MBA

(TOURISM AND TRAVEL)

SYLLABUS

2015 – 2017
MBA (Tourism & Travel) Duration – 4 Semesters

Three semesters will be classroom teaching and end semester will be on-the-job training/internship for 16-24 weeks. First, second and third semester will be of 9 papers each carry 100 marks each paper.

After the second semester, students will go for 4-6 weeks summer training which will carry 100 marks.

Dual Specialization

There are four following specializations out of which the students will offer two specializations (dual specializations)

Group – A: Air Fares and Ticketing
   i) Basic Air Fares.
   ii) Air Fares Calculations.
   iii) Computerized Reservation System.

Group – B: Air Cargo Operations and Management
   i) Basic Cargo Rating and Handling.
   ii) Dangerous and Live Animal Regulations.
   iii) Export Import Policy and Documentation.

Group – C: Tour Operation
   i) Tour Operation Management.
   ii) Itinerary Planning and Costing.
   iii) Tour Guiding and Interpretation.

Group – D: Marketing
   i) Destination Marketing.
   ii) Relationship Marketing.
   iii) Sales and Distribution Management.

Note: Group A and B cannot be offered combined as dual specialization.
<table>
<thead>
<tr>
<th>Module NO</th>
<th>Paper</th>
<th>Internal Marks (CT+CP)</th>
<th>External Marks (50)</th>
<th>Total (100)</th>
<th>Credit/Contact Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Semester – I</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TT-101</td>
<td>Management Concept and Organizational Behaviour</td>
<td>40</td>
<td>50</td>
<td>100</td>
<td>3/35</td>
</tr>
<tr>
<td>TT-102</td>
<td>Tourism Economics</td>
<td>40</td>
<td>50</td>
<td>100</td>
<td>3/35</td>
</tr>
<tr>
<td>TT-103</td>
<td>Information Technology for Tourism</td>
<td>40</td>
<td>50</td>
<td>100</td>
<td>3/35</td>
</tr>
<tr>
<td>TT-104</td>
<td>Tourism Concept and Impact</td>
<td>40</td>
<td>50</td>
<td>100</td>
<td>3/35</td>
</tr>
<tr>
<td>TT-105</td>
<td>Tourism Products of India Transport Management</td>
<td>40</td>
<td>50</td>
<td>100</td>
<td>3/35</td>
</tr>
<tr>
<td>TT-106</td>
<td>Tourism Marketing</td>
<td>40</td>
<td>50</td>
<td>100</td>
<td>3/35</td>
</tr>
<tr>
<td>TT-107</td>
<td>Travel Agency Management</td>
<td>40</td>
<td>50</td>
<td>100</td>
<td>3/35</td>
</tr>
<tr>
<td>TT-108</td>
<td>Geography and International Tourism</td>
<td>40</td>
<td>50</td>
<td>100</td>
<td>3/35</td>
</tr>
<tr>
<td>TT-109</td>
<td>Soft Skill Laboratory</td>
<td>100</td>
<td></td>
<td></td>
<td>3/35</td>
</tr>
<tr>
<td>Semester – II</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TT-201</td>
<td>Contemporary issues in Tourism</td>
<td>40</td>
<td>50</td>
<td>100</td>
<td>3/35</td>
</tr>
<tr>
<td>TT-202</td>
<td>Business Communication</td>
<td>40</td>
<td>50</td>
<td>100</td>
<td>3/35</td>
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<tr>
<td>TT-203</td>
<td>Accounting &amp; Finance for Managers</td>
<td>40</td>
<td>50</td>
<td>100</td>
<td>3/35</td>
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<tr>
<td>TT-204</td>
<td>Human Resource Management</td>
<td>40</td>
<td>50</td>
<td>100</td>
<td>3/35</td>
</tr>
<tr>
<td>TT-205</td>
<td>Business Research Methods</td>
<td>40</td>
<td>50</td>
<td>100</td>
<td>3/35</td>
</tr>
<tr>
<td>TT-206</td>
<td>Tourism Policy, Planning and Development</td>
<td>40</td>
<td>50</td>
<td>100</td>
<td>3/35</td>
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<tr>
<td>TT-207</td>
<td>Hospitality Management</td>
<td>40</td>
<td>50</td>
<td>100</td>
<td>3/35</td>
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<tr>
<td>TT-208</td>
<td>Basic Air Fares (Elective)</td>
<td>40</td>
<td>50</td>
<td>100</td>
<td>3/35</td>
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<tr>
<td>TT-209</td>
<td>Basic Cargo, Rating and Handling (Elective)</td>
<td>40</td>
<td>50</td>
<td>100</td>
<td>3/35</td>
</tr>
<tr>
<td>TT-210</td>
<td>Tour Operations Management</td>
<td>40</td>
<td>50</td>
<td>100</td>
<td>3/35</td>
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<tr>
<td>TT-211</td>
<td>Destination Marketing (Electives)</td>
<td>40</td>
<td>50</td>
<td>100</td>
<td>3/35</td>
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<tr>
<td>Semester – III</td>
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<tr>
<td>TT-301</td>
<td>Event Management</td>
<td>40</td>
<td>50</td>
<td>100</td>
<td>3/35</td>
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<tr>
<td>TT-302</td>
<td>Entrepreneurship Development</td>
<td>40</td>
<td>50</td>
<td>100</td>
<td>3/35</td>
</tr>
<tr>
<td>TT-303</td>
<td>Sustainable Tourism Management</td>
<td>40</td>
<td>50</td>
<td>100</td>
<td>3/35</td>
</tr>
<tr>
<td>TT-304</td>
<td>Personality Development</td>
<td>40</td>
<td>50</td>
<td>100</td>
<td>3/35</td>
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<tr>
<td>TT-305</td>
<td>Transport Management</td>
<td>40</td>
<td>50</td>
<td>100</td>
<td>3/35</td>
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<tr>
<td>TT-306</td>
<td>Air Fare Calculations</td>
<td>40</td>
<td>50</td>
<td>100</td>
<td>3/35</td>
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<tr>
<td>TT-307</td>
<td>Computer Based Reservation System</td>
<td>40</td>
<td>50</td>
<td>100</td>
<td>3/35</td>
</tr>
<tr>
<td>TT-308</td>
<td>Dangerous &amp; Live Animal Regulations</td>
<td>40</td>
<td>50</td>
<td>100</td>
<td>3/35</td>
</tr>
<tr>
<td>TT-309</td>
<td>Export Import Policy &amp; Documentation</td>
<td>40</td>
<td>50</td>
<td>100</td>
<td>3/35</td>
</tr>
<tr>
<td>TT-310</td>
<td>Itinerary Planning &amp; Costing</td>
<td>40</td>
<td>50</td>
<td>100</td>
<td>3/35</td>
</tr>
<tr>
<td>TT-311</td>
<td>Tour guiding &amp; Interpretation</td>
<td>40</td>
<td>50</td>
<td>100</td>
<td>3/35</td>
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<tr>
<td>TT-312</td>
<td>Relationship Marketing</td>
<td>40</td>
<td>50</td>
<td>100</td>
<td>3/35</td>
</tr>
<tr>
<td>TT-313</td>
<td>Sales &amp; Distribution Management</td>
<td>40</td>
<td>50</td>
<td>100</td>
<td>3/35</td>
</tr>
<tr>
<td>Study Tour</td>
<td></td>
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<tr>
<td>Summer Training</td>
<td></td>
<td>50(Viva-Voce)</td>
<td>50(Report)</td>
<td>100</td>
<td>6-8, Weeks</td>
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<tr>
<td>O.J.T</td>
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<td>100(Viva-Voce)</td>
<td>200(Report)</td>
<td>300</td>
<td>16-24, weeks</td>
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<tr>
<td>TOTAL</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>3200</td>
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</table>
SEMESTER – I
Name of course
Management concepts and organization behavior

What is the role of proposed learning in managing businesses?
This is the basic introductory course for learners of business management. This course helps learners to use management skills and techniques in all routine managerial activities in all aspects of businesses effectively and efficiently. Besides, the awareness about human behavior enhances the managers aptitude in handling the individuals in an organization.

Reference books
Griffins, Management, Houghton Mifflin Company.
Robbins, Management. Pearson education, New Delhi
Wurech Koontz, Essentials of Management, Mc Graw Hill

Note: There will be two evenly placed internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching. Each of the units should be designed to have 7-8 hours of teaching load.

