secondary Data
- Finalizing the suitable samples from the recorded ones for analysis

STEP- III: Tabulation & Analysis of the data**(Approx.: 4Weeks)**

- Familiarizing students with different research softwares(Ms-Excel/ SPSS/ STATA)
- Tabulation/ Entering of Collected Data in the required software
- Analysis of Quantitative Data through the use of appropriate statistical tools
- Systematic analysis & presentation of Qualitative Data

STEP- IV: Presentation of Results**(Approx.: 4 Weeks)**

- Final writing of the dissertation under various segments like Introduction, Literature review, Research Methodology, Data analysis, findings etc.
- Presentation of results in the form of Tables, Text, Charts.
- Summary of the work and references

STEP – V:Submission& final Viva-voce**(Approx.: 2 Weeks)**

- Print out & Binding of the Dissertation
- Submission of the Dissertation in the Department
- Sending of Dissertation to External examiners for evaluation
- Final Viva-voce by the External examiner in the university campus

Prescribed Text Books/ Reference Books:

1. Malhotra Naresh K. (1999), *“Marketing Research: An Applied Orientation”*, Third Edition, Prentice Hall International, Inc.
2. C.R. Kothari, *“Research Methodology Methods & Techniques”*, Second Edition, New Delhi: New Age International publisher, 2004
3. Neuman, Lawrence W. (2006) *Social Research Methods: Quantitative and Qualitative Approaches, Sixth edition*. New Delhi: Pearson Education.
4. Mukherjee, Chandan, Howard White and Marc Wuyts (1998) *Econometrics and Data Analysis for Developing Countries*. New York: Routledge.

Course Articulation Matrix of TTM 499- Dissertation (P.G.)

Course Outcome	Programme Outcomes 1	Programme Outcomes 2	Programme Outcomes 3	Programme Outcomes 4	All	Programme Specific Outcomes 1	Programme Specific Outcomes 2	Programme Specific Outcomes 3

CO1	2	-	2	2		1	2	2
CO2	2	2	1	1		2	1	1
CO3	1	1	-	2		-	2	2
CO4	1	-	1	1		2	2	2
CO5	1	-	1	-		1	1	1
CO6								

C. ELECTIVE SPECIALIZATION COURSES

Course Code: TTM 407

Course Name: Introduction to Tourism Marketing

Credits Equivalent: 2 Credits

Course Objectives: The course is designed to

- To make student understand the basic concepts of Tourism Marketing.
- To create awareness of Tourism Management in Indian Context and to make student familiar with the concepts of Strategy.
- To make student understand the role of Marketing can play in promoting the products in the service industry.

Course Outcomes: After the successful completion of this course, the student will be able to

- **CO¹** Learn the overall principles of Tourism Marketing in service industry
- **CO²** Develop the skills in 7P's of marketing
- **CO³** Apply Tourism Marketing in promotion of Himachal Pradesh
- **CO⁴** Understand dynamics of pricing in tourism marketing
- **CO⁵** Identify the critical understanding of tourism marketing

Course Contents:

UNIT - I: INTRODUCTION TO TOURISM MARKETING (5Hours)

- Introduction to Tourism Marketing, The concept of Services Marketing.
- Nature of Tourism Services, Reasons for the Growth of Tourism Services.
- Meaning of Tourism Market; Retailer; Wholesaler in Travel Trade.
- Managing the Tourism Services / Distinctive Features of Tourism Product; the Tourism Marketing Mix. Management of Three Additional P's of Tourism Marketing Mix.
- Strategic Issues in Marketing of Services, Innovations in Services Marketing.
- The Customer Gap, The Provider Gaps, Putting it all Together: Closing the Gaps.

UNIT - II: GLOBAL PERSPECTIVE OF TOURISM MARKETING (4 Hours)

- Tourism marketing at different levels of Economic Development.
- Significance of Tourism Marketing for National Economy.
- Marketing of Tourism Products at national and International Level events with relation to travel Trade Fairs like Satté; WTM; ITB Berlin; ITB Asia; Eibtm.
- Case Study of Honk Kong Disneyland, Timeshare – Well worth Buying and Enjoying

UNIT - III: MANAGERIAL ASPECTS OF TOURISM SERVICE SECTOR (4 Hours)

- The Purchase Process of Tourism Services – Consumption Values, A purchase Model of Tourism Services, Pre Purchase Phase, The Service Encounter and Post Purchase Phase.
- Marketing of P's and C's in Travel Trade.
- Tourism Relationship Marketing, Managing Customer Emotions, Relationship Marketing in Consumer Segment vs Service Segment, Service Level Agreements (SLA).

UNIT - IV: MANAGING HUMAN ELEMENT AND QUALITY ASPECTS**(4 Hours)**

- Importance and Role of Human element in Tourism Marketing , Building the Right Mind set – Developing Service Culture
- Tourism Service Quality; Definition of Quality; Service Encounters and Service Recovery.
- Determinants of Tourism Service Quality, Gaps Model of Tourism Service Quality.
- Bridging the Service Quality Gaps, The Reason for Gaps in Services, Managing to close the Service Quality Gaps, The concept of Total Quality Management (TQM).

UNIT – V: MARKETING TOURISM, TRAVEL, TRANSPORT AND HOSPITALITY SERVICES (3 Hours)

- The concept of Travel and Transport
- Customer Profile of Travel and Transport Services, Derived Demand
- Managing Marketing Mix for Tourism and Hospitality.
- Best Practices in Tourism Marketing.
- Case Study: Indore City Transport Service Limited.

Prescribed Text Books:

1. The Tourism Concepts and Practices; John R Walker Joweilyn T Walker Pearson.
2. Services Marketing, 2e Kenneth E Clow and David L Kuntz
3. Services Marketing – Concepts and Practices – Ramneek Kapoor, Justin Paul, Biplab Halder
4. Customer Relationship Management – Urvashi Makkar and Harinder Kumar Makkar
5. Marketing Management – Arun Kumar and N Meenakshi
6. Services Marketing – Valarie Zithami , Mary Jo Bitner, Dwayne D Gremler , Ajay Pandit
7. The business of Tourism Concepts and Strategies; A K Bhatia; Sterling Publishers.

Course Articulation Matrix of TTM 407- Introduction to Tourism Marketing

Course Outcomes	Programme Outcomes 1	Programme Outcomes 2	Programme Outcomes 3	Programme Outcomes 4	All	Programme Specific Outcomes 1	Programme Specific Outcomes 2	Programme Specific Outcomes 3
CO1	1	-	2	2		2	2	2
CO2	1	2	2	2		2	2	2
CO3	2	1	-	2		-	1	2
CO4	1	-	-	1		1	1	1
CO5	2	-	1	-		1	1	1
CO6								

Course Code: TTM-423**Course Name: GEOGRAPHY OF TOURISM****Credits Equivalent: 2 Credits****Course Objectives:** The course is designed to

- Introduce students to the Concept of Geography.
- The students should understand the various regions of the world.
- To clarify the Role of the Geography in Tourism to the students.

