This Handbook contains courses of MBA (Tourism & Travel Management) Programme of Indira Gandhi National Tribal University (IGNTU), Amarkantak offered by Indian Institute of Tourism and Travel Management (an organization of Ministry of Tourism, Government of India)

Handbook of Courses

MBA

(Tourism & Travel Management)

-2017-19
ABOUT IITTM

Indian Institute of Tourism and Travel Management (IITTM), an organization of Ministry of Tourism, Government of India, is one of the premier Institutes in the country offering education, training, research and consultancy in the field of tourism, travel and allied sectors. IITTM was established in 1983 and presently IITTM campuses are located at Gwalior, Bhubaneswar, Goa, Noida and Nellore. IITTM is a founder member of UN-ESCAP promoted Network of Asia-Pacific Educational and Training Institutes in Tourism (APETIT).

IITTM is committed to developing quality human resources for tourism and allied services. The target groups of its educational/ training programmes extend much beyond the organized sectors of the economy. IITM endeavours to nurture professional and managerial excellence, social and cultural sensitivity, moral and ethical responsibility with a concern for the environment and strive for latest techniques to develop decision making abilities with a resolute approach towards productivity, excellence, innovation and value for others to enable its participants to keep pace with the changing scenario of the economy and its environs.

The faculty, staff, students and the administration of the Institute contribute to the building up an organizational culture marked by team spirit, confidence, mutual respect and concern for others. The students of the regular courses and the participants of various training programmes enrich the culture of the Institute with their diverse background and experience. IITTM welcomes people working at different levels to attend MDPs and various tailor-made training programmes in IITTM centres at Gwalior, Bhubaneswar, NOIDA, Goa and Nellore as well as in other parts of the country.

Our programmes incorporate both subject-specific and generic business modules and have been designed to reflect industry practices and academic developments. Each of our existing courses touches upon tourism as a business activity - the organization, dimensions, social significance and impact of tourism are studied.

With entry profiles ranging from beginners to advanced levels, our programs are tailor made to meet the present need of the tourism industry. Learners are supported at every stage of learning and career development.

Two year full-time Master of Business Administration in Tourism & Travel Management and Bachelor of Business Administration in Tourism & Travel (As per the MoU signed for collaboration with IGNT University – Ministry of HRD, Govt. Of India) are offered with specializations for learners to enable them to acquire the right skill set with ample flexibility to adapt to employing the organization’s needs.
About the University

Indira Gandhi National Tribal University is a Central University established by an Act of Parliament to act as a catalyst for imparting quality education, training, research and consultancy in the field of higher education. The University is spread over 372 acres of land adjoining to the Biosphere Reserve and primitive tribal villages in Amarkantak. The landscape of campus is very picturesque, creating peaceful and serene atmosphere for better social and academic life.

About Faculty of Commerce & Management

The Faculty of Commerce & Management was created with a noble objective of offering professional programmes in the areas of Commerce, Management, Tourism and Forest Management. The FCM has been making continuous endeavour for improving the employable skills of students who can face cutting-edge challenges in the global business environment. As many as 500 students are presently pursuing UG, PG & PhD courses in the faculty in subjects such as Commerce, Management and Tourism. The FCM is making progress bricks by bricks with highly qualified and experienced faculty members.

About the Department

The Department of Tourism Management was established in the year 2013 under the faculty and offer MBA in Tourism and Travel Management. At present, the Department offers two-year MBA (TTM) with a total intake of 20 seats. The first batch of the MBA(TTM) students has successfully completed the course and some of them have been well placed in tourism and allied sectors.

Vision

To strive hard for becoming a lead Center for Excellence in Tourism Education & Research nationally and internationally.

Mission

To make all possible endeavours for preparing students to work for tourism industry through advanced learning, training and research.

Goals

The Department aims at
- Promoting practical management skills alongside theoretical business knowledge.
- Generating theoretical and actionable research.
- Fostering ethical, sustainable and entrepreneurial business culture; and
- Delivering pragmatic solutions to the industry

Salient Features

The academic programmes are designed to help the students learn and acquire theoretical knowledge and practical skills in Tourism, Travel and Hospitality sector and allied disciplines. These are the following important features on which the Department dwells on improving the quality standards of the teaching, learning and research.

Pedagogy: A typical combinations of teaching methods such as lectures, presentation, participation, demonstration, project works, case studies and field visits have been adopted to enhance the hands-on experience of the students.
Curriculum: A well-defined course syllabus has been designed to provide comprehensive, rigorous and contemporary theoretical and practical knowledge to the students, thereby meeting the expectations of tourism industry.

Evaluation: The performance of students is evaluated continuously and the process of assessment comprises of internal and external test consisting of assignments, seminar presentation, participation and project work.

Interdisciplinary Approaches: Maximum emphasis is given on theoretical and practical inputs from subjects pertaining to social sciences, commerce and management.

Facilities: The Department makes all possible efforts to equip the classrooms with all modern gadgets to facilitate for effective teaching and learning.

Alumni Interaction: Building a strong network of alumni is given high priority as interactions of alumni with students is encouraged continuously.

Computer Lab: The Department conducts practical class pertaining to computer in the FCM computer lab.

Books and E-resources: The University Central Library issues text and reference books to the students and PhD scholars.

Campus Life: The campus landscape is very vibrant that creates study atmosphere.

Highlights of Course Ordinance

Eligibility for Admission: Any bachelors’ or equivalent degree with at least 50% marks; relaxation of 5% marks for SC/ST/PWD/Transgender & Kashmir migrant candidates who have secured a minimum of 35% marks (30% for SC/ST/PWD/Transgender & Kashmir migrant candidates) in the entrance examination conducted by the University.

Intake & Reservation: Total number of intake is 20. Reservation shall be applicable as per Government of Madhya Pradesh.

Duration of the Course: The duration of the course shall be two academic years spreading over four semesters i.e., two semesters in each academic year - July to December and January to May, respectively.

Admission Procedure: Admissions to MBA (TTM) Course shall be based on the merit of students’ performance in the University Common Entrance Test and Group Discussion & Viva-Voce.

Pattern of Entrance Test: The question paper in the entrance test shall consist of 100 objective type questions carrying one mark each, including Reasoning, Arithmetic, English and General Awareness types. Shortlisted candidates shall have to appear in the Group Discussion and Personal Interview which would carry 25 marks in total. The final merit will be prepared based on the performances in written, GD & PI examinations.

Teaching: In each Semester, there shall be actual teaching for a minimum of 90 days, excluding admission, preparatory and examination period.

Medium of Teaching and Examination: Medium of Teaching and Examination shall be in English only.

Attendance: Minimum attendance required for becoming eligible to appear in semester examinations for each theory paper shall be 75%.
Generic Electives

As part of Choice Based Credit System, Students enrolled in the programme are required to opt for at least two courses from outside the Department. Such credits would be transferred to the parent department for calculation of total credit points earned by a student.

Open Electives

The Department of Tourism Management, depending upon the available resources, offer electives from the designated elective groups, subject to fulfilment of minimum requirements as per the CBCS guidelines. There shall be six such elective groups namely; Tour Operation Management, Event Management, Special Interest Tourism, Cargo Management, Logistics Management, Air fares & Ticketing. Each group shall have three courses under it to be offered from the batch 2017-19 onwards. The Department may either offer one course from the given electives or the group with all three courses as a specialization.

Study Tour, Report & Viva-Voce

Study Tour shall be offered to the students as a compulsory component. The objective of the study tour is to give exposure to the students about attraction and resources available at a tourist destination of repute. Students shall have to submit the final report within 15 days of completion of the tour and the viva-voce for the same shall be conducted during the third semester examinations. The credits assigned to this paper shall be distributed in the ratio of 4:2 for report and viva-voce respectively.

Summer Training, Report & Viva-Voce

Summer Training, Report & viva-voce component shall be a compulsory component for the students. Each student shall have to undergo 6-week or One-and-half months (June-July) long training in Tourism, Travel and Hospitality Organizations under the guidance of a faculty advisor. The objective of this is to create an opportunity for the students to undergo training in the Travel Agency, Tour Operation, Tourism Information Office, Hotels/Resorts. Such training would help students to understand customer services along with administrative, financial and marketing aspects of travel business. The credits assigned to this paper shall be distributed in the ratio of 4:2 for project report and viva-voce respectively.

On the Job Training, Report & Viva-Voce

Each student shall have to undergo 10-weeks or two-and-half months (February-April) long training in Tourism, Travel and Hospitality Organizations during the Fourth Semester under the guidance of a faculty advisor. On completion of the training, the student must submit a certificate to this effect duly signed by manager/official of the company. The training report must be submitted in triplicate within 15 days of the completion of training. The Head of Department shall notify the date of submission of the report. A student must submit the copy of the report in triplicate. The report must include a certificate of original work carried out by the student duly signed by the candidate, faculty advisor or guide and the Head of the Department.

The Training Report and Viva-Voce Examination shall be evaluated by one external examiner and one internal examiner. The list of external examiners is to be submitted by the department for
approval by the competent authority through proper channel. The Training Report and Viva-Voce Examination shall be evaluated from a total of 200 marks in the ratio of 4:2 respectively.

**Pattern of Questions for the Semester End Examination:**

The end semester examinations for 60 marks per each paper shall be conducted as per the academic calendar of the University. Each question shall carry 12 marks. There shall be 10 long-type questions drawn equally from five units. Each unit shall have two questions and students are required to attempt one question from each unit and a maximum of five questions. Two Questions shall be set from each unit of the paper.

**Internal Examinations:**

There will be two internal tests for 40 marks as per the academic calendar of the University. Internal Assessment Component consists of the following components.

