

DEPARTMENT OF TOURISM AND HOTEL MANAGEMENT
School of Business and Management Studies
Central University of Haryana



MASTER OF TOURISM AND TRAVEL MANAGEMENT

As per National Education Policy-2020

PROGRAMME STURCTURE
& SYLLABUS

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About the Department

Department of Tourism and Hotel Management (DTHM), is committed to provide quality education in field of tourism and hospitality management since August 2015. The department aims to contribute by offering bright and highly motivated minds to the tourism and hospitality industry. These conscious young professionals carry knowledge and experience owing to their diverse backgrounds and qualifications, selected via a rigorous process. Given their keenness to pursue sector specific training, it can conveniently be inferred that they are eager to make positive contributions in their chosen field and possess genuine desire to be a part of the overall growth of the country. The curriculum is invigorating and aims at transforming young minds into responsible professionals capable of adapting to the ever-changing world. Equipped with this unique combination of practical skill inputs and the latest methods of teachings, we believe that our students are bound to be invaluable assets for the organisations.

Vision and Mission (University)

Vision

To develop enlightened citizenship of a knowledge society for peace and prosperity of individuals, nation and the world through promotion of innovation, creative endeavours and scholarly inquiry

Mission

To serve as a beacon of change, through multi-disciplinary learning, for creation of knowledge community, by building a strong character and nurturing a value-based transparent work ethics, promoting creative and critical thinking for holistic development and self-sustenance for the people of India. The University seeks to achieve this objective by cultivating an environment of excellence in teaching, research and innovation in pure and applied areas of learning.

Vision and Mission (Department of Tourism and Hotel Management)

Mission

To provide a learning centric ambiance that nurtures management skills through research to create future leaders of Tourism and Hotel Industry

Vision

To become a Premier Tourism Institution that inspires thought leadership through scholarship and teaching by incorporating an ethos of inquiry, consciousness, and innovation

NEP-2020 and LOCF an integrated Approach

Considering the curricular reforms as instrumental for desired learning outcomes, all the academic departments of Central University of Haryana made a rigorous attempt to revise the curriculum of undergraduate and postgraduate programmes in alignment with National Education Policy-2020 and UGC Quality Mandate for Higher Education Institutions-2021. The process of revising the curriculum could be prompted with the adoption of “Comprehensive Roadmap for Implementation of NEP-2020” in 32nd meeting of the Academic Council of the University held on April 23, 2021. The Roadmap identified the key features of the Policy and elucidated the Action Plan with well-defined responsibilities and indicative timeline for major academic reforms.

The process of revamping the curriculum started with the series of webinars and discussions conducted by the University to orient the teachers about the key features of the Policy, enabling them to revise the curriculum in sync with the Policy. Proper orientation of the faculty about the vision and provisions of NEP-2020 made it easier for them to appreciate and incorporate the vital aspects of the Policy in the revised curriculum focused on ‘creating holistic, thoughtful, creative and well-rounded individuals equipped with the key 21st century skills’ for the ‘development of an enlightened, socially conscious, knowledgeable, and skilled nation’.

With NEP-2020 in background, the revised curricula articulate the spirit of the policy by emphasising upon—integrated approach to learning; innovative pedagogies and assessment strategies; multidisciplinary and cross-disciplinary education; creative and critical thinking; ethical and Constitutional values through value-based courses; 21st century capabilities across the range of disciplines through life skills, entrepreneurial and professional skills; community and constructive public engagement; social, moral and

environmental awareness; Organic Living and Global Citizenship Education (GCED); holistic, inquiry-based, discovery-based, discussion-based, and analysis-based learning; exposure to Indian knowledge system, cultural traditions and classical literature through relevant courses offering 'Knowledge of India'; fine blend of modern pedagogies with indigenous and traditional ways of learning; flexibility in course choices; student-centric participatory learning; imaginative and flexible curricular structures to enable creative combination of disciplines for study; offering multiple entry and exit points initially in undergraduate programmes; alignment of Vocational courses with the International Standard Classification of Occupations maintained by the International Labour Organization; breaking the silos of disciplines; integration of extra-curricular and curricular aspects; exploring internships with local industry, businesses, artists and crafts persons; closer collaborations between industry and higher education institutions for technical, vocational and science programmes; and formative assessment tools to be aligned with the learning outcomes, capabilities, and dispositions as specified for each course. In case of UG programmes in Engineering and Vocational Studies, it was decided that the departments shall incorporate pertinent NEP recommendations while complying with AICTE, NBA, NSQF, International Standard Classification of Occupations, Sector Skill Council and other relevant agencies/sources. The University has also developed consensus on adoption of Blended Learning with 40% component of online teaching and 60% face to face classes for each programme.

The revised curricula of various programmes could be devised with concerted efforts of the faculty, Heads of the Departments and Deans of Schools of Study. The draft prepared by each department was discussed in series of discussion sessions conducted at Department, School and the University level. The leadership of the University has been a driving force behind the entire exercise of developing the uniform template and structure for the revised curriculum. The Vice Chancellor of the University conducted series of meetings with Heads and Deans to deliberate upon the vital parameters of the revised curriculum to formulate a uniform template featuring Background, Programme Outcomes, Programme Specific Outcomes, Postgraduate Attributes, Structure of Masters Course, Learning Outcome Index,

Semester-wise Courses and Credit Distribution, Course-level Learning Outcomes, Teaching- Learning Process, Blended Learning, Assessment and Evaluation. The experts of various Boards of Studies and School Boards contributed to a large extent in giving the final shape to the revised curriculum of each programme.

To ensure the implementation of curricular reforms envisioned in NEP-2020, the University has decided to implement various provisions in a phased manner. Accordingly, the curriculum may be reviewed annually.

About the Subject

Welcome to the exciting world of Tourism Management! With our course, the students will be equipped with the skills and knowledge to excel in the dynamic and ever-growing field of tourism.

Our program prepares the students for a diverse range of career opportunities in various sectors of the tourism industry, including DMOs, Travel Companies, airlines, cruise lines, and multinational corporations. We offer a comprehensive curriculum that covers both the operational and management aspects of the tourism industry, with a focus on managerial and marketing skills. At our institute, we believe in providing hands-on experience and practical training to our students. Our courses are designed to blend operational and management theory with tourism-specific internships and business specializations, ensuring that the students are fully prepared to enter the workforce with a strategic approach to tourism business. With our education and professional training, the students will have the knowledge and confidence to start their own tourism service and make a mark in the industry.

About the Programme (Nature, extent and aims)

The Master of Tourism & Travel Management (MTTM) program is designed for students who are interested in pursuing a career in the tourism industry or who wish to advance their knowledge and skills in this field. This program provides students with a comprehensive understanding of the nature, extent, and aims of the tourism industry.

The program covers a broad range of topics related to tourism, including tourism policy and planning, tourism marketing, sustainable tourism, tourism economics, and cultural tourism. The curriculum is designed to equip students with the theoretical knowledge and practical skills necessary to excel in the tourism industry.

The nature of the program is interdisciplinary, drawing on knowledge from a variety of fields such as business, economics, sociology, geography, and environmental studies. The extent of the program is global, as it covers tourism in various regions and countries around the world.

The aim of the Master of Tourism & Travel Management program is to produce post- graduates who are well-equipped to meet the challenges of the

tourism industry. Post-graduates of the program are expected to be able to analyse and evaluate tourism policies, design and implement tourism marketing strategies, develop sustainable tourism initiatives, and conduct research in the field of tourism.

The program is typically offered as a full-time, two-year program. This program prepares for careers in various sectors of the tourism industry, including government agencies, tour operators, hotels and resorts, tourism associations, and consulting firms by inculcating capabilities

- To provide a comprehensive understanding of the global tourism industry, including its history, development, and current trends.
- To equip students with advanced skills and knowledge in tourism management, marketing, and sustainable tourism practices.
- To develop critical thinking and analytical skills in students to enable them to identify and solve complex problems facing the tourism industry.
- To foster a deep understanding of cultural diversity and promote responsible and ethical tourism practices.
- To provide opportunities for students to engage in practical, hands-on learning experiences, such as internships and field trips, to gain real-world experience in the tourism industry.
- To encourage research and innovation in the tourism industry, allowing students to contribute to the development of new ideas and practices.
- To develop students' leadership, communication, and teamwork skills to prepare them for leadership roles in the tourism industry.
- To promote entrepreneurship and business acumen, empowering students to create and develop their own tourism ventures.
- To cultivate a strong network of industry professionals, enabling students to build relationships and gain valuable insights and advice from experienced practitioners.
- To prepare graduates for successful careers in a wide range of tourism-related fields, including destination management, hospitality, event planning, and tourism consulting.

Programme Structure

The programme is consisting of four semesters of 100 credits have to be achieved by the students through the various core, departmental electives/ school level electives and open generic courses, show as below:

Course/Semester	Sem. 1 (Credit)	Sem. 2 (Credit)	Sem. 3 (Credit)	Sem. 4 (Credit)	Total
Discipline Specific Courses Core (including practical training/dissertation)	18	18	18	22	76
Discipline Specific Elective Courses	4	4	4	4	16
Open Choice Courses/ GEC	4	4	-	-	8
Common Course(s) for Community Service/ Remembrance of University Kulgeet, National Anthem, National Song/ National Integration/Games and Sports/Campus					To be shown in award list separately as per the university Guidelines

Qualification Descriptors (possible career pathways)

Upon successful completion of the Master of Tourism & Travel Management programme, post-graduates are equipped with a range of skills and knowledge that prepare them for diverse career paths in the tourism industry. Possible career pathways include:

- **Destination Management:** Post-graduates can pursue careers in destination management organisations, working to promote and develop tourism destinations at local, national, or international levels.
- **Hospitality and Tourism Management:** Post-Graduates can pursue careers in hotels, resorts, restaurants, and other hospitality establishments, working in various roles such as operations management, marketing, and guest services.
- **Event Planning and Management:** Post-graduates can pursue careers in event planning and management, working on a variety of events including conferences, festivals, and other tourism-related events.

- **Sustainable Tourism:** Post-graduates can pursue careers in sustainable tourism, working to promote responsible and sustainable tourism practices in the industry.
- **Tourism Consulting:** Post-graduates can pursue careers as tourism consultants, working with businesses and destinations to develop tourism strategies and improve their operations.
- **Travel and Tour Operations:** Post-graduates can pursue careers in travel and tour operations, working for travel agencies, tour operators, and other businesses that provide tourism services to customers.
- **Government Tourism Services:** Post-graduates can pursue careers in government tourism services, working for tourism boards, tourism ministries, or other government agencies that promote and develop tourism in their respective countries.
- **Entrepreneurship:** Post-graduates can start their own tourism businesses, including hotels, restaurants, tour companies, and other tourism-related ventures.
- **Research and Academia:** Post-graduates can pursue careers in research and academia, working as researchers, educators, or consultants in the field of tourism.

Overall, the Master of Tourism & Travel Management programme provides post-graduates with a diverse range of career opportunities, allowing them to pursue their passions and make a positive impact in the tourism industry.

Postgraduate Attributes

No.	P.G. Attributes
PGA-1	Disciplinary knowledge: Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of a postgraduate program of study.
PGA-2	Communication Skills: Ability to express thoughts and ideas effectively in writing and orally; communicate with others using appropriate media; confidently share one's views and express herself/himself; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to different groups.
PGA-3	Critical thinking: Capability to apply analytic thought to a body of knowledge; analyze and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge development.
PGA-4	Problem solving: Capacity to extrapolate from what one has learned and apply their competencies to solve different kinds of non-familiar problems, rather than replicate curriculum content knowledge; and apply one's learning to real life situations.
PGA-5	Analytical reasoning: Ability to evaluate the reliability and relevance of evidence; identify logical flaws and holes in the arguments of others; analyze and synthesize data from a variety of sources; draw valid conclusions and support them with evidence and examples, and addressing opposing viewpoints.
PGA-6	Research-related skills: A sense of inquiry and capability for asking relevant/appropriate questions, problematizing, synthesizing and articulating; Ability to recognize cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyze, interpret and draw conclusions from data, establish hypotheses, predict cause-and-effect relationships; ability to plan, execute and report the results of an experiment or investigation.
PGA-7	International perspective: Think globally and consider issues from a variety of perspectives and apply international standards and practices within a discipline or professional area.

