

UNIVERSITY OF KOTA

SCHEME OF EXAMINATION

AND

COURSES OF STUDY

UNDER

CHOICE BASED CREDIT SYSTEM
(CBCS)



(Five Years Integrated Program in Tourism and Travel Management)

Bachelor in Tourism and Travel Management

&

Master in Tourism and Travel Management

UNIVERSITY OF KOTA

MBS Marg, Near Kabir Circle, KOTA (Rajasthan)-324 005

INDIA

Edition: 2024

Rules and Regulations

Deemed Utility:

A] Objective: The integrated course in Bachelor in Tourism and Travel Management (BTTM) and Master in Tourism and Travel Management (MTTM) aims to provide a holistic and in-depth education in the tourism and travel industry, combining foundational knowledge with advanced managerial and strategic skills. The objective is to equip students with a comprehensive understanding of the industry's dynamics, including hospitality management, tour operations, destination planning, and sustainable tourism practices. The program emphasizes practical skills development through fostering strong managerial and leadership capabilities. It also aims to nurture entrepreneurial and innovative thinking, preparing graduates for both high-level employment and the creation of their own ventures within the tourism sector. By integrating global perspectives, cultural awareness, and ethical standards, the course strives to produce well-rounded professionals ready to address the challenges and opportunities in the rapidly evolving tourism and travel industry.

B] Employability:

Diverse Career Opportunities:

- **Travel Agencies:** Roles such as travel consultants, customer service representatives, and travel planners.
- **Tour Operators:** Positions like tour managers, itinerary planners, and operations executives.
- **Hospitality Industry:** Opportunities in hotels, resorts, and cruise lines as managers, guest relations executives, and event coordinators.
- **Airlines and Airports:** Jobs such as ground staff, flight attendants, and customer service agents.
- **Destination Management Companies:** Roles in marketing, sales, and operations of tourism destinations.

Entrepreneurship:

- Graduates are well equipped to start their own businesses, such as travel agencies, tour companies, or tourism consultancy firms.
- The entrepreneurial skills developed during the program can help in successfully launching and managing tourism-related ventures.

Research and Academia:

- Graduates can pursue careers in research, contributing to academic and industry knowledge in tourism and travel management.
- Teaching positions in universities and colleges, as well as roles in training and development within the industry.

C] Learning Outcomes: Graduates of the integrated Bachelor in Tourism and Travel Management (BTTM) and Master in Tourism and Travel Management(MTTM) program will emerge with a comprehensive understanding of the tourism and travel industry, equipped with both theoretical knowledge and practical skills. They will possess expertise in business management, marketing, customer service, and sustainable tourism practices, enabling them to effectively manage tourism enterprises and destinations. Their training will include advanced research and analytical capabilities, cultural competence, and a global perspective, preparing them for leadership roles in a dynamic and diverse industry. Additionally, graduates will demonstrate strong entrepreneurial, communication, and teamwork skills, along with a commitment to ethical practices and lifelong learning, making them highly adaptable and capable of driving innovation and growth within the tourism sector.

Duration of the Course for Integrated Course:

The course duration of integrated course Bachelor in Tourism and Travel Management (BTTM) and Master in Tourism and Travel Management(MTTM) shall consist of five academic years divided into ten semesters.

Student In-take: 30

Teaching Methodologies:

The classroom teaching would be through conventional lectures or power point presentations (PPT). The lecture would be such that the student should participate actively in the discussion. Student seminars would be conducted and scientific discussions would be arranged to improve their communicative skills.

Eligibility for Admission in Integrated course:

The basic eligibility for admission to the course is 10+2 in any discipline with minimum 48% marks (General Category of Rajasthan); 5% relaxation in marks will be given to the SC /ST/OBC/ (except creamy layer) / SOBC / PH/EWS candidates, For all categories other state – 60%. The admission in the course will be based on merit of XII class. Reservation policy will be applicable as per the state government rules.

Attendance:

Every teaching faculty handling a course shall be responsible for the maintenance of attendance Register for candidates who have registered for the course. The teacher of the course must intimate the Head of the Department or Coordinator at least seven calendar days before the last instruction day in the semester about the attendance particulars of all students. Each student should earn 75% attendance in the courses of a particular semester failing which he or she will not be permitted to appear in the End-Semester Examinations. However, it shall be open to the authorities to grant exemption to a candidate who has failed to obtain the prescribed 75% attendance for valid reasons and such exemptions should not under any circumstance be granted for attendance below 65%.

Maximum Marks:

Maximum marks of a theory and practical paper shall be decided on the basis of their contact hours / per week. One teaching hour per week shall equal to one credit and carry 25 maximum marks. Therefore, 4 teaching hours/week having 4 credit points shall carry 100 maximum marks for each theory paper/course. While two contact hours per week for a laboratory or practical work shall be equal to one credit point. Therefore, 4 contact hours / week shall equal to 2 credit points and shall carry 50 maximum marks.

Assessment Pattern:

- a) The assessment of the students shall be divided into two parts in which first part is continuous or mid-term or internal assessment (50% weightage of the maximum marks) and second part is semester or end-term or external assessment (100% weightage of the maximum marks). For practical papers there will be only one external assessment.
- b) The continuous or mid-term or internal assessment for each theory paper shall be taken by the faculty members in the Department during each semester. In the Continuous/Mid-Term/Internal Assessment-I, written examination shall be of one hour duration for each theory paper and shall be taken according to the academic calendar which will be notified by the Department. Time duration for Continuous/Mid-Term/Internal Assessment-II is not allotted. It will be decided by the faculty member which will be taking second internal assessment. There will be no internal examination in the practical paper.
- c) A student who remains absent (defaulter) or fails or wants to improve the marks in the internal assessment may be permitted to appear in the desired paper(s) (only one time) in the same semester with the permission of the concerned Head of the Department. A

defaulter / improvement fee of Rupees 250/- per paper shall be charged from such candidates. Duly forwarded application of such candidates by the teacher concerned shall be submitted to HOD/ Co-Ordinator who may permit the candidate to appear in the internal assessment after depositing the defaulter/ improvement fee. A record of such candidates shall be kept in the Department.

- d) Regular attendance of the student shall be considered in the internal assessment. Marks (equal to 10% of internal assessment) may be given to the student(s) for regularity who is/are taken classes regularly. If the attendance/regularity factor is similar for all the students, then weightage marks for regularity may be merged in the weightage of second internal assessment (seminar / presentation / assignment / dissertation / quiz / group discussion / viva-voce, etc.).
- e) The external assessment shall be of three hours duration for each theory paper and six hours duration for practical paper. The practical examination shall be taken by the panel of at least one external and one internal examiner at the end of each semester.
- f) Paper wise consolidated marks for each theory paper and dissertation / seminar (i.e. total marks obtained during various modes of internal assessment) obtained by the students (out of the 50% weightage of the maximum marks of each paper) shall be forwarded by the Head of the Department / Coordinator (in two copies) to the Controller of Examinations of the University within a week from the date of last internal assessment test for incorporation in the tabulation register.
- g) ‘Student should qualify both internal & external assessment separately to pass the paper i.e. if candidate passes in external & fails in internal, the candidate has to reappear in internal & external exam of that paper. But if candidate passes in the internal & fails in the external, the candidate has to reappear in external exam of that paper and in internal examination he has option either to forward the obtained internal marks of that paper in the previous attempt (on the basis of the application submitted by the candidate and approval of Head of Department / Coordinator for the same) or can reappear in the internal examination if he want to improve his marks in that paper.’
- h) The syllabus for each theory paper is divided into five independent units and each theory question paper will be divided into two sections as mentioned below:

Question Paper Pattern:Continuous / Mid-Term / Internal Assessment:

50Marks out of 150 Maximum Marks

(i) Continuous / Mid-Term / Internal Assessment-I (Max. Marks: 30):

Department of

University / College :

Address

First Internal Assessment Test 20... - 20....

(Written Examination)

Name of Class/Course :	Max. Marks : 30 Marks
Name of Semester :	Duration of Exam. : 1.00 Hr
No. & Name of Paper :	Date of Exam. :

Q. No. 1. 05 Marks

or

.....

Q. No. 2. 05 Marks

or

.....

Q. No. 3. 05 Marks

or

.....

Q. No. 4. 05 Marks

or

.....

(ii) Continuous / Mid-Term / Internal Assessment-II (Max. Marks: 20):

Department of

University / College:

Address

Second Internal Assessment Test 20... - 20....
(Seminar / Presentation / Project Report / Quiz / GD / Viva-voce)

Name of Class/Course:	Max. Marks :20 Marks
Name of Semester :	Mode of Assessment:
No. & Name of Paper:	Date of Assessment:

**Format for Compilation of Marks/Awards of
Continuous/Mid-Term/Internal Assessment-I & II**

Department of

University / College:

Address

Name of Class/Course:

Name of Semester :

No. & Name of Paper:

Max. Marks :

S.No.	Name of Student	Father's Name	Marks Obtained			
			Internal Assess. – I	Internal Assess. - II	Total Marks (In Figure)	Total Marks (In Words)
1.						

Name & Signature of the Faculty Member

Proposed Examination Scheme for 100 marks theory paper for external examination

Semester or External Assessment:

100% weightage of Maximum Marks

Duration of Examination: 3 Hours

Section-A: One compulsory question with 10 parts, having 2 parts from each unit, short answer in 20 words for each part. Total marks: 20

Section-B: 10 questions, 2 questions from each unit, 5 questions to be attempted, taking one from each unit, answer approximately in 250 words. Total marks: 80

SECTION-A: 10x2=20

(Answer all questions)

(Two question from each unit with no internal choice)

Q. No. 1

- (i) **2 Mark**
- (ii) **2 Mark**
- (iii) **2Mark**
- (iv)..... **2 Mark**
- (v)..... **2 Mark**
- (vi)..... **2 Mark**
- (vii)..... **2 Mark**
- (viii)..... **2 Mark**
- (ix)..... **2 Mark**
- (x)..... **2 Mark**

SECTION-B: 5x16=80

(One question from each unit with internal choice)

(Maximum two sub-divisions only)

Q. No. 2.

Or **16 Marks**

Q. No. 3.

Or..... **16 Marks**

Q. No. 4.

Or **16 Marks**

Q. No. 5.

Or

.....

16 Marks

Q. No. 6.

Or

.....

16 Marks

Minimum Pass Marks and Rules regarding determination of results:

Each semester shall be regarded as a unit for working out the result of the candidates. The result of each semester examination shall be worked out separately (even if he/she has appeared at the paper of the lower semester along with the papers of higher semester) in accordance with the following conditions:

- a) The candidate shall be declared as pass in a semester examination, if he/she secures atleast 40% marks in each theory paper separately in continuous/internal and semester /external examinations and 50% marks in each practical paper/project/dissertation with 40% aggregate marks in that semester.
- b) A candidate declared as fail/absent in one or more papers at any odd semester examination shall be permitted to take admission in the next higher semester (even semester) of the same academic session.
- c) A candidate may be promoted in the next academic session (odd semester) if he/she has cleared collectively at least 50% of the papers of both semesters of previous academic session with 50% of the aggregate marks. The candidate who does not fulfil the above condition will remain as an ex-student and will reappear in the due papers along with next odd/even semester exams.
- d) If any student who is provisionally admitted in higher odd semester but could not secure prescribed minimum marks in previous semesters will be treated as ex-student and his/her admission fee will be carry forwarded to the next odd semester of forthcoming academic session.
- e) If a candidate, who is declared as pass, wishes to improve his/her performance in the theory papers of previous semester, he/she may re-appear only one time in these papers in next odd/even semester examinations.
- f) Candidate shall not be permitted to re-appear or improve the marks obtained in the external examination of practical / dissertation in any condition.

- g) If the number of papers prescribed in a semester examination is an odd number, it shall be increased by one for the purpose of reckoning 50% of the papers for considering the student pass/fail.
- h) A candidate may be given only two additional chances for passing the semester thus maximum tenure for completing the two years' postgraduate course will be limited to four years, for three years postgraduate programme up to five years and so on.
- i) The marks secured in the General Hindi, General English, Computer applications and Environment Science shall be counted in awarding the division to a candidate as per the University act and ordinances.
- j) The grace marks scheme shall be applicable as per University norms.

