**Institute of Tourism Studies**

 Institute of Tourism Studies (I.T.S.) is a premiere institute providing high-quality education in the field of tourism management and providing consultancy to the industry. The Institute was established in the year 1994. Equipped with a mix of young and experienced professionals, the Institute is churning out enthusiastic and efficient young professionals every year to serve the ever-growing tourism industry; the industry, which is poised to be *numero uno* in the 21st century. 24 dynamic batches of “Masters of Tourism & Travel Management (MTTM), M.T.M/ MBA (Tourism)/ MTA” and eighteen batches each of Bachelor of Tourism Administration (BTA)/BBA (Tourism) and Post Graduate Diploma in Travel Management (PGDTM) are already serving the industry in high recognition. Besides, two batches of DIAT & GDS (Diploma in International Airline Ticketing & Global Distribution System), Diploma of Food Production and Master of Event Management (MEM) and Bachelor of Hotel Management (BHM) have also been well received by the tourism industry.

The last twenty five years have seen the ITS grow steadily in terms of quality education. Today, the ITS enjoys a high degree of repute by esteemed organisations of the tourism industry. The other distinguishing feature is the approval of A.I.C.T.E. and financial support from the U.G.C.

Currently the ITS is located in a new building with an independent premises within the Lucknow University, New Campus and provides the state of art facilities to its students that include a rich library with an exhaustive collection of books, functional modern kitchen and bakery, audio-visual aids etc. Regular seminars (National and International), symposia, workshops, case studies, trade fair, cultural events etc. are a part of various activities organised by ITS to give students an in depth exposure and enhance their overall personality and capabilities.

**Program Objectives**

Upon successful completion of the Master of Tourism & Travel Management (MTTM) degree with a concentration in tourism operations and management the student should be able to:

1. The programme focuses on holistic development of managerial skills in the students.
2. Use knowledge and skills associated with problem solving, creative and critical thinking, reflection and decision making to function effectively in the classroom, community and industry.
3. Apply the concepts and skills necessary to achieve client satisfaction.
4. Demonstrate leadership and teamwork to achieve common goals.
5. Conduct self in a professional and ethical manner, and practice industry-defined work ethics.
6. Communicate effectively and confidently in the classroom, community and industry.
7. Demonstrate knowledge of multicultural perspectives to meet the needs of the clients and employees.
8. Lead with the knowledge that the foundation of tourism is based on the respect for the host culture with the responsibility to perpetuate the unique values, traditions, and practices of that place.
9. Use knowledge of best practices to further sustainability (economic, environmental, and cultural/ social) in the industry.
10. Demonstrate ability to perform basic and supervisory level job functions in airline, cargo, tour operation organizations, travel consultant careers and other service oriented industry like banking, insurance, advertisement, academics, events and public relations.
11. Get oriented to join administrative services and government sector jobs.
12. The programme is designed keeping in view the balance between academics and practical inputs as required by the industry.

**Programme Outcomes**

Master of Tourism and Travel Management (MTTM) will be able to:

**Theme 1: Framework of Tourism**

* Contextualize tourism within broader cultural, environmental, political and economic dimensions of society.
* Critique tourism practices for their implications locally and globally.

**Theme 2: Understanding of Tourism**

* Interpret and evaluate tourism as a phenomenon and as a business system.
* Explain the diverse nature of tourism, including culture and place, global/local perspectives, and experience design and provision.
* Identify and assess relationships and networks relative to building tourism capacity.

**Theme 3: Skills Sets of Professional Development**

* Apply relevant technology for the production and management of tourism experiences.
* Plan, lead, organize and control resources for effective and efficient tourism operations.
* Create, apply, and evaluate marketing strategies for tourism destinations and organizations.
* Develop and evaluate tourism policy and planning initiatives.

**Theme 4: Ethical and Moral Values**

* Demonstrate commitment to ethical practices of tourism.
* Actively engage in the world as global citizens.
* Practice empathy and respect for diversity and multicultural perspectives.
* Apply principles of sustainability to the practice of tourism in the local and global context.

**Theme 5: Research Orientation**

* Acknowledge one or more philosophical perspectives to knowledge creation.
* Evaluate and apply various research methods commonly used in the context of tourism.
* Propose and conduct a research project to inform tourism practice.

**Specific Programme Outcomes**

**Theme 1: Soft skills and Communicative abilities**

* Select and deploy task-appropriate forms of oral, written, digital, and graphic communication.
* Value and practice active listening, critical thinking, and critical reading.
* Distinguish and produce forms of communication relevant to academia, business, government, and industry.
* Assess, evaluate, and employ appropriate communication tools for discussions within and between teams and members, various audiences, decision-making teams, and corporate communication tasks.

**Theme 2: Critical Thinking & Problem Solving**

* Apply problem solving and critical analysis within diverse contexts.

**Theme 3: Leadership & Teamwork**

* Work collaboratively in groups, both as a leader and a team member, in diverse environments, learning from and contributing to the learning of others.

**Theme 4: Skills Sets of Academic Development**

* Prepares wish to pursue for higher education like M. Phill and Ph.D.
* Develops research orientation for research projects.

**Course Outline**

|  |
| --- |
| **Master of Tourism & Travel Management (MTTM)** |
| **Semester-I**  |
| **Course No.** | **Paper** | **Name of the course** | **Credit** | **ESE** | **IA** | **Practical/****viva voce** | **Remarks** |
| **TMCC-101**  | Paper-1 | Tourism Concepts and Principles  | 4 | 70 | 30 |  | Core Course |
| **TMCC-102** | Paper-2 | Tourism Products | 4 | 70 | 30 |  | Core Course |
| **TMCC-103** | Paper-3 | Tourism Industry Orientation | 4 | 70 | 30 |  | Core Course |
| **TMCC-104** | Paper-4 | Management Concept and Organizational Behaviour  | 4 | 70 | 30 |  | Core Course |
| **TMCC-105** | Paper-5 | Financial and Cost Accounting | 4 | 70 | 30 |  | Core Course |
| **TMVC-101** | Paper-6 | Personality Enhancement | 4 | 70 | 30 |  | Value added course (Credited) |
| **TOTAL CREDITS**  | **24** | **420** | **180** |  |  |
| **TOTAL MARKS: 600** |  |

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| **Semester-II** |
| **Course No.** | **Paper** | **Name of the course** | **Credit** | **ESE** | **IA** | **Practical/****viva voce** | **Remarks** |
| **TMCC-201** | Paper-7 | Destination Mapping & Geography  | 4 | 70 | 30 |  | Core Course |
| **TMCC-202** | Paper-8 | Air Travel System and Distribution Channels | 4 | 70 | 30 |  | Core Course |
| **TMCC-203** | Paper-9 | Surface Transport Systems | 4 | 70 | 30 |  | Core Course |
| **TMCC-204** | Paper-10 | Marketing Management  | 4 | 70 | 30 |  | Core Course |
| **TMCC-205** | Paper-11 | Computer Applications  | 4 | 35 | 30 | 35 | Core Course |
| **TMCC-206** | Paper-12 | UP Tourism Products & Policy | 4 | 70 | 30 |  | Core Course |
| **TMVNC-201** | Paper-13 | Indian Society & Culture | 0 | - | - |  | Value added course (Non-Credit) |
| **TOTAL CREDITS**  | **24** | **385** | **180** | **35** |  |
| **TOTAL MARKS: 600** |