Course Outcomes: After the successful completion of this course, the student will be able to

- **CO¹** Learn the principles of geography in travel and tourism
- **CO²** Develop the IATA understanding in overall measuring the models
- **CO³** Apply tourism geography in international tourism development
- **CO⁴** Identify the overall measurement of tourism traffic
- **CO⁵** Understanding the tourism destinations topography and geography

Course Contents:

UNIT - I: Introduction-Tourism Geography

- Definition ,Scope and Contents of Geography,Importance of Geography in Tourism,Typology of Tourism,Patterns & linkages in Tourism Geography,Market, Destinations, models in Tourism Geography,(Lepier model ,Gravity Model, push & pull theory) TGR, TTR, TDR
- IATA traffic conference areas.
- Interpretation of Tourist flow in different regions of the world

UNIT - II:Understanding the geographical location of Tourist Destinations in Europe&America

- Reasons for Europe being the top continents in terms of Tourist arrivals & receipts
- Understanding UK, BENELUX, SCANDINAVIAN, EU, SCHENGEN Nations etc.,Understanding physical features of EUROPE through Atlas (Rivers, mountains, beaches, heritage site etc.)
- Understanding NEW ENGLAND REGION, NORTH AMERICA, CENTRAL AMERICA, SOUTH AMERICA, REGION OF GREAT LAKES, Latin America Etc.
- Understanding physical features of America through Atlas (Rivers, mountains, beaches, deserts, heritage site etc.)

UNIT – III:Understanding the geographical location of Tourist Destinations in Africa

- Understanding HORN OF AFRICA.
- Understanding physical features of AFRICA through Atlas (Rivers, mountains, beaches, deserts, heritage site etc.)

UNIT - IV:Understanding the geographical location of Tourist Destinations inAustralasia

- Understanding Australia & New Zealand.
- Understanding physical features of AUSTRALASIA through Atlas
- (Rivers, mountains, beaches, deserts, heritage site etc.)

UNIT – V: Understanding the geographical location of Tourist Destinations in Asia.

- Understanding Asia, SAARC, ASEAN, EAST ASIA.
- Understanding physical features of ASIA through Atlas (Rivers, mountains, beaches, deserts, heritage site etc.)

Prescribed Text Books:

1. Brian Boniface and Chris Cooper (2009), **Worldwide Destinations - Casebook, The geography of travel and tourism**, Elsevier Butterworth-Heinemann, Oxford.
2. Brian G. Boniface and Chris Cooper (2009), **worldwide Destinations, The geography of travel and tourism**, Elsevier Butterworth-Heinemann, Oxford.
3. Orient Longman -World Atlas.

Suggested Additional Readings:

1. Geography of Travel & Tourism, Lloyd E. Hudman ,(Author), Richard H Jackson (Author), Publisher: Delmar Pub
2. Understanding and Managing Tourism Impacts: An Integrated Approach (Contemporary Geographies of Leisure, Tourism and Mobility), C. Michael Hall (Author), Alan A. Lew Publisher: Routledge; 1 edition (August 20, 2009)
3. New Concise World Atlas, Keith Lye (Author), Stefan Chabluk, Publisher: Oxford University Press, USA; 2 edition (February 5, 2007)
4. Oxford atlas: World

Course Articulation Matrix of TTM 423- GEOGRAPHY OF TOURISM

Course Outcomes	Programme Outcomes 1	Programme Outcomes 2	Programme Outcomes 3	Programme Outcomes 4	All	Programme Specific Outcomes 1	Programme Specific Outcomes 2	Programme Specific Outcomes 3
CO1	2	2	1	1		2	1	3
CO2	2	1	2	1		1	2	3
CO3	1	1	-	2		-	2	2
CO4	1	-	1	1		1	2	2
CO5	2	-	1	-		1	1	1
CO6								

Course Code: TTM 533

Course Name: ECONOMICS OF TOURISM

Credits Equivalent: 2 Credits

Course Objectives: The course is designed to

1. Understand the economic situation to run the Tourism Business Successfully
2. Estimate the Tourism Demand based on prevailing Global Economic Conditions
3. Understanding the Micro Foundation of Tourism Demand

Course Outcomes: After the successful completion of this course, the student will be able to

- **CO¹** Develop economic patterns for travel and tourism
- **CO²** Apply the economic impacts in tourism with CGE Modelling

- **CO³** Identify the income and employment and tourism multiplier effect
- **CO⁴** Understand the business cycles in Tourism Satellite accounts
- **CO⁵** Apply cyclical fluctuations in tourism development

Course Contents

UNIT – I: Measuring the Economy & Understanding International Tourism Business

- Unemployment
- Inflation
- GDP
- Business Cycles
- Competitive Environment
- Foreign Exchange Rate & Foreign Exchange Market
- Tourism Balance of Payment

UNIT II: Understanding the Economic Impacts of Tourism

- Tourism Satellite Accounts and their Applications in (Computable General Equilibrium) CGE Modelling
- Income and employment
- Tourism Multiplier Effect
- Economies of Tourism Companies

UNIT III: Understandings the Micro Foundations of Tourism Demand - I

- Determinants of Tourism Demand
- Demand for Tourism Relative to Other Goods and Services
- Tourists Destination as complement
- Tourist Destination as Substitutes

UNIT IV: Understandings the Micro Foundations of Tourism Demand - II

- Effect of a Rise in Income on Tourism Consumptions
- Effect of a Fall in Income on Tourism Consumptions
- Effect of fall in Price and Rise in Income on Tourism Consumption
- Tourism Demand over Time
- Social Context of Tourism Decision Making

UNIT V: Impact of Economic Slowdown on Tourism Industry

- Understanding Economic Slowdown
- Economic slowdown and fall in Demand of Tourism Product
- Tourism Product and Service Condition during Economic Slowdown
- Steps to overcome slackness in Tourism Business during Economic Slowdown
- Demand and Cost Consequences of Violence Affecting Domestic Tourism: Indian Case Study

Prescribed Books:

1. Introductory Economics Fourth Edition, Arleen J. Hoag and John H. Hoag, Cambridge University Press India Pvt. Ltd. New Delhi, ISBN – 13: 978-81-7596-717-5

2. Strategic Financial Management, 2011, Rajini Sofat and Preeti Hiro, PHI Learning Private Limited, New Delhi 110 011, ISBN: 978-81-203-4341-2
3. Investment Management, 2008, Yogesh Maheshwari, PHI Learning Private Limited, New Delhi 110 011, ISBN: 978-81-203-34256-7
4. Hand Book of Tourism Economics Analysis, New Applications and Case Studies, Clement A. Tisdell, World Scientific Publication, London. ISBN 978 – 9814327077.

