

# **Institute of Tourism Studies**

## **University of Lucknow**

### **BBA (Tourism) 4 Years**

#### **PROGRAMME OUTCOMES**

- ✓ To provide a learning environment to the students so that they can pursue careers in different domains of tourism management.
- ✓ To develop the conceptual framework of tourism in the students and create a knowhow of all the sectors of tourism.
- ✓ To equip students with the required communication and managerial skills.
- ✓ To provide exposure to real life work experiences and hands-on-practice by participation in various trainings/internships.
- ✓ To groom the personality of the students to make them industry ready.
- ✓ To enhance the technical skills among the students, training is provided for CRS & GDS platforms.
- ✓ To sensitize the students so that they can appreciate the heritage and tourism resources of India and the world.
- ✓ To make the students aware of tourism policy initiatives of the governments.

## **PROGRAMME SPECIFIC OUTCOMES**

- ✓ Gain knowledge about environment and types of organization emphasizing on tourism Sector
- ✓ Entrepreneurial Skills for self as well as society upliftment.
- ✓ Development of leadership skills to work autonomously and in the organized group.
- ✓ Development of qualities as an effective manager, capable of taking decisions and communicating effectively with different types of publics.
- ✓ Strategic Decision Maker to plan and execute the Managerial functions.
- ✓ Personality Development and communication Skills
- ✓ Business Ethics and code of conduct
- ✓ Develop a right understanding regarding various financial institutions and agencies governing aspects of business.

Understanding of current global scenario tourism and travel industry

# Year-1

## Semester-I & II

Paper	Major1	Credits	Paper'	Major 2	Credits	Paper''	Minor	Credits
1	Principles of Management	4	1'	Fundamentals of Tourism	4	1''	Computer & IT Applications	4
2	Tourism Industry Orientation	4	2'	Business Communication	4			
3	Organizational Behaviour	4	3'	Tourism Resources of U.P.	4	2''	Quantitative Techniques	4
4	Destination Geography (India)	4	4'	Cultural Tourism	4			

## **Major-1 (Paper-1)** **Principles of Management**

### **Credits:**

**T4/P0**

### **Course Outcome:**

- The objective for this paper to provide an understanding of the task and functions of management.
- The participants also know the developments of fundamental concept of management.
- Learners have an opportunity to understand the various theories of business management.

### **UNIT I**

Nature and significance and approaches of Management, Contributions of Taylor, Fayol and Barnard, Functions of a Manager, Social responsibility of Managers, Values in management.

### **UNIT II**

The Nature and significance of Planning, Objectives, Steps of Planning, Decision making as key step in planning. The Process and Techniques of Decision Making. Organisation: Nature and significance, Approaches, Departmentation, Line and staff relationships, Delegation and Decentralization, Committee system, Department of effective organizing

### **UNIT III**

Staffing, nature and Significance, Selection, Appraisal and Development of Managers. Directing: Issues in managing human factors, Motivation, nature and Significance's, Theories and Techniques.

### **UNIT IV**

Communication Definition and Significance, Process, Barriers of Communication, Building effective communication system. Controlling: Definition and Elements Control Techniques, Coordination, Determinants of an Effective Control system, Managerial Effectiveness.

### **References:**

#### **Text Book:**

- Prasad L.M, principles and Practice of Management, Sultan Chand & Sons, 20<sup>th</sup> Edition.
- Koontz H., Wehrich H. (2009) ; Principles of Management; Tata Mc Graw Hill; 8<sup>th</sup> Edition.

#### **Suggested Readings:**

- Williams C (2009) Principles of Management; South-Western/ Cengage Learning; 5<sup>th</sup> Edition.
- Wehrich Heinz and Koontz Harold (2013); Management: A Global, Innovative, and Entrepreneurial Perspective; Mc Graw Hill; 14<sup>th</sup> Edition.
- Andrew Leigh (2012); The Essentials of Management: Everything you need to succeed as a new manager; Pearson UK; 2<sup>nd</sup> Edition.

#### **Web References:**

- [Principles and Practices of Management.pdf \(gurukpo.com\)](http://gurukpo.com/Principles_and_Practices_of_Management.pdf)

**Major-2 (Paper-1')**  
**Fundamentals of Tourism**

**Credits:**

**T4/T0**

**Course Outcome:**

- This paper shall introduce learner to the tourism phenomenon.
- The paper highlights to the learners the role of tourism as an economic intervention and its significance in economy;
- The students will understand the global nature of tourism and government support to it.
- Students will appreciate the socio-economic, ecological impacts of tourism.

**UNIT I**

Definition of tourism and related terminologies, history of tourism from its roots to the modern era, nature and importance of tourism, components and typology of tourism

**UNIT II**

Introduction to tourism as an industry, Concept of Visitors, Tourists and Excursionists, basic travel motivators, concept of Domestic and International tourism.

Various travel documents like passport, VISA, health and insurance

**UNIT III**

Significance and Impacts of Tourism, understanding the tourism System, economics of tourism, tourism demand and supply concepts

**UNIT IV**

Selective contemporary trends in tourism, factors for growth/ decline of tourism & travel industry in the 21st century, future tourism scenario, growth and development of Tourism in India.

National and International trade Associations & Organizations- TAAI, IATO, UNWTO, PATA, IATA, UFTAA, ICAO.

**References:**

**Text Book:**

- Swain, S.K. & Mishra, J.M. (2012). Tourism Principles & Practices, Oxford University Press, New Delhi.
- Bhatia A.K. (2002), International Tourism Management, Sterling Publishers, New Delhi.

**Suggested Readings:**

- Goeldner, C.R. & Brent Ritchie, J.R. (2006). Tourism, Principles, Practices, Philosophies. John Wiley and Sons, New Jersey.
- Michael M. Coltman. (1989). Introduction to Travel and Tourism- An International Approach. Van Nostrand Reinhold, New York.
- Roday. S, Biwal. A & Joshi. V. (2009). Tourism Operations and Management, Oxford University Press, New Delhi.

**Web References:-**

- [An Introduction to Tourism 0750619562.pdf \(economy.gov.ae\)](#)

## **Major-1 (Paper-2)**

### **Tourism Industry Orientation**

**Credits:**

**T4/P0**

**Course Outcome:**

- This paper will give the overall scope of tourism industries to the students.
- Acquaint students with various career options and opportunities open in the industry.
- It will also showcase the students with the career growth ladder in various fields.

#### **UNIT I**

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

#### **UNIT II**

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

#### **UNIT III**

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

#### **UNIT IV**

Overview and potential of MICE tourism in India, career in event management, skills required, prominent companies; concept of entrepreneurship, prominent and recent entrepreneurial ventures of tourism sector.

**References:**

**Text Book:**

- Thomas, W. (2011).Tourism Career. Discovery Publishing Pvt. Ltd.

**Suggested Readings**

- Walker, R. Harding, K. (2006) Oxford University Press
- Walker,R,J.(2008).Introduction to Hospitality Management.Pearson Education India
- Sales, M.(2016).Air Cargo Management:Air Freight and the Global Supply Chain. Routledge.

**Web References:-**

- [15 Hospitality and Tourism Management Career Options \(careers360.com\)](http://careers360.com)
- [https://www.google.co.in/books/edition/Career\\_Opportunities\\_in\\_Travel\\_and\\_Hospi/95fuiC\\_ap0gC?hl=en&gbpv=1&dq=careers+in+tourism&printsec=frontcover](https://www.google.co.in/books/edition/Career_Opportunities_in_Travel_and_Hospi/95fuiC_ap0gC?hl=en&gbpv=1&dq=careers+in+tourism&printsec=frontcover)

**Major-2 (Paper-2')**  
**Business Communication**

**Credit:**

**T4/P0**

**Course Outcome:**

- This paper aims to develop communication skills of the students.
- It will equip students with a broad based knowledge of business communication.
- Students will learn the importance of both written and oral communication.
- Students will also be able to inculcate the basic skills of letter writing, memorandums, press release which is a requirement of any corporate world.

**UNIT I**

Introduction to business communication, characteristics of effective organizational communication, basic forms of communication, process of communication, Barriers to Communication, Principles of effective business communication.

**UNIT II**

Oral communication: Purpose, Advantages & Disadvantage, Principles of Oral Communication, Effective Listening, Non-verbal Communication. Written communication: Purpose, Advantages & Disadvantage, Principles of Written Communication, Effective writing techniques. Employment Communication: Application letter and Resume writing,

**UNIT III**

Conduct of meeting – agenda, notice, notes, minutes, office memorandum, office orders, press release, Business Letter Writing– Need, Functions and kinds, layout and types. Report Writing – problems, organization and techniques. (Practical's/Projects)

**UNIT IV**

Corporate Communication: Scope, Components, Corporate communication and Public relations, Role of Social Media in Communication. Role of Technology in Communication (ICT's), Business Etiquettes.

**References:**

**Text Books:**

- Meenakshi Raman, Prakash Singh : Business Communication
- K. K. Sinha : Business Communication
- R. K. Madhukar : Business Communication

**Suggested Readings:**

- Rajendra Pal, Business Communication, Sultan chand& Sons Publication 6<sup>th</sup> .
- Bisen. V & Priya, Business Communication, New Age International Publication, 2<sup>nd</sup> Edition
- M.K. Sehgal & V. Khetrapal - Business Communication (Excel Books).
- P.D. Chaturvedi – Busines Communication, Pearson Education, 1st Edition 2006.
- Lesikar RV & Pettit Jr. JD – Basic Business Communication: Theory & Application, Tata Mc Grow Hill, 10thEdition.

- Tayler Shinley – Communication for Business, Pearson Education, 4th Edition.
- Sharma R.C., Mohan Krishna – Business: Correspondence and Report Writing, Tata McGraw Hill, 3<sup>rd</sup> Edition.

**Web References:**

- [https://gurukpo.com/Content/BBA/Business\\_Communication.pdf](https://gurukpo.com/Content/BBA/Business_Communication.pdf)

**Major-1 (Paper-3)  
Organizational Behaviour**

**Credit:**

**T4/P0**

**Course Outcome**

- This paper provides knowledge about Organizational Behaviour, individual and group behaviour.
- Learner also understands the fundamental of group and types of group.
- Students also able to know about the business ethics.

**UNIT I**

Introduction: Nature and scope of OB, Challenges and opportunities for OB, Organization Goals, Models of OB, Impact of Global and Cultural diversity on OB.

**UNIT II**

Individual Behaviour: concept, Personality, Perception and its role in individual decision making, Learning, Motivation: Hierarchy of needs theory, Theory X and Y, Motivation-Hygiene theory, Vroom's expectancy theory.