Classification of Successful Candidates:

- (a) Each student shall be awarded a final letter grade at the end of the semester of the particular course. The letter grades and their corresponding grade points are given as:

Percentage of Marks Obtained	Performance	Grade Letter	Grade Point
90.00 – 100.00	Outstanding	O	10
80.00 – 89.99	Excellent	A ⁺	9
70.00 – 79.99	Very Good	A	8
60.00 – 69.99	Good	B ⁺	7
50.00 – 59.99	Above Average	B	6
45.00 – 49.99	Average	C	5
40.00 – 45.99	Below Average / Pass	P	4
00.00 – 39.99	Fail	F	0
--	Absent	AB	0
--	Unfair Means	UM	0
--	Withdrawn	W	0

- (b) A candidate who remains absent for any semester examination shall be assigned a letter grade AB along with corresponding grade point zero. He/she will have to re-appear for the said examination in due paper/course.

- (c) The classification of successful candidates after last semester examination shall be as under:

Description of Marks Obtained	Division / Result
• 75% and above marks in a paper.	Distinction in that paper.
• A candidate who has secured aggregate 60% and above marks	First Division
• A candidate who has secured aggregate 50% and above but less than 60% marks	Second Division
• A candidate who has secured aggregate 40% and above but less than 50% marks	Pass

In the third-year option for exit with Graduation Degree in Bachelor in Tourism and Travel Management(BTTM) – 120 Credit Score

Title at the end of 5th year: Post Graduation Degree Master in Tourism and Travel Management(MTTM)

**Course Structure with Distribution of Marks and Credits for Bachelor in Tourism and
Travel Management(BTTM) Subject with Practical Component
First Year (First Semester)**

S.No.	Code	Nomenclature	Duration of Exam	Teaching Hrs. /Week & Credit			Distribution of Marks			Min. Pass Marks	
				L	P	C	Internal Assess.	Sem. Assess	Total Marks	Internal	Sem.
1.1	DCC	Management Concepts and Entrepreneurship	3 Hrs.	6	--	6	50	100	150	20	40
1.2	DCC	Tourism & Travel Industry	3 Hrs.	6	--	6	50	100	150	20	40
1.3	DCC	Tourism Marketing	3 Hrs.	6	--	6	50	100	150	20	40
Ability Enhancement Course (AECC)		Hindi	1.5 Hrs.	2	--	2	-----	50	50	--	20
Semester Total				20		20	150	350	500	----	

First Year (Second Semester)

S.No.	Code	Nomenclature	Duration of Exam	Teaching Hrs. /Week & Credit			Distribution of Marks			Min. Pass Marks	
				L	P	C	Cont. Assess.	Sem. Assess	Total Marks	Internal	Sem.
2.1	DCC	Tourism Principles & practices	3 Hrs.	6	--	6	50	100	150	20	40
2.2	DCC	Tourism Product of India	3 Hrs.	6	--	6	50	100	150	20	40
2.3	DCC	Technology in Tourism	3 Hrs.	6	--	6	50	100	150	20	40
Ability Enhancement Course (AECC)		English		2	-	2	---	-----	50	---	20
Semester Total				20		20	150	350	500	---	----

Second Year (Third Semester)

S.No.	Code	Nomenclature	Duration of Exam	Teaching Hrs. /Week & Credit			Distribution of Marks			Min. Pass Marks	
				L	P	C	Cont. Assess.	Sem. Assess	Total Marks	Internal	Sem.
3.1	DCC	Special Interest Tourism	3 Hrs.	6	--	6	50	100	150	20	40
3.2	DCC	Tour Guidance & Operations	3 Hrs.	6	--	6	50	100	150	20	40
3.3	DCC	Itinerary Planning & Costing	3 Hrs.	6	--	6	50	100	150	20	40
Generic Elective (GEC)		Environmental Science	1.5 Hrs.	2	--	2	---	50	50	---	20
Semester Total				20	--	20	150	350	500	---	---

Second Year (Fourth Semester)

S.No.	Code	Nomenclature	Duration of Exam	Teaching Hrs. /Week & Credit			Distribution of Marks			Min. Pass Marks	
				L	P	C	Cont. Assess.	Sem. Assess	Total Marks	Internal	Sem
4.1	DCC	Fundamental of Environment & Climate	3 Hrs.	6	-	6	50	100	150	20	40
4.2	DCC	Crime, Safety, Security & Society	3 Hrs.	6	-	6	50	100	150	20	40
4.3	DCC	Hotel Management & Front Office Operations	3 Hrs.	6	-	6	50	100	150	20	40
Generic Elective (GEC)		Elementary Computer Application	1.5 Hrs.	2	-	2	--	50	50	--	20
Semester Total						20	150	350	500	--	--

Third Year (Fifth Semester) (Discipline Specific Electives)

S.No.	Code	Nomenclature	Duration of Exam	Teaching Hrs. /Week & Credit			Distribution of Marks			Min. Pass Marks	Pass
				L	P	C	Cont. Assess	Sem. Assess.	Total Marks	Internal	Se m
5.1	DCC	International Tourism	3 Hrs.	6	--	6	50	100	150	20	40
5.2	DCC	Destination Planning and Development	3 Hrs.	6	--	6	50	100	150	20	40
5.3	DSE (A)	Travel Media and Journalism	3 Hrs.	6	--	6	50	100	150	20	40

5.4	DSE (B)	Ticketing, Visa Processing & Foreign Exchange Services	3 Hrs.	6	--	6	50	100	150	20	40
5.5	DSE (C)	Disaster Management in Tourism	3 Hrs.	6	--	6	50	100	150	20	40
Value Aided Course (VAC)			1.5 Hrs.	2	--	2	--	50	50	---	20
Semester Total				20	--	20	---	350	500	---	---

Third Year (Sixth Semester) (Discipline Specific Electives)

S.No.	Code	Nomenclature	Duration of Exam	Teaching Hrs. & Credit			Distribution of Marks			Min. Pass Marks	
				L	P	C	Cont. Assess.	Sem. Assess.	Total Marks	Internal	Sem
6.1	DCC	Indian Society, Heritage and Culture	3 Hrs.	6	--	6	50	100	150	20	40
6.2	DCC	Transportation Management	3 Hrs.	6	--	6	50	100	150	20	40
6.3	DSE (A)	Hotel & Resort & Management	3 Hrs.	6	--	6	50	100	150	20	40
6.4	DSE (B)	Event Management	3 Hrs.	6	--	6	50	100	150	20	40
6.5	DSE (C)	Service Marketing	3 Hrs.	6	--	6	50	100	150	20	40
Skill Enhancement Course (SEC)			1.5 Hrs.	2	--	2	---	50	50	--	20
Semester Total				20	--	20	150	350	500	--	--

Course Structure with Distribution of Marks and Credits for Master in Tourism and Travel Management (MTTM) Subject with Practical Component

FIRST YEAR

Year/ Semester	Serial Number, Code & Nomenclature of Paper			Duration of Exam.	Teaching Hrs. /Week & Credit			Distribution of Marks			Min. Pass Marks	
	No.	Code	Nomenclature		L	P	C	Cont i. Asse ss.	Sem . Asse ss.	Total Mar ks	Co nti . As ses s.	Sem. Asse ss.
I Year I Semester	1.1	DCC	Tourism Management & Marketing	3 Hrs.	4	-	4	30	70	100	12	28
	1.2	DCC	Hotel & Resorts Management	3 Hrs.	4	-	4	30	70	100	12	28
	1.3	DCC	Tourism Policies and Legislation	3 Hrs.	4	-	4	30	70	100	12	28
	1.4	DCC	Introduction to Hospitality Management	3 Hrs.	4	-	4	30	70	100	12	28
	1.5	DCC	Visit to tourist place / Presentations			16	8	-	200	200	-	100
	Total					16	16	24	120	480	600	
I Year II Semester	2.1	DCC	Travel Agency Management	3 Hrs.	4	-	4	30	70	100	12	28
	2.2	DCC	Airline and Airport Management	3 Hrs.	4	-	4	30	70	100	12	28
	2.3	DCC	International Tourism	3 Hrs.	4	-	4	30	70	100	12	28
	2.4	DCC	Tourism & Travel Geography	3 Hrs.	4	-	4	30	70	100	12	28
	2.5	DCC	OJT / Field Project / Internship			16	8	-	200	200	-	100
	2.6		CBCS -1			-	-	-	50	50	-	--
					16	16	24	120	480	650		

SECOND YEAR

Year/ Semester	Serial Number, Code & Nomenclature of Paper			Duration of Exam.	Teaching Hrs. /Week & Credit			Distribution of Marks			Min. Pass Marks	
	No.	Code	Nomenclature		L	P	C	Conti. Asses. s.	Se m. Ass ess	Total Mark s	Co nti. Ass ess	Sem . Ass ess
II Year III Semester	3.1	DCC	Customer Relationship Management	3 Hrs.	4	-	4	30	70	100	12	28
	3.2	DCC	Digital Technology of Tourism & Hospitality	3 Hrs.	4	-	4	30	70	100	12	28
	3.3	DCC	Tourism Research Methodology	3 Hrs.	4	-	4	30	70	100	12	28
	3.4	DCC	Medical & Wellness Tourism	3 Hrs.	4	-	4	30	70	100	12	28
	3.5	SEM	Study tour / Other Activities – Seminar		-	16	8	-	200	200	-	100
	3.6		CBCS – 2			-	-	-	50	50	--	
	Total						16	24	120	480	650	
II Year IV Semester	4.1	DCC	Tourism Entrepreneurship	3 Hrs.	4	-	4	30	70	100	12	28
	4.2	DCC	Event Management & MICE Tourism	3 Hrs.	4	-	4	30	70	100	12	28
	4.3	DCC	Emerging trends in tourism	3 Hrs.	4	-	4	30	70	100	12	28
	4.4	DCC	Disaster Management in Tourism	3 Hrs.	4	-	4	30	70	100	12	28
	4.5	DISS	Research project - Dissertation & Viva-Voce		-	16	8	-	200	200	-	100
						16		24	120	480	600	

Master in Tourism & Travel Management (MTTM)

Student In-take = 20

Bachelor in Tourism & Travel Management (BTTM)

Student In-take = 30

List of Skill Enhancement Courses opted in MTTM with 2 credit

Pool – A for second semester and Pool – B for third semester of PG course will opt one course of 02 credit. The list of the courses are as under:

Pool A (2 credit) – II Semester	Pool B (2 credit) - III Semester
Stress Management	Famous fairs of Rajasthan
Basics of Internet and its application	Gender Studies
Social Marketing	Agriculture Marketing
Business Laws	Employability Skills
Multiculturalism	Online Business
Logistics & Supply Chain Management	Rural Women Empowerment
Retailing	Managing Human Resource
Customer Relationship Management	Business Ethics and Corporate Governance
Financial Management	Management Information System
Food Service Management	Services Marketing

First Year
BTTM Semester – I
DCC – 1.1 (Management Concepts & Entrepreneurship)

Unit I: Meaning, Nature and Importance of Management, Process of Management, Managerial Roles, Functions of Management, Skills of an Effective Manager, Schools of Management Thought, social responsibility of management.

Unit II: Planning: Nature and purpose of planning; planning process; types of plans & objectives; Management by Objectives (MBO); Decision making process; Organizing: Nature and purpose of organizing; organization structure, line and staff authority; Departmentation; Span of control; Centralization and Decentralization; Delegation of authority

Unit III: Staffing; Selection and Recruitment; Orientation; Career development; Career stages; Training & Development, directing: Managing people

Unit IV: Controlling: Process of controlling; types of control; budgetary and non-budgetary control techniques; managing productivity; cost control; purchase control; maintenance control; quality control planning operations.

Unit V: Entrepreneurship – Definition, Types of entrepreneurs, competencies entrepreneur, Developing competencies, Entrepreneurial motivations, Entrepreneurship opportunities in tourism, Entrepreneurial skill for travel, tourism and hospitality trade.