Text book:

1. The Economics of Tourism (1997), M. Thea Sinclair and Mike Stabler, Routledge, London,
2. Micro Economics, D. M. Mithani, Himalayan Publishing House, New Delhi.
3. Tourism Development and the Environment beyond Sustainability, Richard Sharpley, Earthscan, London
4. Micro Economic Theory (Third Edition), Dominick Salvatore, Mc Graw Hill Education, New Delhi.
5. Journal Article
6. Developing Tourism amidst Economic Slowdown and Terror Attacks, S.Sundararaman, JOHAR, Vol. No. 5, No. 2, July 2010. ISSN No. 0973 – 4538

Course Articulation Matrix of TTM 533- ECONOMICS OF TOURISM

Course Outcomes	Programme Outcomes 1	Programme Outcomes 2	Programme Outcomes 3	Programme Outcomes 4	All	Programme Specific Outcomes 1	Programme Specific Outcomes 2	Programme Specific Outcomes 3
CO1	1	2	1	2		1	2	2
CO2	1	-	1	1		1	1	2
CO3	1	2	-	1		1	2	2
CO4	1	2	2	1		1	3	2
CO5	2	2	1	-		1	1	1
CO6								

Course Code: TTM- 509

Course Name: Airline Ticketing and Cargo Management

Credits Equivalent: 2 Credits

Course Objectives: The course is designed to

- The Travel & Tourism Ticketing course provides a student with an understanding of the Aviation industry
- The definite role of a travel professional in this industry
- The importance of exceeding customer expectations and how changing technology has an impact on the travel industry.

- The participants are also trained in related subjects such as Industry Regulations, Codes, World Geography,
- Air Fares and Ticketing including E-Ticketing, Visa and Health requirements, as well as Tour Packages

Course Outcomes: After the successful completion of this course, the student will be able to

- **CO¹**Apply the principles of airline industry in air taxis
- **CO²** Understand the terminologies for air transport business
- **CO³** Identify the critical shortcomings and challenges in aviation business
- **CO⁴** Understand the automation of baggage handling
- **CO⁵** Apply critical overview of aviation in future travel trade development

Course Contents:

UNIT - I: Introduction to Airline Industry (5 Hours)

- The Airline Industry: Origin and Growth
- Organization of the Air Transport Industry in the international context
- Schedule and non schedule air line services.
- Air taxis, multinational Air Transport regulations. Organization and working of DGCA.
- Air Corporation Act Indian carries, operations, management performance.
- Marketing strategy of air India.

UNIT – II Air Fares and Ticketing (4 Hours)

- Air Fares and Ticketing: Tariffs manuals-Terms and definitions –currency regulations-Round and circle trip fares-journeys in different classes-special fares-taxes-ticketing instructions.
- Important foreign destinations for Indian tourists, their costs and detailed itineraries,
- Best potential market for outbound package and selling strategies.
- Effect of outbound promotion on domestic tourism

UNIT – III Aircraft and Flight Services (4 Hours)

- Airline Reservations, Domestic and International Ticketing
- Tariff Terminology and Fare Calculation
- Factors Affecting the Tour Cost and Procedure for Cost Determination
- Pricing Strategies and Calculation of Tour Price
- Aircrafts Configuration and Features
- Passenger Capacity and Aircraft Seating Plans
- Baggage Handling & Management
- Food & Beverage Services and Passenger Safety Plans

UNIT – IV: Automation in tourism industry (3 Hours)

- Air Transport: Airline codes and definitions-Aircraft and in-flight services
- Airport facilities and special passengers
- Automation-Baggage-International regulations-Travel guides.

UNIT – IV:Growth and Evolution of Cargo Industry**(4 Hours)**

- Growth and Evolution of Cargo Industry
- IATA Conference Areas. Time Zones,
- GMT variations, Elapsed /Flying /ground/transportation time .
- IATA 3-letter City / Apt. Codes, Country and Currency codes.

Prescribed Text Books:

1. IATA and IITM notes.
2. Travel Agency and Tour operation concepts and principles by JagmohanNegi.
3. Encyclopaedia of Tourism Management by P.C. Binha.
4. 4.Tourism and Travel Concepts and principles by JagmohanNegi.

Course Articulation Matrix of TTM 509- Airline Ticketing and Cargo Management

Course Outcomes	Programme Outcomes 1	Programme Outcomes 2	Programme Outcomes 3	Programme Outcomes 4	All	Programme Specific Outcomes 1	Programme Specific Outcomes 2	Programme Specific Outcomes 3
CO1	2	1	2	2		1	2	3
CO2	-	-	2	2		2	-	3
CO3	1	1	-	1		2	-	2
CO4	2	2	2	1		1	1	2
CO5	2	2	1	-		1	1	1
CO6								

Course Code: TTM 526

Course Name: e- Tourism

Credits Equivalent: 2 Credits

Course Objectives: The course is designed to

- To make student understand the basic concepts of e tourism
- To create awareness of tourism in international context & to make student familiar with use Client Relationship Methods in Tourism.
- To clarify the role of CRM in Tourism.
- To clarify the role of social Networking; Cyber Marketing and its importance in current scenario.
- Current debates in e- Tourism and future of e Tourism

Course Outcomes: After the successful completion of this course, the student will be able to

- **CO¹** Learn the basic components of e tourism
- **CO²** Develop an overall development in 3C Model in travel and tourism
- **CO³** Apply the model in creating entrepreneurial digital models
- **CO⁴** Understand the digital ecosystem and its concepts

- CO⁵ Identify various digital platforms for ticket booking

Course Contents:

UNIT - I: INTRODUCTION TO e TOURISM (5Hours)

- Introduction to e - Tourism
- Historical Development.
- Tourism and information technology.
- Information flow in the tourism industry.
- The benefits of E Marketing in Tourism
- The Model of Intermediation – Disintermediation – Reinter mediation Cycle.

UNIT - II: Use of ICT in Travel Agency Operations (4 Hours)

- Travel access and use of IT with Advantages and Disadvantages.
- E-tourism: Supply (The Tourism Industry Sectors).
- E-tourism: Demand (Customers).
- Computerized Reservation System (CRS).
- A case study of IRCTC – Electronic Ticketing and Ticket delivery network.