**UNIT III**

Behaviour Dynamics: Interpersonal behaviour, Communication, Transaction Analysis, Leadership: Its Theories and prevailing leadership styles in Indian Organizations. Group Behaviour: Definition and classification of Groups, Types of Group Structures, Group decision making, Teams Vs Groups, Contemporary issues in managing teams, Inter-group problems in organizational group dynamics, Management of conflict.

**UNIT IV**

Management of Change: Change and Organizational development, Resistance to change, Approaches to managing organizational change, Organizational effectiveness, Organizational culture, Power and Politics, Stress Management: Definition, potential, sources of stress, consequences of stress, managing stress.

**References:**

**Text Book:**

- Chhabra, T.N ( 2019) Essentials of organisational behaviour , Sun India Publications
- Gupta, C.B. (2014) A textbook of organisational behaviour, S.chand & company

**Suggested Readings:**

- Robbins, Judge, and Vohra (2013); Organizational Behavior; Prentice Hall Inc.; 15th Edition.

- Fred, Luthans (2005); Organisational Behavior; UK: McGraw Hill; 10th Edition.
- G, Moorhead & Griffith. (2007). Organizational Behavior. Houghton Muffin Co.
- Newstrom J (2007); OB: Human Behaviour at Work. McGraw Hill Inc.; 12th Edition.
- Pareek Udai (2016); Understanding Organizational Behaviour; Oxford University Press; 4th Edition.
- Rao, V.S.P. (2009); Organization Behaviour; Excel Book.

**Web References:**

- [I MCom Organizational theory and behaviour on16March2016.pdf \(universityofcalicut.info\)](http://www.universityofcalicut.info)

**Major-1 (Paper-4)  
Destination Geography (India)**

**Credits:**

**T4/P0**

**Course Outcome:**

- Geography is the basic edifice of tourism and student will appreciate its importance through this paper.
- The knowledge of geography shall give an extra edge to the students in designing the itineraries for the travellers, suggesting them various destinations to the clients for their travel etc.
- Students will also get inputs on the geographic features of India and how it affects the tourism in the country.

**UNIT -I**

**BASICS OF TOURISM GEOGRAPHY:**

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

Knowing Earth and its systems, understanding and reading maps. Concepts of directions, latitude & longitude, maps (cartography, map projections & symbols, key/ legend)

**UNIT -II**

**Physical Landscape**

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

**Climate**

Elements causing climatic patterns, its classification and impact on tourism

**UNIT -III**

**Indian Sub- Continent (Physical)**

Major physical features of the sub continent, Indian climate, natural vegetation, river systems, topography of Islands, forests, mountains, lakes and deserts.

**UNIT - IV**

**Indian Sub- Continent (Political)**

Indian States & Union Territories: Their location and important cities, Islands of India, City and Airport Code of Indian Cities, map spotting.

## References:

### Text Book:

- Hussain, M. Indian and World Geography. Tata McGraw Hill Education.
- International Atlas, Oxford, Penguin Publication and DK Publications.

### Suggested Readings:

- Boniface, B.G, (1987) The Geography of Travel & tourism (London, England, Heinemann Professionals Publishing.
- Khullar, D.R. (2006) Geography of India. Kalyani Publications.
- Hall, C. M., & Page, S. (2006). The geography of tourism and recreation: place, space and environment. London: Routledge.

### Web References:

- [Tourism Geography \(bauldelturismo.com\)](http://bauldelturismo.com)

## **Major-2 (Paper-3') Tourism Resources of Uttar Pradesh**

### Credits:

**T4/P0**

### Course Outcome:

- The students after studying this paper will know about the scope of tourism in Uttar Pradesh, its culture, geography and history.
- Students will also gain perspective on the government initiatives to promote tourism in the state.

### UNIT-I

History of Uttar Pradesh, Geographical Perspective of Uttar Pradesh

### UNIT II

Major Tourist destinations of UP, heritage of the State and Eco Tourism Destination in UP

### UNIT III

Religious Tourism Destination in UP, cultural attractions including the art forms, handicrafts, cuisines and fairs and festivals of UP

### UNIT IV

Tourism Policy of Uttar Pradesh, Tourism initiative in UP: Heritage Arc, popular tourism Circuits in UP, Tourism Statistics of Uttar Pradesh

## References:

### Text Book:

- Tayyab,N.(2017) Greater than a tourist-Lucknow-India

**Suggested Reading:**

- Mitra,S. (2016)Experiencing Uttar Pradesh. Eicher Goodearth private ltd.
- Yadav, K.S (2018) Uttar Pradesh A State study guide, Hawkpess

**Web References:**

- [up.pdf \(tourism.gov.in\)](http://up.pdf(tourism.gov.in))
- [Uttar Pradesh travel | India, Asia - Lonely Planet](http://Uttar Pradesh travel | India, Asia - Lonely Planet)
- [UTTAR PRADESH TOURISM Report \(rootsresearch.co.in\)](http://UTTAR PRADESH TOURISM Report (rootsresearch.co.in))

**Major-2 (Paper-4')  
Cultural Tourism****Credits:****T4/P0****Course Outcome:**

- After studying this paper on culture & Indian society, the student can get an impression about the basic composition of Indian society, its historical moorings, basic philosophical foundations of the society and the institutions.
- This paper is expected to bring familiarity in a student about Indian society and culture.
- The learners will also gain in-depth knowledge of India's unique culture that is the basis of most Inbound tourist visiting the country

**UNIT I**

Traditional and Modern concepts of Culture-Notions of Culture in textual tradition, anthropological, archaeological and sociological understanding of the term culture. Elements of Culture, concept of Indianness and value system. Heritage of India and world's debt to Indian Culture. Culture as a tourism product, nature, characteristics and classification. Role of ICOMOS, INTACH and NGO's in propagating Indian Culture

**UNIT II**

Salient features of Indian Society, Diversity of India. Society in Ancient India, Purusārtha, Varnāshrama System, Āshrama or the Stages of Life, Marriage in India, Indian family values, Understanding Gender as a social category, The representation of Women in Historical traditions. The Vedas, the Upanishads and Puranas

**UNIT III**

Music- Classical and folklore, Musical instruments, Different schools of Indian Music

Dances- Classical and folk dances of India

Indian culture tradition, customs and handicrafts, Puppetry, Theatre, drama, Martial Arts Traditions, Indian cuisines

**UNIT IV**

Ethnic tourism

Cultural events: fairs and festivals

Promotional Festivals and fairs

Relevant case studies

## References:

### Text Book:

- Basham, A.L. (1975) A Cultural History of India, Oxford University Press.
- Rao ,C.N.Shankar, (2004). Sociology of Indian Society, S.Chand & Co. Pvt. Ltd.(Revised ed.),
- Stephen,B. (2020)India Culture smart- the essential guide to custom & culture-Kuperard
- Gupta, S.P., Lal, K., Bhattacharyya, M. (2002). Cultural Tourism in India: Museums, Monuments & Arts : Theory and Practice. :Indraprastha Museum of Art and Archaeology & D.K. Printworld

### Suggested Readings:

- Shah, A.M., (1973).The Household Dimension of the Family in India: A Field Study in a Gujarat Village and a Review of Other Studies, Delhi: Orient Longman.
- Uberoi, P. (ed.), (1993). Family, Kinship and Marriage in India,New Delhi: Oxford University Press.
- Y. Singh , (1986)Modernisation of Indian Tradition, Jaipur: Rawat Publications
- Ram Ahuja, (1993). Indian Social System, Rawat Publications.
- Sharma, KL. (2008). Indian Social Structure and Change, Rawat Publication.
- Srinivas, M.N. India: Social Structure. New Delhi: Hindustan Publishing Corporation, 1980
- Agarwal, V.S. (2016) The Heritage of Indian Art, Publication Division.
- Ambrose, Kay (2017) Classical dances & Custom of India, Munshiram Manoharial Publishers.
- Kosambi, D.D. (1997) The Culture & Civilization of Ancient India, Vikash Publishing House Pvt Ltd.
- Mathur, Anurag (2017) Indian Culture And Heritage, Createspace Independent Publication.

### Web References:

- [www.indiatourism.net](http://www.indiatourism.net)
- [www.indyatour.com](http://www.indyatour.com)

## **Minor (Paper 1") Computer & IT Applications**

### Credits:

**T2/P2**

### Course Outcome:

- The course aims to familiarize the students with computers & its applications in the field of business.
- Students will also be able to gain practical applications of operating systems.

### UNIT I

Basics of computers and their evolution- Characteristics of Computer, Application of Computer in business, Various fields of Computer, Classification of Computer, Generation of Computer, Types

of Software, Compiler & Interpreter, Generation of Language, Data representation - Different Number Systems, Inter Conversion between Number Systems, Binary Arithmetic.

## **UNIT II**

Standard and non-standard Input devices : Keyboard, Point & draw devices, Data Scanning Devices, Digitizer, etc., and output devices: Output Devices: Monitors, Printers, Plotters, Voice Response System, etc., Main Memory / Primary Memory: RAM, ROM, PROM, EPROM: Cache Memory, Secondary Memory/Storage , Concept of Magnetic Tape, Magnetic Disk, Optical Disk, MO Disk, etc. Business Data Processing: File Management System, Database Management System

## **UNIT III**

Operating System Concept: Introduction to Operating System, Functions of Operating System, Types of Operating System. Introduction to GUI-Windows Operating System. Concept of Data Communication & Networking: Network Concepts, Types of Network, Different Topologies Communication Media, Introduction to Internet

## **UNIT IV**

Text Processing :Introduction to Text Processing software, Creating, Saving, Printing and modification in document, Spreadsheet Software: Introduction to spreadsheet, creation and their application, formulas, function, Addressing , Graphics on spreadsheet, modes of data processing, & Report generation, Presentation Software: Creating a presentation. Introduction to MS-Access

### **References:**

#### **Text Book:**

- Sinha,P. & Sinha, P.K. (2004).Computer Fundamentals : Concepts, Systems & Applications- 8th Edition. BPB Publications.
- Roy, B. (2014). Computer Application. S.Chand.

#### **Suggested Readings:**

- Sinha P. K., Sinha P., Computer Fundamentals, BPB Publication
- Rajaraman V., Computer Fundamentals, PHI
- Norton P., Introduction to computers, 9<sup>th</sup> reprint Edi., Tata Mcgraw Hill, 2008

#### **Web References:**

- <http://www.freebookcentre.net/CompuScience/Free-Operating-Systems-Books-Download.html>

## **Minor (Paper 2”) Quantitative Techniques**

### **Credits:**

**T4/P0**

### **Course Outcome:**

- The Course aims at providing students insight about the mathematical terms and their appropriate usage in business problems.
- It also introduces to the students the basic statistical concepts and its applicability.