Learning Outcome Index (Core Course)

PSO	CC-1	CC-2	CC-3	CC-4	CC-5	CC-6	CC-7	CC-8	CC-9	CC-10	CC-11	CC-12	CC-13	CC-14	CC-15	CC-16
Disciplinary knowledge	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑
Communication Skills	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑
Critical thinking	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑
Problem solving	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑
Analytical reasoning	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☒	☒	☒
Research-related skills	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑
International perspective	☑	☑	☑	☒	☑	☑	☑	☒	☑	☑	☑	☒	☒	☒	☑	☑

Learning Outcome Index (Discipline Centric Elective Course)

PSO	DCEC 1	DCEC 2	DCEC 3	DCEC 4	EC 5	DCEC 6	DCEC DC7	DCEC 8
Disciplinary knowledge	☑	☑	☑	☑	☑	☑	☑	☑
Communication Skills	☑	☑	☑	☑	☑	☑	☑	☑
Critical thinking	☒	☑	☑	☑	☑	☑	☑	☑
Problem solving	☑	☑	☒	☒	☑	☑	☑	☑
Analytical reasoning	☒	☒	☒	☒	☒	☒	☑	☑

Research-related skills	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
International perspective	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Learning Outcome Index (General Elective Course)

PSO	GEC 1	GEC 2	GEC 3	GEC 4	GEC 5	GEC 6	GEC 7
Disciplinary knowledge	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Communication Skills	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Critical thinking	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Problem solving	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Analytical reasoning	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Research-related skills	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
International perspective	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Semester-wise Courses and Credit Distribution

Semester: First

Sl. No.	Course Code	Course Title	Core/GEC /DCEC	L	T	P	C
1	SBMS THM 02 01 01 C 5005	Introduction to Tourism	Core	5	0	0	5
2	SBMS THM 02 01 02 C 5005	Tourism Products of India	Core	5	0	0	5
3	SBMS THM 02 01 03 C 4004	Travel Agency and Tour Operations	Core	4	0	0	4
4	SBMS THM 02 01 04 C 4004	Management Practices in Tourism	Core	4	0	0	4
Discipline Centric Elective Course (opt at least one)							
5	SBMS THM 02 01 01 DCEC 4004	Soft Skills in Tourism Industry	DCEC	4	0	0	4
6	SBMS THM 02 01 02 DCEC 4004	Understanding Tourism Ethics	DCEC	4	0	0	4
To be taken from other department (Compulsory)			GEC	-	-	-	4
General Elective course offered to students of other Departments							
7	SBMS THM 02 01 01 GEC 4004	Dynamics of Tourism	GEC	4	0	0	4
8	SBMS THM 02 01 02 GEC 4004	Medical & Wellness Tourism	GEC	4	0	0	4

L- Lecture, T-Theory, P- Practical, C-Credits, S- Seminar, Core GEC- General Elective Course, DCEC- Discipline Centric Elective Course

Second Semester-II

Sl. No.	Course Code	Course Title	Core/G EC/DC EC	L	T	P	C
1	SBMS THM 02 02 01 C 5005	Itinerary Preparation and Tour Packaging	Core	4	0	0	4
2	SBMS THM 02 02 02 C 5005	Tourism Economics	Core	4	0	0	4
3	SBMS THM 02 02 03 C 4004	Emerging Trends In Tourism	Core	4	0	0	4
4	SBMS THM 02 02 04 C 4004	Human Resource Management in Tourism	Core	4	0	0	4
5	SBMS THM 02 02 05 C 4004	Field Trip 01	Core	0	0	2	2
Discipline Centric Elective Course (opt at least one)							
6	SBMS THM 02 02 01 DCEC 4004	Adventure Tourism	DCEC	4	0	0	4
7	SBMS THM 02 02 02 DCEC 4004	Hospitality Management	DCEC	4	0	0	4
To be taken from other department (Optional)			GEC				
General Elective course offered to students of other Departments							
8	SBMS THM 02 02 01 GEC 4004	Tourism Attractions	GEC	4	0	0	4
9	SBMS THM 02 02 02 GEC 4004	E- Tourism	GEC	4	0	0	4

Semester: Second

L- Lecture, T- Theory, P- Practical, C- Credits, S- Seminar, GEC- General Elective Course, DCEC- Discipline Centric Elective Course, SEEC- Skill Enhancement Elective Course

Semester: Third

S. No.	Course Code	Course Title	Core/ GEC/ DCEC	L	T	P	C
1	SBMS THM 02 03 01 C 5005	Tourism Geography	Core	4	0	0	4
2	SBMS THM 02 03 02 C 5005	Destination Planning and Development	Core	4	0	0	4
3	SBMS THM 02 03 03 C 4004	Research In Tourism	Core	4	0	0	4
4	SBMS THM 02 03 04 C 4004	Tourism Marketing	Core	4	0	0	4
5	SBMS THM 02 03 05 C 4004	Field Trip 2	Core	0	0	2	2
Discipline Centric Elective Course (opt at least one)							
6	SBMS THM 02 03 01 DCEC 4004	ICT For Tourism	DCE C	4	0	0	4
7	SBMS THM 02 03 02 DCEC 4004	Sustainable Tourism	DCE C	4	0	0	4
To be taken from other department (Compulsory)			GEC				4
General Elective course offered to students of other Departments							
8	SBMS THM 02 03 01 GEC 4004	Tour Planning and Management	GEC	4	0	0	4
9	SBMS THM 02 03 02 GEC 4004	Sales and Distribution Management	GEC	4	0	0	4

L- Lecture, T- Theory, P- Practical, C-Credits, S- Seminar, GEC- General Elective Course
, DCEC- Discipline Centric Elective Course

Semester: Fourth

Sl. No.	Course Code	Course Title	Core/ GEC/ DCEC	L	T	P	C
1	SBMS THM 02 04 01 C 00022	Industrial Training/Job Training and Project/ Dissertation	Core	0	0	0	20
2	SBMS THM 02 04 02 C 1012	Tourism Entrepreneurship and Careers	Core	2	0	0	2
Discipline Centric Elective Course (opt any one)							
3	SBMS THM 02 04 02 DCEC 2114	Ticketing in Tourism	DCE C	4	0	0	4
4	SBMS THM 02 04 03 DCEC 2114	MICE Tourism	DCE C	4	0	0	4
General Elective Course offered to other Departments							
5	SBMS THM 02 04 01 GEC 2024	Exploring Tourism in Haryana	GEC	4	0	0	4

L- Lecture, T- Theory, P- Practical, C-Credits, S- Seminar, GEC- General Elective Course, DCEC- Discipline Centric Elective Course, SEEC- Skill Enhancement Elective Course, CC- Common Core

Note:

A student shall register for a minimum of 20 credits and can register for a maximum of 30 credits in a semester (subject to 100 (± 4) credits throughout the duration of the two-year PG programme), unless specified otherwise by the University for a programme of study/course.

Master's Degree programme, the credit requirements for the Master's degree shall be 100 credits (± 4 Credits), including a minimum of 18 credits from elective courses (of which at least 8 credits shall be from elective courses offered by other Departments).

This GEC* courses offered by the Department can only be taken by the students of other Departments. The students of the Department will take GEC from other Departments.

Abbreviation/ Acronyms	Description
C	Core course
DCEC	Discipline Elective
GEC	Generic Elective Course
SEC	Skill Enhancement Course
SEEC	Skill Enhancement Elective Course
SGEC	School Based Generic Elective Course
L	Lecture
T	Tutorial/Presentation
P	Practical

Teaching Learning Process

The Master of Tourism & Travel Management is designed to encourage the acquisition of professional, vocational, disciplinary knowledge, understanding, skills, attitudes and ethical values required for tourism business. Keeping this in mind the teaching learning experiences is designed and implemented to enable active/participative learning of the students. Tourism, being a practice-oriented service profession, development of practical skills constitutes an important aspect of the Programmer's teaching-learning process. In order to provide knowledge, develop understanding and impart required skill set in the students, a variety of teaching learning approaches would be adopted. These include

- Expert Lectures from eminent Business Professionals
- Seminars, Discussions and debates
- Brainstorming sessions
- Case studies
- Demonstrations
- Practical
- Tutorials
- Group/ Peer teaching and learning
- Project-based learning
- Field-based learning
- Open-ended project work
- Quiz and games
- Technology-enabled learning, etc.

Teaching-learning process suitable to impart problem solving, reasoning and analytical skills may also be adopted. Internship and/or industrial training in school, college, university, research, corporate business and tourism organizations will be a value adding teaching-learning opportunity. Modes of study are flexible, being offered on both, the student's traditional face-to-face experience is enriched with the support of e-learning portal

Assessment and Evaluation

Assessment methods vary according to the nature of the content and material. Individual written assignments and exercises are the norms, but in some units, other methods may be used which includes individual practical exercises group work projects and, compiling resources and bibliographies. Most assessments have an element of choices, allowing students to focus on aspects of interest. Assessment Criteria are description based on the intended learning outcomes, of the skills, knowledge or attitudes that students need to demonstrate in order to complete an assessment successfully, providing a mechanism by which the quality of an assessment can be measured. Assessment Criteria and Grade-Related Criteria will be made available to support in completing assessments. These may be provided in programme Statutes and Ordinances, unit specifications, on the virtual learning environment or attached to a specific assessment task. The assessment activities may broadly be categorized as below:

1. Continuous Comprehensive Evaluation (online or otherwise) at regular after achievement of each Course-level Learning Outcomes
2. Formative Assessment on the basis of activities of a learner throughout the programme instead of one-time assessment
3. Oral Examinations to test presentation and communication skills
4. Open Book Examination for better understanding and application of the knowledge acquired
5. Group Examinations on Problem solving exercises
6. Seminar Presentations
7. Review of Literature
8. Collaborative Assignments
9. Practical examination
10. Evaluation of dissertation and project report

SYLLABUS OF MTTM

Semester: First

Sl. No.	Course Code	Course Title	Core/GE C/DCEC	L	T	P	C
1	SBMS THM 02 01 01 C 5005	Introduction to Tourism	Core	5	0	0	5
2	SBMS THM 02 01 02 C 5005	Tourism Products of India	Core	5	0	0	5
3	SBMS THM 02 01 03 C 4004	Travel Agency and Tour Operations	Core	4	0	0	4
4	SBMS THM 02 01 04 C 4004	Management Practices in Tourism	Core	4	0	0	4
Discipline Centric Elective Course (opt at least one)							
5	SBMS THM 02 01 01 DCEC 4004	Soft Skills in Tourism Industry	DCEC	4	0	0	4
6	SBMS THM 02 01 02 DCEC 4004	Understanding Tourism Ethics	DCEC	4	0	0	4
To be taken from other department (Compulsory)			GEC	-	-	-	4
General Elective course offered to students of other Departments							
7	SBMS THM 02 01 01 GEC 4004	Dynamics of Tourism	GEC	4	0	0	4
8	SBMS THM 02 01 02 GEC 4004	Medical & Wellness Tourism	GEC	4	0	0	4

L- Lecture, T-Theory, P- Practical, C-Credits, S- Seminar, Core GEC- General Elective Course, DCEC- Discipline Centric Elective Course,

Semester-1st Syllabus

INTRODUCTION TO TOURISM

Course Code - SBMS THM 02 01 01 C 5005

Credit – 5

Objective This course introduces the concept of tourism, its growth and development, motivations for travel, role of tourism as an economic intervention, global nature of tourism, tourism products and emerging trends in tourism industry.

