

Dr. Harisingh Gour Vishwavidyalaya, Sagar (M.P)
(A Central University)



DEPARTMENT OF BUSINESS MANAGEMENT

SYLLABUS

Of

MBA in Travel and Tourism Management

2022 -23

MS
28/11/23

MS
28-11-23
D.K. Narayan

MS

MS

MBA IN TRAVEL AND TOURISM MANAGEMENT

Department of Business Management
Dr. Hari Singh Gour Vishwavidyalaya
Sagar (M.P.)

About the Programme:

Travel and tourism are the largest service industry in India. The travel and tourism in India are important for the country's economy. This industry plays a role of significant economic multiplier. This industry has emerged as one of the key drivers of growth among the services sector in India. Tourism has significant potential considering the rich cultural and historical heritage, variety in ecology, terrains and places of natural beauty spread across the country. Tourism is an important source of foreign exchange in India. The tourism sector not only leads to economic growth, but also improves the quality of people's lives with its capacity to create large-scale employment of diverse kind, supports environment protection, promotes diverse cultural heritage and strengthens peace in the world. Travel and tourism sector is one of the largest employments generating sector in India. In the view of this changing scenario requiring large number of trained professionals for travel and tourism agencies, the department of business management Dr. Harisingh Gour Vishwavidyalaya decided to launch this program (MBA in Travel and Tourism Management). This program aims at improving the managerial and professional skills of travel and tourism agencies for the effective and efficient performance of agencies. This course is designed to meet the needs of future travel and tourism professionals, analysts, entrepreneurs, consultants etc. This program also aims at meeting the demand of the travel and tourism service sector for well trained professionals capable to take on the challenges of business and management in today's competitive world.

Name of the Course: MBA in Travel and Tourism Management

Objectives: To develop graduates with good conceptual knowledge, Managerial skills and practical training in various functional areas in Travel and Tourism Management.

Duration: 2 Years (Full time)

Eligibility: A Graduate degree with any recognised university with 55% marks.

Outcome of course:

After completion of this program the students make gain theoretical knowledge and develop practical skills to apply scientific approach to management of people, natural resources/environment material, finance, culture, communication and for organising work and managing resources. The students will learn modern management techniques, hospitality, travel and transportation services and tourism services, how to apply the principal and function of several management in various tourism service area. The students will be able to create a business plan for a new tourism related business, marketing strategy for a tourism related business, managing sustainable nature-based tourism, applies an understanding of scale and community linkages in both domestic and international tourism, create monitoring and assessment protocols for tourism.

Job Roles/Job Opportunities

- Health Administrators
- Health Information Managers
- Nursing Home Administrators
- Assistant Health Managers

Admission Procedure: Admissions to MBA in Algorithmic Trading are done through entrance examinations. Upon qualifying for the entrance examination like CUCET etc. The duration of masters-level programmes is 2 years. Interviews are also held for candidates after the entrance examination.

Intake of the Program: (60 Seats)

Scheme of Assessment: The scheme for the assessment will be according to University' ordinance and will follow UGC' CBCS pattern of Examination.

Work force Requirement:

Part - A: Teaching Staff

Teaching Staff		
S. No.	Designation of Faculty Required	Number of Faculty Required
1.	Professor	01
2.	Associate Professor	02
3.	Assistant Professor	06

Part -B: Non-Teaching Staff

Non-Teaching Staff		
S. No.	Designation of Staff Required	Number of Staff Required
1.	Technical Staff	01
2.	Computer Operator	01
3.	Clerical Staff	02
4.	Supporting Staff (MTS)	04

Tentative Yearly Budget Requirement:

Non-Teaching Staff			
S. No.	Particulars	No.	Amount
1.	Guest Faculty	04	24 Lakhs/year
2.	Teaching Aid		01 Lakh/year
3.	Consumable		01 Lakh/year
4.	Library (Books)		02 Lakhs/year
5.	Computer Lab	60 Computers	
6.	Equipments	04 LCD Projectors, Photo Copier (Colour)	
7.	Infrastructure/Building	01 Computer Lab 02 Lecture Hall 4+2 Rooms for faculty & staff 60 Benches & Desks	

Yearly Income:

S. No.	Intake/Year	Fee/Semester	Amount/Year
1.	60 Students	55,000/-	33,00,000/-

Proposed Fee Structure:

MBA in Travel and Tourism Management

Year	Semester	Fees per Semester	Annual Fees
I	First	₹ 55,000/-	₹ 1,10,000/-
	Second	₹ 55,000/-	
II	Third	₹ 55,000/-	₹ 1,10,000/-
	Fourth	₹ 55,000/-	
Total			₹ 2,40,000/-

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MBA CBCS Programme

The MBA CBCS Programme is divided into two parts as under. Each part will consist of two semesters.

Part	Years	Semester	
I	First Year	Semester I	Semester II
II	Second Year	Semester III	Semester IV

- There will be three lecture hours with one tutorial hours of teaching per week for each core Paper.
- Duration of Examination of each Paper shall be three hours.
- Each Paper will be of 100 marks.
- Out of hundred 40 marks shall be allotted for internal assessment & 60 marks for end semester.

Credit Distribution Scheme for MBA CBCS Programme

Programme		Credits				Total Credits	Minimum Duration	Maximum Duration
			CC	SE	OE			
MBA I	First Semester		32	0	0	32	02 Years	04 Years
	Second Semester		32	0	0	32		
MBA II	Third Semester		16	06	0	22		
	Fourth Semester		12	06	0	18		
Total			92	12	0	104		

Explanation of Course Character Code:

- First three alphabets stand for Name of the Department of Business Management.
- Middle Alphabetical Code stands for the Nature of Course.
- First Digit Stands for Concern Semester.
- Second Digit Stands for Level of Course.
- Third Digit Stands For Course Number.

Where,

- AECC : Ability Enhancement Compulsory Course
- CC : Core Course
- SEC : Skill Enhancement Course
- DSE : Discipline Specific Elective Course
- GE : Generic Course
- FC : Foundation Course
- OE : Open Elective
- SE : Specific Elective

Scheme of Examination & Evaluation:

Syllabus Contents	Examination	Maximum Marks
50 % Syllabus (Unit I & II)	First Mid Sem	20 Marks
(Unit III & IV)	Continuous Internal Assessment	15 Marks
	Attendance	05 Marks
Entire Syllabus	End – Semester	60 Marks

The marks for attendance shall be awarded as follow:

- (I) 75 % and below
- (II) >75% and upto 80%

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(III) > 80% and upto 85%	02 Marks
(IV) > 85% and upto 90%	03 Marks
(V) > 90% and upto 95%	04 Marks
(VI) > 95 %	05 Marks

- Students to be eligible for appearing in End Semester Examination must appear in Mid Semester Examination and Internal Assessment.
- 75% Attendance Compulsory to appear in the Final Examination.

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CURRICULUM STRUCTURE**Semester - I**

S. No.	Course Code	Course Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
1.	BUM-DSM-121(TM)	Tourism Concepts and Linkages	100	4	3	1	0	4
2.	BUM-DSM-122(TM)	Tourism Principles and Practices	100	4	3	1	0	4
3.	BUM-DSM-123(TM)	Basics of Accounting and Finance	100	4	3	1	0	4
4.	BUM-MDM-124(TM)	Indian History, Society and Culture	100	4	3	1	0	4
5.	BUM-DSM-125(TM)	Global Tourism Geography	100	4	3	1	0	4
6.	BUM-DSM-126(TM)	Tourism Product in India	100	4	3	1	0	4
7.	BUM-AE--127(TM)	Communication for Business	100	4	3	1	0	4
8.	BUM-SEC-128(TM)	Destination Visit -I, Project Report and Viva Voce	100	4	3	1	0	4
Total			800	32	24	8	0	32

Semester - II

S. No.	Course Code	Course Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
1.	BUM-DSM-221(TM)	Organizational Behavior and Human Resources Management	100	4	3	1	0	4
2.	BUM-DSM-222(TM)	Tourism Marketing	100	4	3	1	0	4
3.	BUM-MDM-223(TM)	Research Methodology	100	4	3	1	0	4
4.	BUM-DSM-224(TM)	Travel Agency and Tour Operation Business	100	4	3	1	0	4
5.	BUM-DSM-225(TM)	Tourism Business Environment	100	4	3	1	0	4
6.	BUM-DSM-226(TM)	Managerial Economics for Tourism	100	4	3	1	0	4
7.	BUM-DSM-227(TM)	International Tourism	100	4	3	1	0	4
8.	BUM-SEC-228(TM)	Destination Visit -II, Project Report and Viva Voce	100	4	3	1	0	4
Total			800	32	24	8	0	32

Semester - III

S. No.	Course Code	Course Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
1.	BUM-DSM-321(TM)	Cultural Tourism Resources of India	100	4	3	1	0	4
2.	BUM-DSM-322(TM)	E-Tourism & Information Technology for Tourism Industry	100	4	3	1	0	4
3.	BUM-DSM-323(TM)	Tourism Entrepreneurship	100	4	3	1	0	4
4.	BUM-DSM-324(TM)	Itinerary Preparation and Tour Packaging	100	4	3	1	0	4
5.	BUM-DSM-325(TM)	Adventure Tourism	100	4	3	1	0	4
6.	BUM-DSM-326(TM)	Tour Leadership and Event Management	100	4	3	1	0	4
7.	BUM-MDM-327(TM)	Basic Airfare & Ticketing	100	4	3	1	0	4
8.	BUM-SEC-328(TM)	Summer Internship Project Report & Viva Voce	100	4	3	1	0	4
Total			800	32	24	8	0	32

Semester - IV

S. No.	Course Code	Course Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
1.	BUM-DSM-421(TM)	Fundamentals of Hospitality Industry	100	4	3	1	0	4
2.	BUM-DSM-422(TM)	Destination Planning and Development	100	4	3	1	0	4
3.	BUM-DSM-423(TM)	Foreign Exchange Management	100	4	3	1	0	4
4.	BUM-DSM-424(TM)	Tourist Behavior and Cross-Cultural Management	100	4	3	1	0	4
5.	BUM-DSM-425(TM)	Airport Operations and Management	100	4	3	1	0	4
6.	BUM-MDM-426(TM)	Transport Management	100	4	3	1	0	4
7.	BUM-DSM-427(TM)	Customer Relationship Management	100	4	3	1	0	4
8.	BUM-SEC-428(TM)	National Study Tour, Project Report and Viva Voce	100	4	3	1	0	4
Total			800	32	24	8	0	32

First Year
Semester - I

S. No.	Course Code	Course Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
1.	BUM-DSM-121(TM)	Tourism Concepts and Linkages	100	4	3	1	0	4
2.	BUM-DSM-122(TM)	Tourism Principles and Practices	100	4	3	1	0	4
3.	BUM-DSM-123(TM)	Basics of Accounting and Finance	100	4	3	1	0	4
4.	BUM-MDM-124(TM)	Indian History, Society and Culture	100	4	3	1	0	4
5.	BUM-DSM-125(TM)	Global Tourism Geography	100	4	3	1	0	4
6.	BUM-DSM-126(TM)	Tourism Product in India	100	4	3	1	0	4
7.	BUM-AE--127(TM)	Communication for Business	100	4	3	1	0	4
8.	BUM-SEC-128(TM)	Destination Visit -I, Project Report and Viva Voce	100	4	3	1	0	4
Total			800	32	24	8	0	32

S. No.	Course Code	Course Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
1.	BUM-DSM-121(TM)	Tourism Concepts and Linkages	100	4	3	1	0	4

Course Objective: This paper will provide a clear understanding of the fundamentals of Tourism and its allied activities.