MANAGEMENT CONCEPT AND ORGANIZATIONAL BEHAVIOUR (TT-101)

Unit - I

CONCEPTS OF MANAGEMENT

Unit - II

PROCESS OF MANAGEMENT
Functions of Management. Planning - Nature, Scope, steps and hierarchy of plans; Organizing – Types of organization, line and staff organization, Span of management, Centralization, Decentralization. Delegation of Authority, Power, Accountability,
Management by Objective (MBO), Responsibility, Organization Culture and Effectiveness, Controlling: Types of Control, Controlling for organizational effectiveness.

Unit - III

MOTIVATION & LEADERSHIP
Theories of motivation, Maslow’s Need Hierarchy, Herzberg’s two factor theory, Need theories, Goal theories, Equity Theory, Expectancy Theory.
Leadership: Concept and theories, Trait Theory, Autocrat and Democrat. Leadership; Blake and Mouton’s managerial Grid, P Hersey and Kenneth Blanchard’s Situational Leadership.

Unit - IV

ORGANIZATIONAL BEHAVIOUR
Definition, Importance, Fundamental Concepts of Organizational Behaviour, Influence of Socio-cultural factors on organization, Perceptions, Personality and Attitudes, Values, Learning and Job satisfaction.

Unit - V

INTERPERSONAL BEHAVIOUR
Transactional analysis, Group dynamics, Management of change, Conflict Management, Organizational Culture.

Suggested Books:
1. Essentials of Management - Harold Koontz and Heinz Weirich (KW)
2. Management - Stoner, Freeman and Gilbert (SFG)
4. Principles & Practice of Management - L.M. Prasad (LMP)
5. Organizational Behaviour - Fred Luthans
6. Organizational Behaviour - Stephen P. Robbins
7. Organizational Behaviour - L.M. Prasad.

Tourism Economics (102)

Code of course and semester Name of course
TT-102, / Sem -1 Tourism economics

What is the role of proposed learning in managing businesses?
Most of managerial decision making has to have economic considerations. It is therefore important for a manager to understand the concepts of economics and refer to same in managing, planning and controlling. The objective of this course is to acquaint the participants with concepts and techniques used in economics both at micro and macro levels.

Why is this course important for learner?
Having completed this course the learners would develop a basic understanding of economic concepts and their applications in consumer behavior, pricing, forecasting, etc.

An introduction to macro economic concepts would help learner appreciate the economic environment. This would also serve useful in understanding the business environment principles in
Focus and relatedness

Among other things the course basically delves upon application of micro economic concepts on managerial decision making. Last part of the course introduces learner to macroeconomic issues.

Pedagogical approach

Lectures, discussion on current news and economic issues, presentations in the class.

Main text


Other references


Note: There will be two evenly paced internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching. Each of the units should be designed to have 7-8 hours of teaching load.
TOURISM ECONOMICS (TT 102)

Unit - I

Nature, scope and application of economics in tourism and hospitality; Tourism demand-determination of tourism demand-measurement of tourism demand- elasticity of demand-tourism demand forecasting- methods of forecasting

Unit – II

Tourism supply; Determinants of tourism supply; Law of supply- Elasticity of supply , tourism supply forecasting;

Unit – III

Consumer Behaviour; Cardinal and ordinal approaches; Consumer’s equilibrium; the revealed preference;

Unit – IV

Employment and Income creation , Tourism Multiplier Effects, Balance of Payments, Foreign Exchange, Displacement effect and tourism, Tourists spending, Cost and Benefits analysis of Tourism

Unit – V

Economic transition in post independent India-A quick review- liberalization, privatization and globalization, tourism forecasting of WTTC & UNWTO
Managing Tourism Business during Economic Slowdown, FDI in Tourism

Suggested Reading:

Information Technology in Tourism (103)

<table>
<thead>
<tr>
<th>Code of course and semester</th>
<th>TT-103, Sem- I</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of course</td>
<td>Information technology in Tourism</td>
</tr>
<tr>
<td>What is the role of proposed learning in managing businesses?</td>
<td>The primary aim is to help prepare students to assume an active and significant role in design, use and management of information systems and technology.</td>
</tr>
<tr>
<td>Why is this course important for learner?</td>
<td>It helps the learner to understand the emerging technological issues facing management and able to use it effectively in work place and also will learn how to use technology to transform the organization to gain competitive advantage.</td>
</tr>
<tr>
<td>Focus and relatedness</td>
<td>They are to learn about the value of information as a corporate asset, deal with the impact of IT, Hardware and software fundamentals, management control of IS</td>
</tr>
<tr>
<td>Pedagogical approach</td>
<td>The pedagogy followed by the program will be a judicious blend of lectures and practical sessions. In order to make the learning effective, frequent quizzes and presentation will form part of the instruction.</td>
</tr>
</tbody>
</table>

Note: There will be two evenly placed internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching. Each of the units should be designed to have 7-8 hours of teaching load.
INFORMATION TECHNOLOGY IN TOURISM (TT 103)

Unit –I
Introduction to Information Technology -Networking of Computers - Enterprise wide networks - Strategic value of Intranets and Extranets - Internet and Internet technologies - Security and Internet Firewalls - Electronic Payment Systems (EPS) - Electronic Fund Transfers (EFT) - Electronic Data Interchange (EDI) - Tourism Websites and design principles - E-tourism - E-marketing - E-commerce - M-commerce.

Unit –II
Information System for Tourism Management Decision Support (Decision Support Systems) - Concept of Database Management Systems - Concept of Relational Database Management Systems (RDBMS) - Management Information Systems (MIS) - Executive Information System (EIS) - Global Positioning System (GPS) - Enterprise Resource Planning (ERP) - Knowledge Based systems - Bench Marking and TQM - Introduction to Data Mining and Data warehouses.

Unit –III
Application of ICT systems in Tourism and advantages - Travel and Tourism Information Systems - Online Reservation Systems for Air, Rail, Road, Hotel - Concepts of Supply Chain Management (SCM) - Customer Relationship Management (CRM) - Business process reengineering (BPR) - Bank Settlement Plan (BSP) - Sabre Information Network - Travel Bases - Voyager Systems.

Unit -IV
Computerization in Tourism problems and Prospects - IT for achieving competitive edge in Tourism Industry - Skills up gradation and re-deployment of staff as result of computerization - IT outsourcing - Cyber crimes - Cyber laws - Computer Viruses - Digital Signatures - Cryptography.

Unit - V
Successful Online Tourism Business models - an overview of Tourism Websites - Online Tourism Services and Benefits - IT and its role in Tourism - Managing e-service Centres - Delivering e-value to Customers - Case studies of IRCTC, Makemytrip.com, Yatra.com, Tripadvisor, Expedia, Amadeus, Galileo etc.,

Practical Exposure: Online visit of Tour Operations Company.

Suggested Readings :

1. Robson Wendy, Strategic Management and Information Systems Pitman Publishers
2. Elmansic/Navathe, Fundamentals of Database Systems
3. Information technology for tourism ,Gary Inkpen
4. Computers today by S.K Basandra
# Tourism Concepts and Impacts (104)

<table>
<thead>
<tr>
<th>Code of course and semester</th>
<th>TT-104, Sem -1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of course</td>
<td>Tourism concepts and impacts</td>
</tr>
<tr>
<td>What is the role of proposed learning in managing businesses?</td>
<td>This course shall introduce learner to tourism phenomenon. The course also highlights the role of tourism as an economic intervention and its significance in economy; Course discusses the global nature of tourism and government support to it. It is also important to appreciate the socio-economic, ecological impacts of tourism.</td>
</tr>
<tr>
<td>Why is this course important for learner?</td>
<td>Learners at IITTM would be able to relate to the fast growing tourism industry. Whenever courses related to business management are discussed, learners would be able to link it with tourism.</td>
</tr>
<tr>
<td>Focus and relatedness</td>
<td>Tourism concepts, demand and supply, impacts, sustainability, etc.</td>
</tr>
<tr>
<td>Pedagogical approach</td>
<td>Lectures, presentations, group activities.</td>
</tr>
<tr>
<td>Main text</td>
<td>To be given by instructor</td>
</tr>
</tbody>
</table>

Note: There will be two evenly placed internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching. Each of the units should be designed to have 7-8 hours of teaching load.
TOURISM CONCEPTS AND IMPACTS (TT 104)

Unit - I
Tourism: Concepts:
Definitions and Historical development of tourism; Types of tourist-Visitor-Excursionist, Types and Forms of Tourism; Tourism system: Nature, characteristic Model of tourism system- Leiper’s Model, Components of tourism and its characteristics and classification of tourist

Unit – II
Domestic and International tourism:
Domestic tourism; features, pattern of growth, profile. International tourism; Generating and Destination regions. Pattern of growth and Profile. Analysis of pattern of growth and profile of famous domestic tourism in the state of Himachal Pradesh, Madhya Pradesh, Gujrat, Goa & kerala and analysis of International destination of USA, UK, France, China & Malaysia

Unit – III
Travel statistics & Motivation
Tourism Statistics, type and method of measurement. Classification on elements of tourism. Types of tourist motivation and classification.