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| **Semester-III**  |
| **Course No.** | **Paper** | **Name of the course** | **Credit**  | **ESE**  | **IA**  | **Practical/****viva voce**  | **Remarks** |
| **TMCC-301** | Paper-14 | Basic Research Methods & Quantitative Techniques | 4 | 70 | 30 |  | Core Course/ MOOC |
| **TMCC-302** | Paper-15 | Tourism Impacts and Environmental Sustainability | 4 | 70 | 30 |  | Core Course/ Elective |
| **TMEL-301A/B/C** | Paper-16 | 1. Inbound Tour Operation & Destination Development
2. Outbound Tour Operation & Destination Development
3. Hotel Management
 | 4 | 70 | 30 |  | Elective |
| **TMEL-302A/B/C** | Paper-17 | 1. Aviation Management
2. Cargo Management
3. Event Management
 | 4 | 70 | 30 |  | Elective |
| **TMIN-301** | Paper-18 |  Summer Internship | 4 | - | - | 100 | Internship  |
| **TMIER-301** | Paper-19 |  Foreign/ Regional Language Skills/Art & Architecture/ Journalism | 4 | 70 | 30 |  | Inter-departmental Course |
| **TOTAL CREDITS**  | **24** | **350** | **150** | **100** |  |
| **TOTAL MARKS: 600** |

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| **Semester-IV** |
| **Course No.** | **Paper** | **Name of the course** | **Credit**  | **ESE**  | **IA**  | **Practical/****Viva voce**  | **Remarks** |
| **TMCC-401** | Paper-20 | Business Environment | 4 | 70 | 30 |  | Core Course |
| **TMCC-402** | Paper-21 | Digital Marketing | 4 | 70 | 30 |  | Elective |
| **TMEL-401A/ B/C** | Paper-22 | 1. Wellness & Medical Tourism
2. Religious Tourism
3. Adventure & Ecotourism
 | 4 | 70 | 30 |  | Elective |
| **TMMT-401** | Paper-23 | Study Tour (Research) based Dissertation Report & Comprehensive Viva Voce  | 8 | - | - | 200 | Master Thesis |
| **TMIRA-401** | Paper-24 | Intra-departmental Course | 4 | 70 | 30 |  | Intra-departmental Course |
| **TOTAL CREDITS**  | **24** | **280** | **120** | **200** |  |  | Inter-departmental Course |
| **TOTAL MARKS: 600** |

**TMSCC-101 Tourism Concepts and Principles**

**Course Objective:** This paper will thoroughly deal with the fundamental principles of tourism as field of study from a technical point of view for understanding of tourism in a national and global perspective. Historical evolution and contemporary developments of tourism are discussed Ingredients that conceptualize tourism are described. Role of government, national and international organizations is also elaborated.

**UNIT-1**

* Introduction tourism concepts definition and history
* Forms of tourism domestic and international
* Types of tourists : Tourist, traveler and excursionist
* Determinants and motivators of tourism demand
* Tourism industry : Nature and characteristics
* Components of tourism industry : Attractions, transport, accommodation, shopping, entertainment, infrastructure and hospitality

**UNIT-2**

* Significance of Tourism economics, socio-cultural & environmental
* Measurement of Tourism & Tourism statistics
* Present state of Indian tourism
* Emerging trends in tourism
* New thrust area

**UNIT-3**

* Ministry of tourism & tourism department
* Tourism policies & national action plan
* Concessions granted by state and central government in India
* Tourism regulations – passport, Visa, health regulations etc.

**UNIT-4**

* National trade associations : TAAI, IATO, FHRAI
* International Organisation and trade association WTO, PATA, ASTA, UFTAA, ICAO, IATA

**UNIT-5**

Case Studies and Discussions of tourism policy initiatives of government

**Recommended Readings :**

1. Bhatai A.K. Tourism in India
2. Burkart and Medlik Tourism past, present and future
3. Cooper, Fletcher et al Tourism, principles and practice
4. Mill and Morrison The tourism system : An introductory text
5. Negi, Jagmohan Travel and tourism
6. Seth P.N. Successful tourism management in India
7. Singh R.D. Tourism today (3 volumes)
8. Tewari, S.P. Tourism dimensions

**TMCC-102 Tourism Products**

**Course Objective:** Differentiate tourism product from other manufactured products from a marketing view point. To comprehend the vast Tourist resources of India; To conceptualise a tour itinerary based on variety of themes; and To identify and manage emerging tourist destinations.

**UNIT-1**

PRODUCT; Definitions; product and customer; Importance of products; tourism product and the tourist; essentials for a good tourism product; difference between consumer product and tourism product; mix type tourism product; diversity of tourism products; Concept of heritage, Role of different organizations in conserving and protecting heritage. (UNESCO, ASI, ICOMOS, INTACH etc).

**UNIT-2**

World heritage monuments, and cultural sites (all continents), ancient and modern wonders of the world.

**UNIT-3**

World heritage monuments, and cultural sites (India), evolution of important heritage sites of India. Case Studies

**UNIT-4**

Cultural tourism products of India- Performing art, painting, handicraft and cuisines, concept of fairs and festivals and important case studies.

**UNIT-5**

Local sightseeing and special lecture at monuments

**Recommened Readings**

1. Brown percy Indian architecture volume 1& 2
2. Basham, A.L. The wonder that was India
3. Gupta I.C. Tourism products of India
4. Punja shobita museums of India
5. Punja shobita great monuments of India
6. Agarwala, V.S. The heritage of Indian art
7. Basham A.L. A cultural history of India
8. Kosambi D.D. The culture and civilization of ancient India
9. Ambrose, Kay classical dances and customs of India
10. Govt. of India Indian handicrafts

**TMCC-103 Tourism Industry Orientation**

**Course Objective:** This paper deals with sectoral insights of the constituents of tourism industry supplemented with awareness of job opportunities. Role and significance of travel agency, tour operators and online travel companies is described. Significance of is discussed. Indian aviation sector is looked deep into to gauge its potential. Relevance of hospitality in tourism service delivery is elaborated. MICE and event management are dealt to probe the tourism related avenues in this areas. Tourism specific entrepreneurial insights are given in the paper.

**UNIT-1**

* Outline of sectors associated with tourism industry.
* Travel Agencies –origin, meaning, types, role ,prominent companies, job opportunities
* Tour Operators-meaning, types, role, major players, job opportunities

**UNIT-2**

* Disintermediation and Online Travel Agencies-role ,prominent companies, job opportunities
* Indian Aviation-introduction, evolution, major airlines , recent reforms, air alliances

**UNIT-3**

* Introduction of hospitality sector, potential, types of hotels, prominent hotel chains
* Air Cargo sector , sub-units of air cargo ,prominent companies

**UNIT-4**

* Overview and potential of MICE tourism in India
* Career in event management ,skills required, prominent companies
* Concept of Entrepreneurship, Prominent and recent entrepreneurial ventures of tourism sector.

**UNIT-5**

Documenting career avenues and company profiles for career planning through group discussions.

**Recommended Readings:-**

1. Swain & Mishra : Tourism: Principles and Practices (Oxford Higher Education)
2. Ravi Kumar : Indian Aviation Industry - Opportunities And Challenges
3. H Nandan : Fundamentals of Entrepreneurship

**TMCC-104 Management Concepts Organizational Behavior**

**Course Objective**: The Course aims at familiarizing the students with the management concepts and processes. It will also acquaint the students with human behaviour in organization settings.

**UNIT-1**

Management concepts and processes – Management meaning, nature, & significance, School of management thoughts, Planning –Nature, Objective process & Limitations, Decision Making, MBO, Organizing, Staffing & Direction and Control.