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<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>1.</td>
<td>Two Class Tests</td>
<td>20 marks</td>
</tr>
<tr>
<td>2.</td>
<td>One Term Project/Assignment</td>
<td>10 marks</td>
</tr>
<tr>
<td>3.</td>
<td>Seminar Presentation/Attendance:</td>
<td>10 marks</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>40 marks</strong></td>
</tr>
</tbody>
</table>

The answer scripts of internal examinations shall be evaluated by the course teacher.
# Master of Business Administration (Tourism & Travel Management)

## Course Layout

<table>
<thead>
<tr>
<th>CODE</th>
<th>First Semester (July-December)</th>
<th>Marks</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBAT-101</td>
<td>Tourism Concepts and Linkages</td>
<td>100</td>
<td>4</td>
</tr>
<tr>
<td>MBAT-102</td>
<td>Principles of Management</td>
<td>100</td>
<td>4</td>
</tr>
<tr>
<td>MBAT-103</td>
<td>Basics of Accounting and Finance</td>
<td>100</td>
<td>4</td>
</tr>
<tr>
<td>MBAT-104</td>
<td>Business English and Communication</td>
<td>100</td>
<td>4</td>
</tr>
<tr>
<td>MBAT-105</td>
<td>Indian History, Society and Culture</td>
<td>100</td>
<td>4</td>
</tr>
<tr>
<td>MBAT-106</td>
<td>Global Tourism Geography</td>
<td>100</td>
<td>4</td>
</tr>
<tr>
<td>MBAT-107</td>
<td>Comprehensive Viva-Voce</td>
<td>100</td>
<td>2</td>
</tr>
<tr>
<td>MBAT-108</td>
<td>Generic Elective – I</td>
<td>100</td>
<td>2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CODE</th>
<th>Second Semester (January-June)</th>
<th>Marks</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBAT-201</td>
<td>Organization Behaviour &amp; Human Resources Mgt.</td>
<td>100</td>
<td>4</td>
</tr>
<tr>
<td>MBAT-202</td>
<td>Bio-physical Endowments of India</td>
<td>100</td>
<td>4</td>
</tr>
<tr>
<td>MBAT-203</td>
<td>Travel Agency and Tour Operation Business</td>
<td>100</td>
<td>4</td>
</tr>
<tr>
<td>MBAT-204</td>
<td>Tribal Heritage of India</td>
<td>100</td>
<td>4</td>
</tr>
<tr>
<td>MBAT-205</td>
<td>International Tourism</td>
<td>100</td>
<td>4</td>
</tr>
<tr>
<td>MBAT-206</td>
<td>Managerial Economics for Tourism</td>
<td>100</td>
<td>4</td>
</tr>
<tr>
<td>MBAT-207</td>
<td>Comprehensive Viva – Voce</td>
<td>100</td>
<td>2</td>
</tr>
<tr>
<td>MBAT-208</td>
<td>Generic Elective – II</td>
<td>100</td>
<td>2</td>
</tr>
<tr>
<td>MBAT-209</td>
<td>Open Elective – I</td>
<td>100</td>
<td>3</td>
</tr>
<tr>
<td>MBAT-210</td>
<td>Open Elective – II</td>
<td>100</td>
<td>3</td>
</tr>
<tr>
<td>MBAT-211</td>
<td>Open Elective – III</td>
<td>100</td>
<td>3</td>
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<table>
<thead>
<tr>
<th>CODE</th>
<th>Third Semester (July-December)</th>
<th>Marks</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>MBAT-301</td>
<td>Tourism Marketing</td>
<td>100</td>
<td>4</td>
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<tr>
<td>MBAT-302</td>
<td>Cultural Tourism Resources of India</td>
<td>100</td>
<td>4</td>
</tr>
<tr>
<td>MBAT-303</td>
<td>Tourism Transportation</td>
<td>100</td>
<td>4</td>
</tr>
<tr>
<td>MBAT-304</td>
<td>Computer and Management Information Systems</td>
<td>100</td>
<td>4</td>
</tr>
<tr>
<td>MBAT-305</td>
<td>Itinerary Preparation and Tour Packaging</td>
<td>100</td>
<td>4</td>
</tr>
<tr>
<td>MBAT-306</td>
<td>Research Methodology</td>
<td>100</td>
<td>4</td>
</tr>
<tr>
<td>MBAT-307</td>
<td>Study Tour, Report &amp; Viva – Voce</td>
<td>100</td>
<td>4</td>
</tr>
<tr>
<td>MBAT-308</td>
<td>Summer Training, Report – Viva-voce</td>
<td>200</td>
<td>6</td>
</tr>
<tr>
<td>MBAT-309</td>
<td>Comprehensive Viva – Voce</td>
<td>100</td>
<td>2</td>
</tr>
<tr>
<td>MBAT-310</td>
<td>Open Elective – IV</td>
<td>100</td>
<td>3</td>
</tr>
<tr>
<td>MBAT-311</td>
<td>Open Elective – V</td>
<td>100</td>
<td>3</td>
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<table>
<thead>
<tr>
<th>CODE</th>
<th>Fourth Semester (January-June)</th>
<th>Marks</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBAT-401</td>
<td>Hospitality, Hotel and Hoteliering</td>
<td>100</td>
<td>4</td>
</tr>
<tr>
<td>MBAT-402</td>
<td>Destination Planning and Management</td>
<td>100</td>
<td>4</td>
</tr>
<tr>
<td>MBAT-403</td>
<td>On the Job Training, Report &amp; Viva – Voce</td>
<td>200</td>
<td>6</td>
</tr>
<tr>
<td>MBAT-404</td>
<td>Open Elective – VI</td>
<td>100</td>
<td>3</td>
</tr>
</tbody>
</table>

**Total Minimum Credits (all four semesters) = 112 Credits**

*Note: For Generic Elective I & II: Students are required to opt for such subjects from outside the Department.*
### GENERIC ELECTIVES

<table>
<thead>
<tr>
<th>Course</th>
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<tbody>
<tr>
<td>Entrepreneurship and Business Plan Development</td>
</tr>
<tr>
<td>Heritage Conservation &amp; Management</td>
</tr>
<tr>
<td>Aqua-based Adventures</td>
</tr>
<tr>
<td>Business Law &amp; CSR</td>
</tr>
<tr>
<td>Foreign Language – French I &amp; II</td>
</tr>
<tr>
<td>Foreign language – Spanish I &amp; II</td>
</tr>
</tbody>
</table>

### OPEN ELECTIVES

<table>
<thead>
<tr>
<th>Course</th>
<th>Course</th>
</tr>
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<tbody>
<tr>
<td>Tour Operation Management</td>
<td>Special Interest Tourism</td>
</tr>
<tr>
<td>Tour Guiding &amp; Interpretation</td>
<td>Basics of Adventure &amp; Sports Tourism</td>
</tr>
<tr>
<td>Tourist Behaviour &amp; Cross-Cultural Management</td>
<td>Medical &amp; Wellness Tourism</td>
</tr>
<tr>
<td>Tour Leadership and Management</td>
<td>Management of Adventure Tour Operation</td>
</tr>
<tr>
<td><strong>Event Management</strong></td>
<td><strong>Cargo Management</strong></td>
</tr>
<tr>
<td>Meeting, Incentives, Conventions and Exhibitions</td>
<td>Cargo Management</td>
</tr>
<tr>
<td>Event Planning &amp; Management</td>
<td>Dangerous Goods &amp; Live Animal Regulations</td>
</tr>
<tr>
<td>Event Logistics</td>
<td>Export Import Documentation</td>
</tr>
<tr>
<td><strong>Logistics Management</strong></td>
<td><strong>Air fares &amp; Ticketing</strong></td>
</tr>
<tr>
<td>Basics of Logistics &amp; Supply Chain Management</td>
<td>Basic Air Fare &amp; Ticketing</td>
</tr>
<tr>
<td>Shipping &amp; Multi-modal Transport Management</td>
<td>Computerized Reservation System</td>
</tr>
<tr>
<td>Forex Management</td>
<td>Airport Operations &amp; Management</td>
</tr>
</tbody>
</table>
FIRST SEMESTER

(July- December)
MBA T-101
TOURISM CONCEPTS & LINKAGES

This paper will provide clear understanding on the fundamentals of Tourism and its allied activities.

UNIT I

UNIT II
Tourism and Its Theories: Meaning and Definitions, Characteristics of Tourism, Need for Measurement of Tourism, Interdisciplinary Approaches, Types & Forms of Tourism, Different Tourism Systems- Leiper’s Geo-spatial Model, Mill-Morrison, Mathieson & Wall, Butler’s Tourism Area Life Cycle (TALC) - Doxey’s Irridex Index – Demonstration Effect – Crompton’s Push and Pull Theory, Stanley Plog’s Allo-centric and Psyco-centric Model of Destination Preferences

UNIT III
Travel Behaviour & Motivations: Origin of Travel Motivation, Meaning of Motivation & Behaviour, Theory of Travel Motivations, Typology of Tourists, Different Travel Motives, Tourist Centric Approach, Leisure Travel Motivations, Tourist Decision-making Process, Lifestyle Pattern, Tourism Mindedness of People, Tourism & Cultural Relationships, Cultural Exchanges, GIT, FIT & Affinity Group Travel, Bilateral & Multilateral Tourism, Relationship between Human Life and Travel, Growth of Social Tourism

UNIT IV

UNIT V
Tourism Organizations: Roles and Functions of United Nations World Tourism Organization (WTO), Pacific Asia Travel Association(PATA), World Tourism & Travel Council (WTTC) - International Hotel Association (IHA), Ministry of Tourism, Govt. of India, India Tourism Development Corporation (ITDC), Federation of Hotel and Restaurants Associations of India (FHRAI).

SUGGESTED TEXT BOOKS

SUGGESTED REFERENCE BOOKS
This paper will help students understand the fundamentals of management concepts, theories and practices and this will also provide sufficient theoretical knowledge to take managerial decisions.

UNIT I
**Functions of Management:** Meaning, Nature and Levels in Management – Roles, Skills, Tasks of a Manager, Functions of Management- Planning, Organizing, Directing & Controlling

UNIT II
**Planning:** Meaning, Nature of a Sound Plan, Types-Short, Medium and Long-Range Planning, Scope and Limitations and Steps in Planning Process, Management by Objectives (MBO) – Decision-Making Ability

UNIT III
**Organizing & Directing:** Meaning, Organization Structure & Design – Delegation and Decentralization of Authority, Relationship and Interactions between Authority- Interdepartmental Coordination – Present Trends in Corporate Structure, Strategy and Work Culture – Use of Technology on Organizational Design – Mechanistic vs. Adoptive Structures

UNIT IV
**Motivation** – Types and Nature of Motives, Theories of Motivation and Productivity – Leadership Styles & Models

UNIT V

SUGGESTED TEXT BOOKS

SUGGESTED REFERENCE BOOKS
This paper will explain the basic principles of accounting and help the students familiarize with analysis and interpretations of financial statements along with techniques to understand finance strategies and management of funds in tourism business.

UNIT I

UNIT II
Accounting Information: Accounts of Non-profit Organizations: Income and Expenditure Account – Receipts and Payments: Travel Agency Accounting

UNIT III

UNIT IV

UNIT V

SUGGESTED TEXT BOOKS

SUGGESTED REFERENCE BOOKS
MBAT - 104
BUSINESS ENGLISH AND COMMUNICATION

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

UNIT I

UNIT II
Report Written: Characteristics, Importance, Types, Daily Reports.

UNIT III

UNIT IV

UNIT V

SUGGESTED TEXT BOOKS

SUGGESTED REFERENCE BOOKS
This paper aims to provide insights of history of India, practices in Indian society and rich cultural heritage of India. This is fundamental for tourism professional to develop product knowledge by reading political, social and cultural history of India.