UNIT - III: Client Relationship Management (4 Hours)

- Development of CRM – History and Growth.
- Client Relationship Management.
- Role /Importance of CRM.
- Advantages and disadvantages of CRM.
- Barriers in adoption of CRM.

UNIT - IV: Social Networking and Cyber Marketing (4 Hours)

- Social Networking – Meaning; Importance and its impacts on tourism business.
- Cyber Marketing.
- Cyber Marketing and Conventional Marketing.
- Cyber Marketing Model.
- The nature of cyber marketing and limitations of Cyber Marketing.
- 10 Keys to Successful E Marketing activities in Tourism.

UNIT – V: Role of Net Banking; Mobile Banking and Current Debates. (3 Hours)

- Net Banking and mode of Payment through internet,
- Steps in Online Payment
- Mobile Banking and its applications in Travel Trade,
- Mobile Marketing of Tourism Products
- Current Debates in e – Tourism.
- Future of e- Tourism.
- Case Study on e tourism.

Prescribed Text Books:

1. E Tourism - CTR Contemporary Tourism Reviews - DimitoriasBuhalis and Soo Hyun Jun PHD.

REFERENCES

1. Sheldon, P. Tourism Information Technology: CABI,2002
2. Inkpen, G. Information Technology for Travel and Tourism: Addison Wesley,2000
3. Buhalis, D. E Tourism: Information technology for strategic tourism management: PH,2004
4. Poon,A. Tourism, Technology, and Competitive strategies: CABI,1998
5. Rayport, J.F. and Jaworski, B.J. Introduction to E-Commerce: McGrawHill,2003
6. Eisenmann, T.R.Internet Business Models – Text and Cases: McGrawHill,2002 Malvino, A.P. Electronic Principles: McGraw-Hill,1995
7. Lucas Jr., H. C. (2005) Information Technology For Management McGraw Hill.
8. Burch, J. and Grudnitski G. (1989), Information Systems: Theory and Practice. 5th ed., John Wiley, New York.
9. David, V. (1992). Foundations of Business Systems, Dryden Press, Fort Worth.
10. Eliason, A. L. (1987). On-line Business Computer Applications, 2nd ed., Science Research Associates, Chicago.
11. Estrada, S. (1993). Connecting to the Internet, O'Reilly,Sebastopol, CA.

Course Articulation Matrix of TTM 526- E Tourism

Course Outcomes	Programme Outcomes 1	Programme Outcomes 2	Programme Outcomes 3	Programme Outcomes 4	All	Programme Specific Outcomes 1	Programme Specific Outcomes 2	Programme Specific Outcomes 3
CO1	1	2	1	2		2	2	1
CO2	-	-	2	2		2	-	1
CO3	2	1	-	2		-	-	2
CO4	1	1	1	1		2	1	2
CO5	2	2	1	-		1	1	1
CO6								

Course Code: TTM 541

Course Name: Contemporary Issues in Tourism

Credits Equivalent: 2 Credits

Course Objectives: The course is designed to

1. To help the learners understand Current issues affecting the Tourism industry world-wide.
2. To help students to familiarise with appropriate analytical tools in the identification and evaluation of contemporary issues in tourism management
3. Empower students to understand the New and growing concepts in the international Tourism environment along with Critical evaluation of the response to tourism business, and the sector as a whole, to emerging issues.

Course Outcomes: After the successful completion of this course, the student will be able to

- **CO¹** Develop and overall understanding from impacts of tourism on society
- **CO²** Identifying and mitigating the impact on the society
- **CO³** Apply the approaches in making creative environment
- **CO⁴** Understand the models in deconstruction of the theory
- **CO⁵** Identify the dimensions of tourism

Course Contents:

UNIT 1: Impact of Tourism on Developing Nations and Its Measurement

- Socio Economic Impact
- Socio Cultural Impact
- Methodologies of Socio Impact Assessment
- Analysis of Secondary Sources

UNIT – II: Political Dimension of Tourism in Contemporary Period

- Host Country Perspectives, Political Uses of Tourism
- Political Problem of Tourism
- Political Advantage and Disadvantage of Outbound Tourism

UNIT - III: Evaluating the Impacts of Event Tourism

- Approaches to Assessing Events Impacts
- Common Misleading Presumptions about Event Impacts
- Uses & Abuses of Multipliers
- Event Impact Evaluation Process

UNIT IV: Urban Tourism Destination Development

- Research in Urban Area Tourism Industry
- Organising the Urban Area Tourism
- Researching Overall Impacts and Markets
- Evaluating Promotional Efforts Aimed at Influencing Tourists

UNIT V: Model Building and Simulation in Tourism and Travel Industry

- General Type of Model
- Uses of Model in Tourism and Travel
- Model Applications – Vacation Destination Choices
- Impact of International Air Service Liberalisation on India

Prescribed Text Books

1. Business Policy (2009), Azar Kazmi, Tata Mc Graw Hill Ltd, New Delhi
2. Concepts of Strategic Management and Business Policy. (Twelfth Edition) Thomas L. Wheelen and J. David Hunger, Pearson, Delhi.
3. Case Studies in Management. J.A. Kulkarni, Asha Pandey, Sandeep Pachpande, Pearson, Delhi
4. The Economics of Tourism (1997), M. Thea Sinclair and Mike Stabler, Routledge, London,
5. Micro Economics, D. M. Mithani, Himalayan Publishing House, New Delhi.

6. Tourism Development and the Environment beyond Sustainability, Richard Sharpley, Earthscan, London
7. Micro Economic Theory (Third Edition), Dominick Salvatore, Mc Graw Hill Education, New Delhi.

Course Articulation Matrix of TTM 541- Contemporary Issues in Tourism

Course Outcomes	Programme Outcomes 1	Programme Outcomes 2	Programme Outcomes 3	Programme Outcomes 4	All	Programme Specific Outcomes 1	Programme Specific Outcomes 2	Programme Specific Outcomes 3
CO1	1	2	1	2		2	2	1
CO2	-	-	2	2		2	-	1
CO3	2	1	-	2		-	-	2
CO4	1	1	1	1		2	1	2
CO5	2	2	1	-		1	1	1
CO6								

D. ELECTIVE OPEN COURSES

Course Code: TTM 424

Course Name: Guiding Skills and Personality Development

Credits Equivalent: 2 Credits

Course Objectives: The course is designed to

1. Help the learners to understand about the importance of Guiding in Tourism Industry
2. Empower students to acquire skills to guide the tourist at various destinations
3. Help students to develop their personality skills further

Course Outcomes: After the successful completion of this course, the student will be able to

- CO¹Applying the guiding skills in overall personality development
- CO² Develop a vision for guiding as a profession
- CO³Apply the soft and hard skill in guiding business
- CO⁴ Understand the role play and script theory in guiding
- CO⁵ Identify the key points in starting as a guide