Learning Outcomes

The students will be able to understand thoroughly:

- The basics of Tourism Industry
- Tourism Systems and Models
- Various impacts of Tourism
- The role of IRCTC in development of Tourism in India
- Contribution of Tourism Organizations in Tourism Development

Unit -1

Tourism and its Concept

- 4.1 Definition, Historical development of Tourism and Tourism Terminologies
- 4.2 Interdisciplinary Approaches and Types of Tourism
- 4.3 Nature, Scope and Characteristics of Tourism, Travel Motivations and Determinants
- 4.4 Tourism Impacts: Economic Social, Cultural, and Environmental

Unit-2

Tourism Systems

- 2.1 Seasonality and factors affecting the future of Tourism Business
- 2.2 Tourism Systems- Leiper's Geo-Spatial Model, Mill-Morrison, Mathieson & Wall
- 2.3 Tourism Systems - Butler's Tourism Area Life Cycle (TALC), Doxey's Irridex Index
– Demonstration Effect – Crompton's Push and Pull Theory
- 2.4 Tourism Systems- Stanley Plog's Model and Gunn's Model

Unit-3

Transport Management

- 3.1 Historical Development of Transportation

3.2 Role of Transportation in Tourism

3.3 Major transport systems in India – Rail, Road, Air and Water transport

3.4 Indian Railway Network, Luxury Trains of India, Planning itineraries on Indian Railways

Unit-4

Tourism Organizations

2.5 Tourism Organizations and their significance in tourism growth

4.2 Objectives and role of tourism organizations UNWTO, WTTC and International Air Transport Association (IATA)

4.3 Travel Agents Association of India and Indian Association of Tour Operators

4.4 ITDC, Civil Aviation of Government of India and Ministry of Tourism.

Suggested readings

- Anand, M.M., Tourism and hotel Industry ii 1 India, Prentice Hall, New Delhi, 1976
- Bhatia, A. K., International Tourism, Sterling Publishers, New Delhi
- Bhatia, A. K., Tourism development: Principles, Practices and Philosophies, Sterling Publishers, New Delhi
- McIntosh, Robert, W. Goldner, Charles, Tourism: Principles, Practices and Philosophies, John Wiley and Sons Inc. New York, 1990 (9th edition)
- Mill, Robert Christie and Alastair M. Morrison, The Tourism System, Englewood Cliffs, N.J., Prentice Hall, 1985
- Negi, J.M.S., Tourism and Travel- Concepts and principles, Gitanjali Publishing House, New Delhi, 1990
- Robinson, H.A., Geography of Tourism, Me Donald and Evans, London, 1976

TOURISM PRODUCTS OF INDIA

Course Code - SBMS THM 02 01 02 C 5005

Credit: 5

Objectives The objective of the course is to develop the understanding about the conceptual and theoretical basis of various tourism products and resources in general and to understand the various tourism resources in India, in particular.

Outcome

- Gain the knowledge and skills to identify tourism products.
- To acquire the skills to assess develop and manage tourism resources.
- To identify and manage emerging tourist destinations.
- To conceptualize a tour itinerary based on variety of themes.

Unit-1

Concepts, Characteristics & Types of Tourism Product

- 1.1 Introduction, Meaning and Importance
- 1.2 Nature and Characteristic of Tourism Products of India
- 1.3 Types of Tourism Product, Seasonality and Diversities
- 1.4 Historical monuments of India – Ancient temples, Caves, Stupas, Monasteries, forts, palaces, Islamic and colonial art and architecture, Indian rituals, Dresses

Unit-2

Wild Life Sanctuaries and National Parks

- 2.1 Major National Parks
- 2.2 Wildlife Sanctuaries and Biosphere reserves of India and their Locations - Accessibility, Facilities, Amenities Accommodation
- 2.3 Beach Resorts of India - Locations, Accessibility, Facilities, Amenities
- 2.4 Indian Architecture, Fairs and Festivals

Unit-3

Historical and Religious Tourist Places

- 3.1 Meaning, Heritage Sites of India, Preservation of Heritage Sites
- 3.2 Indian Museums, Art Galleries
- 3.3 Major religious centres of India
- 3.4 Tourist Places associated with the work and life of legendary figures

Unit-4

Tourism Product Development

4.1 Factors Affecting the Development of Tourism Products, Tourism Product Creation

4.2 Product Development – Product Life Cycle & Its Various Stages

4.3 Tourism Development Policies

4.4 Tourism Product Pricing

Suggested readings

- Ahmad, Aizaz: General Geography of India, NCERT, New Delhi
- Boniface, P., Heritage and Tourism in “the Global Village” Rutledge, London, 1993.
- National Atlas of India, Govt. of India Publication, Calcutta 1997.
- Tourism Products of India -Dr. I.C. Gupta & Dr. Sushama Kasbekar.
- Tourism in India -V.K. Gupta, Gian Publishing House, Delhi
- Hill Stations of India -Gillan Wright, Penguin Books, New Delhi
- Abid Hussain, S. 2003 (reprint) The National Culture of India, National Book Trust, New Delhi.
- Report 2009-2010, Ministry of Tourism, Government of India
- Acharya, Ram, 1980, Tourism and Cultural Heritage of India. R.B.S.A. Jaipur

TRAVEL AGENCY AND TOUR OPERATIONS

Course Code - SBMS THM 02 01 03 C 4004

Credit – 4

Objectives The course is designed to orient the students regarding the prevalent procedures and processing style in respect of travel agency business and its management. It gives details regarding basic procedures adopted by agencies in the specific fields and focuses on the prescribed requirements by the administrative machinery looking after specific aspects of tourism and allied activities.

Learning Outcomes

- Gain the knowledge of travel and tourism operation and its association with various other fields of tourism.
- To acquire the skills to professionally fit into the organizational setup of the travel and tourism agencies and how to develop professionally.
- To develop the competencies to start their own business in the fields of travel and tourism.
- To apply the knowledge pertaining to role of various associations in promoting travel and tourism business.

Unit -1:

Introduction

- 1.1 Travel Agencies and Tour Operators- meaning, concept, types and importance
- 1.2 Historical growth and development of travel agency
- 1.3 Tour operation Business, Linkages and Integrations in Travel Agency and Tour Operation
- 1.4 The future Role of Travel Intermediaries

Unit-2:

Tour Operators

- 2.1 Passport, VISA, Health Certificate for International Travel and TIM
- 2.2 Tour Operator-Role and Responsibilities
- 2.3 Types of Tour Operators
- 2.4 Tours Package & Types

Unit -3:

Travel Agency Set Up

- 3.1 Permission for Travel Agents
- 3.2 Infrastructure, Location, Finance
- 3.3 Tour Operators by Department of Tourism

3.4 Government of India and Registration of TA/TO

Unit: - 4: **Travel Agency**

4.1 The Travel Agencies of India

4.2 Profile of Modern Travel Agencies

4.3 Travel Documentation

4.4 Sources of earning: commissions, service charges etc.

Suggested readings

- Holloway, J. c., The Business of Tourism (1983), Mac Donald and Evans, Plymouth.
- Syrratt Gwenda, Manual of Travel Agency Practice, Butterworth Heinmann, London, 1995
- Stevens Laurence, Guide to Starting and Operating Successful Travel Agency, Delmar Publishers Inc., New York. 1990
- Gee, Chuck and Y. Makens, Professional Travel Agency Management, Prentice Hall, Nt: York, 1990.
- Mohinder Chand, Travel Agency Managment: An Introductory Text, Anmol Publications Pvt. Ltd. New Delhi, 2007.
- Foster D.L. The Business Of Travel Agency Operations and Administration

MANAGEMENT PRACTICES IN TOURISM

Course Code - SBMS THM 02 01 04 C 4004

Credit: 4

Objective: This course aims to develop managerial skills and behavioural understanding of the Organizations among the students through various concepts, theories and techniques of organization behaviour and management and their practical applicability in the field of Tourism.

Learning Outcomes: -

- Apply the knowledge of skills, roles and responsibilities of managers in Hospitality and tourism Industry.
- Gain the knowledge about decision making process, communication types and barriers and the various motivation theories.
- Apply the knowledge of managing various conflicts and change which is indispensable in any industry.
- Understand the leadership types, theories, groups and their applicability in Hospitality and Tourism Industry.

Unit-1

- 1.1 Definition, nature, purpose and scope of management in Tourism Business
- 1.2 Managerial functions, levels of management, qualities of successful manager.
- 1.3 Skills of manager, roles of manager, emerging challenges of management
- 1.4 Managerial processes, functions, skills, and roles in Tourism organization, Systems, contingency and operational approaches to management, CSR in Tourism

Unit-2

- 2.1 Nature and purpose of planning, types and process of planning Tourism Organizations
- 2.2 External and internal environment affecting managerial decisions – social responsibilities of business – evolution of management thought
- 2.3 functions of planning, organizing, staffing, directing and controlling in Tourism Management
- 2.4 Decision making- nature, importance, steps and techniques in decision- making.

Unit- 3

- 3.1 Significance, process, formal and informal organization in Tourism Industry
- 3.2 Organization structure- considerations in designing an organizing structure & Types
- 3.3 Understanding & Managing Individual & Group Behaviour – Personality, Perception, Learning, Values & attitudes, persuasion, Theories of Motivation, Factors affecting group behaviour

3.4 Staffing- objectives, elements/ steps in staffing, group & individual dimensions, understanding work team in Tourism Industry

Unit-4

4.1 Directing- Nature, importance, techniques/elements of directing, supervision- functions and qualities of supervisor in Tourism Industry

4.2 Communication, Leadership & influence process, Organization structure, centralization vs decentralization, strategy & structure, flat & tall structures, work specialization, departmentalization.

4.3 Leadership- Importance, qualities of leadership in Tourism Industry, factor influencing performance of leader, leadership styles. Chain of command, span of control and formalization, Common organizational designs – Simple

4.4 Organization as an open system & influence of environment over organizational dynamics with reference to technological innovations in Tourism

Suggested readings:

- Meenakshi Gupta, Principles of Management, Phi Learning Publication, 2009
- R.K.Singla, Principles of Management, V.K.Publications, 2008
- Meson Carpenter, Principles of Management Version-2, Flat World Knowledge, 2013
- Radhakrishnan, Chanakya, Seven Secrets of Leadership, Jaico publication House, 2014
- T.N.Chabra, Management; Principle and Application, Sun India Publication, 2012
- Rudani, Principle of Management, Tata McGrawhill, 2013
- Bruce M. Whitehead, The principle: Leadership for a Globule Society, Sage Publications, 2012

SOFT SKILLS IN TOURISM INDUSTRY

Course Code - SBMS THM 02 01 01 DCEC 4004

Credits: 4

Objective: This course aims at enriching the understanding of students on specific skills related to hospitality industry. The course focuses on various aspects of personality development.

Learning Outcomes:

- Understand the meaning of communication, types, process, scope and importance of communication in industry.
- Follow the principles of business writing like Memos, Reports, Inquires and Responses, Persuasive Requests, sales Letter. Facsimile, Curriculum Vitae, Email, etc
- Well versed in dictation, telephone conversation, public speaking, oral reporting and interviews.
- Understand and make effective use of non-verbal communication and cross cultural communication.

UNIT- 1

Soft Skills in Tourism Industry

- 3.1 Meaning & Importance of Soft Skills in Tourism Industry
- 3.2 Problem Solving Conflict Management, Negotiation, Etiquettes, Time Management
- 3.3 Interviews Types, Role play of Telephonic interviews and Online Interviews.
- 3.4 Managing Situation, Work Ethic, Self Esteem, Cultural Awareness

UNIT-2

Communication

- 1.1 Nature & scope of communication, functions of communication, communication networks, and types of communication, their forms, and merits - de merits.
- 1.2 Communication- barriers, Use of Jargons in Tourism Industry
- 1.3 Communicating for Tourism Business, Grooming for Tourism Industry
- 1.4 Professionalism, business conversations.

UNIT-3

Personality Development

- 2.1 Meaning, Determinants of Personality, Importance of Personality in Tourism Industry
- 2.2 Personal Hygiene, Social and Business and Conduct etiquettes.
- 2.3 Knowing body language, Maintain Personal and Professional Life
- 2.4 Art of good conversation, Art of intelligent listening.

UNIT-4

Attitude for Workplace

- 4.1 Attitude- meaning and factors that determine attitude, benefits of positive attitude, steps to building a Positive attitude.
- 4.2 Maintain Sense of Humour, Good Health, Examine your Attitude
- 4.3 Motivation, Internal and External Motivation
- 4.4 Team work-how to work efficiently in a team, do's and don'ts in team work.

Suggested readings:

- Lesikar & Flatley, Basic Business Communication, Tata Mc Graw Hill, 2005
- Allan Pease, Body Language By Sheldon Press Wagen, Lynn Vander, 2000
- Meenakshi Raman & Prakash Singh, Business Communication, Oxford University Press, 2002
- Amy Newman, Cornell University, Business Communication in Person, Cengage Learning, 2007
- Sharma, R.C. and Mohan K, Business Correspondence and Report Writing, Tata Mc Graw Hill Communication, Tourism & Hospitality, Hospitality Press Pvt. Ltd, 1998
- Lynn Van der Wagen, Communications in Tourism & Hospitality- Hospitality Press, 2001
- Murphy and Hildebrandt, Effective Business Communication, McGraw Hill Education, 2005
- Marey Ellen Guffey, Essentials of Business Communication, Thompson Press, 2000
- Barun K Mitra, Personality Development & Soft Skills, Oxford University Press, 2002
- Amitabh Devendra, Soft Skills for Hospitality, Oxford University Press.2000

UNDERSTANDING TOURISM ETHICS

Course Code - SBMS THM 02 01 02 DCEC 4004

Credit: 4

Objectives: To apprise the students about the ethical and legal dimensions of Tourism. It will include a greater understanding of the ethics, its utility for business and tourists. The legal dimension shall include the knowledge of the laws relevant for tourism. The focus of the paper is to make comprehensive view of the ethical and legal issues pertaining to tourism.