## UNIT I

**Series and Permutation Combination:** Arithmetical Progression- Sum of a series in A. P. Arithmetic Mean, Geometric Progression, Sum of a series in G.P, Geometrical Mean, Sum of an infinite geometric series. Permutation and combination, Fundamental rules of counting, Permutation of n different things, Permutation of thing not all different., Circular permutation, Combination of n different things r at a time, Simple problems.

## UNIT II

**Matrix Algebra:** Definition, Matrix Operations- Addition, Subtraction, and Multiplication of matrices, Types of matrices- Square, Diagonal, null, Transpose of a matrix, Determinant of a Square matrix. Singular and non-singular matrix, Co- factor matrix, ad-joint of a matrix, Inverse of a matrix. Solution of simultaneous equation by using matrices.

## UNIT III

**Statistics:** Types of Data, Classification & Tabulation of Data, Frequency Distribution, Census and Sample Investigation, Diagrammatical and Graphical Presentation of Data. Measures of central Tendency (Mean, Median & Mode), Measures of Dispersion (Range, Mean Deviation & Standard Deviation).

## UNIT IV

**Correlation:** Significance of Correlation, Types of Correlation, Scatter Diagram Method, Karl Pearson Coefficient of correlation, Spearman's coefficient of Rank correlation. Regression: Introduction, Regression Lines and Regression Equations & Regression Coefficients.

## References:

### Text Book:

- Raghavachari, M. (2017). Mathematics for Management: An Introduction, Tata McGraw Hill.
- Sharma, J.K. (2016). Business Mathematics. I K International Publishing House Pvt. Ltd

1.

### Suggested Readings:

- Sancheti & Kapoor, (2008) Business Mathematics, Sultan Chand & Sons, Reprint Edi.
- Raghavachari M. (1980) Mathematics for Management: A Introduction, Tata McGraw-Hill Education.
- Levin & Rubins, (2017) Statistics for Business, Prentice Hall of India, 8<sup>th</sup> Edition, N.Delhi.
- Bhardwaj, R.S. (2009) Business Statistics, Excel Books, 2<sup>nd</sup> edition.
- Gupta, S.C. & Kapoor VK, (2002) Fundamentals of Mathematical Statistics, Sultan Chand & Sons Reprint Edition.

### Web References:

- <https://www.e-booksdirectory.com/details.php?ebook=10321>

# Year-2

## Semester-III & IV

Semester	Paper	Major1 @ 4 Credits each	Paper'	Major 2 @ 4 Credits each	Paper''	Minor @ 4 Credits each
3	5	Tourism Resources of India	5'	Marketing Management	3''	Personality Development for Service Industry
	6	Travel Agency Management	6'	Human Resource Management		
4	7	Tourism Resources of the World	7'	Customer Relationship Management	4''	Communicative English
	8	Destination Geography (World)	8'	Basics of Accounting and Finance		

**Major-1 (Paper-5)**  
**Tourism Resources of India**

**Credits: 4**

**Total Session: 40**

**Course Outcome:**

- This paper introduces the students to the nature of tourism products.
- Various inputs are provided to the students on tourism products ranging from Indian Architecture to museums, which shall enhance & brush up their knowledge of the myriad of products available in India.
- Students will get an insight to the various art forms.
- By the end of learning this paper the students will also be able to associate natural features of India with various possible tourism activities.

**UNIT- I**

**Tourism product:** Definition, nature and characteristics of tourism products and classification of tourism products, role of UNESCO and ASI in developing and conserving Tourism Products.

**UNIT-II**

**Heritage: Meaning and concept**

Architectural heritage of India  
Archaeological sites  
Forts & Palaces

**UNIT-III**

**Arts (Tangible forms)**

Paintings  
Sculptures  
Museums  
Art Galleries

**UNIT-IV**

**Natural tourist resources:-**

Rivers and possibilities of tourism  
Mountains as tourism products  
Deserts as tourism product  
Coastal and island products  
Wildlife Sanctuaries and National Parks in India

**References**

**Text Book:**

- Dixit, Manoj & Charu Sheela. (2007), Tourism Products, New Royal Book Co.
- Gupta, I.C., Tourism Products of India.

### **Suggested Readings**

- Jacob, Robinet, Mahadevan, P. & Sindhu, Joseph. (2012), Tourism Products of India- a National Perspective, Abhijeet Publications.
- Gupta, S.P., Lal, K., Bhattacharyya, M. (2002). Cultural Tourism in India: Museums, Monuments & Arts : Theory and Practice. :Indraprastha Museum of Art and Archaeology & D.K. Printworld
- Punja, S. (1995). Great Monuments Of The Indian Subcontinent. Odyssey Publications,Hong Kong
- Punja, S. (1998). The Museums of India. Penguin.

### **Web References:**

- [gourkanjilal.com/India-Tourism-part2.pdf](http://gourkanjilal.com/India-Tourism-part2.pdf)
- <https://www.lonelyplanet.com/india>

## **Major-1 (Paper-6) Travel Agency Management**

**Credits: 4**

**Total Session: 40**

### **Course Outcome:**

- This paper is the basis for understanding the modus operandi of a travel company.
- This paper shall substantiate the students with the basic practical inputs about operating a travel agency.
- The paper will make the students aware about the various procedures involved in handling the operations of a travel agency

### **UNIT I**

History & Growth of Travel Agency Business, Emergence of Thomas Cook & American Express, Travel Agents & Tour Operators: Differentiation and Interrelationship. Functions and Organisational Structures of Travel Agency. Incentive and Concessions applicable to travel agencies in India.

### **UNIT II**

How to Set up Travel Agency Business: Sources of Funding, Comparative Study of Various Type of Organisation, Government Rule of Getting Approval, IATA Rules, Regulations and Accreditation, Documentation, Sources of Earning: Commissions, Service Charges etc.

### **UNIT III**

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

### **UNIT IV**

Introduction to the concepts of GDS, Fundamentals of Amadeus and Galileo

## References

### Text Book:

- Chand, M. (2007). Travel Agency Management. Anmol Publications
- Syrratt, G. & Archer, J. (2003). Manual of travel agency Practice. Butterworth – Heinemann

### Suggested Readings:

- Kumar, A. (2019). Travel Agency Management & Operations. Walnut Publications.
- Tiwari, P.P. (2014). Management of Travel Agency. Lakshi Publishers

### Web References:

- [\(PDF\) Travel Agency and Tour Operations Management MBA -TOURISM IV -Semester | salah khaledie - Academia.edu](#)
- <http://elearning.nokomis.in/uploaddocuments/Travel%20Agency%20Management/chp%202%20The%20Travel%20Agent/PPT/Unit%202.pdf>

## **Major-2 (Paper-5') Marketing Management**

### Credits:

**T4/P0**

### Course outcome:

- The purpose of this paper is to develop an understanding of the underlying concepts, strategies of marketing.
- Students will also be able to understand the various issues involved in the exchange of products and services.
- Learner will also know the various form of public relation tools.

### UNIT I

Introductory Concept of marketing, difference between marketing and selling, modern marketing concept, marketing mix, market segmentation, marketing planning, strategy and approaches.

### UNIT II

Consumer Behaviour: Concept of consumer behaviour, buying motives, study of consumer behaviour and motivational research – its types, nature, scope and role. Method of conducting marketing research, sales promotion and advertising, factors influencing consumer behaviour.

### UNIT III

Product Management: Nature and scope of product policy decisions, product-mix, product-line and product-life cycle, product planning and development, product diversification, product improvement. Branding and Trade Marks, packaging. Product Pricing-Concept, nature and scope of product pricing decisions; price policy considerations, objectives and strategies of pricing.

## UNIT IV

Distribution Management & Marketing communication, Decisions relating to channels of distribution management of physical distribution, sales promotion, sales planning and forecasting, management of sales force, analysis of sales performance and marketing of services, functions of distribution channel, factors influencing distribution channel, integrated marketing communication.

### References

#### Text Book:

- Kotler, Keller, Koshi & Jha. (2015). Marketing Management- South Asian Perspective. Pearson Publication. 14th Edition.

#### Suggested Readings:

- Ramaswamy & Namakumari. (2008). Marketing Management- Concepts and Cases. Macmillan
- Arun Kumar & Meenakshi N.(2006) Marketing Management. Vikas Publication
- Saxena R. (2015). Marketing Management. Mc.Graw Hill. 6<sup>th</sup> Edition

#### Web References:

- [Marketing Management\\_ZOSMLuTCjy.pdf \(nmims.edu\)](#)

## Major-1 (Paper-6') Human Resource Management

### Credits:

**T4/P0**

#### Course outcomes:

- The objective of this paper is to familiarize the students with the conceptual background, theories and techniques of Human Resource Management.
- Students also know the basic techniques of how an organization acquires rewards, motivates, and manages its people effectively.
- Learner also knows the various processes of recruitment and selection.

## UNIT I

Introduction to Human Resource Management: Personnel vs. Human Resource Management, Significance, Functions and Objectives of HRM. Evolution and Development of HRM. Human Resource

Planning: Process, Significance and Integration with Strategic Planning. Job Analysis: Concept and Components.

## UNIT II

Recruitment: Concept, Sources and Assessment of Recruitment Techniques. Selection: Concept and Procedure. Placement and Induction, Training and Development: Concept, Need, Objectives and Methods, Stages in Training Process. Job Design: Approaches and Techniques of Job Design.

### **UNIT III**

Job Evaluation: Concept, Objectives and Methods/ Techniques. Employee Remuneration: Concept of Wage and Salary, Reward Management. Fringe Benefits and Incentive Payments. Performance Appraisal: Concept, Objectives, Process and Techniques.

### **UNIT IV**

Industrial Relations: Concept, Objectives, Approaches and Actors of Industrial Relations. Discipline: Disciplinary Procedure, Objectives and Aspects of Discipline. Grievance Procedure: Characteristics, Need and Model Grievance Procedure. Trade Unionism: Concept, Functions, Objectives and Problems of Trade Unions. Collective Bargaining and Industrial Disputes

### **References**

#### **Text Book:**

- T.N Chabra (2018) Human resource management concept & issues, Dhanpat Rai Publications

#### **Suggested Readings**

- Dessler, G. & Varkkey, B. (2015); Human Resource Management; New Delhi: Pearson; 14th Edition.
- Armstrong, M. & S. Taylor. (2017); Armstrong's Handbook of Human Resource Management Practice London: Kogan Page; 14th Edition.
- Aswathappa, K. (2010); Human Resource and Personnel Management; Tata McGraw-Hill Education; 6th v
- Rao, P. S., & Rao, V. S. P. (2009); Personnel and Human Resource Management; Himalaya Publishing House; 5th Edition.
- Bernardin, John H. (2012); Human Resource Management; McGraw Hill; 6th Edition.