UNIT I
Ancient History: Indus Valley Civilization, Early & Later Vedic Period, Sixteen Janapadas, Birth of Buddhism & Jainism, Rise and Fall of Mauryan Dynasty

UNIT II
Mauryan Rule to Gupta Rule: Rule of Kusana Dynasty & Gupta Dynasty, Disintegration of Gupta Dynasty and Emergence of Regional Kingdoms

UNIT III
Medieval History (11th – 17th): Rule of Slave Dynasty, Khilji Dynasty, Tughlaq Dynasty, Saiyyid Dynasty, Lodhi Dynasty, Mughal and their contributions to Art, Architecture, Sculpture & Painting

UNIT IV

UNIT V
Indian Society & Culture: Family, Village, Marriage, Caste System, Value System, Custom & Tradition, Indian Cinema & Its Impact on People, Society & Culture,

SUGGESTED TEXT BOOKS

SUGGESTED REFERENCE BOOKS
MBAT - 106
GLOBAL TOURISM GEOGRAPHY

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

UNIT I

*Introduction to Geography:* Elements of Geography, Branches of Geography, Importance of Geography in Tourism, World’s Climatic Zones, Latitude & Longitude

UNIT II

*IATA Areas, Code and GMT Time:* Areas, Sub Areas and Sub Regions As per International Air Transport Organization (IATA), IATA Three Letter City Code, Two Letter Airlines and Airport Code, International Date Line, Time Zones, Greenwich Mean Time, Calculation of Local Time, Flying Time, Grounding Time, Elapsed Time, Daylight Saving Time

UNIT III

*North & South America:* Physical Geography, Topography, Climatic Regions, Transport Network, Countries in the Continent,

UNIT IV

*Europe & Africa:* Physical Geography, Topography, Climatic Regions, Transport Network, Countries in the Continent,

UNIT V

*Asia & Australasia:* Physical Geography, Topography, Climatic Regions, Transport Network, Countries in the Continent, Case Study of USA, Brazil, UK, South Africa, China, India, Australia

SUGGESTED TEXT BOOKS


SUGGESTED REFERENCE BOOKS

3. Robinson H.A. (1976), *Geography of Tourism.* Mac Donald & Evans Ltd.,
MBAT - 107
COMPREHENSIVE VIVA-VOCE
The objective of conducting comprehensive viva-voce examination is to test the level of understanding on various subjects taught in the semester and examine the level of logical presentation and articulation of students.

MBAT - 108
GENERIC ELECTIVE – I
The objective of this course is to give a student an opportunity to pursue her/his personal interests of academic pursuit. A student for this purpose shall choose a course from a department, other than the one he/she is enrolled in. However the Faculty Advisor and the Department need to be informed beforehand by the student and such credits earned by the student shall be transferred to the parent department for calculation of total credits.
SECOND SEMESTER
(January to May)
This paper is intended to provide comprehensive understandings on concepts, functions and practices of management for human resources and organizational behaviour.

UNIT I

UNIT II

UNIT III

UNIT IV
**Organizational Behavior:** Individual Behavior and Differences - Personality –Attitudes and Beliefs – Values - Perception – Perceptual Selectivity – Transactional Analysis –JOEHARRY Window – Management of Stress

UNIT V

**SUGGESTED TEXT BOOKS**

**SUGGESTED REFERENCE BOOKS**
MBAT - 202
BIO-PHYICAL ENDOWMENTS OF INDIA

The objective of this paper is to describe the importance of bio-physical endowments of India from the tourism perspectives.

UNIT I

UNIT II

Unit III

Unit IV
Beach Resorts: Locations, Accessibility, Facilities, Amenities, Unique Selling Propositions (USP), Important Beaches in Gujarat, Maharashtra, Goa, Karnataka, Kerala, Tamil Nadu, Puducherry, Andhra Pradesh, Odisha, West Bengal, Lakshadweep, Andaman & Nicobar Islands

Unit V
Adventure Tourism Sites: Locations, Accessibility, Facilities, Amenities, Unique Selling Propositions (USP), Land, Water and Air Based Adventure Sports and Tourism.

SUGGESTED TEXT BOOKS

SUGGESTED REFERENCE BOOKS
MBAT - 203
TRAVEL AGENCY AND TOUR OPERATION BUSINESS
This paper is designed to provide description about the principles and practices in travel agency and tour operation business and help the students make the career in modern travel trade.

UNIT I
Introduction to Travel Trade: Historical Background of Travel Trade, Significance of Travel Agency Business, Meaning of Travel Agency- Types of Travel Agent- Full Service Agency, Commercial Agency, Implant Agency, Group / Incentive Agency, Types of Tour Operator- Inbound, Outbound, Domestic, Ground and Specialized.

UNIT II

UNIT III
Functions of Travel Agency & Tour Operation and Roles of Travel Trade Organizations: Attributes of Travel Agency, Roles and Services of A full-fledged Travel Agent, Characteristics of a Professional Travel Agent, Role and Responsibilities of Travel Trade Associations: Objectives - Roles and functions, of UFTAA, ASTA, TAAI, IATO, ATAOI, ADTOI, IAAI, FIYTO, TAFI

UNIT IV
Anatomy of Tour: Types of Tour- Independent Tour, Escorted Tour, Hosted Tour, Incentivized Tour, Tour Wholesalers and Retailers, Diversified Role of Tour Operators, Running A Tour Operation Business- Distribution Networks of Tour Operation Business, Special Services for Charter Tour Operators, Meeting & Incentive Planners and Activities of Meeting Planners, Convention & Conference Tourism Business, Trade Fairs & Exhibitions

UNIT V
Setting up Travel Agency & Tour Operation Unit: Essential Requirements for Starting Travel Agency & Tour Operation Business, Cost Management, Procedures for Obtaining Recognition, Travel Agency Organization Structure, Sources of Revenue, Threats in Travel Agency in Business, Use of Information Technology in Travel Agency Business

SUGGESTED TEXT BOOKS

SUGGESTED REFERENCE BOOKS
TRIBAL HERITAGE OF INDIA

This paper is uniquely designed to reflect upon the tribal heritage of India and students will be taught about the development of tourism in the tribal areas and preservation of tribal heritage through tourism.

UNIT I
Background of Tribes: Origin of Tribes, Types of Tribes- Indo-Aryan, Dravidian, Turkic-Mongol, Austro-Asiatic, Important Endangered Tribes in India- Jarwa, Bonda, Gadaba, Mariya, Muria, DongariyaKondh, Distribution of Tribes in India, Features and Characteristics of Indian Tribes, Tribes vs Primitive Tribes, Tribal Population & Literacy Rate, Indigenous and Tribal people

UNIT II
Tribal Society and Culture: Values and Beliefs, Prominent Tribal Languages in India, Tribal Life, Art, Culture, Fairs and Festivals, Rituals, Costumes, Marriage, Other Practices.

UNIT III

UNIT IV
Tribal Resources for Tourism Development: Dance, Music, Handicrafts, Tribal Herbal Medicines, Traditional Medical Practices, Tribal Museums, Features and Characteristics of Tour for Tribal Culture

Unit V
Management of Tourism in Tribal Areas: Management of Tribal Resources, Preservation of Tribal Heritage & Culture, Practices of Sustainable and Responsible Tourism Principles, Strategies for Development of Tribal Areas from Tourism Perspectives, Promotion of tourism destinations in Tribal Areas, Commoditization of Tribal Culture, Legal Issues of Tribes in India

SUGGESTED TEXT BOOKS

SUGGESTED REFERENCE BOOKS
MBAT - 205
INTERNATIONAL TOURISM

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

UNIT I

UNIT II
Tourism places of Asia: Major Tourism Places of Interest in Nepal, Sri Lanka, Maldives, UAE, Singapore, Thailand, Malaysia, Hong Kong, China, Japan, Cambodia, Philippines, Indonesia and Russia.

UNIT III
Tourism places of Europe: Major Tourism Places of Interest in UK, France, Germany, Spain, Portugal, Belgium, Austria, Switzerland, Greece, and Italy.

UNIT IV
Tourism places in North and South America: Major Tourism Places of Interest in USA, Canada, Mexico, Cuba, Brazil, Argentina, Peru, and Chile.

UNIT V
Tourism places of Africa and Australasia: Egypt, South Africa, Zimbabwe, Kenya, Mauritius, Seychelles, Madagascar and Australia, New Zealand.

SUGGESTED TEXT BOOKS

SUGGESTED REFERENCE BOOKS
4. UN World Tourism Organization (2002). Performance Indicators for Tourism Destinations in Asia and the Pacific Region, Business & Economics.
This paper will explain the fundamentals of economics and its applications in tourism business and this will also help the students take flawless decisions by understanding several jargons of economics.

UNIT I


UNIT II

Demand & Supply: Demand, Types of Demand, Elasticity and Types of Elasticity of Demand, Determinants of Tourism Demand, Law of Marginal Utility, Law of Demand & Supply, Determinants of Supply, Measurement of Tourism Demand, Forecasting, Methods of Demand Forecasting.

UNIT III

Production & Cost: Input-Output Relationship, Law of Variable Proportions, Costs- Types of Cost, Break-even Analysis, Market Structure, Types of Market, Pricing, Approaches & Determinants to Pricing

UNIT IV

Macro-Economic Impacts: Inflation, Types of Inflation, Recession, Savings & Investment, Aggregate Demand & Supply, Consumption, Export & Import, Multiplier Effects&Its Types, Displacement Effect, Costs and Benefits of Tourism

UNIT V

Economic Transition: Globalization and Liberalization, Public- Private Sector Participation, Role of Banking Institutions, Monetary Policy- Repo Rate, Reverse Repo Rate, Cash Reserve Ratio(CRR), Case Study on Economic Impacts of Tourism in India, China, Maldives, Thailand, France, USA

SUGGESTED TEXT BOOKS

SUGGESTED REFERENCE BOOKS
MBAT 207
COMPREHENSIVE VIVA-VOCE

The objective of conducting comprehensive viva-voce examination is to test the level of understanding on various subjects taught in the semester and examine the level of logical presentation and articulation of students.

MBAT - 208
GENERIC ELECTIVE – II

The objective of this course is to give a student an opportunity to pursue her/his personal interests of academic pursuit. A student for this purpose shall choose a course from a department, other than the one he/she is enrolled in. However the Faculty Advisor and the Department need to be informed beforehand by the student and such credits earned by the student shall be transferred to the parent department for calculation of total credits.

MBAT - 209
OPEN ELECTIVE – I

The objective of this course is to give a student an opportunity to pursue her/his personal interests of academic pursuit. A student for this purpose shall choose a course in the department from the given group of electives. A student shall opt for any of the two elective groups having three courses each during the programme depending on available teaching resources.
MBAT - 210
OPEN ELECTIVE – II

The objective of this course is to give a student an opportunity to pursue her/his personal interests of academic pursuit. A student for this purpose shall choose a course in the department from the given group of electives. A student shall opt for any of the two elective groups having three courses each during the programme depending on available teaching resources.