Learning Outcomes:

- Understand Nature of Tourism Business
- Gain knowledge of Social Responsibility and Tourism
- Know about the Regulatory Laws
- Familiarize with Tourism Related Laws for smooth operations

Unit-1

- 1.1 The nature of Business Ethics.
- 1.2 Moral versus non moral standards. Ethics and law.
- 1.3 Ethics and religion. Ethical relativism.
- 1.4 Ethical issues in tourism business. Social responsibility of tourism business.

Unit-2

- 2.1 Ethical Theories and principles. Consequential list and non- consequential list theories of Ethics, Egoism, Utilitarianism
- 2.2 Kants Ethics, Rights and duties.
- 2.3 Justice and fairness.
- 2.4 The Ethics of care, Virtue Ethics, Implications for Tourism industry.

Unit-3

- 3.1 Tourism Legislation, Sources of Tourism Law
- 3.2 The Indian Scenario Laws related to Ancient Monuments The Ancient Monuments Act.
- 3.3 Regulations made by the Archaeological Survey of India
- 3.4 Guidelines issued by the Ministry of Culture, Legislation for hospitality and catering

Unit-4

4.1 Regulatory Laws for Tourism Business in India:

4.2 Inbound and outbound travel. Transport industry and Airlines.

4.3 Accommodation and Hotel Industry, Foreign Exchange Regulation Act.

4.4 Tourist related Laws: Citizenship, Passport, Visa, Foreigners, Foreigners Registration and customs Acts

Suggested readings: -

- David A. Fennell., Tourism Ethics. Kindle, Kindle Publishing House.
- Glen Cohen, Patients with Passports: Medical Tourism, Law and Ethics. OUP USA.
- Gupta S.K, Foreign Exchange Laws and Practice, Taxman Publications Delhi.
- Shrivastava. Tourism ethics, Centrum Press.
- Malik, S.S, Ethical, Legal and Regulatory aspects of Tourism Business, Rahul, Delhi
- Sajnani M, Indian Tourism Business, a Legal Perspective
- Manuel G. Velasquez, Business Ethics Concepts and Cases, Phi Learning Pvt Ltd.

DYNAMICS OF TOURISM

Course Code - SBMS THM 02 01 01 GEC 4004

Credit: 4

Objective: To understand the students about the concept and current status of Tourism Industry and to familiar the students about various emerging trends in Transport Management.

Outcome:

- The students will be aware about the concept and current status Tourism
- The students will be aware with new Trends
- Understand the Importance of Tourism Linkages
- Know about Major Transport system

Unit -1

Tourism and its Concept

- 1.1 Introduction to Tourism
- 1.2 Characteristics and types of Tourism
- 1.3 5 A's of Tourism
- 1.4 Tourism Industry.

Unit-2

Tourism Industry and its Linkages

- 2.1 Origin and Concept of Travel Intermediary Business
- 2.2 Meaning and Nature of Tourism Industry
- 2.3 Positive and Negative Impacts of Tourism
- 2.4 Push and Pull factors of Tourism

Unit-3

Transport Management

- 3.1 Historical Development of Transportation
- 3.2 Role of Transportation in Tourism
- 3.3 Major transport systems – Rail, Road, Air and Water transport
- 3.4 Indian Railway Contribution in Tourism

Unit-4

Emerging Tourism Trends

4.1 Concept and Relation with Tourism

4.2 Medical Tourism

4.3 Rural Tourism- concept and its relation with other types of tourism.

4.4 MICE- Meaning and concept of MICE

Suggested readings:

- Anand, M.M., Tourism and hotel Industry ii India, Prentice Hall, New Delhi, 1976
- Bhatia, A. K., International Tourism, Sterling Publishers, New Delhi
- Bhatia, A. K., Tourism development: Principles, Practices and Philosophies, Sterling Publishers, New Delhi
- McIntosh, Robert, W. Goldner, Charles, Tourism: Principles, Practices and Philosophies, John Wiley and Sons Inc. New York, 1990 (9th edition)
- Mill, Robert Christie and Alastair M. Morrison, The Tourism System, Englewood Cliffs, N.J., Prentice Hall, 1985
- Negi, J.M.S., Tourism and Travel- Concepts and principles, Gitanjali Publishing House, New Delhi, 1990
- Robinson, H.A., Geography of Tourism, Me Donald and Evans, London, 1976

Medical and Wellness Tourism

Course Code: SBMS THM 02 01 01 GEC 4004

Credit: 04

Objectives: Students will learn basic concept of Medical and Wellness Tourism and be able to identify Indian as well as global healthcare market with respective required documentations while taking treatment abroad.

Learning Outcomes:

- Understand the Health Tourism Concept
- Know the Importance of Health Tourism
- Understand the Business of Health Tourism
- Familiarize with Medical Tourism Package
- Know the Concept of Health Tourism in India

Unit I

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

Unit II

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

Unit III

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

Unit IV

4.1 Legal Aspects of Medical Tourism: Certification and Accreditation in health and medical tourism,

4.2 Ethical, legal, economic and environmental issues in health and medical tourism.

4.3 An Introduction to National Accreditation Board for Hospitals & Healthcare (NABH) and Joint Commission International (JCI)

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

Suggested readings:

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

Semester: Second

Sl. No.	Course Code	Course Title	Core/G EC/DC EC	L	T	P	C
1	SBMS THM 02 02 01 C 5005	Itinerary Preparation and Tour Packaging	Core	4	0	0	4
2	SBMS THM 02 02 02 C 5005	Tourism Economics	Core	4	0	0	4
3	SBMS THM 02 02 03 C 4004	Emerging Trends In Tourism	Core	4	0	0	4
4	SBMS THM 02 02 04 C 4004	Human Resource Management in Tourism	Core	4	0	0	4
5	SBMS THM 02 02 05 C 4004	Field Trip 01	Core	0	0	2	2
Discipline Centric Elective Course (opt at least one)							
6	SBMS THM 02 02 01 DCEC 4004	Adventure Tourism	DCEC	4	0	0	4
7	SBMS THM 02 02 02 DCEC 4004	Hospitality Management	DCEC	4	0	0	4
To be taken from other department (Optional)			GEC				
General Elective course offered to students of other Departments							
8	SBMS THM 02 02 01 GEC 4004	Tourism Attractions	GEC	4	0	0	4
9	SBMS THM 02 02 02 GEC 4004	E- Tourism	GEC	4	0	0	4

L- Lecture, T- Theory, P- Practical, C- Credits, S- Seminar, GEC- General Elective Course , DCEC- Discipline Centric Elective Course, SEEC- Skill Enhancement Elective Course

2nd Semester Syllabus

ITINERARY PREPARATION AND TOUR PACKAGING

Course Code - SBMS THM 02 02 01 C 5005

Credit: 4

Objectives: The course will give the desired exposure to the prevalent procedures and processing style in Tour Packaging and will give details regarding basic procedures adopted by agencies in marketing of Packages. The students will be given knowledge about the various documents required in the tourism industry.

Learning Outcomes:

- To gain the operational knowledge of tour packaging business
- To acquire the skill of formulation of tour package.
- To acquire the skill of tour costing and pricing techniques of various types of tourpackages.
- To apply the practical knowledge in making various real tour packages.

Unit- 1

Itinerary Planning & Development

- 1.1 Meaning, Importance
- 1.2 Types of Itinerary
- 1.3 Resources and Steps for Itinerary Planning
- 1.4 Do's and Don'ts of Itinerary Preparation

Unit -2

Developing & Innovating Package Tour

- 2.1 Tour Formulation and Designing Process
- 2.2 FITs & Group– Special Interest Tours (SITs),
- 2.3 Tour Packaging: Importance of Tour Packaging – Classifications of Tour Packages - Components of Package Tours
- 2.4 Pre-Tour Management, Tour Operation, Post Tour Management

Unit- 3

Concept of Costing

3.1 Types of Costs,

3.2 Components of Tour Cost - Preparation of Cost Sheet

3.3 Tour Pricing - Calculation of Tour Price – Pricing Strategies

3.4 Tour Packages of Thomas Cook, SOTC, Make My Trip and Yatra.Com

Unit -4

Operation of Tour Package

4.1 Confirmation of Tour, Creation of Docket/ File, Issue of Tour Vouchers, Reconfirmation with Airlines, Hotel & Ground Service Providers

4.2 Distributing Customized Itinerary to Tour Leader, Guide, Driver & Transporter, Standard Procedures for Pickup and Drop, Check-in and Check-out in the Hotel,

4.3 Sightseeing, Do's and Don'ts of Sightseeing, Crisis Management in tour, Preparation of Feedback or Guest Comment Sheet, Filling the Guest Comment Sheet,

4.4 Analysis of Comments of Guest, Service providers, Tour Escorts

Suggested readings:

- Swain, S.K. & Mishra, J.M.(2012). Tourism Principles & Practices, Oxford University Press, New Delhi.
- Chand, M. (2002), Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd., New Delhi.
- Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.
- Holloway, J.C. (2002), The Business of Tourism, Prentice Hall, London, pp.220-279.

TOURISM ECONOMICS

Course Code - SBMS THM 02 02 02 C 5005

Credit: 5

Objectives:

To expose the learners to the basic economic concepts and to help them acquire necessary skills in the application of economic tools in managerial decision making

Learning Outcomes:

- Describe the structure of economics of tourism
- Appraise the positive and negative economic impacts of tourism
- Analyze a range of pricing strategy of tourism product and marketing strategy in tourism industry
- Awareness about principal sectors of Indian economy with special reference to tourism

Unit-1

Concept of Economics in Tourism

- 1.1 Economics of Tourism
- 1.2 Opportunity and Challenges in Tourism Economy
- 1.3 Market Potential for Tourism products.
- 1.4 Tourism and economic development- Indian perspective.

Unit-2

Economics of Consumer Analysis

- 2.1 Law of Diminishing Marginal utility, Law of substitution & Consumer Surplus.
- 2.2 Concepts and definitions of demand for tourism, determinants of tourism demand.
- 2.3 Tourism demand and elasticity- price, total revenue,
- 2.4 Income and cross elasticity of Tourism demand

Unit-3

The Economic impacts of Tourism

- 3.1 Impact of Tourism- Direct, indirect, Induced and negative
- 3.2 The measurement of economic impact, multiplier –meaning and types (investment, employment and tourism multiplier)
- 3.3 Linkage and leakages.
- 3.4 Tourism impact on balance of payments and exchange rates.

Unit-4:

Financial Accounting

- 4.1 Meaning, Need, Objectives, Concepts, Conventions and Assumptions,
- 4.2 Nature and Scope of Management Accounting
- 4.3 Branches of Accounting, Internal and External Users of Accounting
- 4.4 Advantages and Limitations of Financial Accounting, Accounting Standards.

Suggested readings:

- Mithani, D.M., Economic theory (Macro Analysis) Himalaya publishing house,1990
- Witt, stephe, F., Moutinho, Luiz (eds.) Tourism Marketing and management handbook, prentice hall international (UK) Ltd.
- Sheela. A.M., Economics of Hotel Management, New Age International Publication (P) Ltd., New Delhi.
- Kamra K.K. , Economics of Tourism
- Maheshwari & Maheshwari – An Introduction To Accountancy 5th – Vikas Publishing House.
- Bhattacharya/financial Accounting for business Managers, Prentic Hall of India
- Roday. S, Biwal. A & Joshi. V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296.
- Goeldner, R & Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London.

EMERGING TRENDS IN TOURISM

Course Code - SBMS THM 02 02 03 C 4004

Credit: 4

Objectives:

This course introduces the concept of tourism, its, growth and development, motivations for travel, role of tourism as an economic intervention, global nature of tourism, tourism products and emerging trends in tourism industry.