**UNIT-2**

Introduction to Organizational Behaviour and Individual dimensions of organizational Behaviour.

Organizational Behaviour - A working definition, organizational, Behaviour Today Emerging organizational issues for 21st Century, Perception, Personality & work related aspects of personality, Job Satisfaction.

**UNIT-3**

Motivation & leadership - Nature of Motivation, Theories of Motivation, Leader trends and behaviour, Theories of Leadership/ Interactive dimension of organizational behaviour –Group dynamics –Group at work, their basic nature, team special kind of groups.

**UNIT-4**

Organizational Culture – nature formation & maintenance of organizational culture Organizational change- some determining factors, process of change, Organizational Developments, implementing planned organizational changes. Organizational conflict- managing organizational conflict, Knowledge management, Innovation.

**UNIT-5**

Planning & decision making exercises, Case Studies, Group Discussions, Workshops, stress management exercises.

**Recommended Readings**:-

1. H. Koontz & Cyrill O’Donnell : Management

2. Hersey and Blauchard : Mgt. of Organizational Behaviour

3. Luthaus, Fred : Organizational Behaviour

4. Peter.F. Drucker : Principle of Management

5. Prasad,L.M : Organizational Behaviour

6. Parekh Udai : Human Resource Development

7. V.S.P.Rao & Rao : Management concepts

**TMCC-105 Financial and Cost Accounting**

**Course Objectives:** Explain the concept and role of cost accounting in the business management of Tourism organizations. Use accounting methods of cost calculation.

**UNIT-1**

Need for Accounting, Accounting Terminology Definitions of Accounting, Accounting systems, Accounting principles concepts and Conventions. Double entry system, Book keeping and Accounting Classification of Accounts Rules for Debit and credit.

Recording of Transaction –Journal, Ledger, Subsidiary book of Account, Cash Book Trial balance Bank Rectification of error.

**UNIT-2**

Final Accounts- Manufacturing A/C, Trading A/C profit and loss A/C and Balance sheet Adjustment entries –o/s expenses, prepaid expenses, depreciation, Accrued Income, Provision for Bad and Doubtful Debts.

**UNIT-3**

* Introduction to cost Accounting, principles of cost Accounting
* Gathering of cost information ,cost unit ,cost centre
* Classification of cost –Nature and Behaviour
* Cost Sheet
* Cost Acclamation and cost objectives , Direct and Indirect cost, prime cost

**UNIT-4**

* Operating Costing
* Budgeting
* Cost System – Marginal costing and Standard costing
* Cost Audit

**UNIT-5**

Practical Book Keeping, Case Study & exercises

**Recommended Readings:**

1. Managing Finance for Tourism by Tony Blackwood
2. Financial Management for Hospitality, Leisure and Tourism,  by Sally J. Messenger, Humphrey Shaw

Hospitality Financial Management by Agnes L. DeFranco, Thomas W. Lattin

**TMVC-101 Personality Enhancement**

**Course Objective:** The objective of the programme is to build self-confidence, enhance self-esteem and improve overall personality of the participants. The programme aims at grooming the participants through sensitizing them about proper behavior, socially and professionally, in formal and informal circumstances.

**UNIT–1**

**Understanding Personality**

* Benefit of Self knowledge, Personality type, patterns of diversity, Energy sources – Extroversion or Introversion,
* Ways to people Like You
* Make People think in Your Way
* Analyse Worry

**UNIT–2**

**Personality Development Training**

**Interview Skill:** Interview dress code, Dress to fit in, Controlling your nerves, Interview nerves can help you, Positive visualization, time your arrival, creating a positive first impression, opening conversation, assessing the degree of formality, Getting Comfortable, Recovering from poor start, Selling yourself at Interview, what does the Interview want, sell the sizzle not the sausage

**Group Discussion**

Question that evaluators ask themselves during group discussion, Attributes that an evaluator focuses upon a group discussion, Individual characteristics, demonstrated in a group discussion, Do’s and Don’ts, Musts and Must Not’s for a candidate

**Management Skills**

* Time – The most valuable resource, Common Misconceptions – Efficiency and Effectiveness are the same, To do job properly do it yourself, there is only one right way to do a job, Time Management is waste of time, A good time manager lacks creativity, The 80/20 rule, Identify time waster.
* Keeping the time log, Analyzing the time log, the urgency / Importance grid, time management skill zone – 1, Zone – 2, Zone – 3, Zone – 4
* Task Typing, Effective decision making, Don’t delay do it today, How to overcome Procrastination, Do the worst job first, Break daunting tasks into smaller ones, make a public commitment to do the job, Plan the evening before.

**UNIT-3**

**Meeting Skill**

* The meeting agenda, the meeting agenda illustrated, Helpful guidelines
* Example meeting minutes, Formal closure of meeting, Action Notes, Plan for efficiency

**Negotiating Skill**

* Introduction, The four Phases of negotiation, The three characteristics of a negotiation, the Critical factors, two types of negotiating approach, the spirit of a deal, using an agenda, paying attention to detail, opening negotiation, Listen, anticipate and compromise, Avoid Confrontation. The use of concessions, concessions trading, Avoid Using trends, Removing Deadlock

**UNIT-4**

**Presentation Skill**

* Preparing the Venue, pay attention to detail, checking the equipment, Optimise the seating arrangements, considered the needs of your audience, Final preparation details
* Getting Started, the Introduction, What style is best, Using Audio-visual Aids – slides, OHP, Teleprompter
* Body Language, Communication, Body and Limb Movement, Eye contact, your posture and Stance
* Staying in Control, Reading signals from your audience, Signals from your audience coping with hostility

**Project Management**

* What is Project Management?, Keeping sight of the goal, Effective project management, - Is it a single project? The 3 main roles
* The Matrix management approach, effective communication, sources of conflict, staff concern
* Management structure, management structure style, Project Team fundamentals, concern of new team members
* Project team members, Is theory of management, Project Life Cycle

**UNIT-5**

Workshops, Seminars, Mock Interviews, GD sessions, other personality enhancement activities.

**Books Recommended:**

1. Bajpai, B.L.: Making Management still more effective
2. Bajpai, B.L: Indian Ethos and Modern Management
3. IGNOU : Study Material

**TMCC-201 Destination Mapping & Geography**

**Course Objective:** Students will get an introduction to the main regions of the India in terms of both their uniqueness and similarities. Students will be exposed to historical, economic, cultural, social and physical characteristics of India. Students will learn the relationships between the global, the regional and the local, particularly how places are inserted in regional and global processes.