#### **Web References:**

- [Human Res. Management - M. Com - I.pdf \(mu.ac.in\)](#)

## **Major-1 (Paper-7) International Tourism Products & Resources**

#### **Credits:**

**T4/P0**

#### **Course Outcome:**

- Students will get a thorough knowledge of various tourist attractions of the world.
- This will enable them to prepare innovative tour packages and
- Be able to professionally assist the tourists.

### **UNIT-I**

Meaning of International Tourism Products, Role of UESCO and other International bodies in safe guarding heritage and culture, Creation, classification and importance of World Heritage Sites

## **UNIT-II**

Americas: world heritage sites and other famous destinations of North and South America.

## **UNIT-III**

Europe and Africa: world heritage sites and other famous destinations of Europe and Africa.

## **UNIT-IV**

Asia and Oceania: world heritage sites and other famous destinations of Asia and Oceania.

### **References:**

#### **Text book:**

- UNESCO (2016) World Heritage Sites; A Complete Guide to 1031 UNESCO World Heritage Sites, Firefly books ltd.

#### **Suggested Readings:**

- Lonely Planet - The World: A Traveller's Guide to the Planet,(2017) Lonely Planet
- David, Lesile, D.Sigala M. (2005)International cultural tourism , Routledge
- National Geographic (2007) juliennes of a life time; 500 of the world's greatest trip, National Geographic

#### **Web References:-**

- <https://whc.unesco.org/en/list/>

## **Major-1 (Paper-8) Destination Geography (World)**

### **Credits:**

**T4/P0**

### **Course Outcome:**

- Basically knowledge of geography shall provide an insight to the students about the destinations of the world; their climates etc.
- The study shall enable the students to relate the application of geography in tourism.
- The course shall emphasize on various destinations of the world including a detailed study about their Airports, Airlines, Codes, and locations of various countries.
- It shall basically enhance their destination knowledge.

## **UNIT-I**

### **Physical Geography of Americas**

Major landscapes-Mountains, Plains, Plateaus, Desert, Arid/ Semi arid lands, Tidal areas, Ghats and Coastal plains

Drainage system

Climate and its impact on tourism

Nature vegetations and wild life

## **UNIT - II**

### **Physical Geography of Europe and Africa**

Major landscapes-Mountains, Plains, Plateaus, Desert, Arid/ Semi arid lands, Tidal areas, Ghats and Coastal plains

Drainage system

Climate and its impact on tourism

Nature vegetations and wild life

## **UNIT-III**

### **Physical Geography of Asia and Oceania**

Major landscapes-Mountains, Plains, Plateaus, Desert, Arid/ Semi arid lands, Tidal areas, Ghats and Coastal plains

Drainage system

Climate and its impact on tourism

Nature vegetations and wild life

## **UNIT -IV**

Important city and Airport codes, Locating features and destinations on the map

### **References:**

#### **Text Book:**

- Hussain.M. (2016).Indian and World Geography. Tata McGraw Hill Education.
- International Atlas, Oxford, Penguin Publication and DK Publications.

#### **Suggested Readings:**

- Boniface, Brian Getal : The Geography of Travel & tourism (London, England, Heinemann Professionals Publishing 1987.
- Burton Rosemary : Travel Geography (Pitman Publishing London)
- Devies. D : The Art of Managing Tourism (McGraw Hill)
- Hall,Michael.C.Tourism in South and South East Asia: Issues and Cases.
- Travel Guides and Brochures of Respective Countries.
- Hall, C. M., & Page, S. (2006). The geography of tourism and recreation: place, space and environment. London: Routledge.

#### **Web References:**

- [www.tuopia.com](http://www.tuopia.com)
- [youtube.com](http://youtube.com)
- Student Manual ([edb.gov.hk](http://edb.gov.hk))

**Major-1 (Paper-7')**  
**Customer Relationship Management**

**Credits:**

**T4/P0**

**Course Outcome:**

- This paper also helps students to know about the implementing strategies, practices and technologies for business profitably.
- This paper is to equip the students with a sound foundation of CRM concepts and best practices in Industry.
- Students also have an opportunity to know the various forms of customer behaviour.

**UNIT I**

- Fundamentals of Customer Relationship Management: Meaning and definition of CRM, benefits of CRM, reasons for adopting CRM, Conceptual Foundations of Customer Relationship Management. Types, stages and issues in CRM.

**UNIT II**

- Dimensions of Customer Relationship Management Customer Satisfaction: meaning and definition, Customer Satisfaction Models, Measuring Customer Satisfaction, ISO guidelines. Customer Loyalty: Concept, Principles, significance and dimensions of Customer Loyalty.

**UNIT III**

- Information Technology in Customer Relationship Management Technological Developments in CRM. Information Technology Implementation in CRM. Features, advantages and functional components of eCRM. Important CRM Software. Customer Relationship Management through Information Technology Tools.

**UNIT IV**

- Emerging Dimensions and Dynamics in Customer Relationship Management Customer Recall, Retention and Experience Management. Service Failure and Service Recovery Management. Application of Customer Relationship Management in Different Sectors. Role of Social Media.

**References:**

**Text Book**

- Rai A K; (2012), Customer Relationship Management: Concepts and Cases by Prentice Hall India

**Suggested Readings:**

- Jagdish N Sheth, Parvatiyar Atul, G Shainesh; (2013), Customer Relationship Management: Emerging Concepts, Tools and Applications Paperback ; McGraw Hill Education
- Mukerjee; (2007), Customer Relationship Management: A Strategic Approach to Marketing Paperback ; Prentice Hall India
- Rai A K; (2012), Customer Relationship Management: Concepts and Cases by Prentice Hall India

- N Mullick; (2016), Customer Relationship Management Paperback,,: Oxford University Press
- William G. Zikmund, Raymond Mcleod, Faye W. Gilbert: (2003), Customer Relationship Management; Wiley Publication
- Jill, D. (2001). Customer Relationship Management. Pearson Publication

**Web References:**

- [customerrelationshipmanagement.pdf \(sibm.edu\)](#)

**Major-2 (Paper-8')  
Basics of Accounting and Finance**

**Credits:**

**T4/P0**

**Course Outcome:**

- This paper will explain the basic principles of accounting and help the students familiarize with analysis.
- Students will gain knowledge interpretations of financial statements
- Students will also learn techniques to understand finance strategies and management of funds in tourism business.

**UNIT I**

Financial Accounting: Concepts and Conventions – Double Entry System –Preparation of Journal, Ledger and Trial Balance, Cash Books, Preparation of Final Accounts:-Trading, Profit and Loss Account and Balance Sheet.

**UNIT II**

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

**UNIT III**

Financial Statement Analysis and Interpretation: Meaning – Types of Analysis –Objectives – Importance – Tools of Analysis, Working Capital, Ratio Analysis, Cash flow and Fund flow.

**UNIT IV**

Cost Accounting: Concept – Distinction between Costing and Cost Accounting –Elements of Cost and Cost classification– Preparation of Cost Sheet.

**References**

**Text Book:**

- Lal, J. (2009). Accounting for Management, Himalayan Publishing House, Mumbai.
- Prasanna, C. (2012). Financial Management- Theory and Practice, Tata McGraw-Hill, New Delhi. SUGGESTED

**Suggested Readings:**

- Grewal T.S. & Shukla M.C. (2010). Advanced Accounts Vol.I. Sultan Chand & Sons.
- Maheshwari. S.N. & Maheshwari. S.K. (2006). Fundamentals of Accounting. Vikas Publishing House, New Delhi.
- Sharma R.K & Gupta S.(2012). Management Accounting. Kalyani Publisher.
- Pandey. I.M (2010). Financial Management. Vikas Publishing House Pvt. Ltd., New Delhi.
- Reddy G. S. (2013): Financial Management. Himalaya Publication, Mumbai

**Web References:**

- [Ch-1.pmd \(ncert.nic.in\)](http://ncert.nic.in)
- <https://www.bookkeepingpractice.com/Textbook/AccountingBasics.pdf>

**Minor-III (Paper 3”)**  
**Personality Development for Service Industry**

**Credits:****T3/P1****Course Outcome:**

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

**UNIT-1****Understanding Personality**

Benefit of Self knowledge, Personality type, patterns of diversity, Energy sources – Extroversion or Introversion,

Ways to people Like You

Make People think in Your Way

Analyse Worry

**UNIT-II****Personality Development Training**

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

**Group Discussion**

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

**Management Skills**

Time – The most valuable resource, Common Misconceptions – Efficiency and Effectiveness are the same, To do job properly do it yourself, there is only one right way to do a job, Time Management is waste of time, The 80/20 rule, Identify time waster.

Keeping the time log, Analyzing the time log, the urgency / Importance grid, time management skill zone – 1, Zone – 2, Zone – 3, Zone – 4

Task Typing, Effective decision making, Don't delay do it today, How to overcome Procrastination, Do the worst job first, Break daunting tasks into smaller ones, make a public commitment to do the job, Plan the evening before.

### **UNIT-III**

#### **Meeting Skill**

The meeting agenda, the meeting agenda illustrated, Helpful guidelines

Example meeting minutes, Formal closure of meeting, Action Notes, Plan for efficiency

#### **Negotiating Skill**

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

### **UNIT-IV**

#### **Presentation Skill**

Preparing the Venue, pay attention to detail, checking the equipment, Optimise the seating arrangements, considered the needs of your audience, Final preparation details

Getting Started, the Introduction, What style is best, Using Audio-visual Aids – slides, OHP, Teleprompter

Body Language, Communication, Body and Limb Movement, Eye contact, your posture and Stance Staying in Control, Reading signals from your audience, Signals from your audience coping with hostility

#### **Project Management**

Introduction to Project Management, Keeping sight of the goal, Effective project management, the 3 main roles of project management.

The Matrix management approach, effective communication, sources of conflict, staff concern

Management structure, management structure style, Project Team fundamentals, concern of new team members

Project team members, theory of management, Project Life Cycle

### **References:**

#### **Text Book:**

- Mitra, B. (2012). Personality Development and Soft Skills.Oxford

#### **Suggested Readings:**

- Sharma, S. P. (2012) Youngsters' Guide To Personality Development. V & S Publishers
- Bajpai, B.L. (2010). Making Management still more effective, NRBC

#### **Web References:**

- [https://www.bharathuniv.ac.in/colleges1/downloads/courseware\\_ece/notes/BSS201%20-%20PERSONALITY.pdf](https://www.bharathuniv.ac.in/colleges1/downloads/courseware_ece/notes/BSS201%20-%20PERSONALITY.pdf)

## **Minor-II (Paper 2") Communicative English**

**Credits:**

**T3/P1**

**Course Outcomes:**

- This communicative English paper is specially designed for professional students.
- The students will be able to overcome their discouragement into optimism.
- Students will get ample time speaking English.