UNIT	Contents	Max. Hrs.
UNIT - I	Development of Tourism Through Ages: Early and Medieval Period of Travel- Modes of Transports and Accommodation, Renaissance and its Effects on Tourism, Birth of Mass Tourism, Development of Modern Transport, Communication and Accommodation Systems, Origin and Concept of Travel Intermediary Business, Old and New Age Tourism	12 Hrs.
UNIT - II	Tourism and Its Theories: Meaning and Definitions, Characteristics of Tourism, Need for Measurement of Tourism, Interdisciplinary Approaches, Types & Forms of Tourism, Different Tourism Systems- Leiper's Geospatial Model, Mill-Morrison, Mathieson & Wall, Butler's Tourism Area Life Cycle (TALC) - Doxey's Irridex Index - Demonstration Effect - Crompton's Push and Pull Theory, Stanley Plog's Allo-centric and Psycho-centric Model of Destination Preferences	12 Hrs.
UNIT - III	Travel Behaviour & Motivations: Origin of Travel Motivation, Meaning of Motivation & Behaviour, Theory of Travel Motivations, Typology of Tourists, Different Travel Motives, Tourist Centric Approach, Leisure Travel Motivations, Tourist Decision-making Process, Lifestyle Pattern, Tourism Mindedness of People, Tourism & Cultural Relationships, Cultural Exchanges, GIT, FIT & Affinity Group Travel, Bilateral & Multilateral Tourism, Relationship between Human Life and Travel, Growth of Social Tourism	12 Hrs.
UNIT - IV	Tourism Industry & Its Linkages: Meaning and Nature of Tourism Industry, Input and Output of Tourism Industry, Tourism Industry Network- Direct, Indirect and Support Services, Basic Components of Tourism -Transport- Accommodation- Facilities & Amenities, , Horizontal and Vertical Integration in Tourism Business, Tourism Business during Liberalisation & Globalisation, Positive & Negative Impacts of Tourism.	12 Hrs.
UNIT - V	Tourism Organizations: Roles and Functions of United Nations World Tourism Organization (WTO), Pacific Asia Travel Association (PATA), World Tourism & Travel Council (WTTC) - International Hotel Association (IHA), Ministry of Tourism, Govt. of India, India Tourism Development Corporation (ITDC), Federation of Hotel and Restaurants Associations of India (FHRAI).	12 Hrs.

Books Recommended:

1. Swain, S.K. & Mishra, J.M. (2012). Tourism Principles & Practices, Oxford University Press, New Delhi.
2. Bhatia A.K. (2002), International Tourism Management, Sterling Publishers, New Delhi.
3. Goeldner, C.R. & Brent Ritchie, J.R. (2006). Tourism, Principles, Practices, Philosophies. John Wiley and Sons, New Jersey.
4. Michael M. Coltman. (1989). Introduction to Travel and Tourism- An International Approach. Van Nostrand Reinhold, New York.
5. Roday, S, Biwal. A & Joshi. V. (2009). Tourism Operations and Management, Oxford University Press, New Delhi.

S. No.	Course Code	Course Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
2.	BUM-DSM-122(TM)	Tourism Principles and Practices	100	4	3	1	0	4

Course Objective: This course will give an overview of concept of tourism and the basics of tourism industry.

UNIT	Contents	Max. Hrs.
UNIT - I	Introduction: What is Tourism? Significance of Tourism; Definitions and Concepts - Tourism Systems, Visitor, Traveler, and Excursionist- Definition and differentiation; Growth of tourism through different periods.	12 Hrs.
UNIT - II	Forms of Tourism: Inbound, Outbound, National, International- Alternative Tourism - Inclusive Tourism, Current Trends in Domestic and Global Tourism: Tourism Statistics- Need for Measurement of Tourism - Tourism Demand and Supply	12 Hrs.
UNIT - III	Tourism Industry: Structure, Functions and Constituents - Direct, Indirect and Support Services - Basic Components of Tourism: Transport - Accommodation- Facilities & Amenities, Horizontal and Vertical Integration in Tourism Business, Infrastructure & Superstructure.	12 Hrs.
UNIT - IV	Role of Government: Role of Ministry of Tourism in developing and promoting tourism in India; Role of Central and State Government in Promoting Tourism, Study of National Tourism Policy 2002.	12 Hrs.
UNIT - V	Study of Tourism Organisations: Origin, location, institutional set up and functions of WTO, IATA, PATA, ASTA, UFTAA, IATO, TAAI and ICAO; Schengen agreement.	12 Hrs.

Books Recommended:

- Goeldner, C., & Ritchie, J.R. (2011). Tourism, Principles, Practices, Philosophies. New Jersey: John Wiley.
- Swain, S.K. & Mishra, J.M. (2011). Tourism Principles and Practices. New Delhi: OUP.
- Tribe, J. (Ed.). (2009). Philosophical Issues in Tourism. United Kingdom: Channel View Publications.
- Jamal, T., & Robinson, M. (Eds.). (2009). The SAGE Handbook of Tourism Studies. United Kingdom: Sage Publications.
- Thomas, R. (2013). Small Firms in Tourism. United Kingdom: Routledge.
- Cooper, C. (2008). Tourism Principles and Practice. New Delhi: Prentice Hall.

S. No.	Course Code	Course Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
3.	BUM-DSM-123(TM)	Basics of Accounting and Finance	100	4	3	1	0	4

Course Objective: This paper will explain the basic principles of accounting and help the students familiarize with analysis and interpretation of financial statements along with techniques to understand finance strategies and management of funds in the tourism business

UNIT	Contents	Max. Hrs.
UNIT - I	Financial Accounting: Concepts and Conventions, Double Entry System, Preparation of Journal, Ledger and Trial Balance, Cash Books, Preparation of Final Accounts: Trading, Profit and Loss Account and Balance Sheet.	12 Hrs.
UNIT - II	Accounting Information: Accounts of Non-profit Organizations: Income and Expenditure Account, Receipts and Payments: Travel Agency Accounting	12 Hrs.
UNIT - III	Financial Statement Analysis and Interpretation: Meaning, Types of Analysis, Objectives, Importance, Tools of Analysis, Working Capital, Ratio Analysis, Cash flow and Fund flow.	12 Hrs.
UNIT - IV	Cost Accounting: Concept, Distinction between Costing and Cost Accounting, Elements of Cost and Cost classification, Preparation of Cost Sheet.	12 Hrs.
UNIT - V	Financial Management: Scope, Objectives, Functions, Major Financial Decisions. Sources of Finance: Long-Term and Short-Term, Advantages and Disadvantages of Different Sources of Finance.	12 Hrs.

Books Recommended:

1. Lal, J. (2009). Accounting for Management, Himalayan Publishing House, Mumbai.
2. Prasanna, C. (2012). Financial Management- Theory and Practice, Tata McGraw-Hill, New Delhi.
3. Grewal T.S. & Shukla M.C. (2010). Advanced Accounts Vol. I. Sultan Chand & Sons, Delhi.
4. R. L. Gupta & Radhaswamy M. (2014). Advanced Accountancy- Vol. I. Sultan Chand & Sons, Delhi.
5. Gosh T.P (2006). Fundamentals of Accounting. Sultan Chand & Sons, Delhi.
6. Maheshwari S.N. & Maheshwari. S.K. (2006). Fundamentals of Accounting. Vikas Publishing House, New Delhi.
7. Sharma R.K & Gupta S. (2012). Management Accounting .Kalyani Publisher.
8. Pandey. I.M (2010). Financial Management. Vikas Publishing House Pvt. Ltd., New Delhi.
9. Reddy G. Sudharshan (2013): Financial Management. Himalaya Publication, Mumbai

S. No.	Course Code	Course Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
4.	BUM-MDM-124(TM)	Indian History, Society and Culture	100	4	3	1	0	4

Course Objective: This paper aims to provide insights into the history of India, practices in Indian society and rich cultural heritage of India. This is fundamental for tourism professional to develop product knowledge by reading the political, social and cultural history of India.

UNIT	Contents	Max. Hrs.
UNIT - I	Ancient History: Indus Valley Civilization, Early & Later Vedic Period, Sixteen Janapadas, Birth of Buddhism & Jainism, Rise and Fall of Mauryan Dynasty	12 Hrs.
UNIT - II	Mauryan Rule to Gupta Rule: Rule of Kusana Dynasty & Gupta Dynasty, Disintegration of Gupta Dynasty and Emergence of Regional Kingdoms	12 Hrs.
UNIT - III	Medieval History (11th-17th): Rule of Slave Dynasty, Khilji Dynasty, Tughlaq Dynasty, Saiyyid Dynasty, Lodhi Dynasty & Mughal	12 Hrs.
UNIT - IV	Modern History (1757-1947): Rise of Colonial Power - British, French, Dutch & Portuguese, Influence of Colonial Powers on Indian Society and Culture	12 Hrs.
UNIT - V	Indian Society & Culture: Family, Village, Marriage, Caste System, Value System, Custom & Tradition, Indian Cinema & Its Impact on People, Society & Culture	12 Hrs.

Books Recommended:

1. Basham, A.L. (2008). The Wonder That Was India. Rupa & Co. New Delhi
2. Thapar, R. (1990). A History of India: Volume 1. Penguin Books, New Delhi
3. Basham, A.L. (1998). A Cultural History of India. Oxford University Press, USA
4. Singh, U. (2009). A History of Ancient and Early Medieval India: From the Stone Age To the 12Th Century, Pearson Education India, New Delhi.
5. Chandra, B. (2009). History of Modern India. Orient Blackswan, New Delhi
6. Brown, P. (2010). Indian Architecture (Buddhist and Hindu Period), Tobey Press, New York
7. Brown, P. (2010). Indian Architecture (the Islamic Period), Palmer Press, New York

S. No.	Course Code	Course Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
5.	BUM-DSM-125(TM)	Global Tourism Geography	100	4	3	1	0	4

Course Objective: This paper is unique for the budding tourism professionals to understand and to be familiar with the global geography with reference to tourism.