**UNIT-1**

**BASICS OF GEOGRAPHY:**

**Locate and differentiate elements of Earth’s Surface**

1. Direction
2. Latitude & Longitude
3. Scale
4. Maps (Cartography, Map projections & Symbols, Key/ Legend)

**Physical Landscape**

* Landform and landscapes resulting from fluvial, coastal , glacial , arid and tectonic processes

**Climate**

* Elements causing climatic patterns
* Classification
* Impact on tourism

**UNIT-2 (Introducing tourism geography)**

1. Definition
2. Geographical components of tourism
* Tourist generating areas-features that stimulate demand for tourism (Push factor).
* Identifying main tourist markets in the world, top tourist arrivals destination of the world
* Tourist destinations / receiving areas-factors that attract tourists (Pull factor)

Identifying main tourist receiving markets in the world

**UNIT-3 Physical & Political Geography-World**

* Major landscapes-Mountains , Plains , Plateaus, Desert, Arid/ Semi arid lands, Tidal areas, Ghats and Coastal plains
* Drainage system
* Climate and its impact on tourism
* Nature vegetations and wildlife
* World political geography
* International Airports with IATA code

**UNIT-4** **Political Geography-India**

* Major landscapes-Mountains , Plains , Plateaus, Desert, Arid/ Semi arid lands, Tidal areas, Ghats and Coastal plains
* Drainage system
* Climate and its impact on tourism
* Nature vegetations and wildlife
* Indian political geography
* City and airport codes
* Major tourist receiving cities of India (location and Importance)

**UNIT-5**

Map making & spotting, workshops, assignments

**BOOKS RECCOMENDED:**

1. A Social & Economic Atlas of India, Oxford University Press, Delhi.
2. David Collins & the Diagram Group, the Travel & Tourism Resource Pack, Cambridge University Press.
3. General Geography of India, NCERT, New Delhi.

**TMCC-202 Air Travel Systems and Distribution Systems**

**Course Objective:** To provideknowledge of ticketing software like Galileo, Amadeus etc.

**UNIT-1**

Air transportation industry:

* Bilateral conventions
* Warsaw convention
* Freedom of air
* Carrier codes
* Policies: practice and rules(procedure at airport)

**UNIT-2**

Baggage allowance

* Weight concept
* Piece concept
* Check and unchecked baggage
* Free baggage allowance o Lost and found baggage

**UNIT-3**

Reservation

* How to take reservation
* Passport and visa (Travel Formalities)

Ticket and Fares

* ABC familiarization and travel information manual (TIM) etc.

**UNIT-4**

Introduction to fare construction

* Mileage principle
* Extra mileage allowance(EMA)
* Extra mileage surcharge
* Higher intermediary points(HIP)
* Circle trip minimum

**UNIT-5**

* Back haul check
* Add-ons
* General limitations of indirect travel
* Mixed class journeys
* Special fares
* Domestic and international tickets o Different kinds of ticket
* Preparing Tickets,

**Recommended Readings:**

1. Louis Grialloreto :: Strategic Airlines Management
2. Gwenda Syratt :: Manual of Travel; Agency Management
3. ABC World Airway Guide
4. Air Traffic Book-I, World Wide Fares

**TMCC-203 Surface Transport Systems**

**UNIT – 1**

Meaning, importance and overview of surface transport industry

Major Concerns in World Surface Transport System and Methods to overcome them. Impact of Surface Transport.

History of rail & road transport

**UNIT – II**

Important rail and road networks of world.

Understanding importance or rail & road network in context to tourism

**UNIT – III**

**Indian Railways**

Setup, growth and importance of Indian Railways

Indian railways network & products

New trends in Indian Railways

Reservation system and computerized bookings of Indian trains.

**UNIT – IV**

Road Transport Operations in India

Road transport in India

Rent-a-car & coach tours in India

Highway Tourism in India and its importance

**BOOKS RECOMMENDED**

Sinha, P. C. : Surface Transport in Travel & Tourism

Tiwari, S. P. : Tourism Dimensions

Mill & Morrison : The Tourism System & Introductory Text

**TMCC-204 Marketing Management**

**Course Objective:** The objective of the paper is to acquaint the students with the principles of marketing. The familiarization with these concepts will be helpful in managing the organizations more effectively.

**UNIT-1**

Marketing, meaning and definition, evolution of marketing, core marketing concepts and marketing realities. Developing marketing strategies and plans, Marketing Mix, Marketing information and Marketing research.

**UNIT-2**

Consumer buyer behavior- models of consumer buyer behaviour, Consumer buyer decision process, Market segmentation of forecasting, Target and positioning.

**UNIT-3**

Product planning and development, Product life cycle, Branding, Pricing Place Mix-channel management and co-ordination. .

**Unit-4**

Promotion mix- Advertising,, Publicity, Sales Promotion, personal selling & Public relation. Marketing of services, Marketing strategy for Tourism.

**UNIT-5**

Interview skills, product advertisement design and campaign,

**Recommended Reading:**

1. Kotler, Phillip: Marketing Management
2. Kotler, Keller, Koshy & Jha: Marketing Management
3. Jha,S.M.: Tourism Marketing

**TMCC-205 Computer Application**

**Course Objective:** To introduce the essential concepts necessary to make effective use of the computer. To understand what a computer can do, how it works, and how it can be used to create documents using word processing and spreadsheet applications for personal and business use.

**UNIT-1**

* Computer: History, classification, generations. Hardware- Input, Output, Storage Devices
* Software- System, application software, Computer Languages, Memory, Windows Operating Systems and Concept of GUI

**UNIT-2**

* Windows- Features Running Application. Desk Top, Task Bar, Types of Buttons, window, parts of a windows, window Manipulation, Dialog Boxes, My Computer, File/Directory Manipulation, Recycle Bin. **Application Applets -** Calculators, Paint Brush, Notepad, Wordpad, Phone Dialer, Clipboard Viewer. Changing date & time, wall paper, Finding Files & Folders,

**UNIT -3 (MS Word)**

* MS Word Window Components, New File, Open File, Save, Save As, Close File, Working with Toolbars, Editing Text, Finding & Replacing Text, Adding Word Art, Creating Organization Chart, Select Text, Finding & Replacing Formatting, Checking Spelling & Grammar, Formatting text for Emphasis, Changing Paragraph Alignment, Changing Line Spacing, Setting Paragraph Tabs, Setting Paragraph Indents, Applying Style, Creating Bulleted & Numbered Lists, Adding Headers & Footers, Inserting Page Numbers & Date & Time, Arranging text in Columns, Creating Table, Modifying a Table, Formatting a Table, Mail Merge, Macros.

**UNIT -4 (MS Excel)**

* **Creating Worksheet with Excel:** Viewing the Excel Window, Making Label Entries, Entering Values, Editing Cell Contents, Inserting Deleting Cells, Selecting & Naming a Worksheet, Formatting text Numbers, Changing Data Alignments, Adding Borders to Cells.
* **Designing a Worksheet:** Creating a Simple Formula, Editing Formula, Performing Calculations Using Functions, Creating a Chart, Editing a Chart, Adding a Chart Type, Enhancing, Data Series, Data Fill, Data Filter, Setting up the Page, Previewing & Printing a Worksheet, Functions, Types of Functions.

**UNIT-5**

Internet, Email, Lab Practical Session

**Recommended Readings:-**

1. William Stallings, Data and Computer Communications, Prentice Hall, 2007
2. Behrouz A. Forouzan, DeAnza College, Data Communications and Networking, McGrawHills, 2007
3. N.D.Birrell, M.A. Ould, A Practical Handbook for Software Development, Cambridge University Press, 1988 4. Sanjay Saxena, A first course in computers, Vikas Publishing House Pt. Ltd. 2000

**TMCC-206 UP Tourism: Products & Policy**

**Course Objective:** The paper focuses on studying the state of Uttar Pradesh from the perspective of tourism. Overview of the state in geographical & historical terms will be followed by discussions on the variety of tourism products. Recent policy initiatives of the state government will be elaborated.

**UNIT-1**

History of Uttar Pradesh

Geographical Perspective of Uttar Pradesh

**UNIT-2**

Religious Tourism Destination in U.P.