Course Contents

UNIT 1: Understanding the Role of the Guide

- Who is Tour Guide?
- Role of Tour Guide at Destinations
- Importance of Guiding
- Requirements of Good Guide
- Importance of Tour Guide in Tourism promotion

UNIT – II: Tour Guiding

- Preparing for Guiding a Group
- Assembling and Meeting the Group
- Leading, Commentary at various sites
- Handling Questions and Complaints
- Concluding the Tour

UNIT - III: Skills for Tour Guide

- Positioning and Commentary
- Voice and Time Limit
- How to organise the effective commentary
- Presentation Skills
- Qualities required for Effective Tour Guide

UNIT IV: Personality Development

- Understanding Personality
- Personality Traits
- Traits Theory
- Types of Personalities
- Case Study

UNIT V: Effective Tools for Enhancing Personal Effectiveness

- Definite Techniques
- SWOT
- Personal Quality Initiative
- Seven habits of Highly Effective People
- Ways to Improve your Self-Esteem

Prescribed Text Books

1. High Performance Leadership Text Cases and Practical Tools for HR Management, (2014), Second Revised Edition, G. Vijayaragavan, Himalayan Publishing House, New Delhi
2. HandBook for Tour Guides, (2013), NimitChowdhary, Matrix Publishers, New Delhi
3. Case Studies in Management. J.A. Kulkarni, A.Pandey, Sandeep Pachpande, Pearson, Delhi
4. Guide Instruction HandBook

Course Articulation Matrix of TTM 424- Guiding Skills and Personality Development

Course Outcome s	Programme Outcomes 1	Programme Outcomes 2	Programme Outcomes 3	Programme Outcomes 4	All	Programme Specific Outcomes 1	Programme Specific Outcomes 2	Programme Specific Outcomes 3
CO1	2	-	2	-		1	2	3
CO2	-	2	2	1		2	-	2
CO3	1	1	-	2		-	-	2

CO4	1	1	1	1		2	-	1
CO5	1	1	1	2		2	1	1
CO6								

Course Code : TTM 429

Course Name : Security, Rescue and Disaster Management

Credits Equivalent : 2 Credits

Course Outcomes: After the successful completion of this course, the student will be able to

- **CO¹** Identify the key strategies in disaster management
- **CO²** Understand the impact analysis of disaster in general life
- **CO³** Apply the approaches in mitigating the disaster
- **CO⁴** Learn the principles of disaster management
- **CO⁵** Identify the key points to overcome disaster

Course Contents:

UNIT 1: Dimension of Disaster

- Defining Disaster, Types of Disaster
- Measuring Disaster, Type of Disaster Impacts
- Disaster Archive

UNIT - II: Managing Disaster

- Understanding the CBDM (Community Based Disaster Management)
- Post-Disaster Recovery, Recovery Objectives and Process
- Physical, social, and Psychological Rehabilitation

UNIT III: Impact of Terrorism on Tourism

- Analysis of Impact of Terrorism on Tourism
- Immediate needs of Tourists after Terror Attack at destinations
- Strategic actions as Preventive Measures
- Ways to eradicate Impact of Terrorism on Tourism

UNIT IV: Crisis Planning and Organisational Measures

- Generic Planning
- Contingency Planning
- Preventive Planning

UNIT V: Safety and Security in Industry

- Security and security services, Safety signs
- Possible risk at crowded places, First aid
- Incident Reporting, Communication during emergencies
- Emergency Planning, Crowd management plan
- Fire Procedures, Evacuation Procedures

- Bomb Threat procedures
- Instructions for all employees during Disaster

Prescribed Text Books

1. Crisis Management in Tourism Industry (2003), DrikGlaesser, Elsevier Butterworth-Heinemann, Burlington, ISBN 0 7506 5976 9.
2. Dimensions of Disaster Environmental Hazards, Assessing Risk and Reducing Disaster sixth edition (2013), Keith Smith, Routledge, Oxon, ISBN: 978- 0-415-68105-9
3. Event Management for Tourism, Cultural, Business and Sporting Event, Lynn Van DerWagen, Brenda R. Carlos, Pearson, New Delhi, ISBN: 978 – 81 – 7758 – 065 – 5.
4. “Developing Tourism amidst Economic Slowdown and Terror Attacks”, JOHAR, Vol. No. 5, No. 2, July 2010. ISSN No. 0973 - 4538
5. “Managing Environmental Degradation – An Effective Tool for Increasing Economic Benefits of Tourism”, Indian Journal of Applied Hospitality & Tourism Research, Vol. No. 2, January 2010., ISSN No. 0975 - 4954
6. “Terrorism a Key Deterrence to Tourism: Ways to Mitigate Impacts” Indian Journal of Applied Hospitality & Tourism Research, Vol. No. 1, January 2009, ISSN No. 0975 – 4954

Course Articulation Matrix of TTM 429- Security, Rescue and Disaster Management

Course Outcomes	Programme Outcomes 1	Programme Outcomes 2	Programme Outcomes 3	Programme Outcomes 4	All	Programme Specific Outcomes 1	Programme Specific Outcomes 2	Programme Specific Outcomes 3
CO1	1	-	1	1		1	1	1
CO2	2	1	2	1		1	2	-
CO3	2	2	-	-		-	2	2
CO4	1	2	2	1		1	-	1
CO5	1	1	1	2		2	1	1
CO6								

Course Code: TTM 405

Course Name: Tourism Impact

Credits Equivalent: 2 Credits

Course Objectives: The course is designed to

1. To understand the nature of tourism and its relation to economic, socio-cultural and economic forms of environment;

2. To sensitize students towards the various relevant tourism impacts related to the spheres of economy, society, culture and physical environment;
3. To educate students the basic working style of tourism activities especially the planning and management that should create the positive tourism impacts for the sustainable development of tourism.

Course Outcomes: After the successful completion of this course, the student will be able to

- **CO¹** Understand the Conflicts in Tourism
- **CO²** Apply tourism impact studies in measurement models
- **CO³** Identify the key reasons for impacts from tourism
- **CO⁴** Learn the goal oriented approach to reduce negative impacts
- **CO⁵** Develop a deep understanding for impact study analysis

Course Contents:

UNIT 1: Conceptualizing Tourism and Understanding Impacts

- Sustainable development in Tourism, Tourism Conflicts,
- Sources of Impacts, GATS & Responsible Tourism.
- Tourism & the General Agreement on Trade in Services (GATS)
- Tourism in India, Lessons for Domestic Regulation and GATS
- Impact assessment for developing countries

UNIT – II: Tourism and its Economic Impacts

- Economic impacts of tourism (Positive & Negative impacts)
- Income and employment, Multipliers of tourism
- Balance of payments, Foreign exchange etc
- Economic Impact Analysis, Steps for conducting a tourism Impact Study

UNIT - III: Tourism and its Socio -Cultural Impacts

- Social & Cultural Impacts of Tourism (Positive & Negative impacts):
- Changes in society Attitude;
- Gambling, drugs, sex tourism; demonstration effect; staged authenticity, Xenophobia
- Commoditization, Standardization, Loss of authenticity and staged authenticity, cultural Clashes, begging, ethical issues etc.