UNIT	Contents	Max. Hrs.
UNIT - I	Introduction to Geography: Elements of Geography, Branches of Geography, Importance of Geography in Tourism, World's Climatic Zones, Latitude & Longitude	12 Hrs.
UNIT - II	IATA Areas, Code and GMT Time: Areas, Sub Areas and Sub-Regions As per International Air Transport Organization (IATA), IATA Three Letter City Code, Two Letter Airlines and Airport Code, International Date Line, Time Zones, Greenwich Mean Time, Calculation of Local Time, Flying Time, Grounding Time, Elapsed Time, Daylight Saving Time	12 Hrs.
UNIT - III	North & South America: Physical Geography, Topography, Climatic Regions, Transport Network, Countries in the Continent	12 Hrs.
UNIT - IV	Europe & Africa: Physical Geography, Topography, Climatic Regions, Transport Network, Countries in the Continent	12 Hrs.
UNIT - V	Asia & Australasia: Physical Geography, Topography, Climatic Regions, Transport Network, Countries in the Continent, Case Study of USA, Brazil, UK, South Africa, China, India, Australia.	12 Hrs.

Books Recommended:

1. Burton, R. (1995). Travel Geography. Pitman Publishing, Marlow Essex.
2. Boniface B. & Cooper, C. (2009). Worldwide Destinations: The Geography of Travel & Tourism. Oxford Butterworth Heinemann, London.
3. Hall, M (1999), Geography of Travel and Tourism, Routledge, London.
4. C. Michael Hall & Stephen J. Page (2006). The Geography of Tourism and Recreation- Environment, Place and Space. Third Edition, Routledge, London.
5. Robinson H.A. (1976), Geography of Tourism. Mac Donald & Evans Ltd,
6. Travel Information Manual, IATA, Netherlands, 2012.
7. World Atlas.

S. No.	Course Code	Course Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
6.	BUM-DSM-126(TM)	Tourism Product in India	100	4	3	1	0	4

Course Objective: The objective of this paper is to understand the vast tourism resources of India.

UNIT	Contents	Max. Hrs.
UNIT - I	Geographical Features of India: Topography, Climate, Rainfall, Landforms, Rivers, Seas, Lakes, Wetlands, Western Ghats, The Himalayan Mountain Ranges, Vidhya, Satpura, Mekal, Arawali.	12 Hrs.
UNIT - II	National Parks & Wildlife Sanctuaries: Locations, Accessibility, Facilities, Amenities, Unique Selling Propositions (USP), Dachigam National Park, Corbett National Park, Ranthambore National Park, Hazaribag National Park, Similipal National Park, Bhitarkanika National Park, Kaziranga National Park, Bandhavagarh National Park, Mudumalli National Park, Periyar National Park, Sunderban National Park, Nilgiri Biosphere Reserve, Kanha National Park, Srishilam Wildlife Sanctuaries.	12 Hrs.
UNIT - III	Hill Stations: Locations, Accessibility, Facilities, Amenities, Unique Selling Propositions (USP), Shrinagar, Kullu & Manali, Shimla, Mussorie, Nainital, Mahabaleswar, Chikmangulaur, Coorg, Waynad, Munnar, Ooty, Kodiakanal, Arakku, Horsley Hills, Darjeeling, Gangtok, Shillong, Tawang.	12 Hrs.
UNIT - IV	Beach Resorts: Locations, Accessibility, Facilities, Amenities, Unique Selling Propositions (USP), Important Beaches in Gujarat, Maharashtra, Goa, Karnataka, Kerala, Tamil Nadu, Puducherry, Andhra Pradesh, Odisha, West Bengal, Lakshadweep, Andaman & Nicobar Islands	12 Hrs.
UNIT - V	Adventure Tourism Sites: Locations, Accessibility, Facilities, Amenities, Unique Selling Propositions (USP), Land, Water and Air Based Adventure Sports and Tourism.	12 Hrs.

Books Recommended:

1. Dixit, M. (2002). Tourism Products. New Royal Book Co, Lucknow.
2. Jacob, R. (2012), Indian Tourism Products, Abhijeet Publications, Delhi.
3. SUGGESTED REFERENCE BOOKS
4. Ball, S. (2012). Encyclopaedia of Tourism Resources in India, Butterworth -Heinemann.
5. Douglas, N. Ed. (2001), Special Interest Tourism, John Wiley & Sons, Australia.
6. Fletcher Kenneth (2011), The Geography of India: Sacred and Historic Places. Britannica Educational Publication, New York.
7. Negi, Sharad Singh. (2002), Handbook of National Parks, Wildlife Sanctuaries, and Biosphere Reserves in India. Indus Publishing Co. New Delhi.
8. Robinet Jacob. (2013). Places of Touristic Interest in India. Abhijeet Publications, Delhi.

S. No.	Course Code	Course Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
7.	BUM-AE--127(TM)	Communication for Business	100	4	3	1	0	4

Course Objective: This paper is intended to emphasize on improving oral and written communication skills through experiential training and comprehensive understanding of the students.

UNIT	Contents	Max. Hrs.
UNIT - I	Communication Skills: Nature, Process of Communication, Verbal and Non-Verbal Communication.	12 Hrs.
UNIT - II	Report Writing: Characteristics, Importance, Types, Daily Reports.	12 Hrs.
UNIT - III	Public Relations: Meaning and Content of Public Relations, Social Context of Public Relations, Communication and Public Opinion, Principles of Persuasion, Adjustment and Adaptation, PR in Tourism, Travel and Hospitality Sector	12 Hrs.
UNIT - IV	Business Communication: Definition, Types, Characteristics of Communication. Memorandum, Notice, Agenda, Minutes.	12 Hrs.
UNIT - V	Job Related Communication: Application Letter, Interviews, Group Discussion, Body Language, Postures, Eye Contact, Etiquettes, Voice Culture, Scientific Temper, Team Building, Interpersonal Effectiveness.	12 Hrs.

Books Recommended:

- Kaul, A. (2005). Effective Business Communication, PHI, New Delhi.
- Wintner M. (2011). Guide to Managerial Communication: Effective Writing & Speaking, PHI, New Delhi.
- Mandal S.K. (2007). Effective Communication and Public Speaking, Jaico, Mumbai.
- Biswas, T & Schatzman. (2003). Business Communication Today, Pearson, New Delhi.
- Weenakshi Raman (2012) Business Communication 2nd Edition, Oxford University Press, New Delhi.
- Pil Chaturvedi & Mahesh Chaturvedi (2009) Business Communication: Concepts, Cases, and Applications 2nd Edition, Pearson Education Singapore Ltd, Pearson, New Delhi.
- Thomas Jane, Murphy Herta, Hildebrandt Herbert (2008). Specifications of Effective Business Communication 7th Edition, Tata McGraw - Hill Education, New Delhi

S. No.	Course Code	Course Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
8.	BUM-SEC-128(TM)	Destination Visit -I, Project Report and Viva Voce	100	4	3	1	0	4

Course Objective:

Destination Visit, Project report & viva-voce component shall be a compulsory component for the students. Each student shall have to prepare a detailed project study report on destination visited. This project report included all the learning activities (like, Hospitality, Event Management, travel management, tourist guide, unique features of places, foreign tourist, itinerary preparation, ticketing etc.)

The objective of this is to create an opportunity for the students to understand any of the tourism specific area in detail. This will bring knowledge as well as provide them hands on training in practical based assignment.

If it is required department may bear the expenditure of travel during field study.

First Year
Semester - II

S. No.	Course Code	Course Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
1.	BUM-DSM-221(TM)	Organizational Behavior and Human Resources Management	100	4	3	1	0	4
2.	BUM-DSM-222(TM)	Tourism Marketing	100	4	3	1	0	4
3.	BUM-MDM-223(TM)	Research Methodology	100	4	3	1	0	4
4.	BUM-DSM-224(TM)	Travel Agency and Tour Operation Business	100	4	3	1	0	4
5.	BUM-DSM-225(TM)	Tourism Business Environment	100	4	3	1	0	4
6.	BUM-DSM-226(TM)	Managerial Economics for Tourism	100	4	3	1	0	4
7.	BUM-DSM-227(TM)	International Tourism	100	4	3	1	0	4
8.	BUM-SEC-228(TM)	Destination Visit -II, Project Report and Viva Voce	100	4	3	1	0	4
Total			800	32	24	8	0	32

S. No.	Course Code	Course Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
1.	BUM-DSM-221(TM)	Organizational Behavior and Human Resources Management	100	4	3	1	0	4

Course Objective: This paper is intended to provide a comprehensive understanding of concepts, functions and practices of management for human resources and organizational behavior.

UNIT	Contents	Max. Hrs.
UNIT - I	Concepts of Human Resource Management: Concept of Human Resource Management ,Organization and Functions of HR ,Structure and Strategy ,HR Manager, Climate and Culture of HRD, Evolution of HR Practices in Indian Context ,Global Trends in HR Practices.	12 Hrs.
UNIT - II	Functions of HRM: Manpower Planning, Recruitment ,Selection and Induction, Practices of Hiring in Tourism Industry ,Training and Development , Methods, Design and Evaluation of T & D Programmes Coaching and Mentoring ,Performance Appraisal ,Career Development ,Attrition and Retention, Potential Appraisal , Promotions and Transfers ,Personnel Empowerment ,Competency Standards in Tourism.	12 Hrs.
UNIT - III	Compensation Management: Concepts, Job Evaluation, Principles and Determinants of Compensation ,Productivity, Employee Morale, Compensation Issues in Tourism Sector ,Quality of Work Life (QWL). Legislative Aspects of HRM: Trade Unions Act-1926 ,Industrial Disputes Act 1947 ,Disciplinary Procedure ,Payment of Wages Act-1936 ,Employees Provident Fund Act,1952, Payment of Bonus Act-1965 , Payment of Gratuity Act-1972.	12 Hrs.
UNIT - IV	Organizational Behavior: Individual Behavior and Differences ,Personality,Attitudes and Beliefs,Values ,Perception ,Perceptual Selectivity, Transactional Analysis ,JOEHARRY Window ,Management of Stress	12 Hrs.
UNIT - V	Group Dynamics: Group Behavior , Group Formation , Understanding Work Teams ,Conflict, Negotiation, and Intergroup Behavior , Change Management , Resistance to Change ,Organizational Development.	12 Hrs.

Books Recommended:

1. Verma, P. (2002). Personnel Management in Indian Organisations, OUP & IBM Publishing Co. Ltd, New Delhi.
2. Venkata Ratnam, C.S. & Srivatsava, B.K. (2003). Personnel Management and Human Resources, Tata McGraw Hill, New Delhi.
3. Chakravarthy, S.K. (1987). Managerial Effectiveness and Quality and Work Life, Tata McGraw Hill, New Delhi.
4. Mirza, S. (2003). Human Resource Management. TATAMcGraw -Hill, New Delhi.
5. Dessler (2008), Framework for HR Management, Pearson Education, New Delhi.
6. Heery, E. (2001). A Dictionary of Human Resource Management. Oxford University Press.
7. Ivancevich, John (2012). Organisational Behaviour & Management. Tata McGraw-Hill Publishing Company. New Delhi

S. No.	Course Code	Course Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
2.	BUM-DSM-222(TM)	Tourism Marketing	100	4	3	1	0	4

Course Objective: This paper is intended to provide clear understandings on theory and practices of marketing with special reference to tourism business.