Suggested Reading

1. *Peter Drucker, Innovation & Entrepreneurship*
2. *S S Khanna, Entrepreneurial Development*
3. *Koontz, Harold and Weihrich Heinz. (2012). Essentials of management: An International & Leadership Perspective. New Delhi: Tata McGraw-Hill Education. 9th edition.*
4. *Prasad, L.M.: Principles and Practice of Management, Sultan Chand & Sons.*
5. *Vashisth, Neeru: Principles of Management, Taxman publications Pvt. Ltd.*
6. *Tripathi and Reddy: Principles of Management, Tata-McGraw Hill.*

DCC 1.2

Tourism and Travel Industry

Unit I: Growth of travel through ages – Ancient phenomenon, Accounts of famous traveller, Pleasure travel, Grand tour, Advent of jet, Advent of high-speed trains

Unit II: Motivation for travel –Basic travel motivation, social significance of travel, role of state in promoting travel and tourism, Evolution of demand, Pattern and characteristic of tourism supply; Factors influencing tourism demand and supply

Unit III: The Organization of tourism – Need for organization, National tourist organization, Factors influencing types of organization, Tourist organization in India

Unit IV: Tourism Industry Network, Direct, Indirect and Support Services, Factors affecting the future of tourism business-Seasonality & tourism, Tourists Movement – Demand and origin factors; destinations and resource factors; Contemporary trends in international tourist's movements- Post COVID-19 Travel trends- Travel industry jobs, qualifications and criteria for job positions in Tour / travel companies, Airlines, Airports, Event Management firms and hotel industry.

Unit V: Role of travel agency in tourism – Tour operators, Travel agencies, Setting up of a travel agency, Travel organizations, what is really a good service making customers feel important, methods for responding to customers' needs, travel consultants, General Sales Agents and Preferred Travel Agents.

Suggested Reading

1. *Chand, Mohinder,:Travel Agency Management*
2. *Dixit, Manoj:Travel Agency Management*
3. *Kaul, R.H :Dynamics of Tourism, Sterling Publishers*
4. *P.C. Sinha: Tourism Management Vol. -4*
5. *McIntosh,R.W: Tourism: Principles and Practices*

DCC 1.3

Tourism Marketing

Unit I: Marketing: Introduction to marketing and its role in competitive business. Concept of Tourism marketing and its uniqueness. SWOT and STP (Segmentation, Targeting and Positioning) analysis and their significance. Marketing mix.

Unit II: Demand forecasting: Concept, need and methods. Consumer behaviour analysis and its significance. Types of markets in tourism.

Unit III: Product and service issues: Nature and type of tourism products. Managing the tourism product. Product /service decisions and product formulation. New product development. Branding and packaging decisions. Tourism product life cycle.

Unit IV: Price, Place, and Promotion strategy: Pricing: Concept, strategies and practices. Place (Service logistics): Concept and Distribution channels in travel and tourism. Promotional mix. The meaning and importance of integrated marketing communication approach. Marketing Information Systems (MKIS).

Unit V: Process, People, and Physical evidence: Process: Concept and Process mix. Physical evidence: Concept and roles of physical evidence in marketing, dominant and peripheral goods as physical evidence. People mix, managing people in marketing.

Suggested Reading

1. Chaudhary, Manjula (2010), *Tourism Marketing*, Oxford University Press, New Delhi.
2. Chowdhary, Nimit and Prakash, Monika (2005), *A Textbook of Marketing of Services*, Macmillan India Limited, New Delhi
3. Dasgupta, Devashish (2010), *Tourism Marketing*, Pearson Education, New Delhi.
4. Chaudhary, M., 2010, *Tourism Marketing*, First Edition, Oxford University Press, New Delhi.

Ability Enhancement Course (AECC)

Hindi (हिन्दीव्याकरण)

Unit I: पद्यभाग :

1. नरहोननिराशकरोमनको मैथिलीशरणगुप्त
2. हिमालयकेआंगनमें जयशंकरप्रसाद
3. जागोफिरएकबार (भागदो) निराला
4. दिल्ली रामधारीसिंह 'दिनकर '
5. हमअनिकेतन बालकृष्णशर्मा 'नवीन '
6. झांसीकीरानी सुभद्राकुमारीचौहान
7. पन्द्रहअगस्त गिरिजाकुमारमाथुर
8. शहीदकीमां रघुराजसिंहहाड़ा

Unit II: गद्यभाग

1. नाखूनक्योबढ़तेहैं हजारीप्रसादद्विवेदी
2. राष्ट्रकास्वरूप वासुदेवंशरणअग्रवाल
3. गेहूँबनामगुलाब रामवृक्षबेनीपुरी
4. भवानी शंकरौवंदे कुबेरनाथराय
5. बड़ेघरकीबेटी प्रेमचन्द
6. अदम्यजीवन रांगेयराघव
7. उत्सर्ग रामकुमारवर्मा
8. गांधीजीसेभेंट (आत्मकथासे) – राजेन्द्र प्रसाद

Unit III:संधि , समास , उपसर्ग , प्रत्यय , विलोम , पर्यायवाची

Unit IV: शुद्धिकरण - शब्दएवंवाक्य , वाक्यांश ,

लोकोक्तिएवंमुहावरे , शब्दयुग्म , अनेकार्थी

Unit V:पारिभाषिकशब्दावली , तत्सम , तद्भव , देशज ,

विदेशीशब्द , सज्ञा , सर्वनाम , विशेषणऔरक्रियाविशेषण

Semester II

DCC 2.1

Tourism Principles & Practices

Unit I: Meaning, definition, characteristics and types of tourists: tourist, traveler, excursionists; Forms of tourism: inbound, outbound, domestic and international, tourism as an industry

Unit II: History of Tourism through ages, linkages of tourism with other subjects like History, sociology, geography, management and economics

Unit III: Impact of tourism – Meaning, positive and negative impacts of tourism – Social, cultural, economic and environmental impacts, Tourism Area Life Cycle (TALC) - Crompton’s Push and Pull Theory

Unit IV: International conventions – Warsaw convention 1924, Chicago convention 1944, UN declaration, and Manila declaration (general details only)

Unit V: Growth and development of Tourism in India, National and International Trade Associations & Organizations- TAAI, IATO, UNWTO, PATA, IATO and Role of Department of Tourism-NTO and ITDC in Promoting Indian Tourism.

Suggested Readings

1. *Swan, Sampad Kumar, and Mishra, Jitendra Mohan (2012). Tourism Principles and Practices, Oxford Higher Education. “(L)”*
2. *Bhatia, A.K. International Tourism: Fundamental and practice, Delhi: Sterling.*
3. *Hudman, E.L. and D.E. Hawkins, Tourism in Contemporary Society: an introductory text, New Jersey: Prentice Hall*
4. *Dileep M.R (2018). Concepts, Theory and Practice. Tourism transport and travel management; I K International Publishing House Pvt. Ltd.*

DCC 2.2

Tourism product of India

Unit I: Tourism products: Definition, concept, characteristics and classification; difference between tourism resources and products; Topologies of tourism, role of UNESCO and ASI in developing and conserving Tourism Products.

Unit II: India: General introduction, states & capitals, physiographic units, seasons and climatic regions & their impacts on tourism. India: a destination for all reasons & seasons.

Unit III: Natural Tourist resources: Land forms and landscapes, Mountains as tourism products, Deserts as tourism product, Coastal and island products, Wildlife Sanctuaries, and National Parks in India

Unit IV: Fairs and festivals, Art and Architecture Styles, Heritage as tourism product, Cuisines, Indian Handicraft and Handloom, Textiles

Unit V: Indian Classical Dances and other form of dance & Music, Painting in different period and region, Important Rural Tourism villages of India. Modern Theatre and Cinema. Indian Language and Literature

Suggested Reading

1. *Ahmad, Aizaz: General Geography of India, NCERT, New Delhi*
2. *Goh Cheong Long: An Economics Atlas of India, Oxford University*
3. *Dixit, Manoj and Yadav, Charu Sheela (2006): Tourism Products of India, Lucknow: Royal Publishers*
4. *Jacob, R. (2007). Indian Tourism Products. New Delhi: Abhijeet Publications*

DCC 2.3

Technology in Tourism

Unit I: Internet: Introduction, Internet evolution Working of Internet, Use of Internet Overview of World Wide Web (Web Server and Client), Internet Applications: Introduction to Search engine. Introduction to Web Browsers, working with E-mail (creation and use of the same), Website layouts and navigations.

Unit II: New Technology and Tourism development - Introduction Search & Meta search and Mapping services. Social networking - Introduction to Face book, Twitter, Google +, LinkedIn, YouTube, Blogs and Instagram

Unit III: E- Commerce and Online communication in Tourism

Unit IV: Advancement of science and technology on conference business; trade shows; exhibitions; incentives, Artificial Intelligence and Virtual reality in Tourism.

Unit V: The role of Technology in Tourism industry, Technology & automation, M-commerce in tourism industry, Global competition & the future.

Suggested Reading

1. Jerome, K. (2001). *Managing with Information*.
2. Inkpen, G. (1998). *Information Technology for Travel and Tourism*. (2nd ed.) London: Longman.
3. Zhou, Z. (2004). *E- Commerce and Information Technology in Hospitality & Tourism*, New York: Thomson Delmar Learning Inc
4. James, A. O'Brien (2005). *Introduction to Information Systems*. Tata McGraw Hill.

Ability Enhancement Course (AECC)

English

- Multiple Choice Questions from the book THE MANY WORLDS OF LITERATURE ed. JASBIR JAIN, TRINITY PRESS (Chapter no. 1,3,4,5,9,10&15)
- Questions based on Unseen Short Passages based on comprehension and vocabulary.
- Practical approach to test the Grammar and Usage of English Language:- Parts of Speech, Type of Sentences, Articles, Tenses, Modals and Phrasal Verbs and Common Errors in English.

Second Year
DCC 3.1
Special Interest Tourism

Unit I: Concepts of special interest tourism and dimensions, importance of study and Major Types of tourism.

Unit II: Innovative forms of tourism and their characteristics: Ecotourism, adventure tourism, agro- tourism, green tourism, wellness and medical tourism, Adventure tourism, Catamaran Tourism

Unit III: Innovative forms of tourism and their characteristics: Rural tourism, Wild-life tourism, coastal tourism, Heritage tourism, culinary tourism, Sports Tourism, Border Tourism, Religious tourism

Unit IV: Battle Tourism, Mining Tourism, Wedding Destination tourism, Tourism intermediaries, global tourism fairs, national tourism fairs, MICE Tourism.

Unit V: Selective contemporary trends in tourism, factors for growth/ decline of tourism & travel industry in the 21st century, future tourism and community participation scenario, growth and development of Tourism in India

Suggested Reading

1. *Ratandeeep Singh. 2003. Indian Ecotourism*
2. *Nagarajan K and Alex K Thottunkel. Ecotourism Economics and Environment*
3. *Mowforth, M. and Munt, I. (2003), Tourism and Sustainability: Development and New Tourism in the Third World. Routledge, London*
4. *Sustainable Dimensions of Tourism Management Edited by M.R. Biju, Mittal Publications, New Delhi – 59*
5. *Managing Tourist Destinations – Krishnan K. Kamra, Kanishka Publishers, New Delhi*

DCC 3.2

Tour Guidance and Operations

Unit I: The tour Guide- Meaning and importance, early history, public perception, the business of guiding, organizing a guiding business

Unit II: The guiding techniques- leadership and social skills, presentation and speaking skills, The guide's personality, moments of truth, the seven sins of guide, the service cycle, working with different age groups, working under difficult circumstances

Unit III: The role of guide and interpretation: Are guiding and interpretation synonymous? Creating memorable interpretations, Interpreting different themes- nature, history, art, architecture and incidental interpretations, Responsibilities to locals and society.

Unit IV: History of tour operation - Types of Tour Operators, Functions-Types of tours, Tour packaging and consolidation-FIT & GIT- Income of a tour company- Organization Structure,-different departments and activities, Essential Requirements for Starting Tour Operation Business, Procedures for Obtaining Recognition from authorities

Unit V: Travel agency and Tour operation business setting procedure; approval from Ministry of Tourism, Govt. of India IATA, IATO and TAAI. Organization structure and Departmentation in Tour Operator & Travel Agency business for Large-scale and small-scale. Career opportunities in Tourism Intermediary business.