Unit – IV
Tourism Impacts:

Unit – V
Tourism Organizations:
Objectives and Role of ITDC, ASI, TFCl, Ministries of Railways and Civil Aviation in development; An overview of National and International organizations and associations: IATO, TAAI, FHRAI, WTO, ICAO and IATA, FAITH

Suggested Readings:
1. Travel Industry: Chunky Gee et-al
2. Tourism Systems - Mill and Morisson
3. Successful Tourism Management - Prannath Seth
4. Tourism Management Vol - 4 - P.C. Sinha
5. Tourism Development - R. Gartner
6. Tourism Planning and Development - J.K. Sharma
7. Studies in Tourism - Sagar Singh
8. Tourism: Principles and Practices - Cooper C., Fletcher J., Gilbert D and Wanhil. S
10. Tourism : Past, Present and Future - Burkart & Medlik
11. Sustainable Tourism Development, Guide for Local Planners by WTO
12. Cultural Tourism in India- S.P. Gupta, Krishna Lal, Mahua Bhattacharya
What is the role of proposed learning in managing businesses?
A thorough knowledge about the various products offered in tourism is a must for a tourism professional who shall be, in the future involved in the sales & marketing of the tourism product.

Why is this course important for learner?
The course is very imperative as it shall orient the student with the basic understanding about India, its culture, fairs & festivals, etc. which shall update his destination knowledge about the country.

Focus and relatedness
Various inputs are provided on tourism products ranging from Indian Architecture to golf tourism, which shall enhances & brush up their knowledge of the myriad of products available in India.

Pedagogical approach
Lectures, case studies, presentations in the class shall be taken up in the module with the emphasis on sharpening the analytical skills of the students.

Main text
3. The Wonder that was India : A.L. Basham
4. Cultural Tourism in India : S.P. Gupta, Krishna Lal and Mahua Bhattacharya

Other references
1. India – Lonely Planet :
2. India – Plan your own holiday: S. Jagannathan
3. Travellers Indian : H.K. Kaul
4. Museums of India : S. Punja
5. The Art of Ancient India : S. Huntington
6. Indian Architecture : Percy Brown

Note: There will be three evenly placed internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching. Each of the units should be designed to have 7-8 hours of teaching load.
TOURISM PRODUCTS OF INDIA (TT 105)

Unit – I Introduction & Heritage tourism
• Tourism products: meaning, characteristics, classification
• Heritage: meaning, types, history, evolution, continuity
• Heritage management organisations: UNESCO, ASI, ICOMOS, INTACH
• Historic monuments of tourist significance: forts, palaces, museums, art galleries

Unit – II Architecture & religion
• Architectural Heritage of India; glimpses on the prominent architecture style flourished in different period.
• Different style of architecture in India - Hindu, Buddhist and Islamic.
• Popular religious centres: Hindu, Buddhist, Jain, Sikh, Muslim & Christian

Unit – III Nature based products
• Islands & beaches
• Deserts & Hill stations
• Protected areas: Wildlife sanctuaries, national parks & biosphere reserves
• Adventure & Eco-Tourism

Unit – IV Special interest tourism products
• Performing art of India: classical dances, folk dances and folk culture
• Handicrafts and textiles : important handicap objects and centres, craft melas, souvenir industry.
• Fairs and Festivals : Social, religious and commercial fairs of touristic significance.
• Medical, health & rejuvenation tourism

Unit – V Emerging products & cases
• Emerging: Rural, Gastronomy, Golf, cruise, wine & dark tourism
• Case studies of World Heritage Sites: Taj Mahal, Khajuraho western group of temples, Ajanta & Ellora caves, Darjeeling rail, Sunderban, Konark sun temple, Bodh Gaya, Mahabalipuram

Reference Books:
1. The Wonder that was India : A.L. Basham
3. India - Lonely Planet :
4. India - Plan your own holiday : S. Jagannathan
5. Travellers Indian : H.K. Kaul
6. Museums of India : S. Punja
7. The Art of Ancient India : S. Huntington
8. Indian Architecture : Percy Brown
<table>
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<tr>
<th>Code</th>
<th>TT - 106</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of course</td>
<td><strong>Tourism Marketing</strong></td>
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</table>

Marketing is the core of any business activity today. It is therefore important for a manager to understand the concepts of marketing and refer to same in managing, planning and controlling. The objective of this course is to acquaint the participants with concepts and techniques used in marketing both at micro and macro levels.

Having completed this course the learners would develop a basic understanding of marketing concepts and their applications in the FMCG & the service industry in general. It shall enable them to understand the way a corporation uses the funds of marketing to get an edge over others in the stiff rising competition.

The course basically hinges upon aspects of marketing related to its application & various policies & decisions to be made related to the product development, its pricing, placing & promotion in the market.

Lectures, case studies, presentations in the class shall be taken up in the module with the emphasis on sharpening the analytical skills of the students.

1. Marketing for Hospitality and Tourism – Philip Kotler, Jon Bow er, James Maken

1. Tourism Marketing: Les Lumsdon
2. Marketing for tourism – J. Christopher Holloway & Chris Robinson
4. Marketing in Travel and tourism – Victor T.C. Middleton

Note: There will be three evenly paced internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching. Each of the units should be designed to have 7-8 hours of teaching load.
TOURISM MARKETING (TT 106)

Unit – I: Introduction to Marketing Concepts

Unit – II: Understanding Markets

Unit – III: Product

Unit – IV: Marketing mix
Process - service blueprinting; Physical evidence - roles of physical evidence, dominant and peripheral goods as physical evidence; Place (Service logistics) - distribution options, managing channels, franchising; Managing People and internal marketing - internal marketing at a destination.

Unit – V: Service Marketing Concepts and marketing of tourism packages
Concept of value, customer satisfaction and service quality; Service quality Gaps Model. Strategy and the role of marketing for competitive advantage for tourism businesses. Case studies of marketing, the national and international tourism package offerings by major tourism companies in India.

Suggested Readings:

1. Marketing for Hospitality and Tourism - Philip Kotler, Jon Bower, James Maken
2. Tourism Marketing : Les Lumsdon
3. Marketing for Tourism - J. Christopher Holloway & Chris Robinson
4. Marketing Management - V.S. Ramaswamy , S. Namakuman
6. Marketing in Travel and Tourism - Victor T.C. Middleton
7. Marketing Management Analysis, Planning and Control, Kotler, Philip. PHI.
8. Principles of Marketing, Kotler Philip and Armstrong, G. PHI.
## Travel Agency Management (107)

<table>
<thead>
<tr>
<th>Code of course and semester</th>
<th>TT- 107, / Semester -1</th>
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</thead>
<tbody>
<tr>
<td>Name of course</td>
<td>Travel Agency Management</td>
</tr>
<tr>
<td>What is the role of proposed learning in managing businesses?</td>
<td>Travel Agency Mgt. is the basis for understanding the modus operandi of a travel company. It shall substantiate the students with the basic practical inputs about the various procedures involved in handling the operations of a travel agency.</td>
</tr>
<tr>
<td>Why is this course important for learner?</td>
<td>The course is very imperative as it shall orient the student with the basic understanding of the typical functioning of a travel concern.</td>
</tr>
<tr>
<td>Focus and relatedness</td>
<td>The course basically deals with various aspects of travel agency like its origin, setting up of travel agency, its functions like itinerary preparation, client handling etc.</td>
</tr>
<tr>
<td>Pedagogical approach</td>
<td>Lectures, case studies, presentations in the class shall be taken up in the module with the emphasis on sharpening the analytical skills of the students.</td>
</tr>
</tbody>
</table>
| Main text                   | 1. Travel Agency and Tour Operation, Concepts and Principles – J.M.S. Negi  
2. Travel Agency Mgt.-Mohinder Chand |
| Other references            | 1. Professional Travel Agency Management – Chunk, James, Dexter & Boberg  
2. The Business of Travel Agency Operations and Management – D.L. Foster |

Note: There will be two evenly placed internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching. Each of the units should be designed to have 7-8 hours of teaching load.
**TRAVEL AGENCY MANAGEMENT (TT 107)**

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

**Unit – II**
How to set up travel agency/tour operation business
(a) Market research, sources of funding
(b) Comparative study of various types of organisation proprietorship, partnership, private limited and limited
(c) Govt. rules for getting approval
(d) IATA rules, regulation for accreditation
(e) Documentation
(f) Practical exercise in setting up a TA/TO
(g) Sources of earning: commissions, service charges etc
(h) Entrepreneurial skill for travel, tourism and hospitality trade; problems of entrepreneurship in travel trade.