UNIT	Contents	Max. Hrs.
UNIT - I	Origin of Marketing: Evolution of Marketing and understanding the Markets, Tourism Marketing, Tourism Product, Features of Tourism Product & design and mapping the products, Functions, Core Principles of Marketing, Concepts of Services Marketing, Forecasting market demand.	12 Hrs.
UNIT - II	The relationship between market and Consumer: Micro & Macro Marketing Environment, Consumer Behaviour, Buyer Decision-making Process, Market Research, Market Segmentation, Targeting and Market Positioning. Environmental Analysis, Internal Marketing, Professional Sales, Marketing communication, P.R for Tourism and Hospitality Industry, Crisis Management.	12 Hrs.
UNIT - III	P's of Tourism Marketing: 8 P's of Tourism Marketing- Product, Place, Price, Promotion, Physical Evidence, People, Process & Packaging, Designing Tourism Product, Branding and Packaging Product Development, Product Life Cycle & Its Various Stages, Pricing Strategies and Approaches, Channels of Distribution, Advertising, Sales Promotion, Publicity, Personal Selling	12 Hrs.
UNIT - IV	Marketing of Tourism Products: Trends in Tourism Marketing, Marketing of Known and Lesser Known Destinations, Airlines, Hotels, Resorts, Travel Agencies, Event Management Company. Organisation and managing Tourism Markets, Marketing Plans	12 Hrs.
UNIT - V	Marketing Skills for Tourism Business: Self Motivation, Team Building, Personality Development, Creativity & Innovation, Innovative Products in Tourism, Five, Gap Model of Service Quality, Marketing Control, Digital and Social Media Marketing for Tourism	12 Hrs.

Books Recommended:

1. Chaudhary, Manjula (2011). Tourism Marketing, Oxford University Press, New Delhi.
2. Bennett J. A., Strydom J. Wilhelm (2001). Introduction to Travel and Tourism Marketing, Juta Education, Lansdown.
3. Kotler P. (2012). Marketing Management, Pearson Education, New Delhi.
4. Stanton W. J. (1999). Fundamentals of Marketing, McGraw Hill, New York.
5. Neelamegham S. (1998). Marketing in India: Cases & Readings, Vikas, New Delhi.
6. Ramasamy V.S. & Namakumar S. (1990). Marketing Management: Planning & Control, Macmillan, New Delhi.
7. Stone, Marilyn A., Desmond, John (2007). Fundamentals of Marketing, Routledge, New York.

S. No.	Course Code	Course Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
3.	BUM-MDM-223(TM)	Research Methodology	100	4	3	1	0	4

Course Objective: The objective of this paper is to provide an understanding of research methods and methodology applicable in Tourism Business.

UNIT	Contents	Max. Hrs.
UNIT - I	Concepts of Research: Nature, Scope and Significance of Research, Art and Science of Knowing Ontology and Epistemology, Theoretical Development, what is Theory Not, Deductive and Inductive Research, Variables, Construct and Relationship, Reliability and Validity, Methodology and Research Methods - Propositions and Hypothesis.	12 Hrs.
UNIT - II	Problem Identification: Review of Old and Current Literature Raising Research Questions, Item Generation- Scale Development, Scale Evaluation, Scale Adoption, Questionnaire Design, Working and Types of Questionnaires, Sampling Methods, Sample Error, Grounded Theory, Formulation of Research and Operational Hypothesis.	12 Hrs.
UNIT - III	Qualitative Methods: Ethnography and Case Study, Experimentation, In-depth Interviews, Focused Group Interview, Delphi Technique, Participant Observations, Projective Techniques, Content Analysis, Pilot Study, Historical Analysis, Preparation of Field Notes.	12 Hrs.
UNIT - IV	Quantitative Methods: Measures of Central Tendency and Dispersion, Normal Distribution, Correlation, Regression Analysis, Testing of Hypothesis, Parametric and Non-Parametric Tools for Hypothesis Test, Multivariate Analytical Techniques, Use of SPSS.	12 Hrs.
UNIT - V	Data Coding Presentation: Data Collection, Coding the Data, Communicating Research Findings, Report Writing Tips, Scientific Writing Styles, Structure and Steps of Preparing Research Proposal, the Art of Writing Research Paper, Art of Citing References (APA, MLA), Written & Oral Presentation.	12 Hrs.

Books Recommended:

1. C. R. Kothari (2002), Research Methodology, New Age Publication. India.
2. Naresh Malhotra, John Hall, Mike Shaw & Peter (2002), Market Research, Second Edition, Prentice Hall.
3. Blaikie N. (2000), Designing Social Research, Polity Press, 2000, Canterbury, UK.
4. Marshall. L, Rossman B. (1999), Designing Qualitative Research, 3rd Edition, Sage Publications, New Delhi.
5. David de Vaus. (2002), Analysing social sciences, Data, Sage Publication, New Delhi.
6. Malhotra. N. K. (2007), Marketing Research, An Applied Orientation, Fifth Edition, Pearson Education.
7. Babbie E (2001), The Practice of Social Research, 9th Edition, Wardworth, and Thomson Learns, USA.
8. Joseph F, Haur, Robert & David. J (2004), Market Research, McGraw Hill, New Delhi.
9. Donald R Cooper & Pamela S Schindler (2006), Business Research Methods, McGraw Hill, New Delhi.

S. No.	Course Code	Course Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
4.	BUM-DSM-224(TM)	Travel Agency and Tour Operation Business	100	4	3	1	0	4

Course Objective: This paper is designed to provide a description of the principles and practices in travel agency and tour operation business and help the students make the career in the modern travel trade.

UNIT	Contents	Max. Hrs.
UNIT - I	Introduction to Travel Trade: Historical Background of Travel Trade, Significance of Travel Agency Business, Meaning of Travel Agency- Types of Travel Agent- Full-Service Agency, Commercial Agency, Implant Agency, Group / Incentive Agency, Types of Tour Operator- Inbound, Outbound, Domestic, Ground and Specialized.	12 Hrs.
UNIT - II	Travel Agency Business Network: Operation of Travel Agency Business, Skills and Competencies for Running Travel Agency Business, Managerial Decisions, Travel Agency Business between Wholesale and Retail Agents, Future of Travel Wholesaling & Retailing	12 Hrs.
UNIT - III	Functions of Travel Agency & Tour Operation and Roles of Travel Trade Organizations: Attributes of Travel Agency, Roles and Services of A full-fledged Travel Agent, Characteristics of a Professional Travel Agent, Role and Responsibilities of Travel Trade Associations: Objectives - Roles and functions, of UFTAA, ASTA, TAAI, IATO, ATAOL, ADTOI, IAAI, FIYTO, TAFI	12 Hrs.
UNIT - IV	Anatomy of Tour: Types of Tour- Independent Tour, Escorted Tour, Hosted Tour, Incentivized Tour, Tour Wholesalers and Retailers, Diversified Role of Tour Operators, Running A Tour Operation Business, Distribution Networks of Tour Operation Business, Special Services for Charter Tour Operators, Meeting & Incentive Planners and Activities of Meeting Planners, Convention & Conference Tourism Business, Trade Fairs & Exhibitions	12 Hrs.
UNIT - V	Setting up Travel Agency & Tour Operation Unit: Essential Requirements for Starting Travel Agency & Tour Operation Business, Cost Management, Procedures for Obtaining Recognition, Travel Agency Organization Structure, Sources of Revenue, Threats in Travel Agency in Business, Use of Information Technology in Travel Agency Business	12 Hrs.

Books Recommended:

1. Chand, M. (2009), Travel Agency Management: An Introductory Text. Anmol Publications Pvt. Ltd., New Delhi.
2. Swain, S.K. & Mishra, J.M. (2012). Tourism: Principles & Practices. Oxford University Press, New Delhi.
3. Holloway, J.C. (2012), The Business of Tourism, Prentice Hall, London,
4. Roday S, Biwal A & Joshi. V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi.
5. Goeldner, R & Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London.
6. Negi. J (2009), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.
7. Walker, J.R. & Walker, J.J. (2011). Tourism Concepts and Practices, Pearson, New Delhi.

S. No.	Course Code	Course Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
5.	BUM-DSM-225(TM)	Tourism Business Environment	100	4	3	1	0	4

Course Objective: The students will get conceptual understanding of the business scenario in tourism industry.

UNIT	Contents	Max. Hrs.
UNIT - I	Business Environment Introduction: Concepts, Significance and Nature of Business Environment; Elements of environment: Internal and External; Techniques of Environmental Scanning and Monitoring.	12 Hrs.
UNIT - II	Government Policies: Industrial Policy, Fiscal Policy, Monetary Policy, Foreign Trade Policy; Economic Reforms, Liberalization, Privatization & Globalization (LPG) and Structural Adjustment Programs, Banking Sector Reforms in India, Narasimham Committee Recommendations on Banking Sector Reforms, Raghuram CRajan committee Recommendations on Financial Sector Reforms	12 Hrs.
UNIT - III	Political and Legal Environment of Business: Critical elements of Political Environment; Government and Business; MRTP & FEMA, Consumer Protection Act. Socio - Cultural and Technological Environment: Critical Elements of Socio-Cultural Environment; Technological Environment in India; Social Audit, Policy on Research and Development, Technology transfer.	12 Hrs.
UNIT - IV	Tourism Impacts: - Seasonality & Tourism, Role of State in Tourism Development and Promotion, National Tourism Policy, Tourism Business During Post Liberalization & Post Globalization Period.	12 Hrs.
UNIT - V	Approval of Tour Operators and Travel Agents: Requirements for approval by Dept. of Tourism, Govt. of India, IATA, IATO, TAAI, etc.	12 Hrs.

Books Recommended:

1. Dwyer, L., Forsyth, P., & Dwyer, W. (2010). Tourism Economics and Policy (Vol. 3). Bristol: Channel View Publications.
2. Samuelson, W. F., & Marks, S. G. (2008). Managerial Economics. Toledo: John Wiley & Sons.
3. Varshney, R.L., & Maheswari, K.L. (2004). Managerial Economics. New Delhi: Sultan Chand.
4. Chawla, R. (2004). Economics of Tourism & Development. New Delhi: Sonali Publications.
5. Shaikh, S. (2006). Business Environment. New Delhi: Pearson Education.
6. Paul, J. (2010). Business Environment. New Delhi: The McGraw Hill.

S. No.	Course Code	Course Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
6.	BUM-DSM-226(TM)	Managerial Economics for Tourism	100	4	3	1	0	4

Course Objective: This paper will explain the fundamentals of economics and its applications in tourism business and this will also help the students take flawless decisions by understanding several jargons of economics.