**UNIT-I**

Basic phonetics:

- (a) Consonants and Vowel Sounds.
  - (b) Phoneme & syllable (Introduction to stress, accent & intonation)
1. Definition and Scope,
  2. Speech Mechanism: An introduction
  3. Description of Human vocal organs: Active & Passive Articulators.
  4. Phonemes and syllables (Introduction, to stress, accent & intonation)

**UNIT-II**

GRAMMER 1. TENSE 2. Subject Verb Agreement 3. Voice 4. Antonyms 5. Synonyms 6. Prefix and Suffix 7. Parts of Speech 8. Narration 9. Writing on a given Topic

**UNIT-III**

WRITING SKILLS A. Composing simple paragraph-Ordering information in a logical manner (coherence). B. Essay Writing (250 words)-Argumentative, Narrative, Descriptive, Imaginative. C. Writing Advertisement D. Writing Welcome Speech & Vote of Thanks.

**UNIT-IV**

PRINCIPLES OF PUBLIC SPEAKING 1. Definition and Purpose 2. Process 3. Guidelines 4. Helpful Expressions of Introduction & Conclusion 5. Taking Command of audience attention span 6. Role of Accent , Tone ,Intonation 7. Body Language 8. Types :Speech, Elocution, Extempore, debate etc. 9. Personality Traits tested. 10. Combating common fears & nervousness on stage.

**References:**

**Text Book:**

- Shah, A. (2017) Better Your Communication Skills: Developing a Solid Foundation in English Grammar. Prabhat Prakasha.

**Suggested Readings:**

- Lundquist, L.(2011). Spoken English Learned Quickly. Lynn Lundquist

**Web References:**

- [http://www.manuu.ac.in/DDE-SelfLearnmaterial/BEDD108CCT\\_July4.pdf](http://www.manuu.ac.in/DDE-SelfLearnmaterial/BEDD108CCT_July4.pdf)
- <https://www.learnenglishteam.com/conversation-practice-ebooks/>

# Year-3

## Semester-V & VI

Semester	Paper	Major1 @ 4 Credits Each	Paper'	Major 2 @ 4 Credits Each
5	9	Entrepreneurship & Family Business	9'	Religious Tourism
	10	Surface Transport Systems	10'	Hotel Management
	11 A	Inbound & Domestic Tour Operations & Management		
	11 B	Outbound Tour Operations & Management		
6	12	New Distribution Technology in Tourism Business	11'	Legal Issues for Tourism Businesses
	13	Travel Writing	12'	Managerial Economics for Tourism
	14 A	Airline Operations & Management		
	14 B	Cargo Operations & Management		

**Major-1 (Paper-9)**  
**Entrepreneurship & Family Business**

**Credits: 4**

**T4/P0**

**Course Outcome:**

- This paper provides students with a solid introduction to the entrepreneurial process of creating new businesses and role of creativity and innovation in Entrepreneurial start-ups
- Students will learn to manage family-owned companies, context of social innovation and social entrepreneurship
- They will also know the issues and practices of financing entrepreneurial businesses.

**UNIT-I**

The evolution of the concept of entrepreneurship. John Kao's Model on Entrepreneurship. Entrepreneurship: Meaning and objective. Idea Generation, identifying opportunities and Evaluation; Building the Team / Leadership; Strategic planning for business.

**UNIT-II**

Stimulating Creativity; Organizational actions that enhance/hinder creativity, Managerial responsibilities, Creative Teams; Sources of Innovation in Business; Managing Organizations for Innovation and Positive Creativity.

**UNIT-III**

Introduction to Social Entrepreneurship; Characteristics and Role of Social Entrepreneurs; Innovation and Entrepreneurship in a Social Context; Start-Up and Early Stage Venture. Business Strategies and Scaling up.

**UNIT-IV**

The Entrepreneur; Role and personality; Family Business: Concept, structure and kinds of family firms; Culture and evolution of family firm. Financing The Entrepreneurial Business: Arrangement of funds; Traditional sources of financing, Loan syndication, Consortium finance, role played by commercial banks.

**References:**

**Text book**

- Drucker, P. F. (2006). Innovation and entrepreneurship: Practice and principles. USA: Elsevier.

**Suggested Readings:**

- Burns, P. (2001). Entrepreneurship and small business. New Jersey: Palgrave.
- Drucker, P. F. (2006). Innovation and entrepreneurship: Practice and principles. USA: Elsevier.
- Gersick, K. E., Davis, J. A., Hampton, M. M., and Lansberg, I. (2000), Generation to generation: Life cycles of the family business. Boston: Harvard Business School Press. Kumar

- .S.C. Poornima, M.K. Abraham, K. Jayashree (2011); Entrepreneurship Development; New Age International Publishers, 1st Edition.
- A.Sahay, M. S. Chhikara (2007); New Vistas of Entrepreneurship: Challenges & Opportunities; Excel Books, 1st Edition.

**Web References:-**

- <https://dhriiti.com/wp-content/uploads/2017/11/theories-of-entrepreneurship-.pdf>

**Major-1 (Paper-10)  
Surface Transport Systems**

**Credits:**

**T4/P0**

**Course Outcome:**

- The purpose of this paper is to acquire an in-depth knowledge about the transport management
- The students will become familiar with the techniques and approaches for successful management of tourist transport business.
- The students will become familiar with varied approaches for successful execution of tourist transport business.

**UNIT -I**

Meaning, importance and overview and classifications of surface transport industry, transport mode selection methods, intermodal systems and terminologies. Major Concerns in World Surface Transport System and Methods to overcome them. Impact of Surface Transport.

**UNIT -II**

Road Transport & tourism: importance of road transportation. History of road transportation. Road systems in India, role of NAHI, Tariff & regulations of surface transportation, National highway and important corridors, licencing of tourism transportation. Problems faced by road transport sector. Famous road tourism trails of India and world. Future of road transportation.

**UNIT -III**

Railway & tourism: history & present status of Indian railway, zonal distribution Network and infrastructural basis of Indian railways. IRCTC special trains and packages for tourists. Heritage rail services in India. Rail services focussing on tourism promotion in USA, Europe, Australia and facilities for tourists.

**UNIT -IV**

Water Transport System –

An overview. Cruise ships, ferries, hovercraft and boats. Terms used in water transport, operational and marketing strategies of Star Cruise, Ocean 49Odyssey, Queens Mary Major water based leisure practices and their future in India.

## References

### Text Book:

- Vishwanath.D (2018). Transport: Road, Railway, Water and Air Transport of India. Anatay Publication
- Agor.R. (2013). Surface Transport. Khanna Publishers
- Verma,B.P (2020) Tourism and transportation geography , Gyan and Gaeta Prakashan

### Suggested Readings:

- Reis.V & Macario.R (2019). Intermodal Freight Transportation. Elsevier

### Web Reference:

- [www.brainkart.com](http://www.brainkart.com)

## Major-2 (Paper-9') Religious Tourism

### Credits:

T4/P0

### Course Outcome:

- The objective of the course is to give an introduction to the various ways in which modern religion acts as a medium for and shapes tourism.
- Special attention will be given to the way in which pilgrimage traditions relate to tourism.

### UNIT-I

#### Hinduism

Concept & fundamental of Hinduism

Pilgrimage center for Hindu Devotees

Famous Itinerary based on major pilgrimage centre (IRCTC, Roadways)

### UNIT-II

#### Islam

Concept & fundamental of Islam

Major Centre for Sufism

### UNIT-III

#### Buddhism

Concept & fundamental of Buddhism

Pilgrimage center for Buddhist Devotees

Famous Itinerary based on major pilgrimage centre (Sarnath, Kushinagar, Sravasti)

### UNIT-IV

#### Other Religions

Sikhism, Jainism, Christianity

Pilgrimage centre for other Devotees

Famous Itinerary based on major pilgrimage Centre

## References:

### Text Book:

- Lal.R.C.(2019). Fundamentals of Tourism & Indian Religion-Principles & Practices. Kanisk Publishing House

### Suggested Readings:

- Wiltshier.P.(ed) (2019).Managing Religious Tourism.CABI
- Oslen.D & Trono.A (Eds).(2018) Religious Pilgrimage Routes and Trails: Sustainable Development and Management. CABI
- Mishra.L ,(2000) Religious tourism in India , Neha Publisher & Distributors
- Oslen.D & Trono.A (Eds).(2018) Religious Pilgrimage Routes and Trails: Sustainable Development and Management. CAB
- Pinkney,A.M.BridgeJ.W.(E'ds) 2018, religious journeys in India ; pilgrims; Tourism & travellers, Suny press

### Web References:

- [Slide 1 \(mcrhrdi.gov.in\)](http://mcrhrdi.gov.in)

## Major-2 (Paper-10') Hotel Management

### Credits:

T4/P0

### Course Outcome:

- The students will learn about the aspects of hotels, their classifications, and organizational structures,
- Students will also get familiar with the basic operations and procedures of this sector.

### UNIT-I

Introduction and overview of accommodation industry in India, classification of hotels and concept of Heritage Hotels

Departments of hotel and Hotel categories

### UNIT- II

Types of Rooms

Types of Plans and types of rates

Organization of Hotel: small, medium and luxury

Function of Front Office Department

Reservation-Types & Procedures

### UNIT -III

Registration: Pre registration activities, receiving guests, selling techniques, Handling of VIP Group, FIT, Foreign FIT guest and maintenance of records.

Methods of payments

Checkout & settlement procedure

Co-ordination with other departments.

#### **UNIT- IV**

Role of House-keeping department, cleaning- daily, periodical & renovation.

Cleaning equipment and agents.

Supervisor daily routine & supervision

Linen room – Linen, laundry & exchange procedure.

Various records to be maintained by House Keeping department.