MBAT - 211
OPEN ELECTIVE – III

The objective of this course is to give a student an opportunity to pursue her/his personal interests of academic pursuit. A student for this purpose shall choose a course in the department from the given group of electives. A student shall opt for any of the two elective groups having three courses each during the programme depending on available teaching resources.
THIRD SEMESTER
(July-December)
This paper is intended to provide clear understandings on theory and practices of marketing with special reference to tourism business.

UNIT I

UNIT II

UNIT III

UNIT IV

UNIT V

SUGGESTED TEXT BOOKS

SUGGESTED REFERENCE BOOKS
MBAT - 302
CULTURAL TOURISM RESOURCES OF INDIA
This paper presents the core competency of Indian Tourism to the students to be familiar with the places of cultural tourism interest. The objective is to help students understand the significance of cultural tourism resources of India.

UNIT I

UNIT II
Religions of India - Religious Shrines & Pilgrimage Centers - Hindu, Buddhist, Jain, Sikh, Muslim, Christian and others - Basic Tenets – Different Indian and Western Philosophy

UNIT III
Non-Material Cultural Heritage: Significance and Places of Importance of Ayurveda, Yoga and Meditation - Performing Arts, Dance Forms, Music – Vocal & Instruments - Folk Arts - Indian Paintings and Sculpture - Fair and Festivals, Indian Cuisine, Traditional Arts and Crafts.

UNIT IV

UNIT V
Museums and Art Galleries – Significance, Types and Importance of Museums and Art Galleries - Indian Museum, Kolkata, National Museum, New Delhi, Salarjunga Museum, Hyderabad, City Mahal Museum, Jaipur, Udaipur & Jodhpur

SUGGESTED TEXT BOOKS

SUGGESTED REFERENCE BOOKS
MBAT - 303
TOURISM TRANSPORTATION

The paper will help the students find the clear differences of functions of air, surface and water transportation system in the world vis-à-vis India.

UNIT I
Fundamentals of Transport: Evolution of Transportation, Importance of Tourist Transport Services, Essentials of Transport, Growth & Development of Means of Transport, Types of Transport, Distribution of Sales of Tourist Transport Services, Road Transport Network in India

UNIT II
Road Transport: Road Transport Network in North America, South America, Europe, South Africa, Asia and the Middle-East, Austria and New Zealand, Major Railway Transport Network in the World, Coach & Car Rental Services, Types of Coaches, Types of Car Rental Services

UNIT III
Air Transport: Types of Airlines, Aircraft, Types of Airport & Its Facilities and Services, In-flight Services, Prohibition of Dangerous Goods, Safety Measures for Aircraft and Airport, ICAO and Its Freedom of Air, Director General of Civil Aviation (DGCA) & its Roles and Functions and Airports Authority of India (AAI) & Its Roles and Functions

UNIT IV
Basic Airfares & Ticketing: Types of Journey, MPM, TPM, Extra Mileage Allowance, One-way, Return Trip and Circle Tri Journey, Higher Intermediate Fare Check Point, Add-on and Open Jaw Fare, Excursion Fare, Components in International Air Tickets, Airline Business in the World, Major International Air Carrier and Major Low-cost Airlines, Domestic Air Transport Business, Distribution of Sales of Airlines Tickets, Baggage and Travel Documents, Air Charter Services, Miscellaneous Charges order (MCO) - Multiple Purpose Document (MPD) - Billing and Settlement Plan.

UNIT V

SUGGESTED TEXT BOOKS

SUGGESTED REFERENCE BOOKS
5. IATA live Animals Regulation Manual.
MBAT - 304

COMPUTER AND MANAGEMENT INFORMATION SYSTEM

The objective of this paper is to help the students understand the fundamentals of computer and practices of management information system and e-tourism in tourism industry.

UNIT I
Introduction to E-tourism: Historical Development - Electronic technology for data processing and communication - Strategic, Tactical and operational use of IT in Tourism.

UNIT II

UNIT III
Typologies of E-tourism: Business models - Business to Business (B2B) - Business to Consumer (B2C) - Consumer to Business (C2B) - Consumer to consumer (C2C) - Business to Employees (B2E) - & Business to Government (B2G).

UNIT IV

UNIT V
Amadeus GDS – Hands on Amadeus Software – Building, Retrieval, Display & Cancel of PNR – Fare display – Itinerary pricing – Issuance of tickets.

SUGGESTED TEXT BOOKS

SUGGESTED REFERENCE BOOKS
This paper is an attempt to help the students prepare tour itinerary and design package tour independently.

**Unit I**

**Itinerary Planning & Development:** Meaning, Importance and Types of Itinerary - Resources and Steps for Itinerary Planning - Do’s and Don’ts of Itinerary Preparation

**Unit II**

**Developing & Innovating Package Tour:** Tour Formulation and Designing Process: FITs & Group – Special Interest Tours (SITs), Tour Packaging: Importance of Tour Packaging – Classifications of Tour Packages - Components of Package Tours, Pre Tour Management, Tour Operation, Post Tour Management.

**Unit III**

**Concept of Costing** - Types of Costs, Components of Tour Cost - Preparation of Cost Sheet - Tour Pricing - Calculation of Tour Price – Pricing Strategies - Tour Packages of Thomas Cook, SOTC, Cox & Kings and TCI.

**Unit IV**

**Operation of Package Tour:** Confirmation of Tour, Creation of Docket/ File, Issue of Tour Vouchers, Reconfirmation with Airlines, Hotel & Ground Service Providers, Distributing Customized Itinerary to Tour Leader, Guide, Driver & Transporter, Standard Procedures for Pickup and Drop, Check-in and Check-out in the Hotel, Sightseeing, Do’s and Don’ts of Sightseeing, Crisis Management in tour, Preparation of Feedback or Guest Comment Sheet, Filling the Guest Comment Sheet, Analysis of Comments of Guest, Service providers, Tour Escorts.

**Unit V**

**Travel Documentation:** Familiarization with TIM (Travel Information Manual), Passport & VISA - Meaning, Types, Procedures, Validity, Necessary Information to fill the Passport and VISA Form for Issuance, Health Certificates, Currency, Travel Insurance, Credit & Debit Card,

**SUGGESTED TEXT BOOKS**


**SUGGESTED REFERENCES**

MBAT - 306
RESEARCH METHODOLOGY

The objective of this paper is to provide understanding on research methods and methodology applicable in Tourism Business.

UNIT I

UNIT II

UNIT III
Qualitative Methods: Ethnography and Case Study - Experimentation, In-depth Interviews - Focused Group Interview, Delphi Technique, Participant Observations - Projective Techniques - Content Analysis, Pilot Study, Historical Analysis - Preparation of Field Notes.

UNIT IV

UNIT V

SUGGESTED TEXT BOOKS

SUGGESTED REFERENCE BOOKS
MBAT - 307
STUDY TOUR, REPORT & VIVA-VOCE

Study Tour shall be offered to the students as a compulsory component. The objective of the study tour is to give exposure to the students about attraction and resources available at a tourist destination of repute. Students shall have to submit the final report within 15 days of completion of the tour and the viva-voce for the same shall be conducted during the third semester examinations. The credits assigned to this paper shall be distributed in the ratio of 4:2 for report and viva-voce respectively.

MBAT - 308
SUMMER TRAINING, REPORT & VIVA-VOCE

Summer Training, Report & viva-voce component shall be a compulsory component for the students. Each student shall have to undergo 6-week or One-and-half months (June-July) long training in Tourism, Travel and Hospitality Organizations under the guidance of a faculty advisor. The objective of this is to create an opportunity for the students to undergo training in the Travel Agency, Tour Operation, Tourism Information Office, Hotels/Resorts. Such training would help students to understand customer services along with administrative, financial and marketing aspects of travel business. The credits assigned to this paper shall be distributed in the ratio of 4:2 for project report and viva-voce respectively.

MBAT - 309
COMPREHENSIVE VIVA – VOCE

The objective of conducting comprehensive viva-voce examination is to test the level of understanding on various subjects taught in the semester and examine the level of logical presentation and articulation of students.
MBAT - 310
OPEN ELECTIVE – IV

The objective of this course is to give a student an opportunity to pursue her/his personal interests of academic pursuit. A student for this purpose shall choose a course in the department from the given group of electives. A student shall opt for any of the two elective groups having three courses each during the programme depending on available teaching resources.

MBAT - 311
OPEN ELECTIVE – V

The objective of this course is to give a student an opportunity to pursue her/his personal interests of academic pursuit. A student for this purpose shall choose a course in the department from the given group of electives. A student shall opt for any of the two elective groups having three courses each during the programme depending on available teaching resources.
FOURTH SEMESTER
(January- May)
UNIT I


Types of Accommodation: Conventional, Supplementary and Customized Accommodation, Non-Commercial & Commercial Establishments, Hospitality Business Scenario

UNIT II

Functions of Front Office Management: Organization Structure, Functions, Attributes and Skills of Manager & Executives, Reservation & Cancellation Procedures, Handling Individual and Groups, Solving Guests’ Problems, Automation/ CRS in Front Office, Travel Desk

UNIT III

Functions of House Keeping: Organization Structure, Functions, Works of Executive House Keeper-Rooms and Floor Cleaning Practices and Interior Decorations, Types of Rooms, House Keeping Control Desk, Housekeeping Supply Rooms, Uniforms, Housekeeping Practices, Co-ordination with Other Departments

UNIT IV

Food and Beverage Services: Organization Structure, Department-Food Production- Organization, Kitchen, Buffets, Beverages Operation, Functions, Outlets of F & B, Types of Meal Plans, Types of Restaurant-Menu, Room Service, Catering Services-Food Service for the Airlines, Banquette, Corporate, MICE, Retail Food Market, Business/Industrial Food Service, Healthcare Food Service, Cruise ship, Railways

UNIT V

Administration and Finance: Finance & Accounts, Sales and Marketing, Administration, Revenue Management, Yield Management, Personnel Management, Training and Development, Safety Management, Management of Distribution Channel

SUGGESTED TEXT BOOKS

SUGGESTED REFERENCE BOOKS
MBAT - 402

DESTINATION PLANNING AND MANAGEMENT

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

UNIT I


UNIT II

Tourism Policy: Concept and Meaning of Tourism Policy, Need for Tourism Policy, Significance of Tourism Policy, Objectives & Principles of Tourism Policy, Formulation of Tourism Policy, Approaches to Policy Implementation, Minimization of Policy Gap, Role of Implementing Agencies, Stakeholder-Driven Policy, Hurdles in Formulating and Implementing Tourism Policy, Linking Tourism Policy with Planning.