UNIT	Contents	Max. Hrs.
UNIT - I	Circular Flow of Economy: Household & Firm, Types of Economic System, Economic System and Its Impact on Tourism Development, Macro & Micro Economic System.	12 Hrs.
UNIT - II	Demand & Supply: Demand, Types of Demand, Elasticity and Types of Elasticity of Demand, Determinants of Tourism Demand, Law of Marginal Utility, Law of Demand & Supply, Determinants of Supply, Measurement of Tourism Demand, Forecasting, Methods of Demand Forecasting	12 Hrs.
UNIT - III	Production & Cost: Input-Output Relationship, Law of Variable Proportions, Costs - Types of Cost, Break-even Analysis, Market Structure, Types of Market, Pricing, Approaches & Determinants to Pricing	12 Hrs.
UNIT - IV	Macro-Economic Impacts: Inflation, Types of Inflation, Recession, Savings & Investment, Aggregate Demand & Supply, Consumption, Export & Import, Multiplier Effects Its Types, Displacement Effect, Costs and Benefits of Tourism	12 Hrs.
UNIT - V	Economic Transition: Globalisation and Liberalisation, Public-Private Sector Participation, Role of Banking Institutions, Monetary Policy - Repo Rate, Reverse Repo Rate, Cash Reserve Ratio (CRR), Case Study on Economic Impacts of Tourism in India, China, Maldives, Thailand, France, USA	12 Hrs.

Books Recommended:

1. Mukhopadhyay, S. (2010). Tourism Economics. Ane Books Pvt. Ltd., New Delhi.
2. Sinclair, M.T. & Stabler, M. (2009). Economics of Tourism & Development, Routledge, New York.
3. Varshney, R.L. & Maheswari K.L. (2007). Managerial Economics. Sultan Chand, New Delhi.
4. Dwivedi, D.N. (2002). Managerial Economics. Vikas, New Delhi.
5. Maddala, G.S. (2004). Microeconomics Theory & Applications, TATA McGraw - Hill, New Delhi.
6. Trive, J. (2011). Economics of Leisure and Tourism. Oxford Butterworth Heinemann, London.
7. Chawla, R. (2006). Economics of Tourism & Development. Sonali Publications, New Delhi.
8. Peterson, H.C. & Lewis, W.C. (2004). Managerial Economics. Prentice Hall (India), New Delhi.
9. Dholakia, R.H. & Oza, A.L. (2004). Micro Economics form Management, OUP, New Delhi.

S. No.	Course Code	Course Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
7.	BUM-DSM-227(TM)	International Tourism	100	4	3	1	0	4

Course Objective: This paper aims at providing an overview of global tourism trends along with major places of tourist importance in different continents.

UNIT	Contents	Max. Hrs.
UNIT - I	Global Tourism - Past, Present and Future Trends: Global Tourism Trends, Tourist Arrivals, Receipts & GDP of First Ten Leading Country, India's Position in Global Tourism, Factors Contributing to Growth of Global Tourism, Global Tourism by 2020, Diversification of Emerging Tourism Products, New Competitive Global Emerging Tourism Destinations, Changing Dimensions of Tourism Products.	12 Hrs.
UNIT - II	Tourism places of Asia: Major Tourism Places of Interest in Nepal, Sri Lanka, Maldives, UAE, Singapore, Thailand, Malaysia, Hong Kong, China, Japan, Cambodia, Philippines, Indonesia and Russia.	12 Hrs.
UNIT - III	Tourism places of Europe: Major Tourism Places of Interest in UK, France, Germany, Spain, Portugal, Belgium, Austria, Switzerland, Greece, and Italy.	12 Hrs.
UNIT - IV	Tourism places in North and South America: Major Tourism Places of Interest in USA, Canada, Mexico, Cuba, Brazil, Argentina, Peru, and Chile.	12 Hrs.
UNIT - V	Tourism places of Africa and Australasia: Egypt, South Africa, Zimbabwe, Kenya, Mauritius, Seychelles, Madagascar and Australia, New Zealand.	12 Hrs.

Books Recommended:

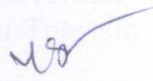
1. Swain, S.K. & Mishra, J.M. (2012). Tourism: Principles & Practices, Oxford University Press, New Delhi.
2. Bhatia A.K. (2011), International Tourism Management, Sterling Publishers, New Delhi.
3. Reisinger Y, (2009), International Tourism - Cultures and Behaviour, Butterworth-Heinemann, Oxford, UK.
4. William F. Theobald, W.F. (2013) Global Tourism, Elsevier Science, London.
5. Cochrane, J. (2008) Asian Tourism Growth and Change, Elsevier, London.
6. UN World Tourism Organization (2002). Performance Indicators for Tourism Destinations in Asia and the Pacific Region, Business & Economics.
7. Vellas François (1995). International Tourism: An Economic Perspectives. St. Martin's Press.

S. No.	Course Code	Course Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
8.	BUM-SEC-228(TM)	Destination Visit –II, Project Report and Viva Voce	100	4	3	1	0	4

Course Objective: Destination Visit, Project report & viva-voce component shall be a compulsory component for the students. Each student shall have to prepare a detailed project study report on destination visited. This project report included all the learning activities (like, Hospitality, Event Management, travel management, tourist guide, unique features of places, foreign tourist, itinerary preparation, ticketing etc.)

The objective of this is to create an opportunity for the students to understand any of the tourism specific area in detail. This will bring knowledge as well as provide them hands on training in practical based assignment. If it is required department may bear the expenditure of travel during field study.






Second Year Semester - III

S. No.	Course Code	Course Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
1.	BUM-DSM-321(TM)	Cultural Tourism Resources of India	100	4	3	1	0	4
2.	BUM-DSM-322(TM)	E-Tourism & Information Technology for Tourism Industry	100	4	3	1	0	4
3.	BUM-DSM-323(TM)	Tourism Entrepreneurship	100	4	3	1	0	4
4.	BUM-DSM-324(TM)	Itinerary Preparation and Tour Packaging	100	4	3	1	0	4
5.	BUM-DSM-325(TM)	Adventure Tourism	100	4	3	1	0	4
6.	BUM-DSM-326(TM)	Tour Leadership and Event Management	100	4	3	1	0	4
7.	BUM-MDM-327(TM)	Basic Airfare & Ticketing	100	4	3	1	0	4
8.	BUM-SEC-328(TM)	Summer Internship Project Report & Viva Voce	100	4	3	1	0	4
Total			800	32	24	8	0	32

S. No.	Course Code	Course Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
1.	BUM-DSM-321(TM)	Cultural Tourism Resources of India	100	4	3	1	0	4

Course Objective: This paper presents the core competency of Indian Tourism to the students to be familiar with the places of cultural tourism interest. The objective is to help students understand the significance of cultural tourism resources of India.

UNIT	Contents	Max. Hrs.
UNIT - I	Indian Cultural History: Early and Post Vedic period ,Ancient Indian Literature ,Sacred Literature, Secular Literature , Ancient Society & Culture ,Varna System , Purushartha – Cultural Erosion	12 Hrs.
UNIT - II	Religions of India: Religious Shrines & Pilgrimage Centers - Hindu, Buddhist, Jain, Sikh, Muslim, Christian and others - Basic Tenets of different Indian and Western Philosophy	12 Hrs.
UNIT - III	Non-Material Cultural Heritage: Significance and Places of Importance of Ayurveda, Yoga and Meditation ,Performing Arts, Dance Forms, Music , Vocal & Instruments ,Folk Arts ,Indian Paintings and Sculpture, Fair and Festivals, Indian Cuisine, Traditional Arts and Crafts.	12 Hrs.
UNIT - IV	Architectural Heritage: Significance & Places of Importance - Rock-cut Architecture – Architectural Styles - Indus Valley, Vedic, Buddhist, Jain, Mauryan Architecture, Vakataka (Ajanta), Nagara: Gupta Era (Bhitargaon, Deogarh, Udayagiri, Nachnakutara), Chandela (Khajuraho), Kalinga Style. Vesara/Sankara: Early Chalukyan (Aihole, Badami, Pattadakal), Hoyasala (Belur), Rashtrakutas (Ellora). Dravidian: Pallavas (Mahabalipuram, Kanchipuram) Pandyas (Madurai, Rameshwaram, Trichy, Tirunaveli) Cholas (Tanjore, Gaigai Kondacholapuram, Darasuram), Vijayanagara (Hampi), Kakatiyas (Warangal) Mharu Gurjara (Gujarat & Rajasthan, Step wells), Himalayan style, Ratna Style (West Bengal), Indo Islamic (Fatehpur Sikhri, Agra, Delhi), Indo-European (Kolkata, Mumbai, Delhi – Lutyens area) ,World Heritage Sites in India ,Problems and Prospects of Cultural Tourism in India	12 Hrs.
UNIT - V	Museums and Art Galleries: Significance, Types and Importance of Museums and Art Galleries- Indian Museum, Kolkata, National Museum, New Delhi, Salar Jung Museum, Hyderabad, City Mahal Museum, Jaipur, Udaipur & Jodhpur – Unique Museums of India	12 Hrs.

Books Recommended:

1. Basham.A.L (1988). The Wonder That Was India. Rupa and Co., New Delhi
2. Sen, Sailendranath (2007). Textbook of Indian History and Culture. Macmillan, New Delhi.
3. Gupta, S.P. (2002). Cultural Tourism in India. Indraprastha Museum of Art and Archaeology, New Delhi.
4. Hussain.A.K (1987). The National Culture of India. National Book Trust, New Delhi.
5. Jacob, R. (2012). Indian Tourism Products. Abhijeet publications.
6. Sahai, S. (2006), Indian Architecture: Hindu Buddhist and Jain. Prakash Books.
7. The Gazette of India: History and Culture, Vol.2, Publication Division, Ministry of Information and Broadcasting, Government of India, 1988.

S. No.	Course Code	Course Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
2.	BUM-DSM-322(TM)	E-Tourism & Information Technology for Tourism Industry	100	4	3	1	0	4

Course Objective: The objective of this paper is to help the students understand the e-tourism in the tourism industry and will provide computer skills and knowledge to students and to enhance the understanding of Information Technology and its applications for tourism operation.