**Unit – III**
Itinerary preparation, important considerations for preparing itinerary, costing, packaging and promotion.

**Unit - IV**

**Unit - V**
Consumer protection law, 1986, and Competition act applicable to the tourist as consumers. Master Key on customer care and master key proposed by WATA and ASTA. Corporate Travel Policy.

Suggested Readings:

1. *Travel Agency and Tour Operation, Concepts and Principals* - J.M.S. Negi
2. *Professional Travel Agency Management* - Chunk, James, Dexter & Boberg
3. *The Business of Travel Agency Operations and Management* - D.L. Foster
## Geography and International Tourism (108)

<table>
<thead>
<tr>
<th>Code of course and semester</th>
<th>TT- 108, / Semester -1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of course</td>
<td>Geography and International Tourism</td>
</tr>
</tbody>
</table>

### What is the role of proposed learning in managing businesses?
Geography is the basic edifice of tourism. The knowledge of geography shall give an extra edge to the students in designing the itineraries for the travelers, suggesting them various destinations to the clients for their travel etc.

### Why is this course important for learner?
Basically knowledge of geography shall provide an insight to the students about the destinations of the world; their climates etc. The study shall enable the students to relate the application of geography in tourism.

### Focus and relatedness
The course shall emphasize on various destinations of the world including a detailed study about their Airports, Airlines, Codes, and Culture etc of various countries. It shall basically enhance their destination knowledge.

### Pedagogical approach
Lectures, case studies, presentations in the class shall be taken up in the module with the emphasis on sharpening the analytical skills of the students.

### Main text
1. A Geography of Tourism – Robinson, HA
2. The Geography of Travel and Tourism – Burton, Rosemary
3. Geography of Travel and Tourism – Boniface B. Land Copper

### Other references
1. Encyclopedia of World Geography
2. India – Lonely Planet Publication
3. Country Reports of EIU

Note: There will be three evenly paced internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching. Each of the units should be designed to have 7-8 hours of teaching load.
UNIT – 1
Importance of geography in Tourism: Latitude, longitude, international date time, Times zone, Time differences, GMT variations. Major landforms as tourist resources, Elements of weather and climate, Climatic regions of the world in brief, Impact of weather and climate on tourists and destinations, Map Reading and Practical Exercise

Unit – 2
Leiper’s geographical elements of Tourism, Factors affecting global and regional tourist movements: demand and origin factors, destinations and resource factors, Contemporary trends in international tourist movements

Unit- 3
Aviation Geography: IATA Traffic conferences, important tourist circuits and popular Itineraries of selected countries from Middle East, Far East, Asia Pacific and Europe.

Unit – 4
Popular tourist places and Case studies of selected countries like China, Singapore, Malaysia, Thailand, France and USA

Unit – 5
Important Tourist Circuits of selected Indian states like Rajasthan, Kerala, Goa, Madhya Pradesh, Orissa and North Eastern region.

Suggested Readings :

1. A Geography of Tourism - Ronbinson, HA
2. The Geography of Travel and Tourism - Burton, Rosemary
3. Geography of Travel and Tourism - Boniface B. and Cooper C.
4. Encyclopaedia of World Geography
5. India - Lonely Planet Publication
6. Country Reports of EIU
What is the role of proposed learning in managing businesses?
Effective communication and interpersonal skills are crucial to increase employment opportunities and to compete successfully in the business environment. The real key to the effectiveness of professionals is their ability to put their domain knowledge into effective practice. In this context, soft skills have a crucial role to play.

Why is this course important for learner?
It will enable the students to develop competence in communication, for functioning efficiently in the workplace and professional contexts, to enhance students' performance at Placement Interviews/ other recruitment exercises.

Focus and relatedness
Effective speaking and listening skills in English, modules on soft skills and people skills, presentation skills and interview skills, team building, leadership, time management, and interpersonal skills.

Pedagogical approach
The course has both laboratory and class work content. The students would be evaluated on their progress during the course. There shall be no written external examination for this course.

Main text

Other references

Note: There will be three evenly paced internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching. Each of the units should be designed to have 7-8 hours of teaching load.
Soft Skills Laboratory (109)

Unit I

Basic communication skills- listening skills and barriers; JAM sessions, debates, elocution, etc.; persuasive communication, convincing Skills, conversations

Unit II

Focus on English skills: Vocabulary-word power; grammar-common errors and sentence building, phonetics; reading comprehension and vocabulary building psychometrics; aptitude and personality assessment and testing.

Unit III

Presentation skills and techniques; Personal grooming and business etiquettes-corporate etiquette, social etiquette and telephone etiquette, role play and body language, impression management.

Unit IV

Business Email, Project / Assignment preparation, PPT preparation, Report Writing.

Unit V

Leadership and communication activities- Motivation activities, leadership activities, team building activities, assertiveness activities, time management techniques, Stress management techniques, creativity and ideation.
2nd Semester
Code of course and semester: T-201/ Sem II
Name of course: Contemporary Issues in Tourism
Objective of course: To know the new trends in tourism and the environment of travel business.
Reference books:
- World Tourism Organization Business Council (WTOBC), 1998, Tourism Taxation Striking a Fair Deal, World Tourism Organization Madrid, Spain, WTOBC.
- Journal, Magazines and Industry/Govt. publications.

Note: There will be two evenly placed internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching.

CONTEMPORARY ISSUES (TT-201)

Unit – 1
Contemporary Tourism – New trends and Emerging Patterns in Travel and Tourism – Role of Campaigns and Celebrities in Tourism promotion – Climate Change and Environmental Issues – Current Initiatives of MOT.

Unit – 2

Unit – 3

Unit – 4

Unit – 5
Social responsibility in tourism business- service delivery and customer satisfaction-concept of barrier free Tourism(Accessible Tourism)-scope of accessible tourism in India-case in point of popular initiatives in conceiving barrier free tourism in India-Delhi haat-Indian railways-Major hotels in India etc

Practical Exposure: Group and Individual Presentations, Expert Lectures

References:


7. World Tourism Organization Business Council (WTOBC), 1998, Tourism Taxation Striking a Fair Deal, World Tourism Organization Madrid, Spain, WTOBC.

<table>
<thead>
<tr>
<th>Code of course and semester</th>
<th>T-202/ Sem II</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of course</td>
<td>Business Communication</td>
</tr>
<tr>
<td>Objective of course</td>
<td>The primary objective of Business Communication is to introduce the student to various forms of written and oral communication that are necessary in real-life business situations, perfecting verbal and non-verbal communication skills.</td>
</tr>
</tbody>
</table>
BUSINESS COMMUNICATION (TT-202)

Unit – I
Communication Fundamentals:
*Business Communication in today’s world*
*The Communication Process & Communication Channels Barriers to Communication*
*Verbal & non-verbal communication*

Unit –II
Oral Communication:
*Elements of Good Oral Communication*
*Speaking and Listening Skills, Professional use of the telephone, Effective presentation skills*

Unit – III Written communication:
*Report writing and presentation*
*Business Letters – layout and types*
*Preparing resume*
*Application letters, Memo, Proposals Legal aspects*

Unit – IV Customer care:
*Effective customer care*
*Managing customer complaints & negotiating with the customer Handling Interpersonal Conflict Counseling skills*

Unit – V Personality Development:
*Basic traits of personality - dress, address, gestures and manners*
*Self evaluation and development- identification of strengths and weaknesses*
*Overcoming hesitation and fear of facing the public Corrective and developmental exercises - confidence building, role plays.*

Suggested Readings:
Code of course and semester  T-203/ Sem II

Name of course  Accounting and Finance for Managers

Objective of course  The course intends to give learners an understanding of the accounting procedures in an organization. It will help to students to understand and apply the concepts of accounting to solve business problems.