#### **References:**

#### **Textbooks:**

- Andrews, A. (2017) Hotel Front office Training Manual . McGraw Hill Education, 3<sup>rd</sup> ed.
- Andrews, A. (2017) Hotel Housekeeping Management and Operations. McGraw Hill Education.
- Bhatnagar, S. K. (2006). Front Office Management. Frank Bros

#### **Suggested Readings**

- Gunn, C. (1987). A perspective in the purpose and nature of tourism and hospitality research methods. In J. Ritchie & C. Goeldner (Eds.), Travel, tourism and hospitality research. Chichester: Wiley.
- Gilbert, D. C. (1990). Conceptual issues in the meaning of tourism. In C. P. Cooper (Ed.), Progress in tourism. Recreation and hospitality management. London: Belhaven.
- Rutherford, D. G., & O'Fallon, M. J. (2006). Hotel management and operations. New York: Wiley & Sons

#### **Web References:**

- [www.ipu.ac.in/syllabus/syllbusbhmct110809.pdf](http://www.ipu.ac.in/syllabus/syllbusbhmct110809.pdf)

### **Major-1 (Paper-11 A) Inbound & Domestic Tour Operations & Management**

#### **Credits:**

**T4/P0**

#### **Course Outcome:**

- Students will know how the distribution chain operates in tourism, how inbound tour package holidays are designed and sold.
- The use of ICT in inbound travel retailing will be focused.
- The managerial skills needed to deal with present holiday products will be focused upon.

#### **UNIT-I**

Meaning of domestic tourism products, inbound tourism, Tools for promoting domestic tourism in India and inbound tourism abroad, short / weekend vacation destinations and circuits in India, various tourist specific regions in India. North East, South India, Himachal, Jammu and Kashmir , Rajasthan and Gujarat , Beach destinations.

## **UNIT -II**

Types of itinerary in India, Dos and don'ts during vacations in India. Popular Packages of Kerala , Goa , Jaipur circuit, Buddhist circuit, Jammu, Kashmir and Ladakh circuit , honeymoon destinations in India.

## **UNIT -III**

Itinerary preparations, meaning, Importance and types of Itinerary, Resources and Steps for Itinerary Planning - negotiations strategies, importance of researching, Do's and Do Not's of Itinerary Preparation, Tour Costing & designing effective pricing strategies: Tariffs, FITS & GITS. Confidential Tariff. Packaging: Types and Forms of Package Tour, printing brochures and related decisions.

## **UNIT-IV**

Inbound tourist statistics, inbound trends, most popular inbound and domestic tourism types, potentials of various forms of tourism w.r.t to domestic and inbound tourism, heritage and cruise tourism in India places, itineraries and circuits.

## **References**

### **Text Book:**

- Bhatia.A.K. (2012). Business of Travel Agency & Tour Operations Management. Sterling Publishers Pvt.Ltd
- Kapoor.Mohan (2018) Essential India travel Guide.

### **Suggested Readings:**

- Rodey.S,Biwal,A, Joshi.V (2009). Tourism: Operations and Management. Oxford
- Bhatia.A.K. (2012). Business of Travel Agency & Tour Operations Management. Sterling Publishers Pvt.Ltd
- Garg.C (2007). Travel India: A Complete Guide for Tourist. Lotus Press
- Dale,G.(2010). National Travel and Tourism Student Book 1 (Level 3 BTEC National Travel and Tourism). Pearson Publication

### **Web Reference:**

- <https://tourismteacher.com/inbound-tourism/>

## **Major-1 (Paper-11 B) Outbound Tour Operations & Management**

### **Credits:**

**T4/P0**

### **Course Outcome:**

- Students will know how the distribution chain operates in tourism, how outbound tour package holidays are designed and sold.
- The use of ICT in outbound travel retailing will be focused.
- The managerial skills needed to deal with present holiday products will be focused upon

## **UNIT-I**

Meaning and Origin of Outbound Tourism, Tools for promoting International Tourism from India, Characteristics of Indian outbound tourists, Short haul Tourism and its reason; various regions and countries therein-South East Asia; Arab World; Scandinavia; BRICS, Indo-China,, International Tourist Destination of South East Asian countries –Malaysia, Indonesia, Singapore, Thailand, Sri Lanka, South Korea, Japan, Australasia – Australia, New Zealand Fiji, other Asian countries – China, Hong Kong, Macau, Dubai.

## **UNIT-II**

Itinerary preparations, meaning, Importance and types of Itinerary - Resources and Steps for Itinerary Planning - negotiations strategies, importance of researching, Do's and Do Not's of Itinerary Preparation, Tour Costing & designing effective pricing strategies: Tariffs, FITS & GITS. Confidential Tariff. Packaging: Types and Forms of Package Tour, printing brochures and related decisions.

## **UNIT-III**

Tour Operations: Pre tour preparations, ongoing tour operations, post tour process, roles and responsibilities of escort, managing risks and procedures.

## **UNIT-IV**

Open sky policy of India, preparation of international Tourist circuits, Outbound Tourist statistics from India, Outbound data and trends, opportunities of cruise tourism, Documentations and travel procedures.

## **References**

### **Text Book:**

- Negi.J. (2018).Travel Agency & Tour Operations. Kanishka Publishers
- Negi.J. (2015).International Tourism & Travel.S. Chand

### **Suggested reading:**

- Lonely Planet's Beautiful World (2013)

### **Web Reference:**

- <https://tourismteacher.com/outbound-tourism/>

## **Major-1 (Paper-12) New Distribution Technology in Tourism Business**

### **Credits:**

**T4/P0**

### **Course Outcome:**

- Students will be acquainted with the impact of technology on travel which has become even more significant due to the application of new IT services, leading to the rise of the online travel market and the increasing digitalization of the travel industry.
- Students will appreciate that NDTs are online networks connecting suppliers - such as airlines, hotels, or cruise lines - to providers, like travel agencies and online travel agencies.

- Students will be given complete knowledge of this system giving them an edge to their profile.

### **UNIT I**

The travel and tourism chain of distribution, Principals, Wholesalers & aggregators, Retailers and consumers, Airline Distribution Timeline, Airline distribution Methodology: historical and modern perspectives, NDC as communication protocol

### **UNIT II**

Variations in the chain of distribution,  
Tourism distribution channel,  
Pre New Distribution Capability/Technology Environment,  
Impact of New Distribution Capability/ Technology on Air Travel, Airlines, GDSs

### **UNIT-III**

Benefits of New Distribution Technology- Product Differentiation,  
Customer information access & Personalization, Pricing autonomy, Ancillary products and services Less dependent on Legacy Passenger Systems

### **UNIT-IV**

Online channels, Strategic partnerships, Offline channels, Best Practices for New Distribution Capability, integration options available via NDC, NDC relation with a wider airline distribution strategy

### **References:**

#### **Suggested Readings:**

- Buhalis, D. (2003), eTourism: Information Technology for Strategic Tourism Management, Pearson Education, Harlow.
- Buhalis, D. And Laws, E. (2001), Tourism Distribution Channels, Continuum, London.
- Mill, P. And Morrison, A. (1998), The Tourism System, 3rd. Edn, Kendall/Hunt, USA.
- Ujma, D. (2001), "Distribution channels for tourism: theory and issues", pp. 33-52, in Buhalis, D. And Laws, E. (eds) (2001), Tourism Distribution Channels.

#### **Web References:**

- [Introduction of GDS and IDS.pdf \(hotelsgds.com\)](http://hotelsgds.com)

## **Major-1 (Paper-13) Travel Writing**

### **Credits:**

**T4/P0**

### **Course Outcome:**

- This paper is a practical introduction to travel writing through history and practice.
- It covers ways to begin and develop a sustained and reflective travel writing practice, including revision and editing.
- Students will workshop their own and other students' work, in order to develop the capacity to revise and self-edit.

- It also considers the ethics of travel and tourism from the context of a range of readings.
- Students will write a final travel piece, which will include a reflective exegesis on their practice.

### **UNIT I**

History of writing, Importance of writing, writing skills, steps of writing a paragraph/essay. Method for referencing, citing and signing. Ethics in writing, copyright act 1957

### **UNIT II**

Importance and benefits of travel writing.

Travelogues

Travel Guides

Travel Journals

Tourism brochure construction and design.

### **UNIT III**

Basic of Travel Reporting, Travel articles in newspaper and magazines, writing different types of promotional letters, Photography and videography: use and importance in promoting tourism

### **UNIT IV**

Advertisement posters and handbill construction: role of travel writing in these. Writing for travel portals. Printing procedures and formalities.

### **References:**

#### **Text Book:**

- George, D. (2017). How to be a Travel Writer 4. Lonely Planet

#### **Suggested Readings:**

- Leffel. Tim, Travel writing 2.0: Earning Money from Your Travels in the New Media Landscape;
- Lonely. Planet, Travel writing;
- Zoble. Purwin. Louise with Butler. Harmon. Jacqueline, The travel writer's handbook: how to write and sell your own travel experience;
- Shaprio. Michal, A sense of place: Great travel writers talk about their craft, lives & inspiration;

#### **Web Reference**

- <https://www.under30experiences.com/blog/top-10-travel-bloggers-you-should-already-be-following/>
- <https://www.enchantingtravels.com/travel-blog/top-10-travel-blogs-india/>
- [https://www.youtube.com/watch?v=\\_CNulcWfi-0>](https://www.youtube.com/watch?v=_CNulcWfi-0>)
- <https://blog.reedsy.com/types-of-travel-writing/>>

**Major-1 (Paper-14 A)**  
**Airline Operations & Management**

**Credits:**

**T3/P1**

**Course Outcome:**

The learning outcomes for the aviation management degree are:

- an understanding of the impact of aviation and technology in a global/societal context;
- an ability to apply the techniques, skills, and modern aviation management tools to perform business related tasks;
- knowledge of contemporary aviation industry issues.