UNIT	Contents	Max. Hrs.
UNIT - I	Basic features of Computer Systems and their Applications in Managerial Decision Making, Generations of computer and computer languages, personal computer and business. Introduction to E-tourism: Historical Development, Electronic technology for data processing and communication, Strategic, Tactical and operational use of IT in Tourism.	12 Hrs.
UNIT - II	MS- Word: Working with word document, Inserting, filling and formatting a table, MS Excel: Graphs and Charts-Calculation of various financial functions. Global Distribution System: History & Evolution, GDS & CRS, Levels of CRS Participation, Hotel Distribution System, Cases of Amadeus, Galileo, World Span, SABRE, Abacus, Changing Business models of GDS.	12 Hrs.
UNIT - III	Ms Access: Tables and Queries, Creation of database, MS Power Point: Introduction-Toolbar, their Icons and Commands- Navigating in Power point-Creation of slides, animation, and templates-Designing Presentations. Typologies of E-tourism: Business models - Business to Business (B2B), Business to Consumer (B2C), Consumer to Business (C2B), Consumer to consumer (C2C), Business to Employees (B2E) & Business to Government (B2G).	12 Hrs.
UNIT - IV	Internet: Intranets and Extranets; Application of Internet technology in organizations. Data Communications Computer Networks: Introduction, Types of Network:- LAN, WAN, MAN, Network Topologies. Payment Systems in E-tourism: Payment Gateway - Billing and Settlement Plan (BSP), Security Issues and Certification, Future of E-tourism - Travel Blogs, E-marketing and promotion of Tourism Products, Challenges for conventional business models & Competitive strategies.	12 Hrs.
UNIT - V	Database Management System, Management Information system, Enterprise Resource Planning. E-commerce, E-tourism., Amadeus GDS, Hands on Amadeus Software, Building, Retrieval, Display & Cancel of PNR, Fare display, Itinerary pricing, Issuance of tickets.	12 Hrs.

Books Recommended:

1. P.K. Sinha, Introduction to Computers
2. Alexis Leon and Mathew Leon - Introduction to Computers, published by Leon Tech World.
3. Rajaraman, V., Introduction to Information Technology, PHI.
4. Bharihoka, Deepak, Fundamentals of Information Technology, Excel Book.
5. Madan, Sushila, Computer Applications, Mayur Paperbacks, New Delhi.
6. Sheldon P. (2002), Tourism Information Technology, CABI.
7. Inkpen G. (2000), Information technology for Travel and Tourism, Addison Wesley.
8. Buhalis D. (2004), E-tourism: Information Technology for Strategic Tourism Management, Prentice Hall India.
9. Poon A. (1998), Tourism, Technology and Competitive Strategies, CABI.
10. Rayport J.F. & Jaworski B.J. (2002), Introduction to E-commerce, McGraw-Hill.
11. Malvino A.P (1995), Electronic Principles, McGraw-Hill.

S. No.	Course Code	Course Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
3.	BUM-DSM-323(TM)	Tourism Entrepreneurship	100	4	3	1	0	4

Course Objective: This course will help students in searching for feasible business ideas, convert ideas into business propositions. This course will also help to understand the mechanics of developing a business plan.

UNIT	Contents	Max. Hrs.
UNIT - I	Introduction: Introduction to entrepreneurship; the tourism industry and business ideas; business strategy- understanding customers and analyzing the competition.	12 Hrs.
UNIT - II	Functional Area Management: Tourism marketing mix; tourism marketing planning; financial planning; planning for people and operations.	12 Hrs.
UNIT - III	Organization and Business: Form of organization and legal considerations; networking and collaboration; good business practices.	12 Hrs.
UNIT - IV	Business Plan Development: Feasibility; Writing a business plan- marketing, financial, operations, people, etc. planning.	12 Hrs.
UNIT - V	Setting up a tourism enterprise: Steps, procedures, licenses, registration etc.	12 Hrs.

Books Recommended:

1. Chowdhary, Nimit and Prakash, Monika. (2010). Managing Small Tourism Business, New Delhi: Matrix Publishers. (L)
2. Prakash, Monika and Chowdhary, Nimit (2010). Starting a Tourism Company, New Delhi: Matrix Publishers. (L)
3. Mohanty, Sangram Keshari (2005). Fundamentals of Entrepreneurship, New Delhi: Prentice Hall of India.
4. Sido-online. Portal of MSME, Government of India (www.smallindustryindia.com)
5. Scarborough, N.M. and Zimmer, T.W. (1996), Effective Small Business Management, 5/e, New York: Prentice Hall, Inc.
6. IGNOU MTM-8 (2005, Reprint). Managing Entrepreneurship and Small Business in Tourism.

S. No.	Course Code	Course Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
4.	BUM-DSM-324(TM)	Itinerary Preparation and Tour Packaging	100	4	3	1	0	4

Course Objective: This paper is an attempt to help the students prepare tour itinerary and design package tour independently.

UNIT	Contents	Max. Hrs.
UNIT - I	Itinerary Planning & Development: Meaning, Importance and Types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Don'ts of Itinerary Preparation	12 Hrs.
UNIT - II	Developing & Innovating Package Tour: Tour Formulation and Designing Process: FITs & Group, Special Interest Tours (SITs), Tour Packaging: Importance of Tour Packaging, Classifications of Tour Packages, Components of Package Tours, Pre-Tour Management, Tour Operation, Post Tour Management.	12 Hrs.
UNIT - III	The concept of Costing: Types of Costs, Components of Tour Cost - Preparation of Cost Sheet, Tour Pricing, Calculation of Tour Price - Pricing Strategies, Tour Packages of Thomas Cook, SOTC, Cox & Kings and TCI.	12 Hrs.
UNIT - IV	Operation of Package Tour: Confirmation of Tour, Creation of Docket/ File, Issue of Tour Vouchers, Reconfirmation with Airlines, Hotel & Ground Service Providers, Distributing Customized Itinerary to Tour Leader, Guide, Driver & Transporter, Standard Procedures for Pickup and Drop, Check-in and Check-out in the Hotel, Sightseeing, Do's and Don'ts of Sightseeing, Crisis Management in tour, Preparation of Feedback or Guest Comment Sheet, Filling the Guest Comment Sheet, Analysis of Comments of Guest, Service providers, Tour Escorts.	12 Hrs.
UNIT - V	Travel Documentation: Familiarization with TIM (Travel Information Manual), Passport & VISA- Meaning, Types, Procedures, Validity, Necessary Information to fill the Passport and VISA Form for Issuance, Health Certificates, Currency, Travel Insurance, Credit & Debit Card,	12 Hrs.

Books Recommended:

1. Swain, S.K. & Mishra, J.M. (2012). Tourism Principles & Practices, Oxford University Press, New Delhi.
2. Chand, M. (2002), Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd., New Delhi.
3. Negi, J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.
4. Holloway, J.C. (2002), The Business of Tourism, Prentice Hall, London, pp.220-279.
5. Roday S., Biwal A. & Joshi. V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi,
6. Goeldner, R & Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London.

S. No.	Course Code	Course Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
5.	BUM-DSM-325(TM)	Adventure Tourism	100	4	3	1	0	4

Course Objective: The objective is to provide the understanding of basic concepts of adventure tourism and its variant forms, applicability in tourism.

UNIT	Contents	Max. Hrs.
UNIT - I	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.	12 Hrs.
UNIT - II	The adventure Tourist: motives, relationship between risk and adventure, characteristics of risk, risk experience and adventure, sensation seeking and adventure, ecotourist and adventure tourist, wildlife tourist and adventure tourist	12 Hrs.
UNIT - III	The Adventure Tourism Market: international adventure tourism market, selected destinations Botswana, Brazil, Chile, New Zealand, Nepal, Hard or soft adventure	12 Hrs.
UNIT - IV	Adventure Tourism: Aerial, water and air, A glimpse of requirements of equipments, insurance and medical aid, crisis management	12 Hrs.
UNIT - V	Scope of Adventure tourism in India: Case studies on places	12 Hrs.

Books Recommended:

1. John Swarbrooke, Colin Beard et.al: Adventure Tourism, The New Frontier, B.H.
2. Halil Buckley: Adventure Tourism, Cabi

S. No.	Course Code	Course Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
6.	BUM-DSM-326(TM)	Tour Leadership and Event Management	100	4	3	1	0	4

Course Objective: The objective is to provide knowledge of professional tour guidance & develop event Management skills.

UNIT	Contents	Max. Hrs.
UNIT - I	Introduction to Tour Guiding and Tour Escorting: Differences- Characteristics-Role of a Tour Guide, Tour Guiding in India; Steps to become a Tour Guide: Presentation - Making Sense of Cultural Differences.	12 Hrs.
UNIT - II	Understanding the Dynamics of Tour Guiding:- Practical Tips- Mechanics of Tour Guiding- Tools of Trade, Guiding at a Monument- Religious Site- Museum- Archaeological Site- Nature Walk- Walking Tours- Coach Tour, Designing and Conducting Heritage Walks.	12 Hrs.
UNIT - III	Tour Leadership:- Characteristics of Tour Escorting Profession, Differences between Tour Escorting and Tour Guiding, Advantages and Disadvantages of Choosing Tour Escorting as a Profession. Tour Management in India and Overseas - Knowledge, Skills and Competencies to be a Tour Manager, Challenges Faced by a Tour Manager	12 Hrs.
UNIT - IV	Event Business:- Types of Events, Size of Events, Five C's of Event Management, Trends of Event Business, Scope of Event Business, Roles and Functions of Event Manager, Attributes of Technical Staff, Preparation of Operation Manual, Developing Record Keeping Systems.	12 Hrs.
UNIT - V	Selection of Event Site:- Layouts and Designs -, Site Map or Plan, Audiovisual, Lighting and Sound, Special Effects and Video, Event Technology, Event Laws & Regulations, Permissions Required for Holding An Event: Police Permissions, Traffic Police, Ambulance, Fire Brigade and Municipal Corporation, Indian Performing Rights Society (IPRS), Performing License, Entertainment Tax, Permissions for Open Ground Events, License for Serving Liquor, Waste Management & Green Certification	12 Hrs.

Books Recommended:

1. Chowdhary, N. (2013). Handbook for Tour Guides, IITM, India
2. Lichty, T., & Watson, J. (1998). The Official America Online Tour Guide. USA: Coriolis.
3. Pond, K. L. (1993). The Professional Guide: Dynamics of Tour Guiding. New York: VanNostrand Reinhold Company.
4. Weiler, B., & Black, R. (2014). Tour guiding research: Insights, issues and implications (Vol. 62). Bristol. Channel View Publications.
5. Robincon, P., Wale, D., & Dickson, G. (2010). Events Management 'Ed'. London: CABl.
6. Johnson, N. (2014). Event Planning Tips: The Straight Scoop on How to Run a Successful Event (Event Planning, Event Planning Book, Event Planning Business). MCJ Publishing. Kindle Edition.

S. No.	Course Code	Course Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
7.	BUM-MDM-327(TM)	Basic Airfare & Ticketing	100	4	3	1	0	4

Course Objective: This course is about basic aviation geography. The learner will be able to understand the nuances of airline routing, airfare construction and handling ticketing.

