

UNIVERSITY OF KOTA

SCHEME OF EXAMINATION

AND

COURSES OF STUDY

UNDER

CHOICE BASED CREDIT SYSTEM

(CBCS)



Master in Tourism and Travel Management Theory

UNIVERSITY OF KOTA

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

INDIA

Edition: 2024

Rules and Regulations

Deemed Utility:

A] Objective: Master in Tourism and Travel Management Theory (MTTMT) 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 students 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:

- Post-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:

- Post - 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: Master in Tourism and Travel Management Theory (MTTMT) 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, it 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.

About MTTMT

Master of Tourism and Travel Management Theory is a 2-year full-time post-graduation program in Travel and Tourism course. Travel and Tourism is a part of the hospitality industry. It deals with the aspects of travel and accommodations along with other secondary requirements. International tourism has equally increased in the past few years. People around the world are now seemingly travelling around the world with fair and affordable packages that have been put up by the tourism industries around the world. The profession of travel and tourism management demands various skills like communication, analyzing, problem solving, planning and management. The scope of learning this program can be attained almost anywhere in the world because tourism is one of the highly promoted activity in the country which generates economy.

The study focuses on the different areas of tourism and travel industry. Dividing the curriculum into theoretical and practical aspects, students are given an in-depth knowledge of the operations carried out in the sector. Master of Tourism and Travel Management course opens up lucrative opportunities for candidates in the sector of Hospitality, Travel, Administration, and Tourism. Also, this course is designed to produce senior management level tourism and travel professionals who with their expertise can serve both private and public institutions.

After having degree, and working in such an industry, one can directly contribute to the revitalization and preservation of local traditions, customs, cultural life, handicrafts, arts, culture, artists, identity and heritage, renewal of local architectural traditions.

Structure of the Programme:

The MTTMT programme consists of:

- (i) Core and Skill based courses of theory as well as practical papers which are compulsory for all students.
- (ii) Summer training/Field work which can be done in an organization (Government, Industry, Firm, Public Enterprise, etc.) approved by the Department.

Duration of the Course:

The course MTTMT shall consist of two academic years divided into four semesters.

Eligibility for Admission:

Passed 10 + 2 + 3 (Graduation in any stream) with at least 48% marks for General Category and passing marks in case of candidate belonging to the reserved category from any recognized University. Qualifying examination passed from any University which is situated at outside the Rajasthan State: All Categories – 60% Marks

Student In-take: 20**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 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%.

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.

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 Examinations:

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: MTTMT

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

Rules regarding determination of results:

Each semester shall be regarded as a unit for working out the result of the candidates. The result of the 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 at least 40% marks in each theory paper separately in external & internal examination and 50% marks in each practical paper and at least 50% marks in project/dissertation with 50% 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 grace marks scheme shall be applicable as per University norms.

**Course Structure with Distribution of Marks and Credits for Master in Tourism and
Travel Management Theory (MTTMT) 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	Conti. Assess.	Sem. Assess.	Total Marks	Cont. 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		
	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 MTTMT 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

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

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., Stickland. 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

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*

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

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*

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.