Suggested Reading

1. Chowdhary, N.. (2013) *Handbook for Tour Guides*. New Delhi: Matrix Publishers.
2. Branislav, R. (2010). *Professional tour guiding: The importance of interpretation for tourist experiences*. *Tourism & Hospitality Management*.
3. Jagmohan Negi (2006); *Travel Agency and Tour Operations*, Kanishka Publishers, New Delhi
4. Holloway, J.C. (2012). *The Business of Tourism*, Prentice Hall, London
5. Mohinder Chand (2009); *Travel Agency and Tour Operations: An Introductory Text*, Anmol Publications Pvt. Limited, New Delhi

DCC 3.3

Itinerary Planning & Costing

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

Unit II: Custom made itinerary and readymade itinerary, Factors to be considered while preparing an itinerary – Seasonal Itinerary-Product based itinerary- All inclusive Itinerary.

Unit III: Developing Package Tour: Tour Formulation and Designing Process, Importance of tour Packaging, Classifications of Tour Packages on the basis of operation, Components of Package Tours, Pre Tour-Management, Tour Operation, and Post Tour Management.

Unit IV: Concept of Costing - Types of Costs, Components of Tour Cost - Preparation of Cost Sheet - Tour Pricing - Calculation of Tour Price, Costing of tour packages of FIT, GIT and Inbound Tours.

Unit V: Popular tourist itineraries of India: Golden Triangle, Great Indian Heritage Circuit, Buddhist Circuit, Temple Circuit of South India, Desert Triangle (Bikaner-Jodhpur-Jaisalmer), Himalayan Safari, Special interest tourism itineraries like Adventure, Health, Cultural and Religious tourism.

Suggested Reading

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. Kapoor. Mohan (2018) *Essential India travel Guide*.
4. Goeldner, R & Ritchie. B (2010), *Tourism, Principles, Practices and Philosophies*, John Wiley & Sons, London.

Generic Elective (GEC)
Environmental Science

Unit 1: Introduction to environmental studies, Multidisciplinary nature of environmental studies; Scope and importance; Concept of sustainability and sustainable development.

Unit II : Ecosystems, Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession. Case studies of the following ecosystems : a) Forest ecosystem b) Grassland ecosystem c) Desert ecosystem d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Unit III : Natural Resources : Renewable and Non-renewable Resources, Land resources and land use change; Land degradation, soil erosion and desertification, Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations. Water : Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state). Energy resources : Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

Unit IV : Biodiversity and Conservation, Levels of biological diversity : genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots, India as a mega-biodiversity nation; Endangered and endemic species of India. Threats to biodiversity : Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity : In-situ and Ex-situ conservation of biodiversity. • Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

Unit V : Environmental Pollution, Environmental pollution : types, causes, effects and controls; Air, water, soil and noise pollution, Nuclear hazards and human health risks, Solid waste management : Control measures of urban and industrial waste, Pollution case studies.

Unit VI: Environmental Policies & Practices, Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture, Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD). Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context.

Unit VII: Human Communities and the Environment, Human population growth: Impacts on environment, human health and welfare. Resettlement and rehabilitation of project affected persons; case studies. Disaster management : floods, earthquake, cyclones and landslides. Environmental movements : Chipko, Silent valley, Bishnois of Rajasthan. Environmental ethics: Role of Indian and other religions and cultures in environmental conservation. Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).

Unit VIII: Field work • Visit to an area to document environmental assets: river/ forest/ flora/fauna, etc. Visit to a local polluted site-Urban/Rural/Industrial/Agricultural. Study of common plants, insects, birds and basic principles of identification. Study of simple ecosystems-pond, river, Delhi Ridge, etc.

Suggested Readings:

1. Carson, R. 2002. Silent Spring. Houghton Mifflin Harcourt.
2. Gadgil, M., & Guha, R. 1993. This Fissured Land: An Ecological History of India. Univ. of California Press.
3. Gleeson, B. and Low, N. (eds.) 1999. Global Ethics and Environment, London, Routledge.
4. Gleick, P. H. 1993. Water in Crisis. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, Oxford Univ. Press.
5. Groom, Martha J., Gary K. Meffe, and Carl Ronald Carroll. Principles of Conservation Biology. Sunderland: Sinauer Associates, 2006.
6. Grumbine, R. Edward, and Pandit, M.K. 2013. Threats from India's Himalaya dams. Science, 339: 36-37.

DCC 4.1

Fundamentals of Environment & Climate

Unit I: Introduction to Environment: Political Environment –Economic, Environment –Legal Environment – Social Environment –Cultural Environment and Technological Environment.

Unit II: Ecosystems -Meaning of ecosystem; structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession. Case studies of the following ecosystems: Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Unit III: Environmental Pollution And Environmental Policies & Practices - Environmental pollution: types, causes, effects and controls; Air, water, soil and noise pollution; Nuclear hazards and human health risks; Solid waste management: Control measures of urban and industrial waste; Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture

Unit IV: Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act; Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context.

Unit V: Eco- Tourism – concept and definition, the eco- tourist character, eco-tourism products, Eco- Tourism development and its relevance – strategies of eco- tourism development, Tourism and environment linkage

Suggested Reading

1. *Rajagpalan, R. (2016), Environmental Studies- From Crisis to Cure, APH Publishing House, New Delhi.*
2. *Bharucha, Ecach (2013), A Text Book of Environmental Sciences for UG, Orient BlaskSwan, New Delhi.*
3. *Trivedi R.K., Handbook of Environmental Laws, Rules Guidelines, Compliances and Standards, Vol I and II, Enviro Media (R)*
4. *J Tyler & Miller (2014); Living in the environment, Cengage Learning, New Delhi*

DCC 4.2

Crime, Safety, Security and Society

Unit I: Safety and Security: Introduction, Work-environment Safety, Safety Awareness and Accident Prevention; Concept of Safeguarding Assets

Unit II: Fire Prevention and Fire-Fighting; First-Aid; Crime Prevention; Dealing with Emergencies; Keys and Their Control; Scanty Baggage; Guest and Employee Thefts; Sickness and Death; Lost-and-Found Articles.

Unit III: Crime and Society - An Introduction, Social Relations and Criminality, Elements, nature, causes and consequences of crime.

Unit IV: Introduction to Disasters: Concepts and definitions (Disaster, Hazard, Vulnerability, Resilience, Risks) Disasters: Classification Causes, Impacts (including social, economic, political, environmental, health, psychosocial, etc.)

Unit V: Global trends in disasters, urban disasters, pandemics, complex emergencies, Climate change, E-safety, Fault Detectability, Safety and security in networked control systems, Control performance monitoring

Suggested Reading

1. *Coppola P Damon, 2007. Introduction to International Disaster Management*
2. *Criminology, penology and Victimology by N V Parenjapee*
3. *Blaikie, P, Cannon T, Davis I, Wisner B 1997. At Risk Natural Hazards, Peoples' Vulnerability and Disasters, Routledge*

DCC 4.3

Hotel Management & Front Office Operations

Unit I: Introduction and overview of accommodation industry in India. Classification of hotels Heritage Hotels, Departments of hotel, Hotel categories, Types of Rooms, Types of Plans and types of rates, Organization of Hotel: small, medium and luxury

Unit II: Organization to Front Office and Reception - Layout, Staff, duties and responsibilities of front office staff, symbols used in Front office, flow chart of Front office, Coordination of Front Office with other departments, Functions of receptions, Qualities and duties of receptionist.

Unit III: Preparing for guest arrivals, Check In and Checkout system, checking of reservation correspondence, preparing night clerks reports, Records and formats used in receptions, Guest Activities and Guest arrival flow charts

Unit IV: Reservation -Importance of reservations, Functions of reservations, Sources and modes of reservations, Group reservations & VIP reservations, instant reservation, Central reservation systems, Cancellation and amendments, Information Desk Terminology

Unit V:Lobby & Bell Desk Operation - Role of Lobby Manager, Role of Guest Relations Executive, Functions of Bell Desk, Valet car parking & Allied Guest Service, Forms and Formats used, Bell Desk Terminology.

Suggested Reading

1. *Sudhir Andrews : Hotel Front office Training Manual*
2. *Zulfikar Mohammad : Introduction to Tourism and Hotel Industry*
3. *Sudhir Andrews: Front office management & operations*
4. *Jatashankar R. Tewari: Hotel front office operations and management*

Generic Elective (GEC)
Elementary Computer Application

Unit I: Introduction to Information Technology: evolution and generation of computers, types of computers, micro, mini, mainframe and super computer, Architecture of a computer system: CPU, ALU, Memory (RAM, ROM families), cache memory, input/output devices, pointing devices. Development of Super Computers in India “PARAM”: History, Characteristics, Strength, Weakness and basic Architecture.

Unit II: Number system: (Binary, octal, decimal and hexadecimal) and their inter-conversions, character codes (ASCII, EBCDIC and Unicode). Logic gates. Boolean Algebra, machine, assembly and high level language including 3 GL and 4 GL.

Unit III: Internet: Concepts, email services, world wide web, web browsers, search engines. Exploring various Citizen-centric services of Govt. of India such as Income Tax Services, Passport Seva, Ticket Booking(IRCTC & RSRTC), National Voters Service Portal, LPG service.

Unit IV: Word processing packages: standard features like tool bar, word wrap, text formatting, paragraph formatting. Effects to text, Mail-merge.

Unit V: Computer networking: Type of networks, LAN, MAN and WAN, concept of bridges and routers, gateways and modems. ISDN and leased lines, Teleconferencing and videoconferencing. E-commerce: Concept of e-commerce, benefits and growth of e-commerce, security considerations and hazards of virus and other security risks, anti-virus software, electronic payment system. various modes of Digital payment of govt. of India.

Text/Reference Books:

1. Computer fundamentals by P.K. Sinha BPB publications.
2. Fundamentals of computers, V. Rajaraman, PHI Publication.
3. Fundamentals of Information Technology, Deepak Bharihoke, Excel books.

Third Year (Fifth Semester)
(Discipline Specific Electives)

DCC 5.1

International Tourism

Unit I: Meaning and definition of International Tourism, Understanding the development of International Tourism, The factors responsible for International Tourism growth, Concept of Tourist Arrivals and Receipts, India's Position in Global Tourism, Role of Government in promotion of international tourism in India.

Unit II: International Tourism Geography: Major natural and political divisions of the world, Climatic pattern and major water bodies, popular tourist pulling regions with their geographical implications, and their location on map

Unit III: Current Trends in International Tourism: Balancing global & local perspectives in tourism, latest trends in international tourism sales & marketing, Transportation developments, Technology & automation, m-commerce in tourism industry, Global competition & the future.

Unit IV: International Tourism Institutions and organizations, and their role in promoting international tourist movement- UNWTO, PATA, IATA etc.

Unit V: Future of International Tourism, Concerns and barriers, Role of NTO's in promoting International Tourism, Difference between International Tourism planning

Suggested Reading

1. *A.K. Bhatia. International Tourism: Sterling Publishers, New Delhi*
2. *Reisinger, Yvette (2009). International Tourism: Cultures and Behaviors. Burlington: Butterworth-Heinemann*
3. *Ramesh, M., International Tourism: Countries And Their Attractions, ABD Publication, New Delhi, 2013*
4. *Chuck Gee, Eduardo FayosSolá (1997) International Tourism: A Global Perspective, WTO, Spain.*

DCC 5.2

Destination Planning & Development

Unit I: Destination Management and Marketing: Tourist Destination Concepts, Components, Scope and Significance, Stakeholders involved in destination management. Destination marketing principles and destination mix.

Unit II: Destination Planning: Tourism Planning and its characteristics, Types and Stages. Process of destination planning. Project Feasibility Study. Carrying capacity Analysis. Destination Visioning and Planning toolkits

Unit III: Destination Product development and promotions: Product development strategy models, development of packages and destination. Promotion: Branding for destinations, features and functions of destination brand. Challenges of destination branding. Role of DMO's in destination marketing strategies.

Unit IV: Destination Markets: Destination community and its importance. Travel purchase behavior process for destination markets development policies. International pleasure and leisure travel markets.