UNIT III


UNIT IV


UNIT V


SUGGESTED TEXT BOOKS

SUGGESTED REFERENCE BOOKS
**MBAT - 403**

**ON THE JOB TRAINING, REPORT & VIVA- VOCE**

On the Job Training Report Internship & viva-voce component shall be a compulsory component for the students. Each student shall have to undergo 10-week or two-and-half months (March-May) long training in Tourism, Travel and Hospitality Organizations under the guidance of a faculty advisor. The objective of this is to create an opportunity for the students to undergo training in the Travel Agency, Tour Operation, Tourism Information Office, Hotels/Resorts. Such training would help students to understand customer services along with administrative, financial and marketing aspects of travel business. The credits assigned to this paper shall be distributed in the ratio of 4:2 for project report and viva-voce respectively.

**MBAT - 404**

**OPEN ELECTIVE – VI**

The objective of this course is to give a student an opportunity to pursue her/his personal interests of academic pursuit. A student for this purpose shall choose a course in the department from the given group of electives. A student shall opt for any of the two elective groups having three courses each during the programme depending on available teaching resources.
Code of course and semester | Generic Elective
---|---
Name of course | Entrepreneurship and Business Plan Development
Exit Level outcomes | Tourism is one sector which offers plenty of opportunities for entrepreneurship. Experience at IITTM suggests that many of Alumni sooner or later take to entrepreneurship. This course will therefore help students with:
1. Searching for feasible business ideas.
2. Convert ideas into business propositions.
3. Understand the mechanics of developing a business plan
A tangible outcome of this course will be development of a bankable business plan.


Sindo-online. Portal of MSME, Government of India (www.smallindustryindia.com)

Unit I | Introduction: Introduction to entrepreneurship; tourism industry and business ideas; business strategy- understanding customers and analyzing competition.

Unit II | Functional area management: Tourism marketing mix; tourism marketing planning; financial planning; planning for people and operations.

Unit III | Organisation and business: Form of organisation and legal considerations; networking and collaboration; good business practices.

Unit IV | Business plan development: Feasibility; Writing a business plan- marketing, financial, operations, people, etc. planning.

Unit V | Setting up a tourism enterprise: Steps, procedures, licenses, registration etc.
Exit Level Outcome
This course is designed to help students understand and learn the growing importance of Spanish language in modern world. This course will also help students to analyze and understand cultural considerations as motivators for an effective tourism support and engagements.

Reference books/materials
To be provided by the instructors

Unit I
Spanish as a Beginner, History & Culture, Spanish reach and population, Opportunities and How it Impacts You!
Salutations & Pronunciations

Unit II
Continuation of Salutations & Pronunciations, Alphabets, Numbers, Audio Exercises
Case Example with Class Interaction

Unit III
Introduction to Nouns, Introduction to Verbs, Date and time, Simple Sentences & Vocabulary
Interactive AV Demo

Unit IV
Travel Survival Kit-I : Greetings, Modes of Travel and guides, Airport, Taxi, Accommodation, Hotels.
Travel Survival Kit-II : Ordering Food, Understanding Addresses, Asking Directions, Shopping.

Unit V
Role Play Exercises with AV Demo
Sentence Formations, Writing Small Paragraphs, Letters, emails, Student Leads on key topics
Links for further studies (to be provided by the instructor)
<table>
<thead>
<tr>
<th>Code of course and semester</th>
<th>Generic Elective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of course</td>
<td>Foreign Language - French – I</td>
</tr>
<tr>
<td>Exit Level outcomes</td>
<td>French for Beginners</td>
</tr>
</tbody>
</table>

The objective of the course is the acquisition of basic comprehension, communication, and writing skills. It aims to provide students a basic understanding of the French language as whole. The overview of this particular course is to give the students exposure of French being used in tourism industry by tourism professionals as a practitioner. The core objectivity of such course for beginners is to create an awareness of the language's structures, and to act as a useful introduction to French and Francophone culture.

|-------------|--------------------------------------------------|

<table>
<thead>
<tr>
<th>Unit I</th>
<th>Introduction of the Language to first time beginner</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Basic introduction of French, The alphabets and their pronunciation, nature and rules of the language , The accents, The Orthographic Signs, the punctuation signs , The numbers in French 0-9 ; Cardinal and ordinal form of number , Greetings</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Unit II</th>
<th>Basic Vocabularies: (Tourism Based Vocabularies)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The days of the week, Months, item narration , Gender specification for the things , the country , city name , time , whether, fruits and vegetable names, the family name, body parts , colors , numbers 10-100 gradual learning ,French phonetics , professions ; all the necessary word meaning used in general and specifically by tourism professionals .</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Unit III</th>
<th>Basic and Introductory Grammar</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The Articles, Plural forms of nouns, Gender (Masculine and feminine forms), Definite articles, indefinite articles, Subject Pronouns, verbs and their types ,Principal and auxiliary verbs in French (être and avoir), Verb’s groups: First , Second and third group, rule of making ordinal numbers, verbs conjugation in present participle</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Unit IV</th>
<th>Sentence and Dialogue framing</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The Affirmative form of the sentences using first, second and third group verbs(Only Present tense), dialogue and phrases from the text book (Situation 1 -7 ) Chapter 1 from text book, verbs Aller, The negative and interrogative form using all types of verbs, rism and Tourist based vocabulary</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Unit V</th>
<th>French culture and self Presentation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Introduction of France and it’s culture and, basic Geo-political-economical introduction of France, French History, French (Tourist) habits and introduction of individual in French, Translations of sentences French to English and English to French. Verbal French practice session</td>
</tr>
<tr>
<td>Code of course and semester</td>
<td>Generic Elective</td>
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</tr>
<tr>
<td>Name of course</td>
<td>Business Law &amp; CSR</td>
</tr>
<tr>
<td>Exit Level outcomes</td>
<td>The objective of this course is to orient students about the legal aspects of business &amp; to facilitate a grounding on theory through the understanding of real life situations and cases</td>
</tr>
</tbody>
</table>

**Unit I**

**Introduction to business law**: introduction to Indian legal system, law, legal terminology, different legal systems of the world (brief overview), salient features of constitution of India, judiciary, hierarchy of courts

**Unit II**


**Unit III**


**Unit IV**

**Corporate social responsibility (CSR)**: definition, evolution, need for CSR; theoretical perspectives; CSR in historical perspective; corporate responsibility to shareholders versus stakeholders; personal versus social responsibility; stakeholder theory; determinants of social Responsibility of individuals and social groups; role of governance system.

**Unit V**

**Corporate governance**: basic theories of corporate governance; emergence of corporate governance code; development of corporate governance code; development of Indian corporate governance.
<table>
<thead>
<tr>
<th>Code of course and semester</th>
<th>Generic Elective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of course</td>
<td>Aqua-based Adventures</td>
</tr>
<tr>
<td>Exit Level outcomes</td>
<td>Water has been integral part of the leisure pastime but it has assumed new meanings in the 21st century including in India. The inland, offshore and artificial waterbodies, water-theme parks all have now become focus of leisure and recreation; offering plenty of avenues for employment and entrepreneurship especially SMTE’s. This course is structured to enable the student’s understanding on the structure and composition of the sector and various opportunities.</td>
</tr>
</tbody>
</table>
For further reading:  
Ministry of Tourism, (2005), *Cruise Tourism Potential & Strategy Study*, Government of India |

**Unit I**  
**Introduction:** concepts and principles; history of water-based recreation and tourism; types of water-bodies and recreational opportunities; beach-based leisure pastimes and its spread; factors influencing the sector’s growth and expansion; emerging trends in aqua-tourism and its potential.

**Unit II**  
**Structure and major forms:** components of aqua-tourism industry; offshore and inland; surface-water and under-water; motorized and non-motorised; shoreline recreation; sport fishing (marine and coastal); nautical tourism; maritime tourism; cruise tourism and its potential in India.

**Unit III**  
**Aqua-tourism products and entrepreneurship:** aqua-tourism product development and its challenges; entrepreneurial characteristics, opportunities and challenges in the sector; setting-up and operation of aqua-tourism business; career opportunities; participant’s behavior and bearing of it on major impacts and its types (case studies of one surface-water, under-water & beach-based each).

**Unit IV**  
**Operational and safety infrastructure:** jetties; marinas and its economics; socio-economic impacts of marinas; health and safety issues; risk assessment, strategies and mitigation; major safety equipments and gears; clothing; first aid & CPR

**Unit V**  
**Operations and management:** operation and management of boat-clubs; navigational aids- GPS and its usage, map reading; legal and regulatory framework for the business; CZMA and its bearing on off-shore business; major destinations for aqua-tourism in India; case studies on houseboats of Kerala, water-theme parts and scuba dive centers.
**Code of course & semester** | Generic Elective
---|---
**Name of course** | Spanish Language – II
**Exit Level Outcomes** | This course is designed to help students to read / write / describe in details in Spanish language. This course will also help students to have conversations with focus on Grammar and describe cultural variations.
**Reference book/s** | To be provided by instructor

**Unit I** | Revision of basic course
---|---
Tense Formations: Past Tense, Present Tense, Future Tense
Hobbies / Habits: Learn about different hobbies / habits of companions, Yes/no reflexive words
Expressions / Definitions: Define personality, Probabilities, Expression of Excitement / Empathy / Guilt / Surprise

**Unit II** | Information gathering, Vacationing: Knowing places, cultures, cities, villages, , Talking about sites / services of the places available , Ask and Give information of Cultural characters, Describe variations of an information among places.