Reference books

Note: There will be two evenly placed internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching.

**ACCOUNTING AND FINANCE FOR MANAGERS (TT-203)**

**Unit – I**  
Introduction to Accounting:  
Nature and Purpose of Accounting.  
Accounting Concepts and Conventions.  
Journal and Ledger. Basics of travel agency accounting

**Unit – II**  
Preparations of Financial Statements:  
Trial Balance.  
Trading Account  
Profit & Loss Account and Balance Sheet.

**Unit – III**  

**Unit – IV**  
Introduction of Financial Management Sources of Funds-longterm and shortterm, Meaning ,role ,Scope and importance of financial Management: Job of the financial manager, financial Goals, Financial control, Organisational and objective of financial function

**Unit – V**  
Financial Statement analysis  
Ratio Analysis ( current ratio, quick ratio, stock turnover ratio, working capital turnover ratio, debt-equity ratio, proprietary ratio, interest coverage ratio & Net profit ratio)Tourism Finance corporation of India TFCI Aims and objective and functions. Basics of
operating/service costing

Suggested References:

Additional Reference:

<table>
<thead>
<tr>
<th>Code of course and semester</th>
<th>T-204/ Sem II</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of course</td>
<td>Human Resource Management</td>
</tr>
<tr>
<td>Objective of course</td>
<td>The objective of this course is to sensitize students to the various facets of managing people and to create an understanding of various policies and practices of human resource management</td>
</tr>
</tbody>
</table>

Note: There will be two evenly placed internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching.

HUMAN RESOURCE MANAGEMENT (TT - 204)

Unit-I

Introduction to HRM: Meaning and Scope - Organization and Functions of HR and Personnel department - HR structure and Strategy - HR policies - HR objectives and Functions in Tourism Organization - Role of HR Managers in Tourism.
Unit-II


Unit-III


Unit-IV


Unit-V


Suggested Readings:

<table>
<thead>
<tr>
<th>Code of course and semester</th>
<th>T-205/ Sem II</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of course</td>
<td>Business Research Methods</td>
</tr>
<tr>
<td>Objective of the course</td>
<td>The objective of this course is to make the student acquaint with the research methodology which will help in developing business strategies.</td>
</tr>
</tbody>
</table>

Note: There will be two evenly paced internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching.

**BUSINESS RESEARCH METHODS (TT-205)**

**Unit I**

Introduction of research; types of research and approach to tourism research; research plans and proposal research process and research methods

**Unit – II**

Reviewing of literature, variables and scales of measurement  
Sampling- idea and types, data collection- types, source and tools: questionnaire,schedule,participant,observation,interviews,focused group, nominal group(NGT) difference between case study and survey methods; questionnaire design considerations

**Unit – III**

Processing and analysis of data, Data analysis: Mean,Median, mode range,Standard deviation, correlation and regression and ANOVA

**Unit – IV**

Hypothesis formulation, degree of freedom, level of significance, alpha and beta errors, t-test, chi- square test (one and two tail test)
Unit – V

Results and Interpretations; Report writing: Types of report; Research report format; Documentation - footnotes and bibliography.

Reference :
2. *Boyd, H Jr., Westfall, R. and Stasch S.F., 1996, Marketing Reserch, AITBS, Delhi*

<table>
<thead>
<tr>
<th>Code of course and semester</th>
<th>T-206/ Semester –II</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of course</td>
<td>Tourism Policy, Planning and Development</td>
</tr>
</tbody>
</table>

| Objective of course | 1. To develop an understanding of the basic concepts of tourism planning for public and private sector community and regional tourism development, with an emphasis on ecotourism and nature-based tourism. |
|---------------------| 2. To explore the interrelationships between resource management and tourism planning and development. |
|                     | 3. To understand the tourism policy initiative taken in India. |

| References           | Essays on Tourism : Chib, Som Nath (New Delhi, Cross Section Publication) |
|----------------------| Travel Industry : Gee, Chunk Y., James C. & Dexter J.L. Choy |
TOURISM POLICY, PLANNING AND DEVELOPMENT TT-206

Unit - I

Concept, need, objective, institutional framework of public tourism policy. The role of govt., public and private sector in formulation of tourism policy Policy making bodies and its process at national levels.

Unit - II


Unit - III


Unit - IV


Unit - V

Ecotourism Planning and Development. Design considerations for eco-tourism facilities. Community participation in tourism planning.

Reference Books:
1. Indian Tourism Beyond the Millennium - Bezbaruah M.P. (New Delhi)
3. Essays on Tourism : Chib, Som Nath (New Delhi, Cross Section Publication)
6. Tourism Dimensions : S.P. Tiwari (New Delhi)
7. Tourism : A Community Approach - Murphy, Peter E. (New York, Methuen)
8. Tourism Planning : An Integrated and Sustainable Approach - Inskeep E.
10. Ecotourism: A case guide for planners and managers - Ecotourism Society
12. National Tourism Policyy - 1982

<table>
<thead>
<tr>
<th>Code of course and semester</th>
<th>TT-207/ Sem II</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of course</td>
<td>Hospitality management/ Introduction to hospitality Management</td>
</tr>
<tr>
<td>Objective of course</td>
<td>The purpose of this course is to acquire an indepth knowledge about the Mice Management and to become familiar with the techniques and approaches for successful MICE Management.</td>
</tr>
</tbody>
</table>

HOSPITALITY MANAGEMENT

Unit – 1

Introduction to Hospitality – Concept, Historical evolution of Hospitality industry – Global and Indian Context

Unit – 2

Hotel – Definition, classification of accommodation establishments based on – Location, Size, Affiliation and Accreditation, Ownership, Management contracts. Grading Star category of hotels in India. Major National/international hotels chains in India Hotel plans(AP, MAP, CP, EP) Hotel guest room types and status: Menu types of menu
Unit -3

**Departments/Functional units in Hotel and organizational Structure**
Hotel Organisation – Organisational Structure- Front of the house and back office departments in a hotel, function of the core departments of the hotel- Room division and food and beverage depts..

Unit – 4
Timeshare and vacation ownership- Concept of Vacation ownership, Definition of time share and condominiums, marketing of timeshares, exchange companies-RCI and Intervals international, developing Vacation ownership concept in India, Government’s/industry role

Unit – 5
**Guest Relationship Management** – Skills and personality traits of hospitality staff, complaint handling emergencies importance and use of PMS in hospitality industry-Opera/IDS

**Books for Reference:**

2. Introduction to Tourism and Hospitality Industry – Sudhir Andrew
3. Hotel Housekeeping Operations – Sudhir Andrew
4. Hotel Front office Operations – Sudhir Andrew
5. Housekeeping Operations – Raghubalan and Smritee Raghubalan
<table>
<thead>
<tr>
<th>Code of course and semester</th>
<th>T-208/ Sem II</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of course</td>
<td>Basic Air Fares</td>
</tr>
<tr>
<td>Objective of course</td>
<td>The objective of this course is to make the students acquainted with the basic aviation geography and to understand the air fares calculations.</td>
</tr>
</tbody>
</table>

Note: There will be three evenly paced internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching.
Air Fares and Ticketing TT-208
BASIC AIR FARES

Unit – I
- Aviation Geography: IATA areas, sub-areas, sub-regions.
- Time calculation: GMT variation, concept of standard time and daylight saving time, calculation of elapsed time, flying time and ground time.

Unit – II
- Familiarization with OAG: 3 letters city code and airport code, airline designated code, minimum connecting time, global indicator.
- Familiarization with Air tariff: currency regulation, NUC conversion factors, general rules.

Unit – III
- Familiarization with TIM: Passport, Visa, currency regulation, custom regulation, health regulation and airport tax.
- Passenger needing special attention.
- Credit Cards: Concepts, Types & Benefits, Eligibility criteria, Validity, Insurance cover. Different types of credit card.