UNIT	Contents	Max. Hrs.
UNIT - I	Introduction to the airline industry. Important international conventions: Warsaw convention, Bermuda convention and Chicago convention. Freedoms of air. IATA Traffic conference areas and sub-areas. Management of airlines: types of airlines; airlines personnel and revenue earning; airport management. Latest trends in aviation in India. Problems and prospects of Indian aviation industry.	12 Hrs.
UNIT - II	Familiarisation with OAG: 3 letters city code and airport code, airline designated code, minimum connecting time, global indicator; familiarisation with air tariff; currency regulation, NUC conversion factors, general rules; IATA bill settlement plan.	12 Hrs.
UNIT - III	Planning itinerary by air: itinerary terms, journeys, fares, country and currency codes, fares and fees; introduction to fare construction, international mileage and routeing systems, mileage principles, fare construction with extra mileage allowance (EMA), extra mileage surcharge (EMS).	12 Hrs.
UNIT - IV	Fare calculation: higher intermediary points (HIP); circle trip minimum checks (CTM); backhaul minimum check (BHC), add-ons, general limitations on indirect travel, special fares.	12 Hrs.
UNIT - V	Documentation: Travel information manual, passport, visa, currency regulations, customs regulations, health regulations, immigration formalities at the airport for inbound and outbound tourist.	12 Hrs.

Books Recommended:

1. Gupta, S.K. (2007). International Airfare and Ticketing- Methods and Techniques. New Delhi: UDH Publishers and Distributors (P) Ltd.
2. Davidoff, D.S. and Davidoff, P.G. (1995). Air Fares and Ticketing. New York: Prentice Hall.
3. Foster, Dennis L. (2010). Reservations and Ticketing with Sabre. London: CreateSpace.
4. Air Traffic Manuals.

S. No.	Course Code	Course Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
8.	BUM-SEC-328(TM)	Summer Internship Project Report & Viva Voce	100	4	3	1	0	4

Course Objective: Destination Visit, Project report & viva-voce component shall be a compulsory component for the students. Each student shall have to prepare a detailed project study report on destination visited. This project report included all the learning activities (like, Hospitality, Event Management, travel management, tourist guide, unique features of places, foreign tourist, itinerary preparation, ticketing etc.)

The objective of this is to create an opportunity for the students to understand any of the tourism specific area in detail. This will bring knowledge as well as provide them hands on training in practical based assignment. If it is required department may bear the expenditure of travel during field study.






**Second Year
Semester - IV**

S. No.	Course Code	Course Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
1.	BUM-DSM-421(TM)	Fundamentals of Hospitality Industry	100	4	3	1	0	4
2.	BUM-DSM-422(TM)	Destination Planning and Development	100	4	3	1	0	4
3.	BUM-DSM-423(TM)	Foreign Exchange Management	100	4	3	1	0	4
4.	BUM-DSM-424(TM)	Tourist Behavior and Cross-Cultural Management	100	4	3	1	0	4
5.	BUM-DSM-425(TM)	Airport Operations and Management	100	4	3	1	0	4
6.	BUM-MDM-426(TM)	Transport Management	100	4	3	1	0	4
7.	BUM-DSM-427(TM)	Customer Relationship Management	100	4	3	1	0	4
8.	BUM-SEC-428(TM)	National Study Tour, Project Report and Viva Voce	100	4	3	1	0	4
Total			800	32	24	8	0	32

S. No.	Course Code	Course Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
1.	BUM-DSM-421(TM)	Fundamentals of Hospitality Industry	100	4	3	1	0	4

Course Objective: This course is about basics of hospitality and hotel industry. The learner will be able to understand the practices of hotel and hospitality to manage tourism.

UNIT	Contents	Max. Hrs.
UNIT - I	Evolution of Hospitality Services: Meaning & Nature of Hospitality, Features of Hospitality Services, Structure of Accommodation Industry, Operation of Accommodation Units, Hospitality Industry Network, Determinants of Hospitality, Network Demand & Supply for Accommodation in India, Types of Accommodation: Conventional, Supplementary and Customised Accommodation, Non- Commercial & Commercial Establishments, Hospitality Business Scenario	12 Hrs.
UNIT - II	Functions of Front Office Management: Organization Structure, Functions, Attributes and Skills of Manager & Executives, Reservation & Cancellation Procedures, Handling Individual and Groups, Solving Guests' Problems, Automation/ CRS in Front Office, Travel Desk	12 Hrs.
UNIT - III	Functions of House Keeping: Organization Structure, Functions, Works of Executive House Keeper- Rooms and Floor Cleaning Practices and Interior Decorations, Types of Rooms, House Keeping Control Desk, Housekeeping Supply Rooms, Uniforms, Housekeeping Practices, Coordination with Other Departments	12 Hrs.
UNIT - IV	Food and Beverage Services: Organization Structure, Departments - Food Production - Organization, Kitchen, Buffets, Beverages Operation, Functions, Outlets of F&B, Types of Meal Plans, Types of Restaurant - Menu, Room Service, Catering Services-Food Service for the Airlines, Banquette, Corporate, MICE, Retail Food Market, Business/Industrial Food Service, Healthcare Food Service, Cruise ship, Railways	12 Hrs.
UNIT - V	Administration and Finance: Finance & Accounts, Sales and Marketing, Administration, Revenue Management, Yield Management, Personnel Management, Training & Development, Safety Management, Management of Distribution Channel	12 Hrs.

Books Recommended:

1. Negi, J (2008). Professional Hotel Management. Sultan Chand & Company, New Delhi.
2. Raghubalan, G. & Ragubalan S. (2009). Hotel Housekeeping Operations and Management, OUP, New Delhi.
3. Tewari, J.R. (2009). Hotel Front Office Operations and Management, OUP, Publication New Delhi.
4. Gray and Ligouri (2000), Hotel and Motel Management and Operations, PHI, New Delhi.
5. Andrews, S. (2009). Hotel Front Office Training Manual, Tata McGraw Hill, Mumbai.
6. Andrews, S. (2008). Front Office Management and Operation. TATA McGraw-Hill, New Delhi.
7. Bardi, J. A. (2010). Hotel Front Office Management. John Wiley & Sons, New Jersey.
8. Walker, J.R. (2007). Introduction to Hospitality Management, Pearson Education. New Delhi.

S. No.	Course Code	Course Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
2.	BUM-DSM-422(TM)	Destination Planning and Development	100	4	3	1	0	4

Course Objective: This paper aims to train and educate the students about the importance of planning and management of tourism destinations.

UNIT	Contents	Max. Hrs.
UNIT - I	Concept of Destination Development: Meaning, Types and Characteristics of Tourism Destination- Destination Development, Destination Lifecycle- Destinations and Products -Destination Management Systems-Destination Planning Guidelines - Destination Zone, Planning Model	12 Hrs.
UNIT - II	Tourism Policy: Concept and Meaning of Tourism Policy, Need for Tourism Policy, Significance of Tourism Policy, Objectives & Principles of Tourism Policy, Formulation of Tourism Policy, Approaches to Policy Implementation, Minimization of Policy Gap, Role of Implementing Agencies, Stakeholder- Driven Policy, Hurdles in Formulating and Implementing Tourism Policy, Linking Tourism Policy with Planning.	12 Hrs.
UNIT - III	History of Initiatives for Tourism Planning: Sargent & Jha Committee, National Tourism Policy of India-1982,1987& 2002, National Action Plan- 1992, Tourism Policy in Kerala, Rajasthan, Haryana, Jammu & Kashmir, Andhra Pradesh & Karnataka, Gujarat.	12 Hrs.
UNIT - IV	Fundamentals of Tourism Planning: Concept, Meaning, Nature, Types of Tourism Planning, Stages in Tourism Planning Process - Roles of Public and Private Sectors - Developing Tourism Plans: Goals - components- Designing Plan Documents- Techniques, Surveys & Area Characteristics- Stages of Formulation, Environment Impact Assessment (EIA), Tourism through Five-Year Plans in India, WTO Guidelines for Planners, Town Planning -Characteristics of Rural Tourism Planning- Environmental Management Systems (EMS) – Destination Vision, Competitive Sustainable Destination - Destination Mapping	12 Hrs.
UNIT - V	Destination Promotion and Publicity: Six 'A's for Tourism Destinations , Dynamic Wheel of Tourism Stakeholders ,Destination Marketing Mix , Destination Competitiveness ,Distribution Channels ,Marketing Communication and Strategies, Destination Image, Place, Branding, Positioning, Destination Image, Destination Image Formation Process, Unstructured Image, Destination Appraisal, Tangible and Intangible Attributes of Destination , Person's & Destination Determined Image, Measurement of Destination Image, Case Study of Incredible India and God's Own Country, Vibrant Gujarat	12 Hrs.

Books Recommended:

1. Gunn, C. (2002). Tourism Planning: Basic, Concepts and Cases, Cognizant Publication.
2. Swain, S.K. & Mishra, J.M. (2012). Tourism Principles & Practices. Oxford University Press, New Delhi.
3. Morgan, N, Pritchard, A & Pride, R. (2011). Destination Branding: Creating the Unique Proposition, Butterworth and Heinemann,
4. Butler, R.W. (2006). Tourism Area Life Cycle: Applications and Modifications, Channel View Publications.
5. Tang, C.H. & Jones, E.E. (2005). Tourism SMEs, Service Quality and Destination Competitiveness, CABI Publishing,
6. Singh, S. Timothy, D.J. & Dowling, R.K. (2003). Tourism in Destination Communities, CABI Publishing,
7. Crouch, D.I. J.R. Ritchie, B. & Kossatz, H.G. (2003). Competitive Destination: A Sustainable Tourism Perspective, CABI
8. Murphy, P. E. (1986). Tourism: A Community Approach. Methuen, New York.
9. Inskeep, E. (1991). Tourism Planning: An Integrated and Sustainable Development Approach. Van Nostrand Reinhold, New York.

S. No.	Course Code	Course Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
3.	BUM-DSM-423(TM)	Foreign Exchange Management	100	4	3	1	0	4

Course Objective: The objective of this course is to develop better understanding of foreign exchange market.

UNIT	Contents	Max. Hrs.
UNIT - I	Concept of Foreign Exchange: Exchange Rates System, International Monetary System, Gold Standard, Fixed Exchange Rates , Flexible Exchange Rates-Float System, Rate Fluctuations ,Foreign Exchange Market: Cash and Spot Exchange Markets, Foreign Exchange Markets and Its Importance in Tourism Industry.	12 Hrs.
UNIT - II	Determination of Exchange Rates: Factors Affecting Exchange Rates, International Trade and Capital Flow, Theories of Determination of Foreign Exchange Rates , Purchasing Power Parity , Interest Parity-Balance of Payment, Theory of Exchange Rates: Merchant Rates, Restricted Operation Accounts for Tourism Agencies and Suppliers of Tourism Services.	12 Hrs.
UNIT - III	Foreign Exchange Exposure Management: Forecasting Forex Rates , Forward Rate as a Short-Term Forecast ,Technical Forecasts ,Economic Model, Forecasting of Fixed Exchange Rates from Convertible Currencies , Denomination in Local Currency , Management of Foreign Exchange Reserves.	12 Hrs.
UNIT - IV	Foreign Direct Investment: FDI Theories on Macro Level, Micro level, OLI Theory , FDI , FIL. Indian Forex Market: Foreign Exchange Administration in India , Setting Up and Operating a Forex Dealership , Convertibility of Rupees on Current Account , Convertibility of Rupees on Capital Account , Pros and Cons, Foreign Exchange Control Objectives , Methods -Role of FEDAI , FERA 1973 to FEMA 1997.	12 Hrs.
UNIT - V	Corporate governance: basic theories of corporate governance; the emergence of corporate governance code; development of corporate governance code; development of Indian corporate governance. Forex Trading: Forex Trading Infrastructure and Networks , Market Microstructure & Order Placing ,Direct and Indirect Quotas , Cross Rates ,Speculation ,Exchange Arithmetic , Psychology of Forex Trader ,Computerized Trading Programme ,Information Analysis of Trading ,Documents Used in Foreign Trade, Mates Receipt, Bill of Lading- Shipping Bill, Bill of Entry-Letter of Credit.	12 Hrs.