Unit V: Frame work for Tourism Recreation Master Plan: Aims in planning tourism/recreation development. Differences in planning for tourism and recreation, fundamental planning considerations, government structures and policies, processes, scales and levels of planning, environmental protection, conflicts of interests, time scales for implementation

Suggested Reading

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

DSE (A) 5.3

Travel Media and Journalism

Unit I: Travel Writing: Articles and Short Pieces of Travel Writing, Magazines, Travel Newsletters, Short Pieces for Books - The Internet - Researching and Approaching Markets - Travel Books - Guide Books - Accommodation Guides - Business Travel - Coffee Table Books, Autobiographical Tales - Anthologies

Unit II: Electronic Media in documenting destinations, travel and transport, hospitality and tourism resources - Nature of media coverage: webcast and telecast - Script writing for travel programs - Identifying points for visual support - Conducting interviews - Virtual tourism.

Unit III: Research Topics: Sources of Information - Research on the Internet - Researching on the spot - Organizing research material.

Unit IV: Developing Ideas for Travel Articles - Journey Pieces - Activity Pieces - Special Interest Pieces - Side-trips – Reviews - Ideas from own travel experiences - Ideas from other sources

Unit V: How to portray the experiences: Practical tips- Choosing the right words - Verbs, Adjectives and Clichés, Illustrations - The Practicality of taking photographs, Non-photographic illustrations.

Suggested Reading

1. Brunt.P. (1997), *Market Research in Travel and Tourism*, Butterworth and Heinemann, UK.
2. Clark, Riley,M., Wood,R.C. (1998), *Researching and Writing Dissertations in Hospitality and Tourism*, UK.
3. Neilson C. (2001), *Tourism and the Media: Tourist Decision Making, Information and Communication*, Hospitality Press, Melbourne.
4. Arvaham E. &Ketter E. (2008), *Media Strategies for Marketing Places in Crisis*, Elsevier, UK.
5. Janet Macdonald (2000), *Travel Writing*, Robert Hale, London.

DSE (B) – 5.4

Ticketing, Visa Processing and Foreign Exchange Services

Unit I: VISA: History, definition, meaning, features, types and significance in tourism industry, Role of Embassy & Consulates in India, Ministry of External Affairs, Government of India,

Unit II: Travel terminology (TIM – Travel Information Manual, Passport, Custom regulations and Health Certificates & Insurance), Necessary Information to fill the Passport and VISA Form for Issuance, Visa on Arrival (VoA), Schengen Visa

Unit III: Travel Formalities in India - Visa Requirements, Visa fees, Refused or Pending Visas, Passport Act and Visa extension, Custom formalities, Different types of taxes, Foreigner's Act,

Unit IV: Rules and regulations about eligibility, quantum and documentation required for Travel out of India Foreign Exchange Management Act, Basic Travel Quota, and Foreign Exchange for Business Visits Travel into India Foreign Currency

Unit V: Creating PNR, Creating, Storing and modifying reservations, Ticketing and Ticket Printing. Impact of internet development on ticketing (e-ticketing), Hotel chains and their reservation systems

Suggested Reading

1. *Websites of UK, USA, Canada and Australia*
2. *Websites of Indian ministries and offices related to foreign exchange*
3. *Bramwell: Aspects of Tourism-Tourism Collaboration and partners, Delhi: Viva Books Pvt Ltd.*
4. *Sajnani M. Indian Tourism Business – A Legal Perspective, Delhi: Gyan Books.*
5. *Travel Information Manual-IATA*

DSE (C) 5.5

Disaster Management in Tourism

Unit I: Introduction to Disasters: Concepts and definitions (Disaster, Hazard, Vulnerability, Resilience, Risks) Disasters: Classification, Causes, Impacts (including social, economic, political, environmental, health, psychosocial, etc.)

Unit II: Approaches to Disaster Risk reduction: Disaster cycle - its analysis, Phases, Culture of safety, prevention, mitigation and preparedness community based DRR, Structural and non-structural measures, roles and responsibilities of community.

Unit III: Disaster Preparedness and Response Preparedness, Disaster Preparedness: Concept and Nature, Disaster Preparedness Plan, Prediction, Early Warnings and Safety Measures of Disaster, Role of Information, Education, Communication, and Training, Role of Government, International and NGO Bodies.

Unit IV: Role of IT in Disaster Preparedness, Role of Engineers on Disaster Management. Disaster Response, Disaster Response Plan, Role of Government, International and NGO Bodies

Unit V: Rehabilitation, Reconstruction and Recovery, Reconstruction and Rehabilitation as a Means of Development, Damage Assessment, Post Disaster effects and Remedial Measures, Creation of Long-term Job Opportunities and Livelihood Options, Disaster Resistant House Construction, Sanitation and Hygiene, Education and Awareness

Suggested Reading

1. *Coppola P Damon, 2007. Introduction to International Disaster Management*
2. *Carter, Nick 1991. Disaster Management: A Disaster Manager's Handbook. Asian Development Bank, Manila Philippines.*
3. *H.N. Srivastava & G.D. Gupta. Management of Natural Disasters in developing countries, Daya Publishers, Delhi*

Third Year (Sixth Semester)
(Discipline Specific Electives)

DCC 6.1

Indian Society, Heritage & Culture

Unit I: Glimpses of Indian history: Ancient, medieval and modern; Indian society and culture- structure, customs and rituals, sacred texts, varna, ashrama and purushartha, caste system in India, main characteristics of Indian culture, unity in diversity.

Unit II: Architectural heritage of India: Rock-cut architecture, Buddhist architecture, Hindu temple architecture, Indo-Islamic architecture and Colonial architecture; World Heritage Sites in India.

Unit III: Heritage Tourism: Definition, Model of Heritage and heritage Tourism, Religious heritage and pilgrimage, Managing heritage tourism, Visitor Activity management at heritage sites, visitor impact management process

Unit IV: Arts of India: Performing art: Classical dances, folk dances and folk culture; Handicrafts and textiles: Important handicraft objects and centres, craft melas, souvenir industry; Important museums, art galleries and libraries of India

Unit V: Rajasthan: Introduction & Overview - Rajasthan : Geographical & Historical Background of State, Administrative Divisions, Cultural Zones, Prominent Personalities, their relevance & contribution in Tourism. Introduction of Rajasthan Tourism Development Corporation (RTDC). Cultural Tourism Potential in Rajasthan: The People, Traditional Costumes, Dances, Music, Fairs & Festivals, Customs, Traditions, Ritual and Logic

Suggested Readings

1. *Chandra Bipin (2009), History of Modern India, Orient BlackSwan.*
2. *Luniya B.N.: Ancient Indian Culture, Laxmi Narain Educational Publisher, Agra*
3. *Dixit, Manoj and Yadav, Charu Sheela (2006): Tourism Products of India, Lucknow: Royal Publishers*
4. *Gupta, S.P. (2002). Cultural Tourism in India. New Delhi: Indraprastha Museum of Art and Archaeology.*

5. *Singhania. Nitin (2015), Indian Art and Culture, Tata McGraw Hill Education, First Edition.*
6. *Agrawal V.S.: The Heritage of Indian Art, Govt. of India Publication.*

DCC 6.2

Transportation Management

Unit I: Introduction to Tourist Transportation, Role of transport in tourism, Development of means of transport, Up market and Low budget travelers

Unit II: Surface Transport: Road transport system in India, Types of roads, Public transportation system - Car, coach, bus Tour, Rent-a-car Scheme (Concept and marketing), and Transport & Insurance documents.

Unit III: Rail Transport: General information about Indian Railways, Brief History - high speed trains - Classes of Journey, rail packages in India and international. Types of rail tours in India: luxury trains, hill trains, express train, mail and passenger – IRCTC - Mountain Railways of India in the UNESCO world heritage list - Eurail Pass, Indrail pass.

Unit IV: Water Transport: Categories of water transport (Coastal shipping, Inland Waterways, Foreign going traffic), National waterways. Cruise liners - Types

Unit V: Major Airlines and Airports in India: Introduction to Airport and Airline ground operations, Passenger handling services, Computer reservation and departure control system functions, Check-in and boarding process, Baggage operations and baggage allowances, Managing passenger interactions, Security-Threats and responses

Suggested Reading

1. *Vishwanath.D (2018). Transport: Road, Railway, Water and Air Transport of India. Anatay Publication*
2. *Agor.R. (2013). Surface Transport. Khanna Publishers*
3. *Verma,B.P (2020) Tourism and transportation geography , Gyan and Gaeta Praka*
4. *Jagmohan Negi (2014); Travel Agency and Tour Operations, Sterling publishers, New Delhi*
5. *Bhatia, A.K (2010)., International Tourism Management, Sterling, NewDelhi*

DSE (A) 6.3

Hotel & Resorts Management

Unit I: Introduction and overview of accommodation industry in India, classification of hotels (Based on various categories like size, location, clientele, length of stay, facilities, ownership) and concept of Heritage Hotels, Departments of hotel and Hotel categories

Unit II: Housekeeping department – definition, organization structure, functions, job descriptions of executive house keeper, assistant house keeper, housekeeping equipment, types of rooms and beds.

Unit III: Food and Beverage department and its functions, responsibilities of food and beverage personnel, job description of food and beverage manager, job description of executive chef.

Unit IV: The History and Characteristics of Resorts, the Resort Concept, the Development of Gaming, Resorts in the 21st Century – a comparison Resort Planning and Development- Investment Consideration, The Role of Planning and Management, Planning, Facilities, Grounds Maintenance, Planning and the Leisure concept, Food and Beverage planning, Recreational Activities-Golf, Tennis, Snow sports, Water sports, Spa and Health Club Facilities, Recreational Infrastructure and Nature, Theme Resorts.

Unit V: Managing the Resort- Personnel organization and Human Relations, Wage and Salary Administration, Employee Productivity, Labour force (hiring, retention, and turnover), Future Trends in Resort Development.

Suggested Reading

1. *G. Raghubalan and, Smritee Raghubalan (2015): Hotel Housekeeping operations and Management. Oxford University Press India; 3rd edition*
2. *Ram Gupta. 2019. Managing Hotels: Nuts & Bolts of Hotel Management. Notion Press; 1st edition*
3. *K.M.Hasan Hussain. 2019. Hotel Housekeeping Management. Notion Press; 1st edition*
4. *James A. Bardi. 2012. Hotel Front Office Management. Wiley India Pvt Ltd; Fifth edition*

DSE (B) 6.4

Event Management

Unit I: Understand Event: characteristics, classification of events, reason and need for events

Unit II: Event Management & Planning: Introduction, Importance. Planning event – Determining the purpose of your event, what is the Goal of Your Event? Event Budgeting: Introduction & Importance.

Unit III:Event Marketing:Introduction & Objectives of event marketing. Types of media and marketing, PR and its use within event management, Product launches / PR events, Using media, Advertising campaigns, Road shows and marketing campaigns, e- marketing. Event Sponsorships – marketing through an event. Importance of sponsorship – for event organizer, for sponsor, Type of sponsorships.

Unit IV:Event Risk management: Introduction, Importance, Objective Of Risk Management, Types - Legal Risks, Physical Risks, Financial Risks, Moral And Ethical Risks. The Risk Management Process, Event Evaluation

Unit V:Introduction and concept of MICE, Evolution of MICE industry; Components, Planning and Sustainable Planning for MICE, Economic and social significance of MICE

Suggested Reading

1. *Sharma A. & Arora S. (2018): A book on “Event Management and Marketing: Theory, Practical Approaches and Planning”, Bharti Publications, New Delhi*
2. *Fenich, G.G. (2005). Meetings, Expositions, Events and Conventions- An Introduction to the Industry. New Delhi: Pearson/Prentice Hall.*
3. *Robincon, P., Wale, D. & Dickson, G. (2010). Events Management ‘Ed’.London : CABI*
4. *Shone, A. and Parry, B.(2008).Successful Event management(2e). Canada: Cengage learning*

DSE (C) 6.5
Service Marketing

Unit I: Introduction to Service Marketing: Definition; Service Economy; Evolution and growth of service sector; Nature and Scope of Services; Unique characteristics of services; Classification of services.

Unit II: Service marketing; Challenges and issues in Services Marketing; Assessing service market potential; Expanded marketing mix; Environment and trends; Service market segmentation, targeting and positioning.