Unit – IV
- Planning Itinerary by Air

Unit – V
- Introduction to Fare construction
- Mileage Principles
- Fare Construction with Extra Mileage Allowance (EMA)
- Extra Mileage Surcharge (EMS).
<table>
<thead>
<tr>
<th>Code of course and semester</th>
<th>T-209/ Sem II</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of course</td>
<td>Basic Cargo Rating and Handling</td>
</tr>
<tr>
<td>Objective of course</td>
<td>The primary objective of Basic Cargo Rating and Handling is to introduce the students about cargo industry of India and to give the basic knowledge and new trends of handling cargo business.</td>
</tr>
<tr>
<td>Reference books</td>
<td>Travel Industry – Chunk, James and Dexter</td>
</tr>
<tr>
<td></td>
<td>TACT Rule Book</td>
</tr>
<tr>
<td></td>
<td>OAG and the Air Cargo Tariff both Red and Green</td>
</tr>
<tr>
<td></td>
<td>Travel Information Manual – IATA</td>
</tr>
</tbody>
</table>

Note: There will be two evenly paced internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching.

Air Cargo Operations and Management

BASIC CARGO RATING AND HANDLING (TT-209)

Unit – I
Growth and development of air transport industry and freight industry. Relevance and importance of cargo industry, General Introduction to Cargo Agency. Freedoms of air, Bermuda convention, Chicago Convention, Warsaw Convention Roles and functions of DGCA, IATA and ICAO.

Unit - II
World geography, IATA 3 letter codes, time differences, calculations of transportation time/flying time. IATA airline s codes, country codes, city codes, currency codes etc. OAG Air cargo guides, TACT rates & rules.

Unit – III
Air craft cargo configuration, capacity familiarization, limitations of weight and special loads

Unit – IV
Packaging, marking and labelling of consignment, acceptance of cargo, introduction of airway bill

Unit – V
Suggested References:

1. Travel Industry - Chunk, James and Dexter
2. Tack Rule Book
3. OAG and the Air Cargo Tariff both Red and Green

<table>
<thead>
<tr>
<th>Code of course and semester</th>
<th>T-210/ Sem II</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of course</td>
<td>Tour Operations Management</td>
</tr>
<tr>
<td>Objective of course</td>
<td>The objective of the course is to acquire an indepth knowledge about the Tour Operation Management and to become familiar with the Tour Operation Techniques and strategies required for successful handling of Tour Operation Business.</td>
</tr>
<tr>
<td>Reference books</td>
<td>Travel Agency &amp; Tour Operations, Foster D; Conducting Tours, Dellers; Travel Agency and Tour Operation, JM Negi; Travel Agency Management, M.N.Chand; Tour operations and Tour Guiding, J.N. Negi.</td>
</tr>
</tbody>
</table>

Note: There will be two evenly paced internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching.

**Tour Operation**

**TOUR OPERATIONS MANAGEMENT (TT-210)**

**Unit –I**

*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*

**Unit-II**

*Reservation and Cancellation procedures for Tour related services-Hotels, Airlines, Cruise liners, Car rentals and Rail travel, Commission Structures from Suppliers of Service*

**Unit-III**

*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 -IV**

*Managing Tour Operation, Field Operations- inbound and outbound, Managing Distribution Role of Distribution in exchange process, Selling through distribution chains. Distribution System in Tourism Operatio Management of In-house operations*

**Unit -V**

*Associations and Organizations promoting tour operators: IATO, TAAI, ASTA, WATA, PATA, FHRAI, UFTA, European and Indian Directive on Tour operation*
<table>
<thead>
<tr>
<th>Code of course and semester</th>
<th>T-211/ Sem II</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of course</td>
<td>Destination marketing (Elective)</td>
</tr>
<tr>
<td>Objective of course</td>
<td>The purpose of this course is to acquire an indepth knowledge about the Destination Marketing and to become familiar with the techniques and approaches for successful marketing of the destinations of tourist interests.</td>
</tr>
</tbody>
</table>
| Reference books            | Marketing Tourism Destinations – Ernie Health & Geoffrey Wall, John Wiley & Sons. Inc.  
                              Marketing for Hospitality and Tourism – Philip Kotler, Jon Bower.  
                              Tourism Marketing – Lumsdon  

Note: There will be two evenly paced internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching.

**DESTINATION MARKETING (TT-211)**

**Unit – I**  

**Unit – II**  
Tourism Destination, Resource Analysis, Market analysis, Market Analysis, Environmental Scanning.

**Unit – III**  

**Unit – IV**  

**Unit – V**  

Suggested Readings:
3rd SEMESTER
Code of course and semester | TT-301/ Sem III
---|---
Name of course | Event Management
Objective of course | The purpose of this course is to acquire an indepth knowledge about the Mice Management and to become familiar with the techniques and approaches for successful MICE Management.

Note: There will be two evenly paced internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching.

EVENT MANAGEMENT (TT -301)

Unit – I: Introduction to MICE & EVENT Industry
History and structure of Industry, Growth of Industry, Types of MICE & EVENT, Impact of Industry on stakeholders, Latest trend in Industry, Case study of major events

Unit – II: Pre and post planning of organizing Events
Event Managers and their Qualities, Resources & Logistics Required for Conducting Events, Individual Events & Corporate Events, Conference & Convention Centers, Types of Venues for Conducting Events, Selection, Location, Theme, Layout of Events, Application of Management Principles in Event Management, Steps Required to Conduct An a Successful Event, Event Budget, Legal Issues Related With Events

Unit – III: Business Tourism & Event as a Tourism Product
Classification & Significance, Nature of Business Tourism & Types, Structure Of Business Tourism, Incentive Travel, Demand & Supply of Business Tourism Relationship between Events & Tourism Industry, Relevance & Applications of Event Technology – Video Conferencing, Tele Conferencing, LCD Projectors, Internet, Fax, E-Mail

Unit – IV: Players in Event Business
ICBP, ICIA. Historical & Heritage Sites, Classification of Events, Tourism Events & Events Characteristics, Impacts & Limitations of Events

Unit – V: Risk & Security Management
Security Issues, Crowd Management, Major Risk, Emergency Planning, Incident Reporting & Emergency Procedures
Reference Books:


Additional Suggested Readings:

# Event Management – Lynn Van De Wagen & Brenda R Carlos

# Successful Event Management - Anton Shone & Bryan Parry

# Cost Accounting – S.N.Maheshwari


# Meaning conventions & Group Business – Hoyle , Dorf & Jones
<table>
<thead>
<tr>
<th>Code of course and semester</th>
<th>TT-302/ Sem III</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of course</td>
<td>ENTREPRENEURSHIP DEVELOPMENT (TT-302)</td>
</tr>
<tr>
<td>Objective of course</td>
<td>The purpose of this course is to acquire indepth knowledge about the entrepreneurship development and to become familiar with the techniques and approaches required for a successful entrepreneur.</td>
</tr>
</tbody>
</table>

Note: There will be two evenly paced internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching.

**ENTREPRENEURSHIP DEVELOPMENT (TT-302)**

**Unit 1**
Tourism industry and business ideas; business strategy- understanding customers and analyzing competition;

**Unit 2**
Tourism marketing mix; tourism marketing planning; financial planning; planning for people and operations.

**Unit 3**
Form of organisation and legal considerations; networking and collaboration; good business practices;

**Unit 4**
Feasibility; Writing a business plan- marketing, financial, operations, people, etc. Financial requirements and sources of finance;

**Unit 5**
Setting up a tourism enterprise- steps, procedures, licenses, registration etc.

Suggested Readings:
1. Vasant Desai, Entrepreneurship & Small Scale Industries, Himalaya Pub
2. Vasant Desai, Entrepreneurship Development, Himalaya Pub
3. Feroze Banker, Progressive Entrepreneur, Kanishka Publications
4. Colin Coulson-Thomas, The Knowledge Entrepreneur
5. Gupta & Srinivasan, Entrepreneurial Development
**Code of course and semester**  
T-303/ Sem- III

<table>
<thead>
<tr>
<th>Name of course</th>
<th>SUSTAINABLE TOURISM MANAGEMENT(TT-303)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Objective of course</td>
<td>The purpose of this course is to acquire an in-depth knowledge about the sustainable tourism management and to become familiar with the techniques and approaches for sustainable tourism management.</td>
</tr>
</tbody>
</table>
| Reference books | Tourism Planning: An Integrated and Sustainable Development Approach, Edward Inskeep  
Tourism and Sustainability – New Tourism in Third World- Martin Mowforth, Lan Munt  
Eco-Tourism a Sustainable Option, Erlet Cater and Crwen Lowman |

Note: There will be two evenly paced internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching.