Learning Outcomes:

- Understand the Current scenario of Tourism
- Know the Initiatives of Ministry of Tourism Government of India
- Awareness about Sustainable tourism approach
- Importance of Eco friendly tourism concept
- Know the concept of Niche Tourism

Unit – 1

- 1.1 Tourism Industry and Current Changes
- 1.2 New trends and emerging patterns; current initiatives of Ministry of Tourism, Govt. Of India
- 1.3 Climate change and environmental issues: Community Based Tourism; Concept of Home stays
- 1.4 Responsible tourism; Tourism and poverty alleviation; Social media for tourism promotion, Social responsibility and ethical concerns; Special Tourism Zones

Unit – 2

- 2.1 Background, concept and definition; Dimensions of sustainability
- 2.2 Medical Tourism, concept and its relation with other types of Tourism
- 2.3 Major markets of Indian medical tourism Resource available in India medical Tourism
- 2.4 Rural Tourism: Aims and objectives behind promoting rural tourism. Resource available in India for rural tourism

Unit -3

- 3.1 Eco-Tourism: Definition of Ecotourism, Ecotourism resource: identifying, listing and understanding
- 3.2 Ecotourism resource categories (Natural, built and events)
- 3.3 Protected areas: definition, categories and roles
- 3.4 Identifying and describing eco-tourism products.

Unit – 4

4.1 Casino, Sound and Light Shows, Man Made Attractions, Underwater, Perptual, Virtual, Dark

4.2 SMRFs, Tourism for Special Need People, Disaster, Adventure

4.3 Cruise Tourism, Floating Hotel, Heritage Walks, Spiritual, Space

4.4 Various Types of Niche Tourism

Suggested readings: -

- Anand, M.M., Tourism and hotel Industry ii, India, Prentice Hall, New Delhi, 1976
- Bhatia, A. K., Tourism development: Principles, Practices and Philosophies, Sterling Publishers, New Delhi
- McIntosh, Robert, W. Goldner, Charles, Tourism: Principles, Practices and Philosophies, John Wiley and Sons Inc. New York, 1990 (9th edition)
- Mill, Robert Christie and Alastair M. Morrison, The Tourism System, Englewood Cliffs, N.J., Prentice Hall, 1985
- Negi, J.M.S., Tourism and Travel- Concepts and principles, Gitanjali Publishing House, New Delhi, 1990
- Robinson, H.A., Geography of Tourism, Me Donald and Evans, London, 1976
- Sevlam, M., Tourism Industry in India, Himalaya Publishing House Bombay, 1989
- Seth, P.N., Successful Tourism Planning and Management, Cross Section Publications

HUMAN RESOURCE MANAGEMENT IN TOURISM

Course Code - SBMS THM 02 02 04 C 4004

Credit: 4

Objectives:

This course aims to provide a foundation in both the knowledge and skills of human resource management required by managers in the hospitality industry. Students shall study ways to managing human resources in hotel industry. It enhances the competencies of the learners towards – concepts, approaches, planning, acquisition of human resources, maintenance of human resources and apprising and rewarding human resources in hotel industry that critically affect the efficiency and effectiveness of an organization.

Learning Outcomes:

- Students will be able to recognize the roles of HR manager
- Know the HR importance in Tourism Industry
- Understand the different concepts of Human resource management
- Understand rewarding in Human resource management

Unit-1

Human Resource Management in Tourism Industry

- 1.1 Definition, nature, characteristics, need and importance of HRM in the Tourism industry,
- 1.2 Approaches to managing HRs in hotels, emerging role of HR manager in Tourism Sector,
- 1.3 Human resource planning in Tourism industry – meaning, process, factors and need for HRs planning.
- 1.4 Job analysis, job description & job specification.

Unit-2

Acquisition of Human Resources in Tourism Industry

- 2.1 Recruitment: meaning, process and methods of recruitment in Tourism industry.
- 2.2 Selection procedure, essentials and steps in selection process.
- 2.3 Interview: meaning and types.
- 2.4 Employee promotion: meaning, purpose and types.

Unit-3

Maintenance of Human Resources in Tourism Industry

- 3.1 Employee training: need, methods of training in Tourism industry.
- 3.2 Development of employee – concept, purpose and process,
- 3.3 Components of employee’s development.
- 3.4 Techniques of employee’s development.

Unit-4

Appraising and Rewarding Human resources in Tourism Industry

- 4.1 Performance appraisal – need, importance and techniques.
- 4.2 Rewards and benefits – compensation (wages and salary).
- 4.3 Incentives.
- 4.4 Grievances handling: identifying causes and developing grievance handling system

Suggested readings:-

- Goldsmith, Human Resource Management for Hospitality Services, International Thomson Business Press, 1997
- Stredwick, J, An Introduction to Human Resource Management, Butterworth Heinemann, 2005
- Stone R, Readings in Human Resource Management, Wiley, 1997
- Torrington, D., & Hall, T., Personnel Management: HRM in Action, Prentice Hall, 1995
- Edwin B Flippo, Personnel Management, McGraw Hill, 1999
- Aswathappa, K, Human Resource Management, the McGraw Hill Publication, New Delhi, 2005
- Ian Beardwell & Ien Holden, Human Resource Management, Macmillan, 2005

Field Trip 01

Course Code: SBMS THM 02 02 05 C 4004

Credit: 2

Objectives:

This enables students to analyse the existing infrastructure and amenities of tourism development also help students to prepare tour package and understand the pre and post tour Managements.

Learning Outcomes:

- To experience travel and to understand the linkages between tourism and other service sectors.
- To familiarize some of the important tourist destinations in India or abroad.
- To learn how to organize and manage Tours
- Understand the importance of Tourist Destination
- Know the procedure

There will be a field visit of five to ten days' duration specific destination during the semester period duly approved by the Head of Departments. All students are required to submit the field study tour reports of their field visits in the department. Field visits and marks shall be awarded both by Internal and External examiners. The aggregate of both the examiners shall be awarded to the candidates there upon.

Assessment Measurement Methods:

Students would be gauged for their learning from this course continuously throughout the course. Intermittent evaluations at small intervals ensures the learning by students. Some of the major assessment methods used in this course are as follows:

- Debates/Group Discussion/Role Plays
- Surprise Quizzes about Destination
- Field Tour Report Presentation

ADVENTURE TOURISM

Course Code - SBMS THM 02 02 01 DCEC 4004

Credit: 4

Objectives:

The course helps in understanding the resource potential for adventure tourism in India and the existing popular destinations and activities. Impart knowledge on various aspects of Adventure Tourism

Learning Outcomes:

- Understand the Scope and Nature of Adventure Tourism
- Various water, air and land based activity
- Precautions while doing adventure activity
- Acquire Knowledge of Equipment
- Classroom Lectures and Discussion
- In depth discussion with students
- Practical demonstrations
- Presentation by students
- Role Plays by students
- Quizzes, Mid Term and End Term Exams
- Debates across topics of course
- Online interaction with students

Unit-1

- 1.1 Definition, Scope and Nature of adventure tourism;
- 1.2 Popular tourist destinations for Land based (soft/hard trekking, Skiing, mountaineering, desert safaris, car rallies etc.).
- 1.3 Water based (rafting, kayaking, canoeing, surfing, water skiing, scuba diving)
- 1.4 Air based (parasailing, paragliding, ballooning, hand gliding and micro lighting etc.)

Unit-2

- 2.1 Basic minimum standards for adventure tourism related activities- Land based; Mountaineering, Trekking,
- 2.2 Water Based; River running; Aerial Based; Parasailing, Paragliding, Bungee Jumping. Peak booking formalities,
- 2.3 IMF rules for mountain expeditions
- 2.4 Cancellation of permits and bookings.

Unit-3

3.1 History of mountaineering, map symbols, contour line identification, landmark and landform identification

3.2 Basic use of a compass and altimeter Altitude illness,

3.3 HAPE, HACE, AMS

3.4 Basic first aid, freezing and non-freezing cold injuries

Unit-4

4.1 Equipment, mountain weather, objective and subjective hazards Equipment, Mountain Weather,

4.2 objective and subjective hazards Parts of an ice axe, use of an ice axe,

4.3 four positions of self-arrest, self-belay, rope team travel Building snow anchors, bollards, pickets, dead men,

4.4 Flukes and ice screws, descending by ropes and glissading techniques

Suggested readings:

- India - A Travel Survival Kit by Geoff Crowther & Others. Lonely Planet Publication.
- India - A Travellers Companion by Pran Nath Seth.
- Tourism Products of India - Dr. I.C. Gupta & Dr. Sushama Kasbekar.
- Tourism in India - V.K. Gupta, Gian Publishing House, Delhi
- Hill Stations of India - Gillan Wright, Penguin Books, New Delhi

HOSPITALITY MANAGEMENT

Course Code - SBMS THM 02 02 02 DCEC 4004

Credit 4

Objective:

The course familiarizes students with different Department of Hospitality. The students will get to know about different international organization structure of Hotels and their importance in Tourism Industry.

Learning Outcomes:

- Understand the Various Department of Hotels
- Classifications of Hotel Chains
- Know Supporting Services
- Understand the concept of Atithi Devo Bhava
- Familiarization with F&B outlets

Unit-1

- 1.1 Hotel departments; classification of hotels; chain operations; E- Hospitality.
- 1.2 Types of accommodation; Activities in Accommodation Management – Front office – Housekeeping – Bar and Restaurant
- 1.3 Various Hotel Chains
- 1.4 Supporting services; ethical and regulatory aspects in a hotel, international hotel regulations.

Unit -2

- 2.1 Duties and responsibilities of front office staff; Reservation & registration- Types of Room
- 2.2 Meal Plans, Room assignments, check-in, methods of payment
- 2.3 Factors affecting the price of accommodation
- 2.4 Front Office - Hierarchy, duties & responsibilities

Unit-3

- 3.1 Food Production Organization, Kitchen, Buffets, Beverages Operation, Functions
- 3.2 Outlets of F & B, Types of Meal Plans, Types of Restaurant-Menu, Room Service, Catering Services-Food Service for the Airlines,
- 3.3 Banquette, Corporate, MICE, Retail Food Market, Business/Industrial Food Service, Healthcare Food Service, club food services - Trends in lodging and food services.
- 3.4 Food & Beverage Department of a hotel

Unit -4

4.1 Fiscal and non-fiscal incentives offered to hotel industry in India

4.3 Hierarchy, duties & responsibilities of hotel staff

4.3 Type of guests in Hospitality Industry

4.4 Concepts of Atithi Devo Bhavah

Suggested readings:

- Yogendra K. Sharma (2003) Hotel Management, Kanishka Publishers, New Delhi
- Vijay Dhawan (2004) Food Beverage Service, Frank Bros and Co.
- S. Kannan (2003) Hotel Industry in India, Deep and Deep Publications, Pvt. Ltd., New Delhi
- R.K. Malhotra (2002) Food Service and Catering Management, Anmol Publication Pvt. Ltd., New Delhi.
- Sudhir Andrew (1994) Food Beverage Service Training Manual, Tata McGraw Hill Publishing Co. Ltd., New Delhi.
- D.R. Lillicrap (1983) Food Beverage Service, Edward Arnold Publishers Ltd., London.
- Amrik Singh Sudan (2002) House Keeping Management, Anmol Publication Ltd.
- Praveen Sethi (2004) Hand Book of Hospitality and Tourism, Anmol Publication, Delhi.
- Rajendran Singh (2001) Hotel and Hospitality Management, Kalpaz Publication, Delhi.
- Y.P. Singh (2001) Effective Hotel Management, Anmol Publication Pvt. Ltd., New Delhi.

TOURISM ATTRACTIONS

Course Code - SBMS THM 02 02 01 GEC 4004

Credit: 4

Objectives:

This course explores the basic various places of India in relation with tourism. It gives Knowledge of their historical importance and contribution in Tourism development.

Learning Outcomes:

- Know about Various Monuments of India
- Understand the Religious Importance of places
- Understanding about the cultural centres
- To get information about Tourist attractions and historical backgrounds
- Acquire knowledge about Hill stations and National Parks

Unit –1

- 1.1 Historical, Monumental, Architectural Tourism Attractions
- 1.2 Delhi – Agra- Jaipur
- 1.3 Khajuraho, Nalanda, Ajanta- Ellora,
- 1.4 Hampi- Halebid, Lucknow.

Unit – 2

- 2.1 Religious Places, Cultural Centers Meaning
- 2.2 Haridwar- Badri Nath- Kedarnath, Bodh Gaya,
- 3.3 Bhuvaneshwar – Puri- Konark, Rameshwaram, Dwarka, Amritsar.
- 3.4 Ajmer Sharif Dargah, Goa Churches

Unit –3

- 3.1 Leh, SriNagar, Manali, Darjeeling, Shimla
- 3.2 Ooty, Mahabaleshwar, Rishikesh
- 3.3 Jim Corbett, Sariska,
- 3.4 Kanha, Gir

Unit-4

- 4.1 Puri, Mumbai, Goa,
- 4.2 Lakshadweep, Cochin,
- 4.3 Kanyakumari, Chennai, Pondicherry,
- 4.4 Andaman & Nicobar, Kolkata

Suggested

readings: -

- Gupta, S.P (2002) Cultural Tourism in India, Indraprastha Museum of Art and Archaeology, New Delhi.