Eco Tourism Destination in Uttar Pradesh

**UNIT-3**

Tourism initiative in Uttar Pradesh

Tourism Circuit in Uttar Pradesh

**UNIT-4**

Tourism Policy of Uttar Pradesh

Tourism Statistics of Uttar Pradesh

**UNIT-5**

Case Studies and Discussions of tourism policy initiatives of government

**Recommended Readings:**

1. Arihant Experts : Know Your State Uttar Pradesh  (English, Paperback)
2. Kehar Singh Yadav : Uttar Pradesh A State Study Guide  (English, Hardcover)
3. Sidhu and Sehgal : Heritage Arc Uttar Pradesh (Lonely Planet)

**TMVNS-201 Indian Society & Culture**

**Course objective:** Develop a broad understanding of Indian society and intercultural literacy through cultural immersion. Deepen your knowledge of Indian development, environmental, and culture.

**UNIT-1**

Evolution of Indian Society Hindu Philosophy & characteristics, Philosophical Literature, The Ashramas, The Purusartha, Religious Groups in India, Impact of other religion-Buddhism and Islam, The Caste System Perspectives, Theories, Characteristics of Caste, Merits and Demerits of Caste system,

**UNIT-2**

Changing Structure of Caste Vedic Period, Brahmanical Period, Maurya Period, Harsh Vardhan Period, Raput Period, Muslim Period, Pre- industrial British Period, Factors Moulding the Caste system,

**UNIT-3**

Pr- independence Industrial Period, Urbanization, Post-independence Period, Rural Social System Indian Villages, Characteristics, Agrarian Class Structure, Village Solidarity, Village Settlement Patterns, Land Tenure and Reforms, Problems of Villages, Tribal Life in India Tribe.

**UNIT-4**

G.S.Ghurye Life Sketch, Writings, Caste and Kinship, Tribe, Indian Sadhus, Rural- Urbanization, Culture & Civilization, Religious beliefs & Practices in India, Indian Art & Architecture, Hindu – Muslim relationship. D.P.Mukerji Life Sketch, Writings, Personality, Modern Indian Culture, Traditions, Role of New Middle Classes

**UNIT-5**

Social Change, Religion & Society, Study of Village, Views on Caste, Dominant Caste, Gender and Society Gender, Gender and Biology, Gender Socialization, Social Construction of Gender, Gender Order, Crisis Tendencies Feminism Origin, Causes, Gender Views on Feminism, Types of Feminism (Liberal, Marxist, Radical, EcoFeminism), Women, Ecology and Culture.

**Recommended Readings**

1. Sociology of Indian society by C.N.Shankar Rao
2. Indian Social System by Ram Ahuja
3. Feminism in search of an Identity: The Indian Context by Meena Kelkar and Deepti Gangavane
4. Social Anthropology by S.L.Doshi
5. Indian Society by S.C.Dube
6. Social Problems in India by Ram ahuja

**TMCC-301 Basic Research Methods & Quantitative Techniques**

**Course Objective:** To familiarize participants with basic of research and the research process. To enable the participants in conducting research work and formulating research synopsis and report. To impart knowledge for enabling students to develop data analytics skills and meaningful interpretation to the data sets so as to solve the business/Research problem.

**UNIT-1**

Nature & Problems of Research in Tourism

Sources of Research in Tourism

Types of Research - Qualitative & Quantitative

Hypotheses-Meaning & Types

**UNIT-2**

Sampling- Sampling & Population

Classification Of sampling- Probability & Non- Probability

Characteristics of a good sample

Data Collection, Sources of Data-Primary& Secondary

**UNIT-3**

Tools & Techniques Of data Collection-

Check -list, Observation, opinion air, Interview, Sociometric,

Questionnaire, rating scale etc Characteristics of a good Measuring Tool- Reliability, validity etc

Format Of Research Report- Style Of Writing, Presentation Of Data, Chapterization & reference Writing.

Computer data Analysis – Basic Steps In Data Analysis, spread sheet(excel), SPSS (statistical Package)

**UNIT-4**

Descriptive Statistics – Tabulation & graphical presentation of data, Central tendency, Normal Probability Curve. Correlation Techniques –Product Moment ‘r’, Regression & Prediction.

Analysis Of Variance – (One way & & Two way), factor Analysis.

Non Parametric Tests –Chi- Square

**UNIT-5**

Mock surveys, profiling, report writing & presentation exercises

**Recommended Readings:**

1. Research Methods in Business Studies, Pervez N. Ghauri, Gonhaug, Kristians lund, Prentice Hall)
2. Introduction to Quantitative Research Methods: An Investigative Approach, by Mark Balnaves, Peter Caputi

**TMCC-302 Tourism Impacts & Environmental Sustainability**

**Course Objective:** This course aims to provide students with a broad understanding of environmental issues and their impact upon the tourism industry, therefore subject areas such as pollution, waste management and biodiversity will be a primary focus.

**UNIT-1**

Introduction to tourism impacts, Tourism Impacts and Destination Development Issues, Introduction to Economic, physical & socio-cultural impacts, costs and benefits of tourism.

**UNIT-2**

Economic Impacts: Income, employment, skills development, multiplier effect, effects on balance of payments, benefits from tourism investments. Negative impacts of tourism: challenges and leakages.

**UNIT-3**

Physical Impacts: Tourism induced natural environmental degradation, loss of scenic value, effect of intrusion, concept of carrying capacity and sustainable tourism. Case studies related to global issues, Environmental Impact assessment, Initiatives to safe guard environment owing to tourism by Key bodies.

**UNIT-4**

Socio- cultural Impacts: Services support, social impacts and cultural erosion. Concept of Host- Guest Relationships, Impact assessment methods, managing impacts and developing policies.

**UNIT 5**

Case Study, Workshop, finding solutions for various negative impacts arising due to tourism

**Recommended Readings:**

1. Sinha P.C. : International Encyclopedia of Tourism Management
2. Tiwari S.P. : Essential of Tourism
3. Negi : Travel & Tourism
4. Bhatia : Tourism Development
5. Srivastav A, Pandey K. : Anthropology & Tourism

**TMEL-301 (C) Hotel Management**

**Course Objective:** The objective of the course is to develop the basic skills of the students who will be working in the hospitality industry in the near future. These skills can be related to food and beverage preparation, food and beverage service, front office operations and housekeeping operations

**UNIT-1**

* Introduction and overview of accommodation industry in India.
* Classification of hotels
* Heritage Hotels
* Departments of hotel
* Hotel categories

**UNIT-2**

* Types of Rooms
* Types of Plans and types of rates
* Organization of Hotel: small, medium and luxury
* Function of Front Office Department
* Reservation-Types & Procedures

**UNIT-3**

* Registration: Pre registration activities, receiving guests, selling techniques, Handling of VIP Group, FIT, Foreign FIT guest and maintenance of records.
* Methods of payments
* Checkout & settlement procedure
* Co-ordination with other departments.

**UNIT-4**

* Role of Housekeeping department, Cleaning-Daily, periodical & renovation.
* Cleaning equipment and agents.
* Supervisor daily routine & supervision
* Linen room – Linen, laundry & exchange procedure.
* Various records to be maintained by Hose Keeping department.

**UNIT-5**

Hotel visit, Understanding hotel accreditation system, case studies on important hotels (International & Indian)

**Recommended Readings:-**

1. Sudhir Andrews - Hotel Front office Training Manual
2. Zulfikar Mohammad - Introduction to Tourism and Hotel Industry
3. Sudhir Andrews : Hotel Front Office training Manual
4. Sudhir Andrews : Hotel Housekeeping.

**TMEL-302 (A) Aviation Management**

Course Objectives: To familiarize the students with aviation geography and aviation management.