**UNIT I**

**Aviation Geography-I**

- (i) Importance of geography in tourism
- (ii) Latitude, Longitude, International Date Line, Time Zones and Calculation of Time
- (iii) Location of major tourist destinations in India, use of kilometer/mileage chart.
- (iv) Impact of weather and climate on tourist destinations.
- (v) Aviation geography, IATA areas

**UNIT –II**

**Aviation Geography-II**

- (i) Major tourist attractions worldwide, Recent trends in international tourist movements.
- (ii) Major outbound tourism countries.
- (iii) Characteristics of Indian outbound travel, Special requirements of Indian outbound tourist

**UNIT-III**

**Basic Air Fares and Ticketing:**

- (i) Review of world and IATA geography
- (ii) IATA, ICAO
- (iii) ABC familiarization
- (iv) Practice itinerary planning
- (v) Airline schedule
- (vi) Passenger documentation/travel formalities (TIM)

**UNIT-IV**

**Familiarisation of Air Tariff**

- (i) Introduction to fare construction
- (ii) Mileage principle
- (iii) Fare construction with Extra Mileage Allowance & Extra Mileage Surcharge
- (iv) Higher intermediates point (HIP)
- (v) Circle trip minimum (CTM)
- (vi) Backhaul check
- (vii) Add-ons
- (viii) General limitations on indirect travel

Mixed class journeys  
Special fares (excursion, student & seamen)  
Passenger ticket & baggage check (with issuance of ticket with itineraries-one way (OW), Return (RT), Circle Ticket (CT) Mixed class special fares.  
Passenger expenses en route  
Credit cards universal air travel plan (UATP)  
Baggage Rules  
Govt. of India & Airline formalities to be fulfilled by agents.  
Passenger agency sales reports  
Auxiliary travel services ( Hotel, Ground, Transportation, Tours, Air Taxis)

## References

### Text Book:

- Loddo.A. (2017).Airline Management: A different view. Kanishka Publication
- Suseelan.S.(2019). Airline Airport & Tourism Management. Notion Press

### Suggested Readings:

- ABC World Wide Airways Guide (Red & Blue)
- Air Tariff Book 1. Worldwide Fares, Worldwide Rules. IT Fares etc., Worldwide Maximum Permitted Mileage
- Travel Information Manual (TIM)
- IATA Ticketing Hand Book
- Cook.G.N. & Billing.B.(2017).Airline Operations and Management: A Management Textbook. Routledge

### Web References:

- [Introduction of GDS and IDS.pdf \(hotelsgds.com\)](http://hotelsgds.com)

## Major-1 (Paper-14 B) Cargo Operations & Management

### Credits:

T4/P0

### Course Outcome:

- To acquaint the students how to manage Cargo.
- This subject has now globalised and needs meticulous handling and students will learn these skills.
- This paper will provide comprehensive information on all the three major modes of transport, i.e., Air, Land and Water.

### UNIT I

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

## **UNIT II**

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

## **UNIT III**

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

## **UNIT IV**

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

## **References**

### **Text Book:**

- Dixit, M, Srivastava.S.(2007). Cargo Management: A Global Perspective.NRBC

### **Suggested Readings:**

- Sales.M. (2016).Air Cargo Management: Air Freight and the Global Supply Chain. Routledge

### **Web References:**

- [Microsoft Word - 16-ME-tal \(uniri.hr\)](http://uniri.hr)

## **Major-2 (Paper-11')** **Legal Issues for Tourism Business**

### **Credits:**

**T4/P0**

### **Course Outcome:**

- This paper is a compilation of information which would greatly facilitate all tourists in India, including foreigners, right from their entry through their exit from its boundaries.
- It will cover every aspect of a tourist's life in India,
- Students will acquainted with a wide range of issues relating to airports, availability of general facilities and amenities, summary of rules and regulations governing customs protocols, drug, foreign exchange, gambling, safety, harassment issues and other concerns with which visitors would normally not be conversant.

## **UNIT-I**

Basic Concepts of judiciary need of Tourism Laws

UNWTO Global code of ethics

GST and its implications on Tourism

## **UNIT-II**

Licenses and permits for start-ups  
Carriage of goods by Road, Rail, Sea and Air  
Consumer protection Act

## **UNIT-III**

Wildlife protection Act  
FEMA, copy right act  
Antiquities and Art Treasures Act

## **UNIT-IV**

Food safety and standard act  
Ancient monument, Archaeological sites and remains act  
Foreigner Act, Passport Act

### **References:**

#### **Text Book:**

- Garg, S. (2017). Tourism Law in India - A Comprehensive Manual of Concepts, Regulations & Guidelines. Universal Law Publishing
- Kumar, N.(2017). A Review of Laws Relating To Tourism in India. Thompson Reuters South Asia Pvt. Ltd.

#### **Suggested Readings:**

- Sharma, S. P. (1991). Indian Legal Systems. Mittal Publications.
- Malik, S. S. (1997). Ethical Legal & Regulatory Aspects of Tourism. Agam Kala Prakashan.

#### **Web References:**

- [Legal Issues Pertaining to Space Tourism and It's Future in India \(lawteacher.net\)](http://lawteacher.net)
- [Top 5 legal issues facing hoteliers \(todayshotelier.com\)](http://todayshotelier.com)

## **Major-2 (Paper-12') Managerial Economics for Tourism**

### **Credits:**

**T4/P0**

### **Course Outcome:**

- This paper will explain the fundamentals of economics and its applications in tourism business.
- This paper will also help the students take flawless decisions by understanding several jargons of economics.

## **UNIT I**

Circular Flow of Economy: Household & Firm, Types of Economic System, Economic System and Its Impact on Tourism Development, Macro & Micro Economic System,

## **UNIT II**

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

## **UNIT III**

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

## **UNIT IV**

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

### **References:**

#### **Text Books**

- Mukhopadhyay, S. (2010). Tourism Economics. Ane Books Pvt. Ltd., New Delhi.
- Sinclair, M.T. &Stabler, M. (2009). Economics of Tourism & Development, Routledge, New York.

#### **Suggested Readings:**

- 1.Varshney, R.L. & Maheswari K.L. (2007). Managerial Economics. Sultan Chand, New Delhi.
- Dwivedi, D.N. (2002). Managerial Economics. Vikas, New Delhi.
- Maddala, G.S. (2004), Microeconomics Theory & Applications, TATA McGraw - Hill, New Delhi.
- Trive, J. (2011). Economics of Leisure and Tourism. Oxford Butterworth Heinemann, London.
- Chawla, R.(2006). Economics of Tourism & Development. Sonali Publications, New Delhi.
- Peterson, H.C. & Lewis, W.C. (2004). Managerial Economics. Prentice Hall (India), New Delhi.
- 7. Dholakia, R.H. &Oza, A.L. (2004).Micro Economics form Management, OUP, New Delhi.

#### **Web References:**

- [18MTT36E-U1.pdf \(gacbe.ac.in\)](http://18MTT36E-U1.pdf(gacbe.ac.in))

# Year-3

## Semester-VII & VIII

Semester	Paper	Major-1	Credit
7	15	Tourism Development & Government Policies	4
	16	Tourism Impacts, Sustainability & Ethics	4
	17	International Tourism Trends and Issues	4
	18 A	Wildlife & Adventure Tourism	4
	18 B	Wellness & Medical Tourism	
	19 A	MICE Tourism	4
	19 B	Special Interest Tourism (SIT)	
8		Major Project	24

**Major-1 (Paper-15)**  
**Tourism Development & Government Policies**

**Credits:**

**T4/P0**

**Course Outcome:**

- This paper addresses the connection between tourism and public policies aiming to contribute to a deeper reflection on issues of tourism in terms of concepts and statement of policies that should be adopted in various tourist areas.
- It will give an insight to how policy makers better assess the impacts of their tourism policies and programmes against their objectives, to learn from past successes and failures and to inform decision makers;

**UNIT -I**

Tourism Planning- Introduction, Importance for tourism planning in destination; Consequences of unplanned development - environment, social, cultural; Planning process; Factors influencing planning; Role of accessibility, accommodation; Tourism seasonality- problems and solution

**UNIT -II**

Tourism Policy - meaning, objectives, elements and challenges; Role of public, private sector and other stakeholders' in tourism  
Tourism Policy of India; Contemporary Schemes of Ministry of Tourism, Government of India; Alternative tourism -Rural Tourism  
Investment opportunities and FDI in hotel and tourism industry; source of funding (TFCI); other concession extended for tourism projects.

**UNIT- III**

Changing trends in tourism and its effects on tourism policy and planning.  
Overseas marketing initiatives by Tourism Department, Govt. of India; Incredible India campaign  
Promotional plans of selective high achieving tourism states in India as case studies.

**UNIT- IV**

Tourism Policy of Uttar Pradesh and latest Tourism Initiatives in Uttar Pradesh  
Major Mahotsavas and festivals organized by Ministry of Tourism, Uttar Pradesh

**References**

**Text Book:**

- Bezbaruah M.P. (2018).Indian Tourism Beyond the Millennium. Gyan Publishing House, New Delhi

**Suggested Readings**

- Burkart A.J. and Medlik (2015)Tourism: Past Present & Future : Heinemann, London
- Chib, Som Nath (2013).Essays on Tourism : Cross Section Publication, New Delhi

**Web References:-**

- [Tourism policy of India ~ ECOTOURISM \(ecotourisms.in\)](http://ecotourisms.in)

**Major-1 (Paper-16)**  
**Tourism Impacts, Sustainability & Ethics**

**Credits:**

**T4/P0**

**Course Outcome:**

- This paper shall introduce learner to tourism phenomenon.
- The paper also highlights the role of tourism as an economic intervention and its significance in economy.
- This paper discusses the global nature of tourism and government support to it.
- It is also important for students to appreciate the socio- cultural, economic, environmental/ ecological impacts of tourism

**UNIT –I**

Introduction to tourism impacts, UNWTO and its role in the study of tourism impacts, Economic, Environmental/ ecological & socio-cultural impacts due to tourism, costs and benefits of tourism. Concept of Sustainable Development: Evolution, Meaning, Principles, Key Dimensions of Sustainability, Sustainable Tourism Development: Meaning- Principles - 10 Rs-Agenda 21 for Travel and Tourism Industry - World Conference on Sustainable Tourism 1995 - Globe 90 Conference - Berlin Declarations - Bali Declarations 2005 - Cape Town Declarations 2002 and Kerala Declarations, Ecotourism- Quebec Declaration 2002 - Kyoto Protocol 1997 - Oslo Declaration 2007, Concept of sustainable tourism

**UNIT –II**

Economic Impacts: Income, employment, skills development, tourism multiplier effect, effects on balance of payments, benefits from tourism investments. Negative impacts on socio- economic structures- leakages, work place imbalances, inflation.

**UNIT-III**

Environmental/ Ecological Impacts:

Tourism induced natural environmental degradation, loss of scenic value, effect of intrusion, concept of carrying capacity and sustainable tourism. Case study-Himalayas. Stockholm Conference 1972 ( Human & Environment), World Conservation Union 1980 – World Commission on Environment & Development (WCED) 1987 and Brundtland Commission - Rio Declaration 1992 – Kyoto Protocol 1997 – World Summit on Sustainable Development (WSSD) 2002 - Global Warming & Climate Change.

**Planning for Sustainable Tourism:** - Topographical Analysis - Analysis of Local Resources - Land Use Pattern – Environmental Impact Assessment (EIA), Environmental Information System (EIS), Environmental Management System (EMS)-Biodiversity 17 and its Conservation-Pollution-Ecological Foot Prints - Relationship between Tourism & Ecology, Eco- tourism travel essentials. Eco- tourism and protected areas: visitor management for sustainability. Major Eco tourism destinations of India.