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**SUSTAINABLE TOURISM MANAGEMENT(TT-303)**

**Unit – I**  

**Unit – II**  
Sustainable Tourism: Meaning, Definition, Global Significance of Sustainable Tourism-Agenda – 21 for Travel and Tourism Industry- World Conference on Sustainable Tourism 1995 -Benefit and issues of Sustainable Tourism Development ,Millennium development goals and sustainability in tourism, Role and significance of Millennium development goals in tourism development

**Unit – III**  
Sustainable Tourism Planning; Principles of STP-Basic concepts in Sustainable Design: Climate analysis, Locality analysis and Site analysis - Design for Environment, Socio economic conditions, Culture and Experimental values.Case studies of sustainable tourism planning (Raghurajpur In Odisha , Kuger National Park Southafrica )

**Unit – IV**  
Standardization and Certification for tourism sustainability; ISO 14000 – Role of WTTC, UN-WTO, PATA, UNEP, IUCN in sustainable tourism development need and importance of tourism sustainability.

**Unit – V**  
Approaches in sustainable tourism: Ecotourism; Global initiative under Quebec City and Oslo conventions- Responsible Tourism; Concept and Global responses; Cape Town and
Kerala Declaration-Community based and Pro poor tourism including STEP. Eco-friendly Practices and Energy waste Management. benefits of sustainable tourism development.

References:

1. Sustainable Tourism – A Marketing Perspective, Victor T.C. Middleton and Rebecca Hawkins
2. Sustainable Tourism, Salah Wahab and John J. Pigram.

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<thead>
<tr>
<th>Code of course and semester</th>
<th>TT-304/ Sem III</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of course</td>
<td>PERSONALITY DEVELOPMENT –II(TT-304)</td>
</tr>
<tr>
<td>Objective of course</td>
<td>The purpose of this course is to acquire an in depth knowledge about the business communication and personality development and to become familiar with the techniques and approaches for a successful communicator.</td>
</tr>
</tbody>
</table>
| Reference books             | 1. Interpersonal Skills for Travel and Tourism - Jon & Lisa Burton - Longman Group Ltd.  

Note: There will be two evenly paced internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching.
PERSONALITY
DEVELOPMENT –II (TT-304)

Unit – I
Image Building and Self Awareness
• Developing Self Awareness
• Projecting a winning personality
  • How to match the industrial expectations as a professional
  • How to be a consistent Performer
  • Developing Competitive Coping Mechanism
• Understanding Business Etiquette
  • Business Mannerism and Tourism Professional

Unit – II
PRE, ON & POST INTERVIEW
Filling Application form, company knowledge; Formal look, handling queries, gestures & postures Follow up

Unit – III
RECRUITMENT PROCESS
Resume writing; Types, contents, formats
Interview handling; types, do’s and don’ts, Stress managements

Unit – IV
OFFICE ETIQUETTES
Formal Look; office, get together Peer to Peer communication
Work ethics
Hierarchy communication
  Handling complaints & grapevine Developing professionalism
Handling switch over
Developing & maintaining contacts

Unit – V
Interviewing skill development
Multiple activities session for the interview preparation starting from resume building to how to cope with the interviewing

This syllabus is designed with the aim of developing student’s personality suiting to the Industry requirement.

As the requirement of the module the under mentioned sessions are needed to be conducted for the students. This list is open ended and hence if required other sessions can also be undertaken.

1. Makeup classes by expert
2. Hair style classes by expert
3. Stress management classes by expert
4. Grooming class by a corporate trainer
5. Interaction session with HR of any company
6. Yoga class

Suggested Readings:

Code of course and semester | T-305/ Sem III
---|---
Name of course | TRANSPORT MANAGEMENT(TT-305)
Objective of course | The purpose of this course is to acquire an in-depth knowledge about the transport management and to become familiar with the techniques and approaches for successful management of tourist transport business.
Reference books | 1. Travel Industry : Chunk Y. Gee
2. Transport for Tourism : Stephen Page
3. Tourism System : Mill, R.C. and Morrison

Note: There will be two evenly paced internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching.

TRANSPORT MANAGEMENT(TT-305)

Unit - I
History of different mode of transportation, growth of civilization and role of transport, patterns of demand for tourism transportation, development & present status of means of transportation in different parts of India & world: a comparative study, transport mode selection methods

Unit - II
International air transport regulations including freedoms of air. Functions ICAO, IATA, DGCA, AAI and Open Sky Policy in India. Airline and tourism: history of airlines in India role and contribution of air India. Private airlines and helicopter services. Infrastructural basis of airlines in India. Role of airlines in tourism. Promotion: recent policies regarding airlines, issues of airline business.

Unit - III

Unit - IV
Railway & tourism: history & present status of Indian railway, zonal distribution Network and infrastructural basis of Indian railways. IRCTC special trains and packages for tourists. Heritage rail services in India.

Unit - V
Water Transport System – An overview. Cruise ships, ferries, hovercraft and boats. Terms used in water transport, operational and marketing strategies of Star Cruise, Ocean
**ELECTIVES**

<table>
<thead>
<tr>
<th>Code of course and semester</th>
<th>T-306/ Sem III</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of course</td>
<td>AIR FARES CALCULATIONS(TT-306)</td>
</tr>
<tr>
<td>Objective of course</td>
<td>The purpose of this course is to acquire an in-depth knowledge about the air fares calculations and to acquire fundamental techniques and approaches for air fares calculations.</td>
</tr>
</tbody>
</table>
| Reference books             | 1. Airport Business - R. Doganis  
2. All you wanted to know about airlines functions - K. Sikdar |

Note: There will be two evenly paced internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching.

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**Air Fares and Ticketing**

**AIR FARES CALCULATIONS(TT-306)**

**Unit – I**
- Higher Intermediates Point (HIP)
- Circle Trip Minimum Check (CTM)
- Backhaul minimum Check (BHC)

**Unit – II**
- Add-ons
- General Limitations on Indirect Travel

**Unit – III**
- Mixed Class Journeys
- Basics of Round the World Fares (RTW)
- Basics of Directional Minimum Check

**Unit – IV**
- Special Fares, Promotional Fares, Discounted Fares.
Unit V

- *Practices of Passenger Ticket (issuance of ticket with itineraries) One Way (OW) and Return (RT) on EMA, EMS, HIP, CTM, BHC, Add-ons, mixed class*

Suggested Readings:

1. OAG
2. Air Tariff Book
3. Worldwide Rules
4. IATA Ticketing Hand Book

<table>
<thead>
<tr>
<th>Code of course and semester</th>
<th>TT-307/ Sem- III</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of course</td>
<td>COMPUTER BASED RESERVATION SYSTEMS(TT-307)</td>
</tr>
<tr>
<td>Objective of course</td>
<td>The purpose of this course is to acquire practical knowledge and skill about computer based reservation systems and to become familiar with the techniques of CRS.</td>
</tr>
</tbody>
</table>
| Reference books             | Marketing Tourism Destinations – Ernie Health & Geoffrey Wall, John Wiley & Sons. Inc.  
Marketing for Hospitality and Tourism – Philip Kotler, Jon Bower.  
Tourism Marketing – Lumsdon  

Note: There will be two evenly paced internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching.

**COMPUTER BASED RESERVATION SYSTEMS(TT-307)**

**Unit – I**

- *Travel Agency Automation: Introduction, The process of automation, Comprehensive travels agency automation, Airline reservation system, CRS.*
- *Comparative Study of Different CRSs Systems.*
Unit - II
- Miscellaneous charges order (MCO).
- Pre-paid Ticket Advice (PTA).

Unit – III
- CRS Functions
- City Pair Availability, Flight Booking, Last seat availability, Levels of CRSs participation, Shared Travel Agent Access, Airline Tickets, CRS Regulating Issues

Unit – IV
- PNR, Fare Quotes, Pre-assigned Seats, Special Travellers Account Records, Queues.

Unit – V
- Ticket and document issuance, auxiliary services, reference information, car booking, hotel booking.

Suggested Readings:
1. OAG
2. Air Tariff Book
3. Worldwide Rules
4. IATA Ticketing Hand Book
5. Airport Business - R. Doganis
6. All you wanted to know about airlines functions - K. Sikdar
7. Trading in Currency Options – Sutton W.H.
Air Cargo Operations and Management

DANGEROUS GOODS AND LIVE ANIMAL REGULATIONS (TT-308)

UNIT – I
Dangerous good - Introduction, classification & packaging.

UNIT - II
Dangerous goods, labelling, marking and handling and documentation.

UNIT – III
Valuation charge, disbursement fee, collect charge.

UNIT – IV
Live animal regulations and documentations.