UNIT IV: Tourism and its Physical environmental Impacts

- Environmental impacts of tourism (Positive & Negative impacts)
- Depletion of natural resources, pollution, Physical Impacts, conservation, landscaping, regeneration, building regulations, environmental awareness etc.
- Environmental impacts with regard to caves, lakes, wildlife, Islands, National parks & Sanctuaries etc

UNIT V: Planning and Managing Tourism Impacts

- Planning in Leisure, recreation and tourism. Management Issues in tourism.

- Key players in Tourism Planning and Management.
- Visitor Management.
- Managing the natural resources of tourism.
- Partnership and collaborations in tourism.
- Tools and Techniques in tourism planning and management

Prescribed Books:

1. Tourism: Changes, Impacts and Opportunities by Geoffrey Wall, Alister Mathieson by Pearson
2. Collgege Division.
3. Tourism Impacts, Planning and Management by PeterMason published by Butterworth – Heinemann

Course Articulation Matrix of TTM 405- Tourism Impact

Course Outcome	Programme Outcomes 1	Programme Outcomes 2	Programme Outcomes 3	Programme Outcomes 4	All	Programme Specific Outcomes 1	Programme Specific Outcomes 2	Programme Specific Outcomes 3
CO1	1	1	1	1		2	1	-
CO2	1	1	1	1		1	1	2
CO3	2	2	1	2		1	2	2
CO4	1	2	2	1		1	-	1
CO5	1	2	2	2		2	1	1
CO6								

Course Code : TTM 448

Course Name : MICE Management

Credits Equivalent : 2 Credits

Course Objectives: The course is designed to

- To introduce students with elements of the MICE Management.
- To make student realize that event planning & management has an extremely positive future.

Course Outcomes: After the successful completion of this course, the student will be able to

- **CO¹**Apply the principles of event management in MICE Management
- **CO²** Understand the international movement and key practices followed
- **CO³**Apply the various MICE management practices to run and operate groups
- **CO⁴** Learn the goal oriented approach to reduce negative impacts from MICE
- **CO⁵** Develop a deep understanding for MICE practice for entrepreneurial growth

Course Contents:

UNIT - I: THE INTRODUCTION

- The Concept
- Growth in the Incentive Travel Sector
- Motivational Houses
- Types of Incentive Organisations
- Motivation
- Client's Profile
- Selling Incentive Travel
- Incentive Travel Winner Form

UNIT –II: -MEETINGS, WORKSHOPS, SEMINARS AND CONFERENCES

- Introduction
- History of Meetings
- Players in the Industry: Conference Centres, Meeting Planners
- Responsibilities of Meeting Planners
- Meeting Technology

UNIT III: - PLANNING MICE

- Introduction, General Considerations, Infrastructure for MICE
- Planning for MICE: Venues, Transport, Accommodation, Other Support Services
- Private Sector and Government Policies
- Sustainable Planning for MICE: (Residents versus Guests, Layout of the Conference and Convention Centres, Guest Material, Pollution Levels)

UNIT IV:-LINKAGES WITH TOURISM

- Introduction, The Tourism Sector
- Tourism Infrastructure: Hotels/Resorts, Transport, Other Support Services
- MICE as a Supplement to Tourism

UNIT V: - TRAVEL AGENCY AND HOTEL OPERATIONS FOR BUSINESS TRAVELERS

- Objectives, Introduction, Background, Client's Profile
- Selling Business Travel and Attracting Business Travellers
- Technical Aspects: Product Knowledge
- Increasing Business Travel, Role of the Hotels in Business Travel
- Key Players in the Hotel Operations
- MICE Itineraries of India, Fareast (Singapore / Malaysia / Thailand), Europe (Switzerland, Italy, United Kingdom), America (USA / Canada)

Reference Books:

1. Tourism and Hospitality Studies – Meeting , Incentives , Conventions and Exhibitions Ms. Chalou Lau, School of Hotel and Tourism Management Hongkong Polytechnic University
2. Conferences and Conventions – A global Industry ; Tony Rogers ; Routledge Publications

3. Global Meetings and Exhibitions –Carol Krugman CMM & Rudy R Wright; John Wiley and Sons INC.

Course Articulation Matrix of TTM 448- MICE Management

Course Outcomes	Programme Outcomes 1	Programme Outcomes 2	Programme Outcomes 3	Programme Outcomes 4	All	Programme Specific Outcomes 1	Programme Specific Outcomes 2	Programme Specific Outcomes 3
CO1	1	1	2	1		-	1	1
CO2	2	1	2	1		1	2	2
CO3	1	1	1	1		1	2	2
CO4	2	2	2	1		-	-	1
CO5	1	2	2	2		2	1	-
CO6								

Course Code:TTM 529

Course Name: Sales Promotion and Public Relations in Tourism

Credits Equivalent: 2 Credits

Course Objectives: The course is designed to

- To make student understand the basic concepts of Sales Promotion and PR in Tourism.
- To create awareness of Sales Promotion and PR in Indian Context and to make student familiar with the concepts of Strategy.

Course Outcomes: After the successful completion of this course, the student will be able to

- CO¹ Understand the sales promotion in travel industry
- CO² Apply the PR along with Sales promotion in sales and marketing
- CO³ Learn overall dimensions of PR and sales promotion
- CO⁴ Develop a PR plan in corporate strategy
- CO⁵ Undermine the principles of PR in modern day travel business

Course Contents:

UNIT I: THE TRAVEL AND TOURISM INDUSTRY AND PR'S ROLE

- The Industry's Scope
- PR Tools and Special Audiences/Publics
- Standard PR Tools and Most Common Travel/Tourism PR Tools
- Factors Leading to PR's Prominence in the Industry
- 10 Ways to Manage COMMUNICATIONS IN a Crisis
- What PR Is, and What It Is Not PR Is Not Publicity, Propaganda, Marketing, or Advertising
- In-House PR vs. Outside Agency Support
- PR's Rich Hundred-Year Heritage

- Marketing and PR Synergies

UNIT II: PR AT HOTELS AND LODGING ESTABLISHMENTS

- PR Tools and Audiences or Publics
- Special Hotel PR Publics
- More PR Tools
- Abundant Messages/News Hooks.
- Bed-and-Breakfast (B&B) PR
- How to Use PR to Grow an Award-Winning Bed & Breakfast (B&B)
- An Essential, Cost-Effective PR Tool in the Travel Biz.