**UNIT IV**

**Socio- cultural Impacts:**

Introduction to guest- host relationships in tourism, social impacts and cultural erosion, acculturation, demonstration effect, staged authenticity, crime due to tourism. Community

Participation and Types of Community Participation and Socio- Economic and Cultural Conditions  
- Evaluation of Impact of Tourism Site - Zoning System - Carrying capacity & its type, Impact assessment methods, managing impacts and developing policies.  
Sustainable Tourism and Poverty Alleviation - Pro-poor Tourism and Community Participation

## References

### Text Book:

- Chaudhary, M. & Kamara, K.K. (2002). Tourism Development: Impacts & Strategies. Anmol Publications.

### Suggested Readings:

- Inskip, E. (2017). Tourism Planning: An Integrated and Sustainable Development Approach, New York: Van Nostrand Reinhold.
- Ritchie, J.R. & Crouch, I.G. (2010). Competitive Destination –A Sustainable Tourism Perspective, CABI Publishing, UK.
- Mowforth, M. and Munt, I. (2009). Tourism and Sustainability. Development and New Tourism in the Third World. Routledge, London.
- Middleton, V.T.C and Hawkins, R. (2018). Sustainable Tourism: A Marketing Perspective, Butterworth – Heinemann, Oxford.
- Weaver, D. , (2005). The Encyclopaedia of Ecotourism, CABI Publication, UK.
- Wahab, S and John J. Pigram, J.J. (2011). Tourism, Development and Growth: The Challenge of Sustainability, Routledge, London.

### Web References:

- <http://tourism.gov.in> . Ministry of Tourism, Government of India.

## **Major-1 (Paper-17)** **International Tourism: Trends & Issues**

### Credits:

**T4/P0**

### Course Outcome:

- This paper aims at providing an overview of global tourism trends in different continents.
- The students will also get an understanding of why and how International tourism trends are statistically calculated.
- Students will understand how the International tourism trends will affect the policies and decisions for the progress of International Tourism in selected countries.

### UNIT-I

Meaning and definition of International Tourism, Understanding the development of International Tourism, The factors responsible for International Tourism growth, Concept of Tourist Arrivals and Receipts. GDP of First Ten Leading Countries, India's Position in Global Tourism,

### UNIT-II

International Tourism Indicators, Global trends observed for different regions of the world and their implications.

### **UNIT-III**

Importance of statistics in International Tourism, Source of tourism statistics, Standardising the technical aspects Internationally and its importance, Trend forecasting by methods of simple regression and trend extrapolations

### **UNIT-IV**

Future of International Tourism, Concerns and barriers, Role of NTO's in promoting International Tourism, Difference between International Tourism planning and policies of Developing and Industrial countries, Relevant case studies.

### **BOOKS RECOMMENDED:-**

#### **Text Book:**

- Zainal, S.M. Radzi, R. Hashim, C.T. Chik, R. Abu : Current Issues in Hospitality & Tourism
- C.Roland , Martin.B (2010)Trends and Issues in Global Tourism, Springer

#### **Suggested Reading:**

- Subash, T. (2016). Tourism Trends, Strategies and Challenges. Global Vision Publishing House
- Vella, F., Becherel, L. (1995). International Tourism: An Economic Perspective. Palgrave Macmillan.

#### **Web References:**

- <https://www.uou.ac.in/sites/default/files/slm/MTTM-203.pdf>
- <https://www.unwto.org/taxonomy/term/347>

## **Major-1 (Paper-18 A) Adventure & Wildlife Tourism**

#### **Credits:**

**T4/P0**

#### **Course Outcome:**

- The students will know about the various types of adventure/sports and the relation of adventure/sports in tourism industry.
- This will make them to work and to indulge into new Adventure/ Sports Tourism Business.
- Students will also get detailed inputs on opportunities and avenues of wild life tourism.

### **UNIT- I**

#### **Adventure Tourism**

Concept of adventure tourism, classification of adventure tourism; Adventure on Ground: Mountain climbing, trekking, skiing, ice skating, motor car rally, rock climbing, camel safari, bungee jumping etc.

## **UNIT- II**

### **Adventure in Water:-**

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

### **Adventure in Air:-**

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

## **UNIT- III**

### **Wildlife Tourism**

India's wildlife:-

Introduction, wildlife conservation and management, values of wildlife

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

## **UNIT- IV**

### **Selected important national parks & sanctuaries in India:**

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

### **References:**

#### **Text Book:**

- Walsh, T. (2015). Adventure Tourism, Discovery Publishing Pvt. Ltd
- Prasad, K. (2021). Theory of adventure tourism. Notion Press

#### **Suggested Reading:**

- Swarbrooke, J. (2003). Adventure tourism: The new frontier. Oxford: Butterworth-Heinemann.

#### **Web References:**

- [https://projekter.aau.dk/projekter/files/261862661/Adventure\\_tourism\\_31.07.17.pdf](https://projekter.aau.dk/projekter/files/261862661/Adventure_tourism_31.07.17.pdf)

## **Major-1 (Paper-18 B) Wellness & Medical Tourism**

### **Credits:**

**T4/P0**

### **Course Outcome:**

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

## **UNIT- I**

Introduction to Health Tourism: Origin and development over ages - health as a motivator to travel, Ancient centres of healing, Quality of Life (QOL) Concept. Scope of Health Measures. Health: Concept, Definitions and Importance of health to People, Business and Government Role of AYUSH, India as medical tourism destination and its contribution to Indian tourism.

## **UNIT- II**

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

## **UNIT- III**

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

## **UNIT- IV**

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

## **References:**

### **Text Book:**

- Frederick J. DeMicco. (2017). Medical Tourism and Wellness: Hospitality Bridging Healthcare. Apple Academic press
- Melaine, S.(2013). Health, Tourism and Hospitality: Spas, Wellness and Medical Travel. Routledge

### **Suggested Readings:**

- Smith, M. & Puczko, L. (2009). Health and wellness tourism. Walnut Press.
- Heinemann, B. & Kulkarni, S. (2008), Spa and Health Tourism, Book Enclave.
- Pruthi, R. (2006), Medical Tourism in India, New Delhi: Arise Pub.
- Lunt, N., Horsfall, D., Hanefeld, J. (2015) Handbook on Medical Tourism and Patient Mobility. Edward Elgar Publishing Ltd.

### **Web References:**

- <https://tourism.gov.in/sites/default/files/2020-02/REVISED%20GUIDELINES%20FOR%20WELLNESS%20MEDICAL%20TOURISM%20AS%20ON%2006.12.2016.pdf>
- <http://www.iosrjournals.org/iosr-jbm/papers/Conf.1802-2018/Volume-2/Innovation%20in%20Tourism/10.%2068-72.pdf>

## **Major-1 (Paper-19 A)** **MICE Tourism**

**Credits:**

**T4/P0**

**Course Outcome:**

After completing this paper the students should be able to

- Understand the techniques and strategies required to plan for all forms of MICE Tourism.
- Understand the technical aspects of MICE Tourism logistics.
- Identify and develop event resources.

### **UNIT- I**

Fundamentals of MICE tourism

#### **Meetings**

Definition, concept, types of meetings, meeting arrangements, writing and circulating agenda, writing and documenting the minutes of the meeting, meeting layouts and arrangements.

### **UNIT- II**

#### **Incentives**

Meaning of incentives, importance of incentives in the corporate world, types of incentives, incentive holidays, preparing and packaging incentive holidays, project proposals and presentations, designing the incentive package, negotiations, arrangements and operations.

### **UNIT- III**

#### **Conferences**

Meaning and definition and classification of conferences, principal purpose of organising conferences, project proposals and presentations, arrangements, layouts, operations.

Understanding conventions, seminars and workshops, their structure, purpose and other operations.

### **UNIT- IV**

#### **Exhibitions**

Structure and components of exhibition or tradeshows. The pre planning and operations of exhibitions, venue decisions, understanding footfalls, classification of participants, arrangements and operations.

### **References:**

#### **Text Book:**

- Berridge,G. (2006) Events designs & experience, Oxford Butterworth Heinemann.
- Bowdin, G.A.J. (2011) Event Management, London Butterworth Heinemann.

#### **Suggested Readings:**

- Berridge,G. (2006) Events designs & experience, Oxford Butterworth Heinemann.
- Bowdin, G.A.J. (2011) Event Management, London Butterworth Heinemann.
- Columbus, G.and Goldblatt, J.J.(2010) The Complete Guide to Careers in Special Events. New York Wiley.

- Davidson, R.Roger,T.(2006) Marketing Destinations and Venues for Conferences, Conventions & Business Events, Oxford Butterworth Heinemann.
- Getz, D.(2016) Event Studies: Theory, Research and Policy for Planned Event, London Routledge.

**Web References:-**

- [http://164.100.158.43/sites/default/files/Other/MICE\\_India\\_final.pdf](http://164.100.158.43/sites/default/files/Other/MICE_India_final.pdf)

**Major-1 (Paper-19 B)  
Special Interest Tourism**

**Credits:**

**T4/P0**

**Course Outcome:**

- Special interest tourism is growing rapidly due to a discerning and heterogeneous travel market and the demand for more focused activity or interest-based tourism experiences. .
- Sometimes referred to as niche or contemporary tourism, these contents provide a complete introduction to the study of special interest tourism for students.
- This paper approaches the topic from the perspective of both supply and demand, and addresses the complexities now inherent in this area of tourism.
- The students will be able to link theoretical frameworks to clear practical applications.
- It will provide students with key emerging issues for tourism

**UNIT-I**

Special Interest Tourism (SIT) Definition, types and concepts, Difference between SIT and traditional tourism, Emerging trends and key issues of SIT.

**UNIT -II**

Food tourism, wine tourism, movie inspired tourism

Senior tourism, physically challenged people specific tourism, solo women travellers, aboriginal and indigenous tourism, voluntary tourism

**UNIT -III**

Caravan tourism, workacations, slow tourism, sex tourism, walking and cycling tours, Root tourism, casino tourism and dark tourism

**UNIT-IV**

Extreme sports and adventure tourism, virtual tourism, space tourism, tourism in difficult topographic locations

**References:**

**Suggested Readings:**

- Southall, C et.al. (2018). Special Interest Tourism: Concepts, Contexts and Cases. CABI Publishing
- Lattimore, C. K., Wilson, E. (2021). Women and Travel: Historical and Contemporary Perspectives. Taylor and Francis.

- Turner, C. (2003) Adventure Tour Guides: Life on Extreme Outdoor Adventures (Extreme Careers). Rosen Pub Group.
- Fullagar, S., Markwell, K., Wilson, E. (Eds) (2012) Slow Tourism: Experiences and Mobilities: 54 (Aspects of Tourism), Channel View Publications.

**Web References:**

- <https://www.slideshare.net/josejaviermonroy/tourism-for-the-physically-disabled>