- Ball, S (2007) Encyclopedia of Tourism Resources in India, B/H.
- Dixit, M (2002) Tourism products, New Royal Book Co. Lucknow.
- Douglas, E (2001) Special Interest Tourism, John Wiley & Sons, Australia.
- Singh, S (2008), Lonely Planet India.
- Jacob, R (2007) Indian Tourism Products, Abhijeet Publications, Delhi.
- Rajkumar (2003) Essays in Indian Art and Architecture, Discovery Publishing House, Pvt. Ltd., New Delhi.
- Basham, A.L (2002) Cultural History of India, Oxford University Press.
- Grover, S (1981) The Architecture of India: Islam, Vikas Publishing House, Pvt. Ltd, New Delhi.
- Acharya, R (1980) Tourism and Cultural Heritage of India, RBSA Publication, Jaipur.

E-TOURISM

Course Code - SBMS THM 02 02 02 GEC 4004

Credits: 4

Objectives

- To understand emerging business models in tourism and travel industry;
- To study the impact of Information Technology on tourism and travel sector; and
- To explore the scope of entrepreneurship in the emerging e-tourism business.
-

Learning Outcomes:

- Know about various aspects of e-tourism
- Understand the its importance for business growth
- Understanding about Global Distribution System
- To get information about various payment systems

Unit- I

- 1.1 Introduction to E-tourism
- 1.2 Historical Development - Electronic technology for data processing
- 1.3 Communication – Strategic
- 1.4 Tactical and operational use of IT in Tourism.

Unit – II

- 2.1 Global Distribution System: History & Evolution
- 2.2 GDS & CRS - Levels of CRS Participation
- 2.3 Hotel Distribution System - Cases of Amadeus – Galileo
- 2.4 World Span, Sabre, Abacus - Changing Business models of GDS.

Unit – III

- 3.1 Typologies of E-tourism
- 3.2 Business models - Business to Business (B2B)
- 3.3 Business to Consumer (B2C) - Consumer to Business (C2B) - Consumer to consumer
- 3.4 Business to Employees (B2E) - & Business to Government (B2G).

Unit- IV

- 4.1 Payment Systems in E-tourism
- 4.2 Payment Gateway - Billing and Settlement Plan (BSP)
- 4.3 Security Issues and Certification -Future of E-tourism - Travel Blogs
- 4.4 E-marketing and promotion of Tourism Products - Challenges for conventional business models

Suggested Readings:

1. Sheldon P. (2002), *Tourism Information Technology*, CABI.
2. Inkpen G. (2000), *Information technology for Travel and Tourism*, Addison Wesley.
3. Buhalis D. (2004), *Etourism: Information Technology for Strategic Tourism Management*, Prentice Hall India.
4. Poon A. (1998), *Tourism, Technology and Competitive Strategies*, CABI.
5. Rayport J.F. & Jaworski B.J. (2002), *Introduction to Ecommerce*, McGraw-Hill.
6. Malvino A.P (1995), *Electronic Principles*, McGraw-Hill.

Semester: Third

Sl. No.	Course Code	Course Title	Core/GEC/DC EC	L	T	P	C
1	SBMS THM 02 03 01 C 5005	Tourism Geography	Core	4	0	0	4
2	SBMS THM 02 03 02 C 5005	Destination Planning and Development	Core	4	0	0	4
3	SBMS THM 02 03 03 C 4004	Research In Tourism	Core	4	0	0	4
4	SBMS THM 02 03 04 C 4004	Tourism Marketing	Core	4	0	0	4
5	SBMS THM 02 03 05 C 4004	Field Trip 02	Core	0	0	2	2
Discipline Centric Elective Course (opt at least one)							
6	SBMS THM 02 03 01 DCEC 4004	ICT For Tourism	DCEC	4	0	0	4
7	SBMS THM 02 03 02 DCEC 4004	Sustainable Tourism	DCEC	4	0	0	4
To be taken from other department (Compulsory)			GEC				4
General Elective course offered to students of other Departments							
8	SBMS THM 02 03 01 GEC 4004	Tour Planning and Management	GEC	4	0	0	4
9	SBMS THM 02 03 02 GEC 4004	Sales and Distribution Management	GEC	4	0	0	4

L- Lecture, T- Theory, P- Practical, C-Credits, S- Seminar, GEC- General Elective Course, DCEC- Discipline Centric Elective Course,

3rd Semester Syllabus

TOURISM GEOGRAPHY

Course Code - SBMS THM 02 03 01 C 5005

Credit: 4

Objective: To help the students gather information about the geographical component of Tourism. Also to let them be familiar with the geography in different countries of the world.

Learning Outcomes:

- Understand about geography of tourism
- Know Geographical approach to study tourism
- Understand Tourism Potential in world
- Discuss IATA working structure

Unit-1

Introduction to Geography:

1.1 Understanding Tourism Geography

1.2 Elements of Geography

1.3 Branches of Geography, Importance of Geography in Tourism,

1.4 World's Climatic Zones, Latitude & Longitude

Unit-2

IATA Areas, Code and GMT Time:

2.1 Areas, Sub Areas and Sub Regions as per International Air Transport Organization (IATA),

2.2 IATA Three Letter City Code, Two Letter Airlines and Airport Code,

2.3 International Date Line

2.4 Time Zones, Greenwich Mean Time, Calculation of Local Time, Flying Time, Grounding Time, Elapsed Time, Daylight Saving Time

Unit-3

North & South America, Europe & Africa

3.1 Physical Geography, Topography,

3.2 Climatic Regions,

3.3 Transport Network,

3.4 Countries in the Continent,

Unit-4:
Tourism Potential in Asia

- 4.1 Physical Geography, Topography,
- 4.2 Climatic Regions,
- 4.3 Transport Network,
- 4.4 Countries in the Continent

Suggested readings:

- Burton, R. (1995). Travel Geography. Pitman Publishing, Marlow Essex.
- Boniface B. & Cooper, C. (2009). Worldwide Destinations: The Geography of Travel & Tourism. Oxford Butterworth Heinemann, London.
- Hall, M (1999), Geography of Travel and Tourism, Routledge, London.
- C. Michael Hall & Stephen J. Page (2006). The Geography of Tourism and Recreation-Environment, Place and Space. Third Edition, Routledge, London.
- Robinson H.A. (1976), Geography of Tourism. Mac Donald & Evans Ltd,.
- Travel Information Manual, IATA, Netherlands, 2012.
- World Atlas.

DESTINATION PLANNING AND DEVELOPMENT

Course Code - SBMS THM 02 03 02 C 5005

Credit: 4

Objectives: To facilitate the assessment of the tourism potential of a destination and prepare tourism development plan as well as marketing techniques and familiarize with the destination branding practices; and to introduce advanced analysis and research in the field of destination development

Learning Outcomes:

- Understand the Destination Management
- Importance of Destination Planning
- Awareness about Various Policies
- Importance of Destination Image Development
- Significance of Destination promotion and Publicity

Unit-1

Destination Development

- 1.1 Defining “Destination”, Types, characteristics, Destinations and products,
- 1.2 Destination Development, meaning and function, goals for development,
- 1.3 Tourism and linkage between destination and development,
- 1.4 Destination Management Systems, Destination planning guidelines

Unit-2

Destination Planning

- 2.1 Definitions of planning, outlines the key elements of the planning process and analysis,
- 2.2 National and Regional Tourism Planning and development hierarchy, Assessment of Tourism Potential, Coordination and Control of Tourism Development,
- 2.3 Tourism Planning and Conservation, Policies and Procedures,
- 2.4 Planning for Sustainable Tourism Development

Unit-3

Destination Image Development

- 3.1 Tangible and intangible attributes of Destination,
- 3.2 Person ‘s determined image, destination determined image, measurement of destination
- 3.3 Destination image place branding and destination image, formation process, Unstructured image,

3.4 Destination appraisal. Strategy development and planning of destinations and tourism products.

Unit-4

Destination Promotion and Publicity

- 4.1 Amalgamation of destination services, Six _A 's framework for tourism destinations,
- 4.2 The dynamic wheel of tourism stakeholders, strategic marketing for destinations and strengthening their competitiveness, destination marketing mix,
- 4.3 formulating the destination Product 8Ps in Destination Marketing
- 4.4 Destination distribution channels, Destination competitiveness.

Suggested readings:

- Gunn, C. (2002). Tourism Planning: Basic, Concepts and Cases, Cognizant Publication.
- Swain, S.K. & Mishra, J.M.(2012). Tourism Principles & Practices. Oxford University Press, New Delhi.
- Morgan, N, Pritchard, A &Pride, R. (2011). Destination Branding: Creating the Unique Proposition, Butterworth and Heinemann,
- Butler, R.W. (2006). Tourism Area Life Cycle: Applications and Modifications, Channel View Publications.
- Tang, C.H. & Jones, E.E. (2005). Tourism SMEs, Service Quality and Destination Competitiveness, CABI Publishing,
- Singh,S. Timothy, D.J. & Dowling, R.K. (2003). Tourism in Destination Communities, CABI Publishing,
- Crouch, D.I. J.R. Ritchie, B.&Kossatz, H.G. (2003). Competitive Destination: A Sustainable Tourism Perspective, CABI Publishing,
- Murphy, P. E.(1986). Tourism: A Community Approach. Methuen, New York.
- Inskip, E. (1991). Tourism Planning: An Integrated and Sustainable Development Approach. Van Nostrand Reinhold, New York.

RESEARCH IN TOURISM

Course Code - SBMS THM 02 03 03 C 4004

Credit: 4

Objective: This course offers an introduction to research methodology for the beginners so as to acquaint them with the research concepts and analysis of the fundamental issues that arise in tourism research. This shall also cover the skills and resources necessary for tourism research. Interestingly the learners shall also be acquainted to skills of writing for research.

Learning Outcomes:

- Understand the Importance of Research in Tourism
- Design a research project encapsulating the conceptual and practical aspects of research
- Refine research design to meet the objectives and purpose of the project
- Research instruments appropriate to research design
- Learn to Write up a formal research report

Unit -1

Introduction to Research

- 1.1. Meaning of research, Types of research, characteristics of a good research.
- 1.2. Process of research, application of research in various functions of hospitality and tourism.
- 1.3. Attributes of a good researcher, limitation of research.
- 1.4. Recent trends of research in hospitality and tourism industry.

Unit -2

Research Process

- 2.1 Research problem, problem identification process.
- 2.2 Formulation of research hypothesis, types of hypothesis.
- 2.3 Research design, formulation of research design, Classification of research design.
- 2.4 Data collection, types of data collection, methods of data collection, literature review.

UNIT-3

Questionnaire

- 3.1 Questionnaire criteria for questionnaire designing, types of questionnaire.

- 3.2 Questionnaire design procedure, physical characteristics of a questionnaire.
- 3.3 Pilot testing of the questionnaire.
- 3.4 Data feeding, data editing, data analysis.

UNIT-4

Interpretation and Report Writing

- 4.1 Introduction, meaning, techniques and precautions in interpretation.
- 4.2 Meaning, types and steps involved in writing for research, writing review articles.
- 4.3 Writing research report, layout of the research report, the cover page, abstract, acknowledgement and contents, literature review chapter, the research design chapter.
- 4.4 Presentations & discussions chapter, conclusion & implications, the final touches, bibliography & Suggested readings, referencing styles: APA and MLA.

Suggested readings:-

- Kumar Ranjit: Research Methodology: A Step by Step Guide for Beginners, Sage
- Publication, 2014. Kothari C.R.: Research Methodology, New Age International, 2011.
- Shajahan S.: Research Methods for Management, 2004.
- Deepak Chawla: Research Methodology, Concepts and Cases, Vikas Publication House
- Private Limited, 2011 Naresh, K, Malhotra, Marketing Research, AN Applied Orientation, Pearson
- Publication,2014 Thanulingom N : Research Methodology, Himalaya Publishing
- C. Rajendar Kumar : Research Methodology , APH Publishing
- Gupta Hitesh and Gupta S. L.: Research Methodology, International Book House, 2011.
- J. R. Brent Ritchie, Charles R. Goeldner: Travel, Tourism, and Hospitality Research: A
- Handbook for Managers and Researchers, Wiley Publishers Levant Altinoy and Alexandros Paraskevas : Planning research in hospitality & tourism, Butterworth Heinemann, Elsevier (2008)

MARKETING FOR TOURISM

Course Code - SBMS THM 02 03 04 C 4004

Credit: 4

Objectives: The course will provide both theoretical and applied understanding of the tourism marketing. Students will learn about importance of tourist orientation and ways to reach tourists through proper marketing strategies. The emphasis on the tourism marketing mix and integrated strategies as applied in the contemporary times is the hallmark of the course.