**UNIT-1**

**Aviation Geography-I**

(i) Importance of geography in tourism

(ii) Latitude, Longitude, International Date Line, Time Zones and Calculation of Time

(iii) Location of major tourist destinations in India, use of kilometre/mileage chart.

(iv) Impact of weather and climate on tourist destinations.

(v) Aviation geography, IATA areas

**UNIT-2**

**Aviation Geography-II**

(i) Major tourist attractions worldwide, Recent trends in international tourist movements.

(ii) Major outbound tourism countries.

(iii) Characteristics of Indian outbound travel, Special requirements of Indian outbound tourist

**UNIT-3**

**Basic Air Fares and Ticketing:**

(i) Review of world and IATA geography

(ii) IATA, ICAO

(iii) ABC familiarisation

(iv) Practice itinerary planning

(v) Airline schedule

(vi) Passenger documentation/travel formalities (TIM)

**UNIT-4**

**Familiarisation of Air Tariff**

1. Introduction to fare construction
2. Mileage principle
3. Fare construction with Extra Mileage Allowance & Extra Mileage Surcharge
4. Higher intermediates point (HIP), Circle trip minimum (CTM)
5. Backhaul check, Add-ons
6. General limitations on indirect travel
7. Mixed class journeys
8. Special fares (excursion, student & seamen)
9. Passenger ticket & baggage check (with issuance of ticket with itineraries-one way (OW), Return (RT), Circle Ticket (CT) Mixed class special fares.
10. Passenger expenses en route
11. Credit cards universal air travel plan (UATP)
12. Baggage Rules
13. Govt. of India & Airline formalities to be fulfilled by agents.
14. Passenger agency sales reports
15. Auxiliary travel services ( Hotel, Ground, Transportation, Tours, Air Taxis)

**UNIT 5**

Case Study, Special Lectures, Industrial Visits

#### Recommended Readings:

1. ABC World Wide Airways Guide (Red & Blue)
2. Air Tariff Book 1. Worldwide Fares, Worldwide Rules. IT Fares etc., Worldwide Maximum Permitted Mileage
3. Travel Information Manual (TIM)
4. IATA Ticketing Hand Book

**TMEL-302 (B) Cargo Management**

**Course Objectives:** To acquaint the students how to manage the Cargo.

**UNIT-1**

Introduction, Indian Cargo Industry: An overview, Export and Import Cargo Operations, Industry: Transportation and Warehousing, Services, Transportation in Logistics, International Transportation.

###### **UNIT-2**

The Industry’s Role, Acceptance and Dispatch of Air Cargo, Cargo Handling, Airway Bill, FIATA (International Federation of Freight Forwarders Associations), IATA Cargo Agent and Cargo Agency Operations, Transportation Charges of Air Cargo, Cargo Automation, Carriage by Air Act, 1972

###### **UNIT-3**

Road Freight Industry, Rail Freight Industry, India’s Rail Road System, Road Transport Development in India.

###### **UNIT-4**

Shipping Cargo and Charter Parties, Seaway Bill, Carriage of Goods by Sea and Multimodal Transport Indian Legislation, Carriage of Goods by Sea, Logistics in Shipping, Risk Management,

**UNIT-5**

Case Studies, Special Lectures, Visit Cargo Houses

**Recommended Readings:**

1. Cargo Management, An International Perspective, Manoj Dixit
2. Cargo Management Hardcover, by K. Elliot Cheatham
3. Air Cargo Management: Air Freight and the Global Supply Chain by Michael Sales

**TMEL-302 (C) EVENT MANAGEMENT IN TOURISM**

**UNIT-1**

**Event Industry**

Defining event and event Management, Overview, Introduction, brief history, current and future trends of event industry, career profiles & opportunities in event management, linkages between tourism and event industry.

**UNIT-2**

**Event Concept & Planning**

Classification of events, developing the event concept, components of event planning, steps of event planning.

**UNIT-3**

**Social Events**

Household events celebrations: Birthday parties, dinner/tea parties, weddings, housewarming parties, ceremonies & rituals, Promotional special events: fashion shows, product launch, charity events, fairs & festivals, competitive events.

**UNIT-4**

**Business Events**

Scope of MICE importance, seminars & conferences, trade shows, incentive programmes, appreciation events, exhibitions, workshops

**BOOKS RECOMMENDED:-**

Meetings, Conventions & Expositions - An Introduction to the Industry Rhonda J. Montgomery, & Sandra K. Strik. Publishers – Van Nostard Reinhold, An International Thomson Publishing Co.

Shone, A & Parry, B. Successful Event Management, Cengage Learning. 20 5. Watt. D.C. Event Management in Leisure and Tourism. Pearson, UK. 6. Blatt , J.G.

Special Events- Best Practices in Modern Event Management. John Wiley and Sons, New York. Hall, M (1999)

**TMIER-301 Foreign/ Regional Language Skills/ Art & Architecture/ Journalism**

Syllabus as per concern department

**TMCC-401 Business Environment**

**Course Objective:** To provide knowledge of the environment in which businesses operate, the economic operational and financial framework with particular application to the transaction of insurance business. Learning Outcomes: Outline how an entity operates in a business environment.

**UNIT-1**

Definition, meaning, origin of business concept, need of business environment

**UNIT-2**

Company Act-1952, 1956, Industry Act MRTP, LPG model, need advantage & disadvantage of LPG, developing Vs developed nation, concept of global economy, labour law

**UNIT-3**

GDP, Financial Institute: SEBI, SIDBI, ICICI, FICCI, TFCI, IMF, ADB, Tax reforms & tax system-VAT

**UNIT-4**

Current perspective of business environment in national & international market, income & growth factors.

**UNIT-5**

Special lectures, visit financial institution, Case study, Survey of local tourism market

**Recommended Readings**

1. Business Environment, by [Pailwar V.K](https://www.amazon.in/s/ref%3Ddp_byline_sr_book_1?ie=UTF8&field-author=Pailwar+V.K&search-alias=stripbooks)
2. Business Environment by BN Ghosh
3. International Business Environment by K Jotwani, S O Chavan, 2016

**TMCC-402 Digital Marketing**

**Course Objectives:**

In simple terms, digital marketing is the promotion of products or brands via one or more forms of electronic media. Digital marketing is often referred to as online marketing, internet marketing or web marketing.

Digital marketing objectives should be SMART (Specific, Measurable, Achievable, Relevant and Time Related); and you should benchmark against your competitors to ensure that you are more effective.

**UNIT1: Introduction to Digital Marketing**

* Concept of digital marketing, Difference between Digital and traditional marketing, Fundamentals of Ecommerce,
* New trends and current scenario of the world, Digital marketing a boon or a Bane
* Digital marketing as a tool of success for companies, Importance of digital marketing
* Uses of digital marketing to help the small companies and top inc
* Categorization of digital marketing for the business
* Concept of a website, Levels of websites, Difference between Blog, Vlog, Portal and Website

**UNIT 2: Search Engine Optimization (SEO)**

* Concept of SEO
* On page optimization techniques
* Off page Optimization techniques
* Reports

**UNIT 3: Social Media Optimization (SMO)**

Use of SMO (Social Media Optimization) in platforms like Facebook, Twitter, LinkedIn, Instagram, YouTube and more social media services optimization.