**Unit III** | Grammar in Detail: Past Perfect, imperfect and undefined, Verbs with Prepositions, Verbs for changes of expression, Subjective tense

**Unit IV** | Grammar (Continued): This / That expressions, Prepositions, Could / Should / Would

**Unit V** | Conversations: Time Markers, Discussion connectors, Quantifiers, Exclamations, Comparatives / Oral Constructions
<table>
<thead>
<tr>
<th>Code of course &amp; semester</th>
<th>Generic Elective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of course</td>
<td>French Language - II</td>
</tr>
<tr>
<td>Exit Level Outcomes</td>
<td>The objective of the course is to enable the students to understand basic conversation related to tourism industry. It aims to provide students a basic understanding of the French vocabularies, sentences and writing skills. The objective of this course is to create an awareness of the language structure, and to make students understand Francophone culture.</td>
</tr>
<tr>
<td>Unit I Basic Conversation</td>
<td>Basic introduction, liaison from basic level, The Expressions of politeness (Expressions de politesse), The Orders (Les Commandes), The Expressions (Les expressions), Simple Conversation (Conversations simple). Vocabulary in French for Continental Cuisine &amp; Drinks – The names of Drinks (Les Vins De France),The Kitchen and its utensils (Le Materiel de Cuisine), Describing of Dishes (Description des Plats de Français)-Sweats and drinks (Desserts et Café / thé)</td>
</tr>
<tr>
<td>Unit II Basic Tour: (Tourism Professionals- Vocabulary)</td>
<td>On Arrival (À l’arrivée), Air Travel(Voyage en avion), Cruise Travel (Voyage de croisière), Rail travel (Voyage par le Train) , Car Travel (Voyage en Voiture) Situation- At the hotel (À l’hôtel), At the Cash Counter (A la Caisse), The breakfast( Le petit déjeuner), Lunch in a Restaurant(Le Déjeuner dans un restaurant), At the sight seeing ( A la vue de voir) , The Telephonic Conversation (La conversation téléphonique)</td>
</tr>
<tr>
<td>Unit III Basic and Introductory Grammar</td>
<td>The Adjectives and its use, Plural form of adjectives (pluriel des adjectifs) , Reflexive Verbs, Reciprocal Verbs, Adverbs, Prepositions, Negative sentences (sentences négatifs), Conjunctions ,Contracted articles, partitive articles(des, de la, de l’, des )Peculiarities of some of the first group verbs, Verbs Conjugation for – er, -ir, -re and –oir ending verbs in Interrogative and negative format</td>
</tr>
<tr>
<td>Unit IV Speaking Skill</td>
<td>Simple dialogue writing  Situation – Visiting the Place- Taj Mahal/ Delhi /Sanchi , During Travelling, at hotel , at Restaurant, at Café house , at a Travel Agency, at telephone , at Station Present oneself (Présentez-vous) in French, Introduction of Male / Female (neighbor) (Votre Voisin et Voisine), Passage reading and writing from Text book (unit 2 &amp; Unit 3), French to English Translation, English to French Translation</td>
</tr>
<tr>
<td>Unit V Comprehension, Writing Skill &amp; French Culture</td>
<td>Writing Small letters – Formal and informal, to the friends (ami/amie), to mama/papa, Writing Passage/ Basic Content in French- Small email writing in French , Writing Resume in French, Introductory history of Republic of France (Histoire d'introduction de la République de France) - culture &amp; history Verbal French practice session</td>
</tr>
</tbody>
</table>
**Code of course and semester**

**Name of course**

**Exit Level outcomes**

**Generic Elective**

**Heritage Conservation & Management**

Learners will understand the importance of conservation of historic sites, heritage material and natural heritage and analyzing their tangible and intangible factors. Understanding of conservation, preservation, restoration and management and its precincts will help our country to create a niche in the podium of world heritage. Documentation of the same will highlight heritage value of the past; act as an evidence of honor of our glorious past and pay off official recognition in the International forum.

After completing this course the student should be able to:

1. Creating awareness and induce thinking about our past, present and future condition of our heritage
2. Understand the importance of conservation, heritage and its values
3. Identifying tangible and intangible cultural values and recording the same with onsite data and sketches.
4. Classifying and marking issues and challenges at site level and documenting the same.

**Text book/s**

- J.J. Plenderlauth, *The conservation of antiques and work of art.*
- O.P. Agarwal, *Conservation of culture property of India.*
- S.S. Bishvash: *Protecting the culture heritage*

**Reference book/s**

- Inaugural issue of INTACH Journal of Heritage Studies, INTACH
- Heritage Management Plan, INTACH
- Shyam chainani, *Heritage conservation legislative and organisational policies of India*, INTACH

**Unit I**

**Introduction to heritage:** Heritage; Types of Heritage; Organisation of importance- ASI, UNESCO, INTACH, ICCROM, ITRHD; Heritage of National importance- UNESCO World Heritage Sites in India.

**Unit II**

**Conservation:** Introduction & Types; identification, demarcation and documentation of heritage Zone; community based heritage conservation; community engagement & stakeholder participation in heritage conservation. Uncovering the community participation through the case.

**Unit III**

**Conservation maintenance:** Preservation; Restoration; Basic conservation handlings – temperature, humidity, pollution, light, bio – deterioration, proper environmental conditions, care & handling.

**Unit IV**

**General principles of conservations:** Analysis of material; Rules & regulations regarding antiquity & heritage; conservation policy.

**Unit V**

**Heritage Management Plan:** Introduction; significance; Steps – Hardware component and software component; Promotion & public display of conserved site; Analysing working of Heritage management plan through the case study of Heritage Tourism Village Raghurajpur.
Tourist Behaviour and Cross-Cultural Management

Exit Level Outcomes
After doing this course, student will be able to:
1. Understand the motivators and deterrents of tourist behavior.
2. Understand the trends in tourism market on tourist behavior.
3. Understanding the importance of culture and cross-cultural linkages in tourism.

Text book/s

Reference books

Unit I
Introduction to Tourist Behaviour and Culture: The Global environment-globalization, tourism and culture; introduction to cultural diversity; Concept of tourist behaviour; importance of tourist behaviour; factors affecting tourist behaviour; models of Tourism behaviour (Nicosia model; Um and Crompton; Woodside and Lysonski; Mayo and Jarvis; etc.); Indian outbound travel market.

Unit II
Theoretical Framework: Introduction to cultural theories and practices; basics of culture; intercultural theories; Motivators & Determinants of Tourist behavior; models of purchase decision-making process (Mathieson and Wall; Stimulus-Response model (Middleton); etc.)

Unit III
Typologies of tourist behavior: typologies and their critique; marketing applications of typologies; tourism-specific Market segmentation
Tourism demand and markets: Global pattern of tourism demand; nature of demand in tourism market; consumer behavior and markets in different sectors of tourism.

Unit IV
Consumer behavior and marketing: Marketing mix and tourist behavior; the emergence of new markets and changes in tourist demand; quality and tourist satisfaction; trends.
Host-guest interactions and their impacts: physical, social, cultural, environmental; tourist-guide interaction and its impact

Unit V
Culture: Cultural practices and tourism impacts on culture; cultural differences; cultural variability-sources of differences; culture and values.
Cross cultural comparisons: concepts and challenges; cultural influences on tourist behaviour, social interactions; cultural shock; influence on services; cultural influences on ethics; differences among international societies like Asia, Australia, India etc.; multicultural competence.
<table>
<thead>
<tr>
<th>Code of course and semester</th>
<th>Open Elective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of course</td>
<td>Basic of Adventure and Sports Tourism.</td>
</tr>
<tr>
<td>Exit Level Outcomes</td>
<td>The students will know about the various types of adventure/sports and the relation of adventure/sports in tourism industry. This will make them to work and to indulge into new Adventure/Sports Tourism Business.</td>
</tr>
<tr>
<td>Main texts</td>
<td>Buckley, Ralf, CAB International 2006, Adventure Tourisms.</td>
</tr>
<tr>
<td></td>
<td>Russell Hoye, Aaron Smith, Hans Westerbeek, and Bob Stewart, <em>Sport Management: Principles and Application</em>.</td>
</tr>
<tr>
<td></td>
<td>Robinson Leigh <em>Managing Public Sport and Leisure Services</em>.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Unit I</th>
<th>Basic concepts of adventure and adventure tourism: Its element and classifications-land based, air based and water based. Adventure tourism organizations and training institutes in India.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unit II</td>
<td>Adventure tourism ecology and landscape: island, coral reefs, tropical rain forests, deserts, mountains, sea and river bodies. Scope and Future prospect of Adventure tourism in India.</td>
</tr>
<tr>
<td>Unit III</td>
<td>Equipments and clothing requirements for land based, air based and water based activities. Impacts of adventure tourism (environmental, socio-cultural and economic).</td>
</tr>
<tr>
<td>Unit IV</td>
<td>An overview of Sports, Sports tourism and sports management, purpose and scope of sports management, career opportunities and sources of employment in sports management.</td>
</tr>
<tr>
<td>Unit V</td>
<td>Management of sport events (opening ceremony, closing ceremony, formation of various committees and their responsibilities. Sports marketing and sponsorship. Upcoming sports destination in India.</td>
</tr>
<tr>
<td>Code of course and semester</td>
<td>Open Elective</td>
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</tr>
<tr>
<td>Name of course</td>
<td>Cargo Management</td>
</tr>
<tr>
<td>Exit Level Outcomes</td>
<td>Growing international trade calls for an understanding of cargo management and related issues. Study of cargo management is apparent in today’s scenario.</td>
</tr>
</tbody>
</table>
| Reference books             | 1. Travel Industry - Chunk, James and Dexter  
2. Tack Rule Book  
3. OAG and the Air Cargo Tariff both Red and Green |

**Unit I**  
**Growth and development of air transport industry and freight industry:** Relevance and importance of cargo industry, Freedoms of air, Bermuda convention, Chicago Convention, Warsaw Convention Roles and functions of DGCA, IATA and ICAO & FIATAA.

**Unit II**  
**World geography:** IATA 3 letter codes, time differences, calculations of transportation time/flying time. IATA airlines codes, country codes, city codes, currency codes etc.OAG Air cargo guides, TACT rates & rules. Air craft cargo configuration, capacity familiarization, limitations of weight and special loads.

**Unit III**  
**Packaging, marking, labelling:** Packaging, marking and labelling of consignment, acceptance of cargo, Airway bill and its completion and valuation charge.

**Unit IV**  
**Cargo rating:** Rating of Published tariff-Air Cargo, G.C.R., S.C.R, C.C.R

**Unit V**  
**Unpublished rate:** Construction of Unpublished tariff -ADD ON and LCP rate structures.
<table>
<thead>
<tr>
<th>Code of course &amp; semester</th>
<th>Open Elective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of course</td>
<td>Export Import Documentation</td>
</tr>
<tr>
<td>What is the role of proposed learning in managing businesses?</td>
<td>Basic Understanding of export and import procedure and Documentation</td>
</tr>
</tbody>
</table>
Francis Cherunilam, *International Trade and Export management*  
*EXIM Policy & Handbook of EXIM Procedure* – VOL I & II  
Desai, H.B. *Indian shipping Perspectives*, Delhi :Anupam Publications, |

**Unit I** Export procedures and documentation: Types of Exports, Types Of Exporters, Institutional framework for promotion of exports, Legal Framework governing exports, Need for export Procedure and Documentation.

**Unit II** Export procedures: Preshipment, shipment and Post shipment Procedures. Foreign Trade Policy.

**Unit III** Export documentation: Mandatory Documents for Export- Commercial and regulatory Documents, Multimodal Transport Documentation.

**Unit IV** Export incentives: Overview of export incentives-EPCG, Duty drawbacks, duty exemption schemes, tax incentives; Procedures and documentation for availing incentives ;Trading Houses-Export and trading houses schemes – criteria, procedures and documentation; Policy and procedures for EOU/FTZ/EPZ/SEZ units , Incoterms and its usage.