UNIT – V
Definition & scope and functions of CHA, freight forwarders, IATA agents, consolidations, break bulk agents.

Suggested Reference:

1. Dangerous goods regulations – Manual (IATA)
2. Live Animal Regulations – Manual (IATA)
Name of course: EXPORT IMPORT POLICY AND DOCUMENTATION (TT-309)

Objective of course: The purpose of this course is to acquire an in depth knowledge about the export import policy and documentation (TT-309) and to become familiar with the rules and regulations.

Reference books: Foreign Trade Policy 2008, India Ministry of Central Excise & Customs, Govt. of India

Note: There will be two evenly paced internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching.

EXPORT IMPORT POLICY AND DOCUMENTATION (TT-309)

UNIT – I
Basic Determinants of Exports and Imports
Export import documents, shipping bill, landing bill, Labeling

UNIT - II
Customs Act 1962 & duty drawback scheme. Export Procedure, How To export, Preliminaries for Starting Export, Register with Export Promotion Council

UNIT – III
Export Import policy in the new era of free trade regime, Procedure, Export Incentive Scheme.

UNIT – IV
Cargo insurance and clauses, Understanding Foreign Exchange Rates & Protection against Their Adverse Movement

UNIT – V
General Introduction to sea freight; Shippers liabilities & responsibilities. Logistic Management – Concepts and Scope
Future trends

Suggested Readings:
1. Foreign Trade Policy 2008, India
2. Ministry of Central Excise & Customs, Govt. of India.
3. Dangerous goods regulations – Manual (IATA)
4. Live Animal Regulations – Manual (IATA)
<table>
<thead>
<tr>
<th>Code of course and semester</th>
<th>TT-310/ Sem III</th>
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</thead>
<tbody>
<tr>
<td>Name of course</td>
<td>ITINERARY PLANNING AND COSTING(TT-310)</td>
</tr>
<tr>
<td>Objective of course</td>
<td>The purpose of this course is to acquire practical knowledge and skill about the Destination Marketing and to become familiar with the techniques and approaches for successful destinations visit.</td>
</tr>
</tbody>
</table>
| Reference books             | 1. Travel Agency & Tour Operations, Foster D  
                                2. Conducting Tours, Dellers  
                                3. Travel Agency and Tour Operation, J M Negi  

Note: There will be two evenly paced internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching.

**Tour Operation**

**ITINERARY PLANNING AND COSTING(TT-310)**

**Unit-I**
*Itinerary Preparation: Concept, Typology, Duration, GIT, FIT*
*Do’s and don’ts of itinerary preparation-Limitations and Constraints*

**Unit-II**
*Custom made itinerary and Ready made itinerary, Factors to be considered while preparing an itinerary - Seasonal itinerary-Product based itinerary-All inclusive itinerary.*

**Unit-III**
*Tour Packaging-Definition-Types-Forms and Components of Package Tour. Advantages and Disadvantages of Package Tour. Liaisoning and Negotiation of Package Tour. Promotion of Tour Operation: Mix and Media, Types of media, Selection criteria.*

**Unit-IV**

**Unit-V**
Table:

<table>
<thead>
<tr>
<th>Code of course and semester</th>
<th>TT-311/ Sem III</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of course</td>
<td>TOUR GUIDING AND INTERPRETATION(TT-311)</td>
</tr>
<tr>
<td>Objective of course</td>
<td>The purpose of this course is to acquire an in-depth knowledge about the profession of tour guiding and interpretation and to become familiar with the techniques and approaches for successful presentations of the destinations to the tourists.</td>
</tr>
</tbody>
</table>
| Reference books             | 1. Travel Agency Management, M.N. Chand  
2. Tour Operations and Tour Guiding, J.N. Nege  
3. What time is this place, David Hetchenberg  

Note: There will be two evenly paced internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching.

**TOUR GUIDING AND INTERPRETATION(TT-311)**

**Unit- I**

Tour Guiding: Concept-History-Dimensions and Present Status.  
Role and Responsibilities of Tour Guide- Tour Guides Code of Conduct. Personal hygiene and grooming checklist for tour guides.  
Principles of Tour Guide-How to develop tour guiding skills.

**Unit- II**

Communication for tour guiding-Language –Posture and Presentation.  
Roadblocks in Communication-Speaking faults-Body language for speaking.  
Tour commentary-Composition and Contains-Microphone Technique-Sense of Humor-How to deals with awkward questions Timing and Indications-Apology and Pausing.  
Linking commentary with what to be seen.

**Unit- III**

Visitor interpretation: Concept-Principles and Types.  
How to develop good interpretation skill-Popular understanding of a place. Principles of good interpretive practice.  
Reconstructive and Receptive Interpretation-Personal Stereotype.

**Unit- IV**

Intrinsic quality of a Resource Hierarchy of interpretation.  
Heritage interpretation.
Unit V
First Aid: Importance-General Procedures-Evaluation of Situation.
First aid Procedure-Artificial ventilation-Bleeding Control-Treating Wounds.
- Complaint Handling.

Suggested Readings
1. Travel Agency & Tour Operations, Foster D
2. Conducting Tours, Dellers
3. Travel Agency and Tour Operation, J M Negi
4. Travel Agency Management, M.N. Chand
5. Tour Operations and Tour Guiding, J.N. Negi
6. What time is this place, David Hetchenberg.

<table>
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<tr>
<th>Code of course and semester</th>
<th>TT-312/ Sem III</th>
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<tbody>
<tr>
<td>Name of course</td>
<td>RELATIONSHIP MARKETING(TT-312)</td>
</tr>
<tr>
<td>Objective of course</td>
<td>The purpose of this course is to acquire an in-depth knowledge about the relationship marketing and to become familiar with the techniques and approaches of relationship marketing for successful marketing of the destinations of tourist interests.</td>
</tr>
</tbody>
</table>

Note: There will be two evenly paced internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching.

Marketing (Elective)
RELATIONSHIP MARKETING(TT-312)

Unit – I
Conceptual framework of relationship marketing in tourism and hospitality business Relationship Marketing-Alternative perspective. Role & areas of
**Relationship marketing in tourism business.**

**Unit - II**
Role of communication in building relationship. Developing a marketing communication programme. Customer profitability analysis and design issues. Tapping the power of marketing through relationship marketing.

**Unit - III**
Technology’s role in maintaining in buyers-seller relationship mechanism.

**Unit – IV**
*Relationship building and brand management. Organising for relationship marketing. Information technology and its role building, maintaining and enhancing relationship managing key accounts.*
Relationship based segmentation in tourism/hospitality marketing

**Unit – V**

Suggested Readings:

1. *Handbook of relationship marketing, Jagdish Seth and Atul Pyarvatiyar.*
2. *Marketing Management – A Relationship Marketing Perspective: Cranfield School of Management.*
5. *Tourism Marketing – Lumsdon*
<table>
<thead>
<tr>
<th>Code of course and semester</th>
<th>(TT-313)/ Sem III</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of course</td>
<td>SALES AND DISTRIBUTION MANAGEMENT (TT-313)</td>
</tr>
<tr>
<td>Objective of course</td>
<td>The purpose of this course is to acquire an in-depth knowledge about the sales and distribution management (tt-313) and to become familiar with the techniques and approaches of sales and distribution management for successful marketing of the tourist products.</td>
</tr>
</tbody>
</table>

Note: There will be two evenly paced internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching.

**Marketing (Elective)**

**SALES AND DISTRIBUTION MANAGEMENT (TT-313)**

**Unit – I**

*Evolution of Sales Management, Types of Personal Selling, Nature and Scope of Sales Managements; Setting and Formulating Personal Selling Objectives; Selling Skills and Selling Strategies, The selling process.*

**Unit – II**

*Recruiting and Selecting Sales Personnel; Developing and Conducting Sales Training Programmes; Designing and Administering Compensation Plans, Supervision of Salesmen;*
Unit - III
Sales Force Motivation; Sales Meetings and Sales Contests; Designing Territories and Allocating Sales Efforts; Objectives and Quotas for Sales Personnel; Evaluation of Sales Force; Performance Appraisal Process.

Unit – IV
Overview of Marketing Channels, their Structure, Functions and Relationships, Designing Customer Oriented Marketing Channels, Logistics Planning, Inventory Management, Organizational Patterns in Marketing Channels, Managing Marketing Channels and Channel Member Behaviour;

Unit – V
Information System and Channel Management; Assessing Performance of Marketing Channels; International Channels of Distribution.

Suggested Readings