Learning Outcomes:

- To understand what service marketing is and how the present marketing management philosophy evolved and what are the characteristics of hospitality marketing.
- Apply the knowledge regarding various environmental factors which affect the buying decisions of guests in Hospitality and Tourism Industry and also understand what are the strengths and weaknesses of Indian Hospitality Industry.
- Gain the knowledge about the various p's and major strategies and decisions regarding these p's of marketing in Hospitality and Tourism industry and what are the CRM strategies used in Hospitality Industry.
- Understand the various ways of communicating with the customers and also the role of socially responsible marketing communication in Hospitality and Tourism Industry and will be aware about the latest trends in hospitality marketing.

Unit-1

Introduction to Marketing

- 1.1 Tourist Needs, Wants and Demands; Products and Services;
- 1.2 Markets; Marketing; The Production Concept, The Product Concept, The Selling Concept,
- 1.3 The Marketing Concept, The Societal Marketing Concept; The Marketing Process, 7 p's of Tourism
- 1.4 Marketing Mix, The Tourism Marketing Environment; Destination Marketing; Managing Capacity and Demand.

Unit-2

Tourist Behaviour

- 2.1 Understanding Tourist Behavior: Factors affecting Tourist Behavior
- 2.2 Tourist Buying-Decision Process, Tourist decision making process for new products and services;

- 2.3 Market Segmentation (Concepts & Types),
2.4 Targeting, and Positioning; Competitive Advantage and its strategies.

Unit-3

Product Pricing and Services Strategy

- 3.1 Tourism Product, Product Classification,
3.2 Tourism Product Mix, Product Line, Tourism Product life cycle & strategies, New Product
3.3 Development Process; Services Marketing (Concept & Characteristics), Approaches to Tourism Service Pricing;
3.4 Marketing Intermediates in Tourism Business; Branding; Competitive Differentiation and its strategies for Tourism Businesses.

Unit-4

Tourism Marketing Communication

- 4.1 Mix: Advertising, Sales Promotion, Public Relations,
4.2 Personnel Selling, Direct Marketing; Socially Responsible Tourism Marketing:
4.3 The changing face of TMC; Emerging Trends and application of marketing in different areas – Rural Marketing, Green Marketing,
4.4 Cyber Marketing, Ethics in Marketing and Consumerism.

Suggested readings:

- Kotler Philip and Keller; Marketing Management; PHI, New Delhi
- Kotler, Philip, Kevin Keller, A. Koshy and M. Jha, Marketing Management in South Asian Perspective , PearsonEducation, New Delhi
- Kerin, Hartley, Berkowitz and Rudelius, Marketing, TMH, New Delhi
- Etzel, Michael J, Marketing: Concepts and Cases, TMH, New Delhi

Field Trip 02

Course Code: SBMS THM 02 03 05 C 4004

Credit: 02

Objectives:

This enables students to analyse the existing infrastructure and amenities of tourism development also help students to prepare tour package and understand the pre and post tour Managements.

Learning Outcomes:

- To experience travel and to understand the linkages between tourism and other service sectors.
- To familiarize some of the important tourist destinations in India or abroad.
- To learn how to organize and manage Tours
- Understand the importance of Tourist Destination
- Know the procedure

There will be a field visit of five to ten days duration specific destination during the semester period duly approved by the Head of Departments. All students are required to submit the field study tour reports of their field visits in the department. Field visits and marks shall be awarded both by Internal and External examiners. The aggregate of both the examiners shall be awarded to the candidates there upon.

Assessment Measurement Methods:

Students would be gauged for their learning from this course continuously throughout the course. Intermittent evaluations at small intervals ensures the learning by students. Some of the major assessment methods used in this course are as follows:

- Debates/Group Discussion/Role Plays
- Surprise Quizzes about Destination
- Field Tour Report Presentation

ICT IN TOURISM

Course Code - SBMS THM 02 03 02 DCEC 4004

Credit: 4

Objectives: To make students to understand the history of Social Media and recognize various platforms, Management of Social Media within recommended guidelines and Copyright/Trademark regulations and use of Search Engine Optimization (SEO) as well as Collaborative Marketing to effectively market through Social Media

Learning Outcomes:

- Updates of Various Applications of Computers
- Understand the role of Social Media in Tourism Development
- Knowledge of Various Social Media Platforms
- Awareness about Operating systems and their importance
- Know importance of Travel Recommender Systems

Unit-1

Introduction to Computers

- 1.1 Introduction to Computer
- 1.2 Classification, Hardware, Software, Storage, Processing
- 1.3 Capabilities Characteristics & Limitations,
- 1.4 Application and use of Computers in Tourism.

Unit-2

Social Sites

- 2.1 LinkedIn Twitter, Facebook and Other Social Media Application
- 2.2 Impact of Social Media in Tourism
- 2.3 Internet Factor in Choosing Tourism Destination
- 2.4 Various Online Reservation Portals

Unit-3

Introduction to Computer Software's & MIS

- 3.1 Types of Software, System Software, Application Software, Utility Software's,
- 3.2 Use of MS-Office: Basics of MS-Word. MS-Excel and MS-Power Point, Concept and definitions of MIS, Role of MIS, Characteristics of MIS, Limitations of MIS,
- 3.3 Travel Recommender Systems (TRS),
- 3.4 Geographic Information Systems (GIS).

Unit-4

Introduction to Internet & E-Commerce

- 4.1 Introduction to Internet: Definition of networks, concepts of web page,
- 4.2 website and web searching (browsing). Benefits,
- 4.3 Hardware and Software requirements,
- 4.4 Web Browser, Search Engines, E-Commerce, advantages, Electronic Ticketing (e-ticketing).

Suggested readings:

- Leon & Leon, Introduction to Computers, Vikas Publishing House, New Delhi.
- June Jamrich Parsons, Computer Concepts 7th Edition, Thomson Learning, Bombay.
- Comer 4e, Computer networks and Internet, Pearson Education
- White, Data Communications & Computer Network, Thomson Learning, Bombay.
- Hanson & Kalyanam, Internet Marketing & e-commerce, Thomson Learning, Bombay
- Bharat Bhasker, Electronic Commerce, TMH, N Delhi

SUSTAINABLE TOURISM

Course Code - SBMS THM 02 03 02 DCEC 4004

Credit: 4

Objectives: The course aimed at familiarizing students with the need of sustainable and green management practices in hotel industry such as water & energy and waste management, with its benefits to hotels and environment.

Learning Outcomes:

- Describe the history and structure of sustainable tourism
- Appraise the positive and negative impacts of sustainable tourism
- Analyze a range of tourist needs and motivations for sustainable tourism
- Destinations Discuss the problems and prospects of sustainable tourism

Unit - 1

- 1.1 Sustainable Tourism & its Dimensions: Historical Background,
- 1.2 Nature and Scope of Sustainable Tourism, Critiques of Current Thinking in Sustainable Management,
- 1.3 New Approaches to Sustainable Tourism Management, Sustainable Tourism three Dimensions,
- 1.4 Environmental Dimension, Economic Dimension, Social Dimension

Unit – 2

- 2.1 Role of different agencies in Sustainable Tourism: Public Sector,
- 2.2 Tourism Industry, Voluntary Sector, Host Community, Media, Tourist In Coastal Areas and Sea,
- 2.3 Rural Area, Urban Areas, Mountainous Regions, Islands, Developing Countries.
- 2.4 Role of Marketing in promotion of sustainable Tourism

Unit -3

- 3.1 Sustainable Tourism & Responsible Tourism: Sustainable Tourism Development-Guiding Principles for Planning and Management,
- 3.2 Responsible Tourism, Key Characteristics of Responsible Tourism,
- 3.3 Empowering Community through Tourism
- 3.4 Community based Tourism and Global Climate change-issues and challenges

Unit -4

4.1 Sustainable Tourism Infrastructure and instruments for more sustainable Tourism: Tourist Destinations,

4.2 Visitor Attractions, Tour Operations, Transport, Hospitality, Cultural, Tourism ,Eco-tourism, Business Tourism

4.3 Future of Sustainable Tourism, sustainable tourism instruments-measurement,

4.4 command and control, economic, voluntary and supporting instruments

Suggested readings:

- Tony Griffin , Sustainable Tourism, A Global perspective by Rob Harris, , Peter Williams, Butterworth-Heinemann.
- World Tourism Organization, Sustainable Development of Tourism: An Annotated Bibliography,
- Irene Herremans, Cases in Sustainable Tourism; an Experimental Approach to Making Decisions
- David Weaver Powell 's City of Book, Sustainable Tourism; Theory and Practice .
- Swarbrooke, J. Sustainable Tourism Management, CABI publishers

Tour Planning and Management
Course Code - SBMS THM 02 03 01 GEC 4004

Credit: 4

Objectives: This course is designed to provide the students with conceptual and theoretical framework of Tour Planning and management aspects that they will have to perform as a Tour Planner, Tour Manager and Strategic Manager.

Learning Outcomes:

- Understand Tour Formulation process
- Learn Tour Designing Process
- Aspects of Itinerary Preparation
- Know the Tour Formalities and Documentation

Unit-1

- 1.1 Tour Planning Importance
- 1.2 Itinerary, Types of Itinerary
- 1.3 Resources and Steps for Itinerary Planning
- 1.4 Do's and Don'ts of Itinerary Preparation

Unit -2

- 2.1 Tour Formulation and Designing Process
- 2.2 FITs & Group– Special Interest Tours (SITs),
- 2.3 Tour Packaging, Classifications of Tour Packages, Components of Package Tours
- 2.4 Pre-Tour Management, Tour Operation, Post Tour Management

Unit-3

- 3.1 Definition of Cost, Types of Costs
- 3.2 Components of Tour Cost - Preparation of Cost Sheet
- 3.3 Tour Pricing - Calculation of Tour Price – Pricing Strategies
- 3.4 Tour Packages of Thomas Cook, Ease My Trip, Make my Trip, Yatra.Com

Unit -4

- 4.1 Confirmation of Travel Agency, Hotel, Railways, Airlines
- 4.2 Distributing Customized Itinerary to Tour Leader, Guide, Driver & Transporter, Standard Procedures for Pickup and Drop, Check-in and Check-out in the Hotel,
- 4.3 Sightseeing, Do's and Don'ts of Sightseeing, Crisis Management in Tour, Preparation of Feedback or Guest Comment Sheet, Filling the Guest Comment Sheet,
- 4.4 Analysis of Comments of Guest, Service providers, Tour Escorts.

Suggested readings:

- Swain, S.K. & Mishra, J.M.(2012). Tourism Principles & Practices, Oxford University Press, New Delhi.
- Chand, M. (2002), Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd., New Delhi.
- Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.
- Holloway, J.C. (2002), The Business of Tourism, Prentice Hall, London, pp.220-279.
- Roday. S, Biwal. A & Joshi. V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296.
- Goeldner, R & Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London

SALES AND DISTRIBUTION MANAGEMENT

Course Code - SBMS THM 02 03 02 GEC 4004

Credit: 04

Objectives: The purpose of this course is to acquire an in-depth knowledge about the sales and distribution management and to become familiar with the techniques and approaches of sales and distribution management for successful marketing of the tourist products.

Learning Outcomes:

- Understand Evaluation of Sales Management
- Knowledge about Various Selling Skills
- Know the Objective of Personal Sale
- Know the Significance of Marketing channels and their importance

Unit – I

- 1.1 Evolution of Sales Management, Types of Personal Selling,
- 1.2 Nature and Scope of Sales Managements;
- 1.3 Setting and Formulating Personal Selling Objectives;
- 1.4 Selling Skills and Selling Strategies, The selling process.