**Unit V** Import procedure and documentation: Types of Imports, Need for Licensing, Types of Licensing, Import Procedures and Documentation.
<table>
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<th>Code of course and semester</th>
<th>Open Elective</th>
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</thead>
<tbody>
<tr>
<td>Name of course</td>
<td>Basic Airfare &amp; Ticketing</td>
</tr>
<tr>
<td>Exit Level Outcomes</td>
<td>This course is about basic aviation geography. The learner will be able to understand the nuances of airline routing, airfare construction and handling ticketing.</td>
</tr>
</tbody>
</table>

**Unit I**  
Introduction to airline industry. Important international conventions: Warsaw convention, Bermuda convention and Chicago convention. Freedoms of air. IATA Traffic conference areas and sub-areas. Management of airlines: types of airlines; airlines personnel and revenue earning; airport management. Latest trends in aviation in India. Problems and prospects of Indian aviation industry.

**Unit II**  
Familiarisation with OAG: 3 letters city code and airport code, airline designated code, minimum connecting time, global indicator; familiarisation with air tariff; currency regulation, NUC conversion factors, general rules; IATA bill settlement plan.

**Unit III**  
Planning itinerary by air: itinerary terms, journeys, fares, country and currency codes, fares and fees; introduction to fare construction, international mileage and routing systems, mileage principles, fare construction with extra mileage allowance (EMA), extra mileage surcharge (EMS).

**Unit IV**  
Fare calculation: higher intermediary points (HIP); circle trip minimum checks (CTM); backhaul minimum check (BHC), add-ons, general limitations on indirect travel, special fares.

**Unit V**  
Documentation: Travel information manual, passport, visa, currency regulations, custom regulations, health regulations, immigration formalities at airport for inbound and outbound tourist.
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</thead>
<tbody>
<tr>
<td>Name of course</td>
<td>Forex Management</td>
</tr>
<tr>
<td>Exit Level outcomes</td>
<td>This paper is to acquaint the students with foreign exchange markets and management in order to prepare them to operate in an increasingly global business scenario.</td>
</tr>
<tr>
<td>Note: Latest edition of text book may be used.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Unit I</th>
<th>International Monetary System: Evolution of the international monetary system: Bimetallism, Gold standard, Bretton Woods system, Flexible exchange rate regime, Current exchange rate arrangements (Basic Idea).</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unit III</td>
<td>Foreign Exchange Market: Structure of Foreign exchange market (Global &amp; Indian), Participants in foreign exchange market, Types of transactions &amp; foreign exchange market: Spot Market: Concept of spot rate, spot rate quotations, bid-ask spreads, Trading in spot markets. Forward Market: Concept of forward rate, long and short forward positions, forward premium and discount.</td>
</tr>
<tr>
<td>Unit V</td>
<td>Foreign Exchange Rules in India: Residents and Non-Residents Accounts in foreign currency. Import and Export of Foreign exchange, Import and Export of Indian currency, Foreign exchange facilities or restrictions in India (Basic Idea), Foreign exchange rules in India for Tourists.</td>
</tr>
<tr>
<td>Code of course and semester</td>
<td>Open Elective</td>
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</tr>
<tr>
<td>Name of course</td>
<td>Management of Adventure Tour Operations</td>
</tr>
<tr>
<td>Exit Level outcomes</td>
<td>Adventure tours require expertise in terms of knowing the risk involved at the destination as well as with the type of activity undertaken. The adventure tour planning keeping in mind the risk, legalities, equipments, food, documentation etc shall be taught to students during this course.</td>
</tr>
</tbody>
</table>

**Unit I**  
**Managing Adventure Tours:** Major terms used in adventure activities (land, water and air). Illness, Injuries and First Aid (Hypothermia, Frost Bite, Altitude Illness, Snow Blindness etc). National and International Organizations (ATTA, UIAA, IMF, ATOAI, PADI, WPGA etc), its code of conducts.

**Unit II**  
**Planning Adventure tourism Activities:** Itinerary planning considerations for different durations (land, water and air); planning for safely and emergencies. Permits (ILP, PAP and RAP) and permits to climb Himalaya in India and Nepal. Season for climbing Himalaya. Highest mountain peaks of seven continents.

**Unit III**  
**Group management:** Preparing navigation routes, attitude of the State authorities, community tourists and other stakeholders, natural history of destination- ecology, climate, fauna and flora, land form features.

**Unit IV**  
**Food Plan:** Menu and nutrition considerations; hygiene, trail food preparation; kitchen food preparation; packaging; presentation; and hygienic sanitation.

**Unit V**  
**Legal Liability and Risk Management:** Legal liability concepts; owner and director liability; guide and leader liability; risk assessment and controlling; risk mitigation; risk financing and insurance.
Code of course and semester | Open Elective
--- | ---
Name of course | Airport Operations and Management
Exit Level outcomes | This Operational Module provides a framework of the civil airport operation in a practical context and prepares you for the following modules. Gain insight into how the civil aviation operation has responded to technological change and increased threat perception. This is an intensive module that utilizes case studies, classroom discussions and lectures, requiring both a pre-course assignment as well as case study preparation.

 | Spekman & Isabella(2000), *Alliance Competence*, Wiley
 | Stephan Holloway (2003), *Straight and Level: Practical Airline Economics*, Ashgate (2nd Ed.)


Unit I Overview of the airline industry: link between Airline and transportation, Effects of technological developments and innovation on Airport operation, Effective management and leadership skills in the Airport business, The threat to civil airport, the way we are post-9/11. Threat assessment and risk management, Security management systems and culture, Passengers security, Cargo security, Security quality control


Unit III Facilitation and security and contingency planning: Passenger Handling, Class or Type of Fare, Denied Boarding Compensation, Inadmissible Passengers and Deportees, Items Removed from a Passenger's Possession by Security Personnel, Hold Loading of Duty-Free Goods, Dangerous Goods in Passenger Baggage: Fuelling with Passengers Onboard or During Embarkation/Disembarkation, Recommendations for the Handling of Passengers with Reduced Mobility (PRM), Acceptance and Carriage of Passengers with Reduced Mobility (PRM), Carriage of Passengers with Communicable Diseases, General Guidelines for Passenger Agents in Case of Suspected Communicable Disease
Unit IV

**Baggage handling:** Interline and On-Line Transfer Baggage, Baggage Theft and Pilferage Prevention, ULD, Baggage Codes for Identifying ULD Contents and/or Bulk-loaded Baggage, Cargo/Mail Handling, Preparation for Loading of Cargo, Securing of Load, Collection of Sacks and Bags, Handling of Damaged Cargo, Handling of Pilfered Cargo, Handling Wet Cargo, Handling Perishable Cargo, Handling and Protection of Valuable Cargo, Handling and Stowage of Live Animals, Handling of Human Remains, Acceptance Standards for the Interchange of Transferred Unit Load Devices, Handling of Battery Operated Wheelchairs/Mobility AIDS as Checked Baggage, Handling, Mail Documents, Aircraft Documents Stowage, Special Load—Notification to Captain (General, Special Load—Notification to Captain, Special Load—Notification to Captain

Unit V

**Cargo trends and forecasts:** Cargo operations DGR, LAR, Aircraft Handling and Loading, Provision and Carriage of Loading Accessories, Tagging of Unit Load Devices, Storage of Unit Load Devices, Continued Airworthiness of Unit Load Devices, ULD Build-up and Breakdown, ULD Transportation, ULD Operations Training and Qualification, Operating of Aircraft Doors, Aircraft Ground Stability—Tipping, Potable Water Servicing, Aircraft Toilet Servicing, Bulk Compartment Load Limitation, Handling/Bulk Loading of Heavy Items, Handling and Loading of Big Overhang Items, LOAD CONTROL, Load Control, Terms and Definitions,
### Code of course & semester
- Open Elective

### Name of course
- **Medical and Wellness Tourism**

### Exit Level Outcomes
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.

### Reference book/s
- M. Smith and L. Puczko (2009), *Health and wellness tourism*, B. Heinemann

## Unit I
**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 II
**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 III
**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 IV
**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 V
**Medical tourism in India:**
The idea behind introducing this course is to orient the students about the scope of tour escorting as a career option. This course will help the students to appreciate better what the profession of tour escorting is all about by giving them a practical experience of how to practice escort in real life situations. It will also orient them to the nitty-gritty's of this profession. This course also intends to deliver key skills.

Text book/s

Reference book/s

Unit I  
**Tour Leadership:** Introduction to tour leadership, Characteristics of tour escorting profession, difference between tour escorting and tour guiding, Advantages and disadvantages of choosing tour escorting as a profession. Tour management in India and abroad, Skills and competencies required to be a tour manager, Presenting yourself, Challenges faced by a tour manager

Unit II  
**Roles and Duties:** Pre-trip Duties / Preparation; Understanding tour client profile, Tour Escort File- checklist at the point of departure  
**Responsibilities at the Airport:** Meet & Greet; Airport Check-In Procedures, Customs and Immigration; Group Clearance- Luggage  
**Responsibilities at the hotel:** Check In, Check out, Rooming List, Meal requests  
**Responsibilities during sight-seeing tours:** On-Tour Operation / Conduct; Organising Commentary- Commentary / Storytelling; Destination Briefing, Time Schedule; Points of Interests; Getting a “Mental Picture” of Routing & Landmarks; Handling microphone, Operating Instructions/ Routing, Computing Time / Distance / Routing Technology; Map Reading; Luggage Handling, Familiarisation of coach, Working with the local driver; Gratuities; Working with the Local Guide

Unit III  
**Responsibilities on a train/cruise:** Embarkation; Initial Briefing/Duties Aboard Ship / Train; Disembarkation;

Unit IV  
**Group management and situation handling**  
Why people go on tours, Group control and Setting Limits, Handling difficult tourists, Communication Skills; Typical Day-to-Day Problems; Listening Skills; Conflict Resolution; Keeping your Cool; Creativity; Tips to keep group happy; Ethical and Professional Considerations, Handling emergency situations

Unit V  
**Other roles and responsibilities**  
Other functions: The Professional Daily Briefing, Dealing with FAQ’s; Taking care of logistics: Dine Around, Shopping / Commissions / Ethics; Safety of guests, Arrival preparations: Briefing instructions and Reconfirming Flights; Tour Conclusion and feedback, Tools of the trade for the tour manager, Understanding cross cultural differences
<table>
<thead>
<tr>
<th>Code of course and semester</th>
<th>Open Elective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of course</td>
<td>Tour Guiding and Interpretation</td>
</tr>
<tr>
<td>Exit Level outcomes</td>
<td>The idea behind introducing this course is to orient the students about the scope of tour guiding as a career option. This course will help the students to appreciate better what the profession of tour guiding is all about by giving them a practical experience of how to practice guiding in real life situations. It will also orient them to the nitty-gritty’s of this profession. This course also intends to deliver key skills.</td>
</tr>
</tbody>
</table>

**Unit I**  
**Tour guiding:** Introduction to tour guiding and tour escorting, difference between tour guiding and tour escorting, role of a tour guide; Tour guiding in India; Characteristics of a tour guide, steps to becoming a tour guide; Presenting yourself; making sense of cultural differences.