Unit III: Marketing research for service: SERVQUAL model and Gaps analysis in services deliveries. Service triangle.

Unit IV: Service delivery and promotion: Positioning of services; Designing service delivery System, Service Channel; Pricing of services, methods; Service marketing triangle; Integrated Service marketing communication.

Unit V: Service Marketing Strategies for Hospitality; Travel & Tourism.

Suggested Marketing

1. *Ravishankar: Services Marketing*
2. *Wood ruffe Helen: Service Marketing, Macmillan Publisher*
3. *Christopher H.Lovelock and Jochen Wirtz: Services Marketing, Pearson Education, New Delhi*
4. *Philip Kotler, Jon Bower: Marketing for Hospitality and Tourism*
5. *Manjula Chowdery: Tourism Marketing , Oxford University Press.*

**Course Structure with Distribution of Marks and Credits for
Master in Tourism and Travel Management (MTTM)
Subject with Practical Component**

Maximum Marks:

Maximum marks of a theory and practical paper shall be decided on the basis of their contact hours/credit per week. One teaching hour per week shall equal to one credit and carry 25 maximum marks and therefore, four teaching hours/credit per week shall carry 100 maximum marks for each theory paper/course. Each four contact hours per week for laboratory or practical work shall be equal to two credits per week and carry 25 maximum marks and therefore, sixteen teaching hours per week shall carry 200 maximum marks for laboratory or practical work.

Scheme of Examination

The examination shall be divided into two parts in which first part is continuous assessment or internal assessment and second part is semester assessment or external assessment. The schemes for the internal and external examinations shall be as under:

- a) The assessment of the student for theory paper shall be divided into two parts in which first part is continuous assessment or internal assessment (30% of maximum marks) and second part is semester assessment or external assessment (70% of maximum marks). For practical papers there will be only one external assessment (100% of maximum marks).
- b) The internal assessment for each theory paper shall be taken by the teacher concerned in the Department during each semester. Internal assessment test shall be of one hour duration for each paper and shall be taken according to academic calendar notified by the University. One internal assessment test shall be written based examination (20 marks) whereas second internal assessment, will be on the basis of his/her participation in departmental activities (i.e., Group discussion, seminars, workshops, fun - learning activities, PPT presentation or assignment etc.) on any topic of each paper given by teacher concerned. There will be no internal examination in the practical paper.
- c) A student who remains absent (defaulter) or fails or wants to improve the marks in the internal assessment may be permitted to appear in the desired paper(s) (only one time)

in the same semester with the permission of the concerned Head of the Department. A defaulter / improvement fee of Rupees 250/- per paper shall be charged from such candidates. Duly forwarded application of such candidates by the teacher concerned shall be submitted to HOD who may permit the candidate to appear in the internal assessment after depositing the defaulter/ improvement fee. A record of such candidates shall be kept in the Department.

- d) The external assessment shall be of three hours duration for each theory paper and six hours duration for practical paper. The practical examination shall be taken by the panel of at least one external and one internal examiner at the end of each semester.
- e) 'Student should qualify both internal & external assessment separately to pass the paper i.e. if candidate passes in external & fails in internal, the candidate has to reappear in internal & external exam of that paper. But if candidate passes in the internal & fails in the external, the candidate has to reappear in external exam of that paper and in internal examination he has option either to forward the obtained internal marks of that paper in the previous attempt (on the basis of the application submitted by the candidate and approval of Head of Department for the same) or can reappear in the internal examination if he want to improve his marks in that paper.'
- f) The syllabus for each theory paper is divided into five independent units and each theory question paper will be divided into two sections as mentioned below:

Section – A There will be one question with 10 parts having two parts from each unit with no internal choice. The weightage of each part is 2 marks hence the total weightage of this section is 20 marks (10x2). This section will be compulsory in the paper.

Section - B There will be five questions with one question from each unit with internal choice (may have subdivisions). The weight of each question of 10 marks hence the total weightage of the section is 50 marks (10x5).

(A) Continuous or Internal Assessment:

First/Second Internal Test 20.....

Duration of Exam: 1.00 Hr.

Max. Marks: 20

Class: MTTM

Semester:

Subject:

Paper:

Note: The question paper contains two sections as under:

Section-A : One compulsory question with 05 parts. Please give short answers in 20 words for each part.

Section-B : 03 questions to be attempted having answers approximately in 250 words.

SECTION A (All are compulsory)

- | | |
|--------|---------|
| Q.1(a) | 1 Marks |
| (b) | 1Marks |
| (c) | 1Marks |
| (d) | 1Marks |
| (e) | 1Marks |

SECTION B (Any three)

- | | |
|-----|--------|
| Q.2 | 5Marks |
| Q.3 | 5Marks |
| Q.4 | 5Marks |
| Q.5 | 5Marks |
| Q.6 | 5Marks |

(B) Semester or External Assessment:

70% weightage of Max. Marks (70 Marks out of 100 Max. Marks)

Duration of Examination: 3 Hours

Max. Marks: 70

SECTION-A: 10x2=20

(Answer all questions)

(Two question from each unit with no internal choice)

Q. No. 1

- | | |
|-------------|---------------|
| (i) | 2 Mark |
| (ii) | 2 Mark |
| (iii) | 2Mark |
| (iv)..... | 2 Mark |
| (v)..... | 2 Mark |
| (vi)..... | 2 Mark |
| (vii)..... | 2 Mark |
| (viii)..... | 2 Mark |
| (ix)..... | 2 Mark |
| (x)..... | 2 Mark |

SECTION-B: 5x10=50

(One question from each unit with internal choice) (Maximum two sub-divisions only)

Q. No. 2.

Or

.....

10 Marks

Q. No. 3.

Or

.....

10 Marks

Q. No. 4.

Or

.....

10 Marks

Q. No. 5.

Or

.....

10 Marks

Q. No. 6.

Or

.....

10 Marks

Distribution of Marks for Practical Examinations – 200 Marks

MTTM (Master in Tourism & Travel Management)

FIRST YEAR

Year/ Semester	Serial Number, Code & Nomenclature of Paper			Duration of Exam.	Teaching Hrs./Week & Credit			Distribution of Marks			Min. Pass Marks	
	No.	Code	Nomenclature		L	P	C	Conti. Assess.	Sem. Assess.	Total Marks	Cont. i. Asses. s.	Sem. Assess.
I Year I Semester	1.1	DCC	Tourism Management & Marketing	3 Hrs.	4	-	4	30	70	100	12	28
	1.2	DCC	Hotel & Resorts Management	3 Hrs.	4	-	4	30	70	100	12	28
	1.3	DCC	Tourism Policies and Legislation	3 Hrs.	4	-	4	30	70	100	12	28
	1.4	DCC	Introduction to Hospitality Management	3 Hrs.	4	-	4	30	70	100	12	28
	1.5	DCC	Business Communication and Professionalism		-	16	8	-	200	200	-	100
	Total					16	16	24	120	480	600	
I Year II Semester	2.1	DCC	Travel Agency Management	3 Hrs.	4	-	4	30	70	100	12	28
	2.2	DCC	Airline and Airport Management	3 Hrs.	4	-	4	30	70	100	12	28
	2.3	DCC	International Tourism	3 Hrs.	4	-	4	30	70	100	12	28
	2.4	DCC	Tourism & Travel Geography	3 Hrs.	4	-	4	30	70	100	12	28
	2.5	DCC	Travel photography & Project work		-	16	8	-	200	200	-	100
	2.6		CBCS - 1							50		
					16	16	24	120	480	650		

SECOND YEAR

Year/ Semester	Serial Number, Code & Nomenclature of Paper			Duration of Exam.	Teaching Hrs. /Week & Credit			Distribution of Marks			Min. Pass Marks	
	No.	Code	Nomenclature		L	P	C	Conti. Assess.	Sem. Asses s	Total Marks	Conti Asses s	Sem. Asses s
II Year III Semester	3.1	DCC	Customer Relationship Management	3 Hrs.	4	-	4	30	70	100	12	28
	3.2	DCC	Digital Technology of Tourism & Hospitality	3 Hrs.	4	-	4	30	70	100	12	28
	3.3	DCC	Tourism Research Methodology	3 Hrs.	4	-	4	30	70	100	12	28
	3.4	DCC	Medical & Wellness Tourism	3 Hrs.	4	-	4	30	70	100	12	28
	3.5	SEM	Seminar on future opportunities in Tourism Industry	3 Hrs.	-	16	8	-	200	200	-	100
	3.6		CBCS – 2						50	50		
	Total					16	16	24	120	480	650	
II Year IV Semester	4.1	DCC	Tourism Entrepreneurship	3 Hrs.	4	-	4	30	70	100	12	28
	4.2	DCC	Event Management & MICE Tourism	3 Hrs.	4	-	4	30	70	100	12	28
	4.3	DCC	Emerging trends in tourism	3 Hrs.	4	-	4	30	70	100	12	28
	4.4	DCC	Disaster Management in Tourism	3 Hrs.	4	-	4	30	70	100	12	28
	4.5	DISS	Dissertation & Viva-Voce		-	16	8	-	200	200	-	100
					16	16	24	120	480	600		

List of Skill Enhancement Courses opted in MTTM with 2 credit

Pool – A for second semester and Pool – B for third semester of PG course will opt one course of 02 credit. The list of the courses are as under:

Pool A (2 credit) – II Semester	Pool B (2 credit) - III Semester
Stress Management	Famous fairs of Rajasthan
Basics of Internet and its application	Gender Studies
Social Marketing	Agriculture Marketing
Business Laws	Employability Skills
Multiculturalism	Online Business
Logistics & Supply Chain Management	Rural Women Empowerment
Retailing	Managing Human Resource
Customer Relationship Management	Business Ethics and Corporate Governance
Financial Management	Management Information System
Food Service Management	Services Marketing

DCC – 1.1

Tourism Management & Marketing

Unit I: Basics of Management: Meaning, concept and characteristics of Management, Nature of Management: Management as a Science, Arts, and as a profession.

Unit II: Functions of Management and their relevance in Tourism industry: planning, organizing, staffing, directing and controlling.

Unit III: Types of Management: Operative and Administrative Management; Management systems of Accommodation; Management of a Travel Agency

Unit IV: Introduction to Marketing: Core concepts in marketing- Needs, Wants, Demands, Markets, Products, value, satisfaction, quality, exchange, transaction and relationship; Marketing Philosophies- production, product, sales, marketing, societal marketing; economic importance of marketing; 8 P's of Marketing- Marketing Mix; marketing Services and its special features, Tourism Marketing and its uniqueness.

Unit V: Tourism Marketing: Role of travel brochure and videos, travel shows, Sales Promotion – techniques and Planning; direct marketing and its Characteristics.; destination Marketing, New Product Development

Suggested Reading

1. *Seth, P.N., (1999) Successful Tourism Management (Vol 1 &2)*
2. *Page, S: Tourism Management: Routledge, London*
3. *Puri M. and G.Chand, Tourism Management, Pragun Publications, New Delhi. First Edition. 2006.*
4. *V.S. Ramaswamy , S. Namakumari: Marketing Management*
5. *Kotler, Jon Bower, James Maken: Marketing for Hospitality and Tourism*

DCC – 1.2
Hotel & Resorts Management

Unit I: Introduction and overview of accommodation industry in India, classification of hotels (Based on various categories like size, location, clientele, length of stay, facilities, ownership) and concept of Heritage Hotels, Departments of hotel and Hotel categories

Unit II: Housekeeping department – definition, organization structure, functions, job descriptions of executive house keeper, assistant house keeper, housekeeping equipment, types of rooms and beds.

Unit III: Food and Beverage department and its functions, responsibilities of food and beverage personnel, job description of food and beverage manager, job description of executive chef.

Unit IV: The History and Characteristics of Resorts, the Resort Concept, the Development of Gaming, Resorts in the 21st Century – a comparison Resort Planning and Development- Investment Consideration, The Role of Planning and Management, Planning, Facilities, Grounds Maintenance, Planning and the Leisure concept, Food and Beverage planning, Recreational Activities-Golf, Tennis, Snow sports, Water sports, Spa and Health Club Facilities, Recreational Infrastructure and Nature, Theme Resorts.