UNIT III: RESTAURANT PUBLIC RELATIONS AND TRANSPORT PUBLIC RELATIONS

- Fast-Food vs. Individual Restaurants.
- Long-Term PR Efforts Are Key to Success.
- Typical Messages and Media Targets.
- Communicating in the Language of Food and Beverage.
- Airline PR for 'Round-the-Clock Turbulence.
- Cruise Line PR. PR at Other Selected Transportation Services.
- Relations Case Study.

UNIT IV: DESTINATION AND TOURIST ATTRACTION PR

- Domestic Travellers and International Visitors
- CVBs and State Tourism Offices
- Working with Travel Writers
- The Importance of Truth in Crisis Communications
- Tour Operators and Wholesalers
- "Niche Tourism" PR for Amusement/Theme Parks and Attractions

UNIT V: WHAT TRAVEL AND TOURISM EMPLOYERS SHOULD UNDERSTAND

- About PR
- The Value of PR Hiring an In-House Practitioner
- Employing Outside PR Firms/Consultants
- What You Should Know About the RFP Process
- Selecting the Best Proposal for Your Organization
- PR Firm Compensation
- A Promising Future

Prescribed Text Books:

1. Travel and Tourism: An Introductory Guide for Hospitality Managers: Dennis E. Deuschl, APR
2. University of Glasgow Glasgow UK.

Course Articulation Matrix of TTM 429- Sales Promotion and Public Relations in Tourism

Course Outcomes	Programme Outcomes 1	Programme Outcomes 2	Programme Outcomes 3	Programme Outcomes 4	All	Programme Specific Outcomes 1	Programme Specific Outcomes 2	Programme Specific Outcomes 3
CO1	1	1	2	1		-	1	1
CO2	2	1	2	1		1	2	2
CO3	1	1	1	1		1	2	2
CO4	2	2	2	1		-	-	1
CO5	1	2	2	2		2	1	-
CO6								

E. FOUNDATION COURSES

Course Code: TTM-512

Course Name: Eco tourism Planning and practices

Credits Equivalent: 2 Credits

Course Objectives: The course is designed to To explore the interrelationships between the environment & its resource for sustainable tourism planning and development.

Course Outcomes: After the successful completion of this course, the student will be able to

- **CO¹**Apply eco tourism practices for better and responsible world
- **CO²** Develop a critical understanding of best practices world wide
- **CO³** Measure the impact of tourism practices in eco tourism planning
- **CO⁴** Learn from best tourism practices world wide
- **CO⁵** Develop critical understanding

Course Contents:

Unit I:

Concept and Origin :Emergence of Eco-tourism, growth and development. Definitions. Principles of Eco-tourism. An overview of Eco-tourists.

Unit II:

Eco-tourism Resources in India – Caves, National Parks,Wild life sanctuaries, Tiger Reserves, Biosphere Reserves, Wet lands, Mangroves, Coral reefs and desert Ecosystem.

Role of Eco tourism in WTO, UNDP, UNEP, Ministry of Tourism GOI,. Case studies of Ajanta - Ellora development project, Lonar Crater, Periyar National Park, Goa, Eco tourism at Himachal Pradesh

Unit III:

Environmental Studies: Definitions, components of environment, types of environment (an overview of food chains, food web and energy flow). Bio – Geo Chemical cycles,

Unit IV:

Environmental Pollution– Air, Water and Noise Pollution with special reference to tourism activities. Green house effect. Depletion of ozone layer treats due to global warming.

Unit V:

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

Text Books:

1. Baldwin J.H. (1985) Environmental Planning and Management. I.B.D. Dehradun
2. Singh Ratandeeep : Handbook of Environmental Guidelines for Indian Tourism – Kanishka Publishers, New Delhi.
3. RomilaChawla : Wildlife Tourism and Development; SonaliPublications,New Delhi.
4. Dash M.C. (1993) fundamentals of Ecology (New Delhi), Tata McGraw Hill Co.Ltd., Publishing Co.Ltd.)
5. Eagles P.F.J. 1987. The Planning and Management of Environmentally sensitive areas. (U.S., A.Lengman).
6. Khoshov T.N. 1987. The Planning and Management of Environmentally sensitive areas. (U.S., A.Lengman).
7. Kormandy E.J. (1989) Environmental issues Concerns and Strategies (New Delhi) Ashish

Course Articulation Matrix of TTM 512- Eco tourism Planning and practices

Course Outcome	Programme Outcomes 1	Programme Outcomes 2	Programme Outcomes 3	Programme Outcomes 4	All	Programme Specific Outcomes 1	Programme Specific Outcomes 2	Programme Specific Outcomes 3
CO1	2	1	1	1		-	1	2
CO2	2	1	2	1		1	2	2
CO3	1	1	1	1		1	-	2
CO4	2	1	2	1		-	-	2
CO5	1	2	2	2		2	1	-
CO6								

Course Code: TTM 429

Course Name: Security, Rescue and Disaster Management

Credits Equivalent: 2 Credits

Course Outcomes: After the successful completion of this course, the student will be able to

- **CO¹**Apply dimensions of disaster in mitigating the loss
- **CO²** Develop a plan for hill destinations of India
- **CO³** Measure the impact of loss from disaster in India
- **CO⁴** Apply the knowledge in developing best practices
- **CO⁵** Learn from the behaviour of people

Course Contents

UNIT 1: Dimension of Disaster

- Defining Disaster, Types of Disaster
- Measuring Disaster, Type of Disaster Impacts
- Disaster Archive, Changes in Physical Environment
- Changes in Socio-Cultural Environment

UNIT - II: Managing Disaster

- Understanding the CBDM (Community Based Disaster Management)
- Post-Disaster Recovery
- Recovery Objectives and Process
- Physical, social, and Psychological Rehabilitation

UNIT III: Impact of Terrorism on Tourism

- Analysis of Impact of Terrorism on Tourism
- Immediate needs of Tourists after Terror Attack at destinations
- Strategic actions as Preventive Measures
- Ways to eradicate Impact of Terrorism on Tourism
- The Significance of Negative Events in Tourism Decision Process
- Rebuilding the image of the destination

UNIT IV: Crisis Planning and Organisational Measures

- Generic Planning
- Contingency Planning
- Preventive Planning

UNIT V: Safety and Security in Industry

- Security and security services
- Safety signs, Possible risk at crowded places
- First aid, Incident Reporting