Unit – II

- 2.1 Recruiting and Selecting Sales Personnel; Developing and Conducting Sales Training Programmes;
- 2.2 Designing and Administering Compensation Plans, Supervision of Salesmen;
- 2.3 Sales Force Motivation; Sales Meetings and Sales Contests;
- 2.4 Designing Territories and Allocating Sales Efforts; Objectives and Quotas for Sales Personnel; Evaluation of Sales Force;

Unit - III

- 3.1 Overview of Marketing Channels, their Structure, Functions and Relationships,
- 3.2 Designing Customer Oriented Marketing Channels, Logistics Planning,
- 3.3 Inventory Management, Organizational Patterns in Marketing Channels,
- 3.4 Managing Marketing Channels and Channel Member Behavior

Unit – IV

- 4.1 Information System and Channel Management;
- 4.2 Assessing Performance of Marketing
- 4.3 Channels; International Channels of Distribution
- 4.4 Performance Appraisal Process

Suggested readings:

1. Anderson, R, Professional Sales Management: Englewood Cliffs, New Jersey, Prentice Hall Inc. 1992.
2. Anderson, R, Professional Personal Selling. Englewood Cliffs, New Jersey, Prentice Hall Inc 1991.
3. Buskirk R.H. and Stanton. W.J. Management of Sales Force, Homewood Illinois, Richard D. Irwin 1983.
4. Dalrymple, D J. Sales Management: Concepts and Cases. New York, John Wiley, 1989.
5. Johnson, E M etc. Sales Management: Concepts, Practices and Cases. New York, McGraw Hill, 1986
6. Stanton, William J etc. Management of a Sales Force, Chicago, Irwin, 1995
7. Still, R R, Sales Management, Englewood Cliffs, New Jersey, Prentice Hall Inc., 1988
8. Panda Tapan K and Sahadev Sunil, Sales and Distribution Management, Oxford University Press, 2005.

Semester: Fourth

Sl. No.	Course Code	Course Title	Core/GEC /DCEC	L	T	P	C
1	SBMS THM 02 04 01 C 00022	Industrial Training/Job Training and Project/ Dissertation	Core	0	0	0	20
2	SBMS THM 02 04 02 C 1012	Tourism Entrepreneurship and Careers	Core	1	0	1	2
Discipline Centric Elective Course (opt any one)							
3	SBMS THM 02 04 02 DCEC 2114	Ticketing in Tourism	DCEC	2	1	1	4
4	SBMS THM 02 04 03 DCEC 2114	MICE Tourism	DCEC	2	1	1	4
General Elective Course offered to other Departments							
5	SBMS THM 02 04 01 GEC 2024	Exploring Tourism In Haryana	GEC	2	0	2	4

L- Lecture, T- Theory, P- Practical, C-Credits, S- Seminar, GEC- General Elective Course, DCEC- Discipline Centric Elective Course, SEEC- Skill Enhancement Elective Course, CC- Common Core

4th Semester Syllabus

Tourism Entrepreneurship and Career

Course Code - SBMS THM 02 04 02 C 1012

Credits: 4

Objectives: This course aims to enrich the students understanding about the concepts & scope of entrepreneurship in Tourism and to inculcate entrepreneurial competencies to encourage students to take up Tourism entrepreneurship ventures.

Learning Outcomes:

- To understand what entrepreneurship is and how to avail various opportunities to start business.
- Apply the knowledge to chalk out a complete business plan
- Gain the knowledge about marketing and promotion of the business and become skillful in pricing, market analysis and promotional activities.
- Understand the various ways of successful operation of business activities and hone their skills in software based inventory management.

Unit - 1

- 1.1 Entrepreneur: Meaning, Functions, Types of Entrepreneurs, Entrepreneur Factors influencing the development of entrepreneurs.
- 1.2 Entrepreneurship: concept, meaning, definition, importance, characteristics, Development of Entrepreneurship, Stages in Entrepreneurship Process, Functions, Classification.
- 1.3 Stages of Evolution of the Concept of Entrepreneur and Entrepreneurship
- 1.4 Theories of Entrepreneurship: Schumpeter's Theory, Peter Duckers Theory and Mc. Clelland's Theories

Unit -2

- 2.1 Communities promoted entrepreneurship in India,
- 2.2 Role of entrepreneurs in economics development of a country,
- 2.3 Entrepreneurship & its barriers in India, Impact of Liberalization, Privatization, and Globalization, Effect of WTO/GATT.
- 2.4 Small Scale Industry (SSI), Definitions, Characteristics, Need and Rationale: Objectives, Scope, Role of SSI, Advantages of SSI, Different Policy of SSI, Government Supports for SSI during Five-Year Plans,

Unit – 3

- 3.1 Opportunity in Universities, Schools and Skill Industry
- 3.2 Event Coordinator, Ground Staff, Cabin Crew

- 3.2 Sales and Marketing Staff
- 3.3 Foreign Exchange, Ticketing Department

Unit -4

- 4.1 Travel Consultant, Ticketing & Reservations Consultant, Tour Escorts
- 4.2 Tour Guide-Marine, Heritage, Mountaineering
- 4.3 Adventure Sports Organizer, Travel Desk Manager
- 4.4 Passport and Visa Executive, Tour Manager

Suggested readings:

- Siropolis, N.C., Entrepreneurship and Small Business Management, 1998.
- Saini, J.S., Entrepreneurship Development: Programmes, and Practices, 1998.
- Singh, Daleep, Effective Managerial Leadership, 1995.
- Chawala, A.S., Uppal, K.K., Studies in Business Management, 1998.
- Diwan, P., Environment Management Law and Administration, 1998.
- <https://www.msde.gov.in/>

Tourism Ticketing

Course Code - SBMS THM 02 04 02 DCEC 2114

Credit: 4

Objectives: The Course is intended to develop students' understanding of the ticketing and transport management. This module provides sound base to understand it.

Learning Outcomes:

- Gain the advanced knowledge of structure and operations of aviation industry at national and global level
- To acquire the advanced skills of e-ticketing and fare calculation.
- To enhance the advanced competencies of the students regarding travel documentation and formalities
- To acquire the advanced skills for operating Global Distribution Systems like Galileo and Amadeus.

Unit- 1

- 1.1 Meet & Greet Customer, welcome the walk-in customers with a smile, Handle Telephonic or online queries
- 1.2 Attend Customer, Understand the Query, Travel Plan, Provide Information, Suggest Plan, Special Request by Guest
- 1.3 Travel Documentation & rules regarding Passport, VISA, Foreign Exchange, Health regulations
- 1.4 Special Permits, Rules and Regulation for Various Transportation Modes

Unit -2

- 2.1 Bus Ticket, Train Ticket, Air Lines, Cruise
- 2.2 Manual & E-ticket, International Sale Indicators, Currency regulations
- 2.3 Basic steps of fare calculation, Various Websites and Platform to book the Travel Tickets
- 2.4 Time Zones, International Date Line, Day Light Saving Time, Cancellation policy and Procedure

Unit – 3

- 3.1 Be informed about latest flight/ train/ bus schedules, rules regulations
- 3.2 Liaise with the railways to know their status and schedules, update on the latest promotional offers
- 3.3 Have updated information on laws, procedures and policies of the various railways, airlines and other modes of travel
- 3.4 Coordinate with the various airlines and railways to ensure accurate details of the passenger is included in the schedule.

Unit – 4

4.1 Transport schedule and timings

4.2 Statutory rules and procedures to be followed for every type of travel mode

4.3 Seat request, Queues & Fares

4.4 Travel advisory of destinations, ways of handling customers for satisfaction

Suggested readings:

- Gupta S.K: International Airfare & Ticketing Methods & Technique UDH Publishers & Distributors (P) Ltd. New Delhi.
- Sinha P.C: Encyclopedia of Tourism Management
- Jagmohan Negi: Travel Agency & Tour Operation Concepts & principle
- ABC & OAG Guide, TIM Air Tariff

MICE TOURISM

Course Code - SBMS THM 02 04 03 DCEC 2114

Credit: 4

Objectives: To familiarize the students with the essentials of Event Management and to understand the potential of MICE and Event Tourism.

Learning Outcomes:

- Understand the significance of MICE
- To acquire information about Event Management business growth
- Know the Impacts of MICE in Tourism
- Understand the significance of Event Planning

Unit – 1

- 1.1 Introduction to business tourism, meaning, definition & significance
- 1.2 Nature of business tourism & types, Structure of business tourism
- 1.3 Reasons for the growth of business tourism, stages of development
- 1.4 Incentive travel, demand & supply side of business tourism

Unit – 2

- 2.1 MICE Tourism, features, criteria's required for a mice destination
- 2.2 Major MICE destinations in the world & in India, Players in event business – ICPB, ICCA.
- 2.3 Event – Meaning & definition, classification of events, tourism events, religious associations & events,
- 2.4 Characteristics, Impacts & Limitations of events.

Unit – 3

- 3.1 Event managers and their qualities, Resources & logistics required for conducting events
- 3.2 Individual events & Corporate events, conference & convention centres,
- 3.3 Types of venues for conducting events, selection, location, theme, layout of events, application of management principles in event management
- 3.4 steps required to conduct a successful event, event budget, legal issues related with events

Unit – 4

- 4.1 Event as a tourism product, relationship between events & tourism industry

4.2 relevance & applications of Information technology in events – Video Conferencing

4.3 Tele conferencing, LCD projectors, Internet, Fax, E-mail

4.4 Event Manager Qualities

Suggested readings: -

- Lynn Van der Wagen, Carlos (2011), Event Management, Pearson, New Delhi.
- Tony Roggers – 2008, Conferences and Conventions – A global industry, Butter Worth Heinman
- Avrieh Barry (1994), Event and Entertainment Marketing, Vikas Publications
- Deobrah Ross, Exposition and trade shows, John Wiley & sons International
- Diwakar Sharma, Event Planning & Management, Deep & Deep publications
- Fenich (2010), Meetings, Exposition, Events and Convention, Pearson

HARYANA TOURISM

Course Code - SBMS THM 02 04 01 GEC 2024

Credit: 4

Objectives: The course aims at providing a comprehensive overview on Haryana Tourism: elucidating State' tourist resource potential, Tourism infrastructure and tourist trends over the years. It critically examines existing tourism planning and policy, framework and reviews the performance of Haryana in the context of both domestic and international.

Learning Outcomes:

- Understand the Monuments of Haryana
- Significance of Religious place of Haryana
- Importance of National Tourist Resources of State
- Acquire information about Tourism Infrastructure in Haryana
- Understand about the Policies and Initiatives to promote tourism

Unit-1

Tourist Resources of Haryana

1.1 Monuments of touristic significance and museums

1.2 Religious and pilgrimage centers (Kurukshetra, Pehowa, Jyotisar, Kapal mochan, Beri, Mansa Devi, Agroha, pindara)

1.3 Music, Dance, fairs and Festivals with special reference to surajkund. Kartik and Geeta festivals.

1.4 Tourism Potential in Haryana

Unit-2

Tourism Infrastructure

2.1 Tourism Organizations: Department of Tourism and Haryana Tourism Corporation.

2.2 Accommodation – Motels

2.3 Recreation and entertainments

2.4 Farm House, Highway Tourism

Unit-3:

Planning and Policies

3.1 Haryana Tourism policy-2008

3.2 New Tourism policy for Haryana

3.3 Role of private sector

3.4 Marketing and HRD policies

Unit-4

Tourism and Tourist Trends

4.1 Types of tourism – Pilgrimage, Adventure, Medical

4.2 Rural and Health Tourist Trends

4.3 Important tourist destinations – Surajkund, Pinjore, Moni Hills, Sultanpur, Tajewala, Kurukshetra

4.4 Problems and prospects of Tourism Development in Haryana.

Suggested readings: -

- Acharya, Ram, 1980, Tourism and Cultural Heritage of India. R.B.S.A. Jaipur
 - Anand, Mulkraj, 1974 ‘Haryana Heritage ‘ in Marg, Vol XXVII No.4 Sept. Bombay
 - Beal Samuel, 1960, Buddhist Records of Western world , Delhi
 - Bhardwaj, O.P.1991, Ancient kuruksherta: Studies in Historical and Cultural Geography . Human Publishing House, Delhi
 - Government of Haryana Reports, Chandigarh
 - Haryana Reviews – all volumes
 - Haryana Samvad – all volumes
 - Journal of Haryana Studies, Kurukshetra University, kurukshetra all relevant volumes.
 - Punia B, 1992. Problems and Prospects of Tourism in Haryana
 - Sharma , Y.D,. 1964 Delhi and its neighborhood
 - Sen., S.P. Sources of History of India, Calcutta
 - Yadav, K.C.(ed) 1968, Haryana: Studies in History and Culture, kurukshetra University Kurukshetra.
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