Unit V: Managing the Resort- Personnel organization and Human Relations, Wage and Salary Administration, Employee Productivity, Labour force (hiring, retention, and turnover), Future Trends in Resort Development.

Suggested Reading

5. [G. Raghubalan](#) and, [Smritee Raghubalan](#) (2015): *Hotel Housekeeping operations and Management.* Oxford University Press India; 3rd edition
6. [Ram Gupta](#). 2019. *Managing Hotels: Nuts & Bolts of Hotel Management.* Notion Press; 1st edition
7. [K.M.Hasan Hussain](#). 2019. *Hotel Housekeeping Management.* Notion Press; 1st edition
8. [James A. Bardi](#). 2012. *Hotel Front Office Management.* Wiley India Pvt Ltd; Fifth edition

DCC - 1.3

Tourism Policies and Legislation

Unit I: Formulating Tourism Policy: The Public Policy Framework for Tourism Approach, Policy Consideration, Role of Government, Public and private Sectors, Tale of International, National, States and Local Tourism Organization in Carrying out Tourism Policies.

Unit II: Tourism Developments: forms of Tourism Development, Components of Tourism Developments, Linkages between Tourism Planning and Tourism Development, Development and Design Standards, Public and Private Sectors Role in Tourism Development, Tourism Policy through Different Five Year Plans in India. New Tourism Policy of India and Rajasthan

Unit III: Introduction to legislation: Concept principles and role of legislation in tourism, National Tourism Policy - objectives and consistency

Unit IV: Legal and regulatory framework in travel and tourism - Relating to consumer protection; health; safety and security of travel and tourism customer. Contract legislation in relation to Travel and Tourism customers

Unit V: Transport Legislation: Surface; sea and air transport laws in relation to carriage of passengers

Suggested Reading

1. *The Tourism System: An Introductory Text* Mill & Morrison 1992, Prentice Hall, New Jersey, 1992.
2. *Tourism Planning: An Integrated and Sustainable Development Approach* Inskip, Edward VNR, New York, 1991.
3. *A K Bhatia-Tourism Principles, Policies and Development*, sterling publishers.
4. *Downes, John, P. & Tricia (2011). Travel and Tourism Law. 5th ed. Huntington: ELM publications*

DCC 1.4

Introduction to Hospitality Management

Unit I: Hospitality Industry and Tourism: Components of Hospitality Industry, Brief History, Growth of Hospitality Industry, The concept of trinity (food, drink and accommodation).

Unit II: Hotel concept and classification, Categorization of hotels on the basis of facilities provided (star system) and approval

Unit III: Important departments of hotel – Front office, Housekeeping, Food and Beverage, maintenance and engineering – function and co- ordination with other departments

Unit IV: Guest cycle – Guest stay process in a hotel – Major processes and stages associated with it – Reservation, Registration, Guest complaints etc.

Unit V: Role and input in multinationals in hotel sector – Leading multinational and public sector hotel chains in India. Future of Hospitality Industry, Changing trends, issue and challenges.

Suggested Reading

1. *Kye-Sung Chon, Roymond Sparrowe - Welcome to Hospitality*
2. *Mohammed Zulfiker – Introduction to Tourism and Hotel Industry ,UBS Pub, New Delhi*
3. *Walker, J.R. (2007).Introduction to Hospitality Management, Pearson Education. New Delhi.*
4. *DennisL Foster – VIP and Introduction to Hospitality, McGraw Hill, New Delhi*

DCC 1.5

Business Communication and Professionalism

Unit I: Communication – Types & Process: Introduction, definitions, Process of communication, types of Communication, upward, downward, horizontal, vertical and diagonal, verbal, nonverbal and oral and written Interpersonal communication – one way/ two way, Mediums of communication, Listening, Barriers to Communication

Unit II: Written Communication: Business report, business representation, formal letter Drafting effective letter, formats, style of writing, Use of jargons

Unit III: Speeches: Drafting, a speech, presentation, Personal grooming, Paragraphs and creative writing, Extempore, Introducing yourself

Unit IV: Public Relations: Meaning and Content of Public Relations, Social Context of Public Relations, Communication and Public Opinion, Principles of Persuasion, Adjustment and Adaptation

Unit V: Job Related Communication: Application Letter, Interviews, Group Discussion, Body Language, Postures, Eye Contact, Etiquettes, Voice Culture, Scientific Temper, Team Building – Interpersonal Effectiveness

Suggested Reading

1. *Sharma, R.C. and Mohan K. - Business Correspondence and Report Writing – Publisher:, Tata McGraw Hill 1994*
2. *Lynn Van Der Wagen - Communications in Tourism & Hospitality –, Publisher: Hospitality Press*
3. *Business Communication – K.K. Sinha*
4. *“Model Business Letters”, Gartside, L., Pitam, 1992*

Semester - II

DCC - 2.1

Travel Agency Management

Unit I: Travel Agency- History, growth, definition, types and present status of Travel agency, Organizational structure and working of travel agency, Differentiation between travel agency and tour operation business, Process for approval of travel agency in India

Unit II: Travel Agents- Definition, types, rights and duties of travel agent, Functions: understanding the function of travel agency, travel Information and counselling of the tourist, preparation of tour packages

Unit III: Tour Operators- Types of tour operators, rules for recognition of tour Operators, role of tour operators

Unit IV: Tour Package Management- Concept, nature, features and methods. Types of tours, tour package pricing – Nature, need and determination, Formulation, Printing and distribution of tour package brochure.

Unit V: Travel Terminology and Travel Trade Organization: Current and Popular Travel Trade Abbreviations and other terms for supporting sources. Travel Agency Manuals, ABC, TIM, and other relevant manuals. Travel organizations: Travel Agents Association of India (TAAI), Indian Association of Tour Operators (IATO), International Air Transport Association (IATA).

Suggested Reading

1. *Negi. J. (1998) : Travel Agency & Tour Operation, concept and principles, Kanishka Publishers, Distributors, New Delhi-02*
2. *Negi, K.S. (2011); Travel Agency Management, Wisdom Press, New Delhi-02.*
3. *D.L.Foster - The Business of Travel agency Operation & administration*
4. *Gee, Chuck and Y. Makens. 1990. Professional Travel Agency Management, Prentice Hall, Nt.: York*

DCC - 2.2

Airline and Airport Management

Unit I: Introduction to airline industry: Growth and distribution of airlines and air traffic around the world, factors affecting airline operating costs; concept of flying time and grounding time. Airlines & tourism: history of airlines' in India. Role of airlines in tourism promotion

Unit II: Airport Authority of India – Mission and Vision, Role of AAI in promoting Tourism in India. Familiarization with OAG: 3 letters city code; airport code; airline designated code; country and currency codes; Aircraft types, Airport facilities- Departure and arrival formalities, Classes of service - In flight service, Seating

Unit III: Airport safety management, Mishandled Baggage, prohibited items, Air Traffic Control System.

Unit IV: International air transport regulations including freedoms of air; IATA, AAI and Open Sky Policy in India.

Unit V: PAT Book-Contents of PAT-How to refer PAT- Air fare calculation using PAT supplement

Suggested Reading

1. *Travel and Tourism Management from IATA*
2. *Travel and Tourism Management from WTO*
3. *Seth. B .Young and Alexander. T. wells. 2011. Airport planning and Management, ,McGraw Hill companies, USA*
4. *Unnikrishnan K.M. 2016. Air cargo Management and Airport Handling, Gemini Publishers Bengaluru.*

DCC - 2.3

International Tourism

Unit I: Meaning and definition of International Tourism, Understanding the development of International Tourism, The factors responsible for International Tourism growth, Concept of Tourist Arrivals and Receipts, India's Position in Global Tourism, Role of Government in promotion of International tourism in India.

Unit II: International Tourism Geography: Major natural and political divisions of the world, Climatic pattern and major water bodies, popular tourist pulling regions with their geographical implications, and their location on map

Unit III: Current Trends in International Tourism: Balancing global & local perspectives in tourism, latest trends in International tourism sales & marketing, Transportation developments, Technology & automation, m-commerce in tourism industry, Global competition & the future.

Unit IV: International Tourism Institutions and organizations, and their role in promoting international tourist movement- UNWTO, PATA, IATA etc.

Unit V: Future of International Tourism, Concerns and barriers, Role of NTO's in promoting International Tourism, Difference between International Tourism planning

Suggested Reading

1. *A.K. Bhatia. International Tourism: Sterling Publishers, New Delhi*
2. *Reisinger, Yvette (2009). International Tourism: Cultures and Behaviours. Burlington: Butterworth-Heinemann*
3. *Ramesh, M., International Tourism: Countries And Their Attractions, ABD Publication, New Delhi, 2013*
4. *Chuck Gee, Eduardo FayosSolá (1997) International Tourism: A Global Perspective, WTO, Spain.*

DCC - 2.4

Tourism and Travel Geography

Unit I: Basics of tourism Geography: Locate and differentiate elements of Earth's Surface, Knowing Earth and its systems, understanding and reading maps. Concepts of directions, latitude & longitude, maps (cartography, map projections & symbols, key/ legend)

Unit II: Importance of Geography in Tourism, definition, scope and contents of geography of Tourism, Tourism Models.

Unit III: Impact of weather and climate on Tourist destinations. Geographical Determinants: Diversities and disparities. Typology of area and Linkages flows and orientation.

Unit IV: Indian Geography: Physical and Political features of Indian Subcontinent, climatic conditions prevailing in India, Some important locations prevailing in famous for international tourism.

Unit V: Geography of space, place and experience: Concept and functions of Space, Place, Sense and Experience in the evolution, growth and development of Tourist destination; Tourist destination life cycle and its significance in the management of tourist destinations from geography perspective; Basics of Geo-spatial technology and its application in tourism.

Suggested Reading

1. *Burton, Rosemary, 'The Geography of Travel & Tourism'*
2. *Boniface B. and Cooper C, ' Geography of Travel and Tourism '*
3. *Robinson, H.A., Geography of Tourism, Me Donald and Evans, London, 1976*
4. *Nelson, V. (2015). An Introduction to The Geography of Tourism. Jaipur: Rawat Publication.*

DCC - 2.5

Travel photography & Project Work

Unit I: Digital Photography: Introduction; scope; basic Components; digital Cameras, know your Camera; Travel preparations at the destinations

Unit II: The Art of Photography: Moments in time; exposure triangle; composition parameters; light; moving subjects; creative shooting. An Introduction to Selfies.

Unit III: The Subjects: People; landscapes, the urban environment; festivals, entertainment; food & drink, wildlife.

Unit IV: Post-Production – Basic Photo Editing Software; basics of Adobe Photoshop, sharing photos; blogs; selling travel Images. Being a Travel Photographer

Unit V: Travel Writing: Introduction to Travel Writing – scope; purpose; research; collect information; information discrimination and filtering. Travel Plan and arrangements; equipment to carry; taking the notes; using technology; pen down minute to minute; post-visit homework; drawing an outline of travelogue. Topic Selection; which area to focus on; important components in writing a full travelogue; do's and don'ts in writing a travelogue. (Practical Session & Project work)

Suggested Reading

1. *Srivastava, Mukesh (2012). Digital Photography, Unicorn Books, New Delhi*
2. *Richard L'Anson (2014). Guide to Travel Photography, Lonely Planet Publications*

Semester III
DCC - 3.1
Customer Relationship Management

Unit I: Meaning and Significance of CRM, Types of CRM- Operational-Collaborative-analytical- Strategies for building relationship Marketing, CRM vs. Customer Retention, CRM Process, Benefits, CRM process for marketing organizations, Brand Switching Behaviour

Unit II: E-CRM-Meaning, Importance of e-CRM, difference between CRM and e-CRM-Online Decision making Process-Meaning and steps.

Unit III: Customer Service-Good Service, Making customers feel Important, Acknowledging the Customer, Validating the customer needs, Listening techniques, Questioning techniques, Providing support for VIP service.

Unit IV: Methods for responding to customer's needs, learning about the customer Behaviour-Behavioural styles for customer response, Non-assertive vs. assertive Style-Insensitive vs. Sensitive styles.