* Introduction to social Media Marketing
* Advanced Facebook, YouTube, Instagram Marketing
* Word Press blog creation
* Twitter marketing
* LinkedIn Marketing
* Google plus marketing
* Social Media Analytical Tools

**UNIT 4: Search Engine Marketing**

* Introduction to Search Engine Marketing
* Tools used for Search engine Marketing
* Google Adwords Tool
* Display advertising techniques
* Report generation

**UNIT 5: Future of Digital Marketing**

Orientation to new paradigms of digital marketing and practical application

**Recommended Readings:**

1. Digital Marketing by Dave Chaffey, Fiona Ellis-Chadwick
2. Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing by Dave Chaffey, P.R. Smith
3. Marketing 4.0: Moving from traditional to Digital by Phillip Kotler
4. The Zen of Social Media Marketing by Shama Kabani

**TMEL-401 (A) Wellness & Medical Tourism**

**Course Objective:** This course is designed to help students understand the growing importance of medical tourism in contemporary world. This course will also help students to analyze and understand push pull factors as motivators for medical tourists throwing some light on AYUSH, India as medical tourism destination and its contribution to Indian tourism.

**UNIT-1**

Introduction to Health Tourism: Origin and development over ages - health as a motivator to travel, Ancient centres of healing, Quality of Life (QOL) Concept. Scope of Health Measures. Health: Concept, Definitions and Importance of health to People, Business and Government.

**UNIT-2**

Medical tourism: - concept, typology Genesis and growth of Medical Tourism - benefits of medical tourism, Factors responsible for growth of health and medical tourism. Medical Tourism Business- Global medical tourism scenario, Stakeholders, countries promoting medical tourism – Health and Medical Tourism markets at global level

**UNIT-3**

Medical tourism product and package: Factors and Steps for designing product and tour package, development, issues and considerations, Approvals and formalities, Pre-tour arrangements, tour operations and post-tour management, Health Insurance, Claiming Health Insurance

**UNIT-4**

Legal Aspects of Medical Tourism: Certification and Accreditation in health and medical tourism, Ethical, legal, economic and environmental issues in health and medical tourism. An Introduction to National Accreditation Board for Hospitals & Healthcare (NABH) and Joint Commission International (JCI).

**UNIT-5**

Medical tourism in India: - Centres/Destinations, Current and futuristic trends, Potentials, Issues and Challenges, Trouncing the challenges, Government Support.

**Recommended Readings:**

1. M. Smith and L. Puczko (2009), Health and wellness tourism,
2. B. Heinemann Sonali Kulkarni (2008), Spa and Health Tourism, Book Enclave, Jaipur. Raj Pruthi (2006),
3. Medical Tourism in India, New Delhi: Arise Pub.

**TMEL-401 (B) Religious Tourism**

**Course Objectives:** The course aims at providing knowledge of various religion prominent in India and popular destinations associated with different religions.

**UNIT -1**

Hinduism

* Concept & fundamental of Hinduism
* Pilgrimage centre for Hindu Devotees
* Famous Itinerary based on major pilgrimage centre (IRCTC, Roadways )

**UNIT-2**

Islam

* Concept & fundamental of Islam
* Prominent mosques in India
* Major Centre for Sufism

**UNIT-3**

Buddhism

* Concept & fundamental of Buddhism
* Prominent Buddhist Centres in India
* Famous Itinerary based on major pilgrimage centre

**UNIT-4**

Sikhism, Jainism

* Concept & fundamental of Sikhism & Jainism
* Prominent Sikh & Jain Centres in India

**UNIT 5**

Christianity & other Religions

* Concept & fundamental of Christianity
* Concept & fundamental of Other Religions
* Prominent Centres in India

#### Recommended Readings:

1. Wonder that was India by A.L Basham
2. Hindu Pilgrimage by Sunita Panth Bansal
3. Islamic Architecture by Percy Brown
4. A History of the Sikhs by Khuswant Singh
5. Indian Architecture (Buddhist & Hindu Period) by Percy Brown
6. A History of Christianity in India by Stephen Neill

**BTA-305 ADVENTURE & ECOTOURISM**

**UNIT- 1** (Adventure Tourism)

Concept of adventure tourism, classification of adventure tourism; Adventure on Ground:

Mountain climbing, trekking, skiing, ice skating, motor car rally, rock climbing, camel safari, bungee jumping etc.

**UNIT- 2** (Adventure Tourism)

Adventure in Water:-

River running-canoeing, kayaking, white water rafting, diving, rowing, surf boating, wind surfing etc.River reading

Adventure in Air:-

Ballooning, parachuting & sky diving, paragliding, Para sailing, gliding, soaring, hang gliding, micro lighting, weather observations.

**UNIT- 3** (Wildlife Tourism)

India’s wildlife:-

Introduction, wildlife conservation and management, values of wildlife

Protected areas & protected area network in India: national parks, wildlife sanctuaries & biosphere reserves (meaning & characteristics); Special conservation programmes

**UNIT- 4** (Wildlife Tourism)

Selected important national parks & sanctuaries in India: (List given below)

Dachigam national Park, Corbett National Pak, Dudhwa National Park, Kaziranga National Park, Manas Tiger Reserve, Kanha National Pak, Gir National parks & Sanctuary, Ranthambore National Park, Keoladeo Ghana National Park,The Sunderbans National Park, Simlipal National Park, Bandipur & Nagarhole National Park, Madumalai Sanctuary, Periyar National Park, Desert Sanctuary, Wild Ass Sanctuary.

**UNIT- 5** (Wildlife Tourism)

UNESCO World Heritage Sites in India (Natural Category)

**BOOKS RECOMMENDED:-**

1. Satyendra Malik : Adventure Tourism
2. Hand book of National Parks, Wildlife Sanctuaries & Biosphere Reserves of India

**Elective-3 Tour Operation and Destination Management**

**Course Objective:** The purpose of this course is to acquire practical knowledge and skill about the tour operations and to become familiar with the techniques and approaches for successful destinations visit.

**UNIT-1**

Tour Operation: Definition- Concept-History and Growth of Tour Operation business. Types of Tour Operators, Organizational Structure, Forms of Organization, Departments and its functions The Process of travel decision making, Mode and Destination selection, Managing Tour Operation, Field Operations- inbound and outbound, Managing Distribution Role of Distribution in exchange process, Selling through distribution chains. Distribution System in Tourism Operation Management of In-house operations

**UNIT-2**

Reservation and Cancellation procedures for Tour related services-Hotels, Airlines, Cruise liners, Car rentals and Rail travel, Commission Structures from Suppliers of Service, Tour Operation Documentation: Voucher-Hotel and Airline Exchange Order, Pax Docket, Status Report, Daily Sales Record, AGT Statements-Credit Cards-Importance and Future RBI Regulations for Tour Operators

**UNIT-3**

Itinerary Preparation: Concept, Typology, Duration, GIT, FIT Do’s and don’ts of itinerary preparation-Limitations and Constraints Custom made itinerary and Readymade itinerary, Factors to be considered while preparing an itinerary - Seasonal itinerary-Product based itinerary-All inclusive itinerary.

**UNIT-4**

Packaging-Definition-Types-Forms and Components of Package Tour. Advantages and Disadvantages of Package Tour. Liaisoning and Negotiation of Package Tour. Product Oriented Package tour case studies,

Costing a Tour: Components, Considerations- Types of Costs-Cost sheet, FIT Costing and Group Costing. Differential Tariff Plan-Accommodation Cost-Transportation Cost-Meals Plan etc. Pricing Strategies and Distribution Mechanism

**UNIT-5**

 Itinerary Preparations and costing, Special Lectures

**Recommended Readings:**

1. Foster D Travel Agency & Tour Operations
2. Dellers Conducting Tours
3. J M Negi Travel Agency and Tour Operation
4. Holloway & Robinson Marketing for Tourism

**Choice Based-1 Media Management**

**Course Objective:** Media Management is designed to provide students with detailed insight into the structures, management, processes, economics of and controversies surrounding the electronic media industries in the United States in the early 21st century. Programming methods and strategies used in media industries.