**Unit II**  
**Guiding Techniques:** Understanding the dynamics of tour guiding, practical tips, mechanics of tour guiding; tools of the trade.

**Unit III**  
**Practical guiding:** Guiding at a monument, guiding at a religious site, guiding at a museum, guiding on an archaeological site, guiding on a nature walk, guiding on a walking tours, guiding on a coach, designing and conducting heritage walks.

**Unit IV**  
**Situation Handling:** Handling difficult tourists, handling questions, handling emergencies, searching for information, responsible guiding; designing and conducting heritage walks.

**Unit V**  
**Managing guiding business:** How to plan an itinerary, partners in business, setting up a tour guiding business, Code of Conduct for tour guides in India (MoT).
<table>
<thead>
<tr>
<th>Unit</th>
<th>Subject</th>
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<tbody>
<tr>
<td>UNIT - I</td>
<td><strong>Regulatory and Facilitation organizations and Role of Intermediaries:</strong></td>
</tr>
<tr>
<td></td>
<td>Role of national and International regulatory and facilitation organizations (IMO, UNCITRAL, UNCTAD, ICC, ICU, Ministry of Shipping and Commerce, Customs &amp; Excise, WTO) Introduction to International Trade and economics of sea Transport; Agency Role and Functions: Ship chandlers’, Cargo Consolidating agents, Customs house agents, Freight Forwarders, Stevedores, Liner and Streamer agents, Charterers agents, National and International Agency associations Multi model transport operators agency Contractors.</td>
</tr>
<tr>
<td>UNIT-II</td>
<td><strong>Maritime Labour conventions and Recommendations:</strong> Merchant Shipping Conventions, 1976 – Seaport Development. Indian Dock Labour Act and Regulations, Role of ILO and International Labour convention.</td>
</tr>
<tr>
<td>UNIT III</td>
<td><strong>CMS and Cargo Handling Equipments: Cargo Handling Process:</strong> Types of Cargo transportation systems – Dry Bulk, Break Bulk, Liquid Bulk. Cargo handling equipment: Various equipment like Cranes, Conveyor systems, Pipe lines, Liquid cargo pumping systems, Self-unloading ships, Wagon tippers, and Automated bagging machines.</td>
</tr>
<tr>
<td>UNIT –IV</td>
<td><strong>Shipping (Cargo) Regulations:</strong> Merchant Shipping Carriage of Cargo Rules, 1995 – Understanding the role of the Director General of Shipping, Commerce and Customs in the Implementation of National Law like the Merchant Shipping Act Indian COGSA. Multi model Transportation goods act, Customs act, National foreign trade policy International Conventions / regulations and codes relating to - Bulk cargo – Customs procedures (Unified Customs Protocol), Indian Law of Contracts; Shipping Procedures &amp; Shipping Procedures in India – import &amp; Export Procedure; Customs Procedures &amp; Container Freight Stations – ICD, -INCO Terms – Documentation such as Bill of Lading, Proforma Invoice, Actual Invoice – Liability and Insurance</td>
</tr>
<tr>
<td>UNIT-V</td>
<td><strong>Hazardous Material Shipping Procedure:</strong> International and National regulations for transportation of Hazardous material in bulk and packaged form (IMDG code), Environment protection requirements involved in transportation of Hazardous Cargo, Responsibilities of importer / exporter, shippers and agents, dangerous goods declaration, classes of dangerous goods, procedures for handling dangerous materials; Security: Port Security, Marine Security, Cargo Security, Traffic Control, Technology and Equipment used in port security, Maritime frauds</td>
</tr>
</tbody>
</table>
Name of course: Dangerous Goods and Live Animal Regulations

Exit Level outcomes: Growing international trade calls for an understanding of dangerous goods and live animal regulations. Study of dangerous goods and live animal regulations is required for safe transportation dead loads.

Text book/s: Dangerous goods regulations – Manual (IATA)


Unit I - Restricted Articles: Introduction, Historical developments, classification & packaging.

Unit II - Dangerous goods: labelling-significance, handling, hazard and orientation labels, marking-UN and non-UN markings.

Unit III - Handling and documentation: Handling and documentation of restricted articles

Unit IV - Radioactivity: Radioactive Materials and its handlings

Unit V - LAR: Live animal regulations and documentations
<table>
<thead>
<tr>
<th>Code of course and semester</th>
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</thead>
<tbody>
<tr>
<td>Name of course</td>
<td>Computerized Reservation System</td>
</tr>
<tr>
<td>Exit Level outcomes</td>
<td>This course is about booking of tickets through CRS and constructing airfares. The course will extend hands on training to standard CRS packages like Amadeus. This is an internal system based evaluation both in internal examination and end semester examination. Course with learners expected to do a system based laboratory work in the offline on any training CRS packages. The course teacher will conduct the examination in the laboratory using CRS package in the offline. The system will generate the marks/points as per the performance of the students. So the system generated marks can be equalised as per the course structure.</td>
</tr>
<tr>
<td>Course Inputs</td>
<td>Open Elective</td>
</tr>
<tr>
<td>The course is computer based laboratory work content and will provide the understanding the functions of CRS to book the tickets.</td>
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</tbody>
</table>

**Unit I**
- Introduction
- Flight availability
- Selling Air Segments
- Passenger Name records

**Unit II**
- Supplementary Data
- Modifying a PNR
- Fare Displays

**Unit III**
- Itinerary Pricing
- Issuing Tickets
- Advance Seat Assignments

**Unit IV**
- Queues
- Customer Profiles
- Reference Information

**Unit V**
- Hotel Reservation
- Car Rentals
- Miscellaneous Entries
<table>
<thead>
<tr>
<th>Code of Course and Semester</th>
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</thead>
<tbody>
<tr>
<td>Name of Course</td>
<td>Event Logistics</td>
</tr>
<tr>
<td>Exit Level Outcomes</td>
<td>After completing this the students should be able to</td>
</tr>
<tr>
<td></td>
<td>1. Understand the techniques and strategies required to plan an event.</td>
</tr>
<tr>
<td></td>
<td>2. Understand the technical aspects of event logistics.</td>
</tr>
<tr>
<td></td>
<td>3. Identify and develop event resources.</td>
</tr>
</tbody>
</table>

**Unit 1**
Event Staffing – Forming event team, recruitment and selection, training of staff and volunteers, staff briefing, event rehearsal.
Event networks & supply chain: Importance, handling vendors & service contractors, negotiating with vendors & service contractors. Bidding for events

**Unit 2**

**Unit 3**
Event Registration – Importance and process; pre-registration – Introduction, benefits and methods. Onsite registration - concurrence of participant list with master file, Registration layout , payments, distribution of kits and badges etc.
Events planning checklists: Determinants and importance. Types

**Unit 4**
F&B services: Importance; major considerations- audience, price/cost, type and duration of event, changing approaches (hygiene, vegetarianism, environment etc.); types of food functions; food plan; control plan. Beverage services- common practices and emerging trends; beverage control functions.

**Unit 5**
Events Theme: Color, Décor, Focal Points, Fabrics, Furnishing, Lighting, Audio visual
Event Logistics: Security, Transport, Parking, Accommodation, Special needs and disabled requirements
### Code of Course and Semester
Open Elective

### Name of Course
Event Planning and Management

### Exit Level Outcomes
After completing this the students should be able to
1. Understand the techniques and strategies required to plan an event.
2. Understand the importance of event planning
3. Have basic knowledge about various responsibilities of event manager.

### Main texts

### Other references

### Unit 1
**Understand event - characteristics, classification of events, reason and need for events, Major event organizations- ICPB, CVB, ICCA.**

**Introduction to MICE: components, TA’s and TO’s as MICE planners. Introduction of PCO**

### Unit 2

**Event Budgeting: Introduction & Importance. Fixed Cost & Variable Cost, Volume Profit Analysis, Break Even Analysis, Making the budget, Do’s & Don’ts of budgeting. Expenditure and Revenue considerations of an event**

### Unit 3
**Event Marketing- Introduction & Objectives of event marketing. Types of media and marketing, PR and its use within event management, Product launches / PR events , Using media, Advertising campaigns , Road shows and marketing campaigns, e- marketing.**

**Event Sponsorships – marketing through a event. Importance of sponsorship – for event organizer, for sponsor, Type of sponsorships.**

### Unit 4

**Event Evaluation: its importance and problem areas, performance assessment indicators.**

### Unit 5
**Event Laws & permissions : Permissions required for holding an event, general details, police permissions, traffic police, ambulance, fire brigade, municipal corporation, Indian Performing Rights Society(IPRS), Phonographic Performing License, Entertainment Tax, Permissions for open ground events, license for serving liquor**

**Waste Management & Green Events**
<table>
<thead>
<tr>
<th>Code of Course and Semester</th>
<th>Open Elective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of Course</td>
<td>Meetings, Incentives, Conventions and Exhibitions</td>
</tr>
<tr>
<td>Exit Level Outcomes</td>
<td>The purpose of this course is to acquire an in-depth knowledge about the specialized field of &quot;event management&quot; and to become familiar with management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events.</td>
</tr>
<tr>
<td></td>
<td>1. To acquire an understanding of the role and purpose(s) of special events.</td>
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<td>2. To acquire an understanding of the techniques and strategies required to plan successful special events.</td>
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<td>3. To acquire the knowledge and competencies required to promote, implement and conduct special events.</td>
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<tr>
<td></td>
<td>4. To acquire the knowledge and competencies required to assess the quality and success of special events.</td>
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| Unit 1                    | Conceptual foundations of events: Major characteristics, Five C’s of event management- Conceptualization, Costing, Canvassing, Customization, Carrying out; Advantages of events- to the organizer, event planner, participants, economy and society; Broad classification of Events. |
| Unit 2                    | Introduction to MICE: Evolution of MICE industry; Components of MICE; Economic and social significance of MICE; Introduction to professional meeting planning- definition, types and roles; associate, corporate & independent meeting planners; TA’s and TO’s as meeting planner; Convention Visitor Bureaus (CVB) - functions, structure and sources of funding. |
| Unit 3                    | Events venues: Concept and types; Conference venues- facilities, check-in and check-out procedures, requirements; conference room lay-outs; Convention manager; inter-related venues; project planning and development. Introduction to conference facilities in India. Role and functions of ICPB and ICCA. |
| Unit 4                    | Trade shows and exhibitions/expositions: types of shows, benefits of exhibitions, participant decision-making process. Contract negotiations– principles; negotiation with hotels, airlines and ground handlers. |
| Unit 5                    | Incentive tours: Characteristics, its organizing and special requirements. Latest meeting technologies - Video conferencing and Information Communication Technology (ICT). Factors including ICT affecting future of events business. Waste Management & Green Events |