Unit V: Handling Upset customers, Wants of Upset customers, Guidelines for dealing with upsetCustomers, Unreasonable customer demands, React-clarify-response to upset customers, calming upset customers, Importance to calm upset customers, Customer complaints.

Suggested Reading

1. *G Shainesh, Jagdish N Sheth, Customer Relationship Management: A Strategic Perspective, Macmillan Publishers India*
2. *Jill Dyche, A Business Guide to Customer Relationship Management, Dorling Kindersley Pvt. Ltd, UK*
3. *Duane E. sharp, Customer Relationship Management Systems hand Book, Auerbach Publications, Boca Raton, FL33487, USA*
4. *Ed Peelen, Customer Relationship Management*

DCC - 3.2

Digital Technology of Tourism & Hospitality

Unit I: Introduction to Computing Basics and Networks, E- Commerce and Digital Marketing, Technology in Meetings and Events, Internet as a marketing tool

Unit II: Social Media -Introduction to Blogging, Create a blog post for the project. Include headline, imagery, links and post, Content Planning and writing. Introduction to Face book, Twitter, Google +, LinkedIn, YouTube, Instagram and Pinterest; their channel advertising and campaigns

Unit III: Online reservations, online airport check in, Credit cards and net banking, Digital security in Tourism – CCTV , Smart Cards - Access control – security chips - biometric security systems, biometric passport/e-passport

Unit IV: E-Commerce; Starting E-Business; E-Marketing of Tourism Products

Unit V: Digital Innovation and Trends: The contemporary digital revolution - Virtual and Augmented Reality, and Customer Relationship Management and Loyalty Programs, Business Intelligence Tools, IT Security in tourism and Travel Industry

Suggested Reading

1. *Laudon & Laudon(2006).Information Systems: Managing the Digital Firm. (9thed.) , New York: PrenticeHall.*
2. *Galen,C. & Taun M.(1999).Hospitality Information Technology. Learning How to Use it.(4thed.).Kendall: Hunt Publishing.*
3. *Inkpen, G.(1998).Information Technology for Travel and Tourism.(2nded.)London: Longman.*
4. *Zhou, Z. (2004).E- Commerce and Information Technology in Hospitality & Tourism, NewYork: Thomson Delmar Learning Inc*

DCC - 3.3

Tourism Research Methodology

Unit I: Introduction to Research: Research – meaning, definition, objectives, motivation, significance, criteria of good research; Types of research – fundamental, applied, descriptive, quantitative, qualitative, analytical, Empirical, exploratory research; Research Vs Research methodology; major areas of tourism research; Social science research- meaning, methods – Field study, library research, case study, stimulation research, survey, managerial research; objectives of managerial research scientific method.

Unit II: Steps of Research: Research process; Steps, Selection and formulation of problem, Identification and labeling variables; Research proposal development

Unit III: Research Process: Sampling:-Merits and limitations, importance, qualities of good sample, criteria for choosing sampling method. Sampling techniques, Data Collection

Unit IV: Research Report Writing: General standards, Structure of research report, Presentation of qualitative and quantitative data, Use of diagrams and charts; Presentation of findings, Use of Computers for report writing and formatting.

Unit V: Field Work in Tourism Research: Field work in tourism; researching tourists in the outdoors; challenges in fieldwork; online fieldwork; online surveys.

Suggested Reading

1. *CM Hall (Ed), Field work in tourism: Methods, Issues and reflections, Routledge.*
2. *Chris Ryan, Researching Tourist Satisfaction- issues, concept, problems, Routledge, London.*
3. *Ritchie, Goeldner, Travel, Tourism and Hospitality research- A handbook for Managers and researchers, John Wiley & Sons.*
4. *C. R. Kothari, Research Methodology.*

DCC - 3.4

Medical & Wellness Tourism

Unit I: Nature and scope of medical Tourism, Rise of Medical Tourism in Asia, Hospitality industry and Medical Tourism, International healthcare accreditation.

Unit II: Regulatory laws, Ethical issues for Medical Tourism, Travel formalities, Marketing Medical Tourism, Tourism in India, Medical in India - Major Destinations, Medical Tourism in Multi-Specialty Hospitals in India, Potential impact of Medical Tourism on the health workforce and health systems

Unit III: Origin and development of wellness tourism over ages - health as a motivator to travel, - Ancient centers of healing and bath. - Concept, Definitions and dimensions of Health, wellness and well being, spirituality. Quality of Life (QOL) – Typologies of Health tourism, Factors affecting growth of health tourism

Unit IV: Leisure, lifestyle and tourism: – Tools for wellness: medicine, therapy:-therapeutic recreation, psychology, nutrition, rehabilitation, cosmetics. Factors influencing health and wellness tourism. Forms of health tourism- medical tourism, spa tourism, Ayurveda tourism, Yoga & Meditation tourism, holistic tourism, spiritual tourism, Ashram tourism.

Unit V: Concept and Dimensions of holistic health care:– The Body, Mind and Spirit relationship. AYUSH- Ayurveda, Yoga & Naturopathy, Siddha, Unani, Homoeopathy, Aromatherapy.

Suggested Reading

1. Chatak G.R. 2010: *Medical Tourism(Codes and Guidelines)*, Neha Publishers & Distributors,
2. Kulkarni Sonali. 2008: *Medical Tourism in India*, Neha Publishers & Distributors.
3. Connell John. 2011: *Medical Tourism*, CABI; First edition.
4. Jacob, Robinet (2008). *Health Tourism and Ayurveda*. Delhi. New Delhi: Abhijeet Publication.
5. Smith, M. & Puczko, L. (2009). *Health and wellness tourism*. Walnut Press.

DCC - 3.5

Seminar on future opportunities in Tourism Industry

The course would focus on the modules in the second and third semester. The seminar course would be for 200 marks evaluated by one internal and one external expert

Semester IV
DCC - 4.1
Tourism Entrepreneurship

Unit I: Introduction to entrepreneurship, Understanding the Competition - Tourism industry and business ideas; business strategy- understanding customers and analyzing competition.

Unit II: Marketing - Tourism marketing mix; tourism marketing planning; financial planning; planning for people and operations.

Unit III: Introduction to Communication- Form of organization and legal considerations; networking and collaboration; good business practices;

Unit IV: Reading and Writing Skills -Feasibility; Writing business plan- marketing, financial, operations, people, etc. Financial requirements and sources of finance;

Unit V: Documentation and Legal Procedures - Setting up a tourism enterprise- steps, procedures, licenses, registration etc. Prominent and recent entrepreneurial ventures of tourism sector.

Suggested Reading

1. Mohanty, Sangram Keshari (2005). *Fundamentals of entrepreneurship*. New Delhi: Prentice Hall of India.
2. Scarborough, N.M. and Zimmerer, T.W. (1996). *Effective Small Business Management, 5/e*, New York: Prentice Hall, Inc.
3. Peter F. Drucker (1985). *Innovation & Entrepreneurship*. New York: Harper & Row.
4. Thomson. A. A., Stick land. A.J. & Cambel. J. E. (2005). *Crafting and Executing Strategy- the Quest for Competitive Advantage*. New Delhi: Tata McGraw Hill.

DCC - 4.2

Event Management & MICE Tourism

Unit I: Understand Event: characteristics, classification of events, reason and need for events

Unit II: Event Management & Planning: Introduction, Importance. Planning event – Determining the purpose of your event, what is the Goal of Your Event? Event Budgeting: Introduction & Importance.

Unit III: Event Marketing: Introduction & Objectives of event marketing. Types of media and marketing, PR and its use within event management, Product launches / PR events, Using media, Advertising campaigns, Road shows and marketing campaigns, e- marketing. Event Sponsorships – marketing through an event. Importance of sponsorship – for event organizer, for sponsor, Type of sponsorships.

Unit IV: Event Risk management: Introduction, Importance, Objective Of Risk Management, Types - Legal Risks, Physical Risks, Financial Risks, Moral And Ethical Risks. The Risk Management Process, Event Evaluation

Unit V: Introduction and concept of MICE, Evolution of MICE industry; Components, Planning and Sustainable Planning for MICE, Economic and social significance of MICE

Suggested Reading

5. Sharma A. & Arora S. (2018): A book on “Event Management and Marketing: Theory, Practical Approaches and Planning”, Bharti Publications, New Delhi
6. Fenich, G.G. (2005). *Meetings, Expositions, Events and Conventions- An Introduction to the Industry*. New Delhi: Pearson/Prentice Hall.
7. Robincon, P., Wale, D. & Dickson, G. (2010). *Events Management ‘Ed’*. London : CABI
8. Shone, A. and Parry, B.(2008).*Successful Event management(2e)*. Canada: Cengage learning

DCC - 4.3

Emerging trends in Tourism

Unit I: Emergence of different types of Tourism, Sustainable tourism: Evolution, Concepts, Principles, Sustainability as a development and management Approach, Planning, Issues and Challenges, Techniques for sustainable development

Unit II: New trends and emerging patterns; current initiatives of Ministry of Tourism, Department of Tourism; Climate change and environmental issues: Community Based Tourism; Concept of Home-stays

Unit III: Trends in Tourism Marketing; Social media for tourism promotion; Marketing of Destinations, Airlines, Hotels, Resorts, Travel Agencies, Events and other Tourism sub – sectors and products.

Unit IV: Changing trends in tourism and its effects on tourism policy and planning. Incredible India campaign, Social responsibility and ethical concerns; Special Tourism Zones, Job opportunities in tourism industry

Unit V: Selective contemporary trends in tourism, Eco- friendly practices and energy waste management, factors for growth/ decline of tourism & travel industry in the 21st century, community participation scenario, growth and development of Tourism in India

Suggested Reading

1. *T.C. Victor M, and H. Rebecca (1998) Sustainable Tourism- A Marketing Perspective, Routledge, U.K.*
2. *Salah Wahab and John J. Pigram (1997) Tourism, Development and Growth: The Challenge of Sustainability, Routledge, U.K.*
3. *Rao, P.K. (2000) Sustainable Development – Economics and Policy, Wiley-Blackwell, New Jersey*
4. *Pearce D.G. and Butler R.W(1999)Contemporary issues in Tourism Development, Routledge, New York.*

DCC - 4.4

Disaster Management in Tourism

Unit I: Introduction to Disasters: Concepts and definitions (Disaster, Hazard, Vulnerability, Resilience, Risks) Disasters: Classification, Causes, Impacts (including social, economic, political, environmental, health, psychosocial, etc.)

Unit II: Approaches to Disaster Risk reduction: Disaster cycle - its analysis, Phases, Culture of safety, prevention, mitigation and preparedness community based DRR, Structural and non-structural measures, roles and responsibilities of community.

Unit III: Disaster Preparedness and Response Preparedness, Disaster Preparedness: Concept and Nature, Disaster Preparedness Plan, Prediction, Early Warnings and Safety Measures of Disaster, Role of Information, Education, Communication, and Training, Role of Government, International and NGO Bodies.

Unit IV: Role of IT in Disaster Preparedness, Role of Engineers on Disaster Management. Disaster Response, Disaster Response Plan, Role of Government, International and NGO Bodies

Unit V: Rehabilitation, Reconstruction and Recovery, Reconstruction and Rehabilitation as a Means of Development, Damage Assessment, Post Disaster effects and Remedial Measures, Creation of Long-term Job Opportunities and Livelihood Options, Disaster Resistant House Construction, Sanitation and Hygiene, Education and Awareness

Suggested Reading

4. Coppola P Damon, 2007. *Introduction to International Disaster Management*
5. Carter, Nick 1991. *Disaster Management: A Disaster Manager's Handbook*. Asian Development Bank, Manila Philippines.
6. H.N. Srivastava & G.D. Gupta. *Management of Natural Disasters in developing countries*, Daya Publishers, Delhi

DISS - 4.5

Dissertation & Viva Voce

The Project work is scheduled at the end of semester in order to judge the understanding as well as application of the knowledge gained by the student during the course. This is also to see the articulation of what is being learnt by them. The idea is to see that students are able to digest what is being taught in five full year and see their relevance not only in the practical field but also their inter relationship. The dissertation will be of 200 marks which would be divided into two parts (100 marks) for report writing and (100 marks) for viva voce. The Project Work may be based on Primary or Secondary data.