Books Recommended:

1. Shah, P. (2015). Forex Management. New Delhi: Wiley Publications.
2. Pilbeam, K. (2008). International Finance. Switzerland: Springer Nature.
3. Bhardwaj, H.P. (1994). Foreign Exchange Handbook. New Delhi: Wheeler Publishing.
4. Gandolfo, G. (2006). International Finance and Open Economy Macro Economics.London: Springer International Edition.
5. Clark, E. (2004). International Finance, (2 Ed.). London: Thomson Publications.
6. Bhole, L. M. (2004). Financial Institutions and Markets- Structure, Growth andInnovation. (4 Ed.). New Delhi: Tata Mc Graw

S. No.	Course Code	Course Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
4.	BUM-DSM-424(TM)	Tourist Behavior and Cross-Cultural Management	100	4	3	1	0	4

Course Objective: After doing this course, the student will be able to understand tourist behavior and importance of cross-cultural linkages in tourism.

UNIT	Contents	Max. Hrs.
UNIT - I	Introduction to Tourist Behaviour and Culture: The Global environment-globalization, tourism and culture; introduction to cultural diversity; Concept of tourist behaviour; importance of tourist behaviour; factors affecting tourist behaviour; models of Tourism behaviour (Nicosia model; Um and Crompton; Woodside and Lyonski; Mayo and Jarvis; etc.); Indian outbound travel market.	12 Hrs.
UNIT - II	Theoretical Framework: Introduction to cultural theories and practices; basics of culture; intercultural theories; Motivators & Determinants of Tourist behaviour; models of purchase decision-making process (Mathieson and Wall; Stimulus-Response model (Middleton); etc.)	12 Hrs.
UNIT - III	Typologies of tourist behaviour: typologies and their critique; marketing applications of typologies; tourism-specific Market segmentation. Tourism demand and markets: Global pattern of tourism demand; nature of demand in tourism market; consumer behaviour and markets in different sectors of tourism.	12 Hrs.
UNIT - IV	Consumer behaviour and marketing: Marketing mix and tourist behaviour; the emergence of new markets and changes in tourism demand; quality and tourist satisfaction; trends. Host-guest interactions and their impacts: physical, social, cultural, environmental; tourist-guide interaction and its impact.	12 Hrs.
UNIT - V	Culture: Cultural practices and tourism impacts on culture; cultural differences; cultural variability- sources of differences; culture and values. Cross cultural comparisons: concepts and challenges; cultural influences on tourist behaviour, social interactions; cultural shock; influence on services; cultural influences on ethics; differences among international societies like Asia, Australia, India etc.; multicultural competence.	12 Hrs.

Books Recommended:

1. Horner, Susan, and Swarbrooke, John (2007). Consumer Behaviour in Tourism, 2/e. Burlington: Butterworth Heinemann.
2. Reisinger, Yvette (2009). International Tourism: Cultures and Behaviours. Burlington: Butterworth- Heinemann
3. Bowen, D. and Clarke, J. (2009). Contemporary Tourist Behaviour: Yourself and Others and Tourists. Cambridge: Cambridge University Press.
4. Hooker, John (2003). Working Across Cultures. Stanford: Stanford University Press.

S. No.	Course Code	Course Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
5.	BUM-DSM-425(TM)	Airport Operations and Management	100	4	3	1	0	4

Course Objective: This Operational Module provides a framework for the civil airport operation in a practical context and prepares you for the following modules. It also provides insight into how the civil aviation operation has responded to technological change and increased threat perception.

UNIT	Contents	Max. Hrs.
UNIT - I	Overview of the airline industry: the link between Airline and transportation, Effects of technological developments and innovation on Airport operation, Effective management and leadership skills in the Airport business, the threat to the civil airport, the way we are post-9/11. Threat assessment and risk management, Security management systems and culture, Passengers security, Cargo security, Security quality control	12 Hrs.
UNIT - II	Standard envelopes for traffic documents: Use of Airlines Documents, Guidelines for Establishing Aircraft Ground Times, Common Use Terminal Equipment (CUTE) Systems, Aircraft Emergency Procedures, Aircraft/Airport Security Procedures, Quality Management System, Performing Airport Handling Quality Audit, E-Invoicing Standards.	12 Hrs.
UNIT - III	Airport Management: Travel Documentations, Types of Airports ,Airport Facilities ,Check-in Formalities ,In-flight Services ,Classes of Service and Comfort ,Special Passengers ,Baggage Handling ,Procedures and Practices.	12 Hrs.
UNIT - IV	Anatomy of Air Journey: International Sale Indicators, Global Indicators, Types of Air Fares, Three Letter City and Airport Code , Airline Designated Code , Mileage Principles - MPM, TPM, EMA, EMS, HIP ,Currency Regulation , Special Fares.	12 Hrs.
UNIT - V	Amadeus Software: Encoding and decoding- Flight availability, Alternative Availability Entry, Selling from Availability, Selling or Waitlist by Flight Number, PNR Creation, Editing and Retrieval of PNR- Fare Display , Seat assignment , Advance Seating Request, Queue Functions , Miscellaneous Entries.	12 Hrs.

Books Recommended:

1. Rigas Doganis, (2010) Flying Off Course Routledge (4th Ed.
2. Trompenaars & Woolliams, (2006) Business Across Cultures, Capstone Publishing
3. Speakman & Isabella (2000), Alliance Competence, Wiley
4. Stephan Holloway (2003), Straight and Level: Practical Airline Economics, Ashgate (2nd Ed.)
5. Diana M. Stancu, AVSEC Conventions: beyond Chicago, until Beijing in Aviation Security International
6. Robert W. Poole (2008), Risk-Based Aviation Security, Joint Transport Research Center.
7. K. Jack Riley (2011), Air Travel Security Since 9/11, Rand Corporate Publication.

S. No.	Course Code	Course Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
6.	BUM-MDM-426(TM)	Transport Management	100	4	3	1	0	4

Course Objective: This course aims to provide specialized knowledge on transportation systems.

UNIT	Contents	Max. Hrs.
UNIT - I	Transportation as dynamic & visual manifestation of tourism. History of different modes of transportation. Growth of civilization and role of transport. Development & present status of means of transportation in different parts of India & World: a comparative study.	12 Hrs.
UNIT - II	Airlines & tourism: history of airlines' in India. Role and contribution of air India, Indian. Airlines, private airlines & helicopter services. Infrastructural basis of airlines in India. Role of airlines in tourism promotion: recent policies regarding airlines, problems of airlines business.	12 Hrs.
UNIT - III	Surface transport & tourism: importance of surface transportation. Infrastructural basis for surface transport in tourism promotion. Coaches' car rental system in India. Taxes & subsidies on tourist coaches & cars. Problems faced by surface transport sector.	12 Hrs.
UNIT - IV	Railways & Tourism: History & present status of Indian railway. Zonal distribution, network & infrastructural basis of Indian Railway. Role of Indian railway in tourism promotion. Special trains & packages for tourists. Government policies regarding railway. Problems faced by Indian railway.	12 Hrs.
UNIT - V	Water transport: History & present status of water transport in seawater & inland waters. Water Transport system in India-Historical ports, Cruise ships, Ferries, Hovercraft, River and canal boats, Fly cruise, Future prospects	12 Hrs.

Books Recommended:

1. Ratandeep Singh (2008), Handbook of Global Aviation Industry and Hospitality services, Kanishka Publishers, New Delhi.
2. Page Stephen (2005), Transport and Tourism: Global Perspectives, Pearson Prentice Hall, New Delhi.
3. M.R. Dileep (2019), Tourism Transport and Travel Management, Routledge Taylor and Francis Group

S. No.	Course Code	Course Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
7.	BUM-DSM-427(TM)	Customer Relationship Management	100	4	3	1	0	4

Course Objective: This course will help to make customer relationship management strategies by understanding customers' preferences for the long-term sustainability of the Organizations.

UNIT	Contents	Max. Hrs.
UNIT - I	Emerging Concepts in Customer Relationship Management: CRM Definition, Need and Importance: Conceptual Framework of Customer Relationship Management; Customer Acquisition and Retention, Customer Loyalty - Customer Satisfaction Measurement - Customer Feedback.	12 Hrs.
UNIT - II	CRM as a Business Strategy : CRM Issues and Strategies; Winning Markets through Effective CRM; CRM as a business strategy, CRM Process, Effective Customer Relation Management through Customer Knowledge Management; Customer Interaction Management, Call Centre management in CRM, Customer life cycle Management.	12 Hrs.
UNIT - III	Tourism As A Major Component of Service Sector: Service Design and Development ,Technology as An Enabler of Service , Service Development and Design, Using Technology as an Enabler of Service.	12 Hrs.
UNIT - IV	Customer support Methodology:- Customer Centric approach , External Layers Vs Internal Layers , Need of Customer Support Methodologies for Customer Support.	12 Hrs.
UNIT - V	Service Delivery: Types and Causes of Service Quality Gaps , Measuring and Improving Service Quality , Strategies to Resolve Service Quality Gaps.	12 Hrs.

Books Recommended:

1. Gilmore. (2004). Services Marketing and Management. New Delhi: ResponseBooks.
2. Jagdish, S. E. (2000). Customer Relationship Management. London: John Wiley & Sons.
3. Lovelock, C., & Wirtz, J. (2004). Services Marketing. Delhi: Pearson Education.
4. Lovelock. (2003). Services Marketing – People, Technology & Strategy. Singapore: Pearson Edn.
5. Sachdeva, I. S. (2009). Public Relations Principles and Practices. New Delhi: Oxford University Press.

S. No.	Course Code	Course Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
8.	BUM-SEC-428(TM)	National Study Tour, Project Report and Viva Voce	100	4	3	1	0	4

Course Objective: National Study Tour, Project report & viva-voce component shall be a compulsory component for the students. Each student shall have to prepare a detailed project study report on National Study Tour. This project report included all the learning activities (like, Hospitality, Event Management, travel management, tourist guide, unique features of places, foreign tourist, itinerary preparation, ticketing etc.)

The objective of this is to create an opportunity for the students to understand any of the tourism specific area in detail. This will bring knowledge as well as provide them hands on training in practical based assignment. If it is required department may bear the expenditure of travel during field study.