- Communication during emergencies
- Emergency Planning, Crowd management plan
- Fire Procedures, Evacuation Procedures
- Bomb Threat procedures
- Instructions for all employees during Disaster

Prescribed Text Books

1. Crisis Management in Tourism Industry (2003), DrikGlaesser, Elsevier Butterworth-Heinemann, Burlington, ISBN 0 7506 5976 9.
2. Dimensions of Disaster Environmental Hazards, Assessing Risk and Reducing Disaster sixth edition (2013), Keith Smith, Routledge, Oxon, ISBN: 978- 0-415-68105-9
3. Event Management for Tourism, Cultural, Business and Sporting Event, Lynn Van DerWagen, Brenda R. Carlos, Pearson, New Delhi, ISBN: 978 – 81 – 7758 – 065 – 5.
4. “Developing Tourism amidst Economic Slowdown and Terror Attacks”, JOHAR, Vol. No. 5, No. 2, July 2010. ISSN No. 0973 - 4538
5. “Managing Environmental Degradation – An Effective Tool for Increasing Economic Benefits of Tourism”, Indian Journal of Applied Hospitality & Tourism Research, Vol. No. 2, January 2010., ISSN No. 0975 - 4954
6. “Terrorism a Key Deterrence to Tourism: Ways to Mitigate Impacts” Indian Journal of Applied Hospitality & Tourism Research, Vol. No. 1, January 2009, ISSN No. 0975 – 4954

Course Articulation Matrix of TTM 429- Security, Rescue and Disaster Management

Course Outcomes	Programme Outcomes 1	Programme Outcomes 2	Programme Outcomes 3	Programme Outcomes 4	All	Programme Specific Outcomes 1	Programme Specific Outcomes 2	Programme Specific Outcomes 3
CO1	1	1	1	1		2	2	3
CO2	1	1	2	1		2	2	2
CO3	1	1	1	2		1	-	1
CO4	-	1	2	1		-	3	2
CO5	1	2	2	2		2	1	-
CO6								

Course Code: TTM 454

Course Name: Financial Services in Tourism

Credits Equivalent: 2 Credits

Course Objectives: The course is designed aimed at enabling the students to understand the issues involved in planning finances and investments at the personal level, and expects to raise their level of advising on the financial issues. Make student understand about the Indian financial system and financial services that they can apply in practical life.

Course Outcomes: After the successful completion of this course, the student will be able to

- **CO¹**Apply the practical application of financial services in tourism
- **CO²** Understand the financial system around the world
- **CO³** Measure the impact of financial loss in financial system
- **CO⁴** Apply the knowledge in developing best practices
- **CO⁵** Learn the mutual fund practices

Course Contents:

UNIT-I: Introduction to Financial System (3 hours)

- The Financial System, Nature, Evolution and Structure, The Functions of Financial Intermediaries, Financial Instruments
- The Role of Financial System in Economic Development, The Indian Financial System, Meaning of financial services, Importance of financial services in tourism, Types of financial services in specifically for tourism
- Financial services and economic environment, Players in financial services

UNIT-II: The Origin and Growth of Banking (4 hours)

- History, The Indian Banking system, Types of banks in India
- Challenges and Trends in Banking, RBI Structure, Role of RBI as a regulator
- Banker and customer, Bank's obligation to customers, Types of accounts and customers
- Banks and technology, Various IT products and services beneficial for tourism business, International banking services from tourism perspective

UNIT-III: Insurance Sector (4 hours)

- Introduction, Definition, Need and importance, Life and non life insurance
- Principles of Insurance, Kinds of Insurance, Life Insurance, General Insurance
- Rationale for opening up of the Insurance sector to Private Sector
- LIC, GIC, A brief introduction to IRDA Act. Insurance Act, 1938
- Use of Insurance in tourism business

UNIT-IV: Merchant Banking and other Financial Services for Tourism (5 hours)

- Origin, Meaning and concept, Functions, Role of a merchant Banker
- Commercial Banks and Merchant Banking, Issues management
- Managing new issues, SEBI guidelines for merchant bankers, Underwriting
- Capital market, Stock exchanges, Role of SEBI
- Credit Rating, Bill Discounting, Lease finance, Hire purchase,
- Venture Capital, Public Deposits

UNIT-V: Mutual funds and Money Market Instruments for Tourism Business Financing (4 hours)

- Mutual Funds, Structure of Mutual Funds,
- Types of Mutual Funds, Advantages of mutual funds
- Treasury bill, Commercial bill, Commercial paper,
- Certificate of deposit, REPO/Reverse REPO

- Call money, Notice money , Term money , Credit card
- Factoring , Consumer finance

Prescribed Text Books:

6. Sasidharan& Mathews Security Analysis and Portfolio Management, Tata McGraw Hill, NDelhi.
7. Khan M.Y. Financial Services, Fifth Edition, Tata McGraw Hill, New Delhi.
3. Siddaiah T. Financial Services. First Edition, Pearson, New Delhi.

Suggested Additional Readings:

11. Bhole L.M, (2011). Financial Institutions and Markets, Fifth Edition, Tata McGraw Hill, New Delhi.
12. Batra& Bhatia, (2001). Management of Financial Services. Deep & Deep Publication, New Delhi.
13. Ravichandran K. (2011). Merchant Banking and Financial Services. First Edition. Himalaya Publishing House, New Delhi.
14. Rose & Hudgins, (2010). Bank Management and Financial Services. Seventh Edition. Tata McGraw Hill, New Delhi.
15. Gupta, Aggrawal&Neeti, (2007). Financial Institutes & Markets. Kalyani Publication, New Delhi.
16. Khan M.Y. (2009) Indian Financial System, Sixth Edition, Tata McGraw Hill, New Delhi.
17. Pathak (2007) India Financial System, Second edition, Pearson, New Delhi.
18. Tripathy (2010). Financial Services. Fourth Edition, PHI Learning, New Delhi.
19. Gordon &Natarajan,(2010), Financial Markets and Services. Sixth Edition, Himalaya Publishing House, New Delhi.
20. Pathak (2011). The Indian Financial System. Third Edition. Pearson, New Delhi.

Course Articulation Matrix of TTM 454- Financial Services in Tourism

Course Outcome s	Programme Outcomes 1	Programme Outcomes 2	Programme Outcomes 3	Programme Outcomes 4	All	Programme Specific Outcomes 1	Programme Specific Outcomes 2	Programme Specific Outcomes 3
CO1	2	1	1	1		1	2	3
CO2	1	2	2	1		2	3	2
CO3	1	1	2	2		1	-	1
CO4	1	1	2	1		-	3	2
CO5	1	1	2	2		2	1	-
CO6								