**UNIT-1**

Introduction – Media Business-Media Classification- Mass Media –Niche Media-Addressable Media and Interactive Media-Media-Intrusiveness.

**UNIT-2**

Print-Media-Newspaper-Principles of Newspaper Business-Classified Ads, Display Ad’s Display Ad’s – Coverage and Audience Measurement-Sales and Pricing-magazines Directories.

**UNIT-3**

Broad cast Media-Radio-Television-out of Home Media-our door Advertising-Cinema and Video Non-Traditional Media.

**UNIT-4**

An overview of Media planning-problems of media planning –Developing media plan-Market Analysis and Target- Interactive and Digital Media.

Establishing media objectives- Evaluation and Follow up-Computers in Media Planning- Characteristics of Media.

**UNIT-5**

Special Lectures, Case Study, writing for different types of media, discussing their merits & demerits

**Recommended Readings:**

1. Principles of Advertising and IMC – Tom Duncan-Tata McGraw-Hill-Second Edition.
2. Advertising and Promotion – an IMC Perspective – Kruti shah and Alan D’souza - Tata McGraw –Hill.
3. Newspaper Management, Mehra.
4. Newspaper Organization and Management, Rucker and Williams.

**Choice Based-2 Foreign Language (French)**

**Course Objective:** provide students with opportunities to acquire advanced language proficiency and both knowledge of and engagement with the literary, cultural, socio-historical, and political traditions of the French-speaking world.

**UNIT-1**

Everyday activities Home life and school Food, health and fitness Home life School routine Eating and drinking Health and fitness

**UNIT-2**

Personal and social life Self, family and personal relationships Holidays and special occasions Self, family, pets, personal relationships House and home Leisure, entertainments, invitations Eating out Festivals and special occasions Holidays; getting around Accommodation

**UNIT-3**

The world around us Home town and local area Natural and made environment People, places and customs Home town and geographical surroundings Shopping Public services Natural environment Weather Finding the way Meeting people Places and customs Travel and transport.

**UNIT-4**

The world of work Continuing education Careers and employment Language and communication in the work place Further education and training Future career plans Employment Communication Language at work

**UNIT-5**

The international world Tourism at home and abroad Life in other countries and communities World events and issues Holiday travel and transport, Geographical surroundings, Weather, Places and customs, Food and drink, Meeting people, Issues according to available resources and individual interest.

**Recommended Readings**

1. Easy French Step-by-step by Myrna Bell Rochester
2. Entre Amis by Michael D. Oates
3. Contacts: Langue et culture françaises  by Jean-Paul Valette & Rebecca Valette
4. En bonne forme by Simone Renaud & Dominique van Hooff

**Choice Based-3 Foreign Language (German)**

**Course Objective:** The main objective in modern foreign language study today should be to become intelligent about language. What was once the by‐product should become the main object of pursuit. While the student is becoming intelligent about language.

**UNIT-1**

Everyday activities Home life and school Food, health and fitness Home life School routine Eating and drinking Health and fitness

**UNIT-2**

Personal and social life Self, family and personal relationships Holidays and special occasions Self, family, pets, personal relationships House and home Leisure, entertainments, invitations Eating out Festivals and special occasions Holidays; getting around Accommodation.

**UNIT-3**

The world around us Home town and local area Natural and made environment People, places and customs Home town and geographical surroundings Shopping Public services Natural environment Weather Finding the way Meeting people Places and customs Travel and transport.

**UNIT-4**

The world of work Continuing education Careers and employment Language and communication in the work place Further education and training Future career plans Employment Communication Language at work.

**UNIT-5**

The international world Tourism at home and abroad Life in other countries and communities World events and issues Holiday travel and transport, Geographical surroundings, Weather, Places and customs, Food and drink, Meeting people, Issues according to available resources and individual interest

**Recommended Readings**

1. German for Beginners (Language for Beginners)
2. German Grammar: Summary of German Guide
3. German Made Easy: Learn German in an Easy and Systematic Way with CD
4. Complete German (Learn German with Teach Yourself): Book: New edition

**Choice Based-4 Art & Architecture**

**Course Objective:** Overall comprehension of the fields of the History of Art and Architecture, including familiarity with diverse geographical Indian traditions, cultures, historical periods, works of art and architecture, their producers and users; establishing awareness of how these have been defined by the discipline and other forces.

**UNIT-1**

1. Art and architecture of Indus Valley Civilisation

2. Mauryan Art

3. Art of Bharhut, Sanchi, and Amaravati

**UNIT-2**

1. Mathura School of Art

2. Gandhara School of Art

3. Gupta sculptural Art

4. Ajanta Paintings

**UNIT- 3**

1. Stupa Architecture with special reference to

a. Sanchi mahastupa

b. Amaravati stupa

2. Rock-cut Architecture with special reference to

a. Bhaja

b. Karle

**UNIT-4**

1. Architectural features of the following

a. Gupta Temples

b. Khajuraho Temples - Kandariya Mahadeva

c. Orissa Temples - Lingaraja Temple & Konark Sun Temple

d. Pallava Temples - Rock-cut Rathas

e. Rashtrakuta Temples- Kailasa Temple of Ellora

**UNIT-5**

Visit the local monuments and museum

**Recommended Readings**

1. Arts & Architecture, 1945-54: The Complete Reprint, by [David F. Travers](https://www.amazon.com/s?ie=UTF8&field-author=David+F.+Travers&text=David+F.+Travers&sort=relevancerank&search-alias=books&ref_=fsclp_pl_s_3)
2. The Art and Architecture of India: Buddhist, Hindu, Jain By Benjamin Rowland Penguin Books, 1953
3. The Art of Mughal IndiaBy Stuart C. WelchH.N. Abrams, 1963

**MTTM-402 New Age Tourism**

**Course Objective:** Times are changing and so are the demands and expectations of the 'new' traveller, the search for different experiences, different adventures, different lifestyles has paved the way for this concept called the 'new tourism' Attention is being turned to exploring new frontiers or daring to go where traditional thought did not allow. Responding to the shift in market dynamics towards a "New" style of tourist, a number of initiatives have or are likely to fuel the growth of experiential tourism.

**UNIT-1**

* The Rise of Mass Tourism
* Special Interest Tourism and the Birth of New Age Tourism
* Experience Economy, The New Wave/New Age Tourism: Concepts
* Post-tourism

**UNIT-2**

* Festivals and Event Tourism
* Film and TV Tourism
* Gastronomic Tourism
* Literary Tourism

**UNIT-3**

* Space Tourism
* Virtual Tourism/Cyber Tourism
* The Antarctic Tourism
* Sports and Adventure Tourism and Commercial Adventure

**UNIT-4**

* Pro poor tourism
* Health and Wellness
* Mature Tourism, Mobility, Neo-colonialism, Regeneration, Self and Other, Tourist Gaze and Urban Tourism

**UNIT -5**

Group Discussions for formulating Experiential Tourism offerings

**Recommended Readings**

1. Rajeev Sabharwal : New Age Tourism Policy & Planning
2. Swain & Mishra : Tourism: Principles and Practices (Oxford Higher Education)