



**MAHATMA GANDHI UNIVERSITY
NALGONDA -508254, TELANGANA STATE, INDIA**

**FACULTY OF MANAGEMENT
DEPARTMENT OF BUSINESS MANAGEMENT**

**MBA (TOURISM & TRAVEL MANAGEMENT) PROGRAMME
STRUCTURE AND SYLLABUS
Revised Rules and Regulations
Academic Year 2023-24 onwards**

RULES AND REGULATIONS OF M.B.A. (T.T.M.) PROGRAMME (2023-24 Onwards)

The Master of Business Administration in Tourism and Travel Management is a Post-Graduate Programme offered as: Two-year programme i.e., Four Semester Full Time programme.

1. Eligibility Conditions of M.B.A. (TTM) Programme

Candidate seeking admission into Full Time M.B.A. (TTM) programme must be:

1. Bachelor degree holder of Mahatma Gandhi University or a degree recognized by the university as equivalent thereto and / (or) as per the rules laid down by the University;
2. The candidate seeking admission must qualify in the Entrance Examination, conducted by the appropriate authority in the year of admission as per the norms prescribed by the University.
3. The admission of Non-resident Indians and candidates admitted in lieu of them will be as per the University Rules in force on the date of the admission.

2. Instruction Schedule:

Instruction will be provided as per the workload indicated in the structure, Rules and regulations of M.B.A. (TTM) Programme for all Theory, Practical and Project Work course requirements. The almanac will be as follows for all semesters.

Duration of Instruction: 15 Weeks

Preparation Holidays: 7-10 Days

Rules of Attendance

Students must attend 75% of the total classes conducted for all the courses put together in a semester. Relaxation of 10% of attendance might be given to a student on medical grounds based on a valid medical certificate and payment of condonation fee prescribed by the University.

3. Promotion Rules

A student will be promoted subject to the following rules:

a. I Semester to II Semester:

A student should put in a minimum of 75% of attendance in aggregate in all the courses put together of the Term (65% in the case of medical exemption) and should have registered for the University Semester I examinations.

b. II Semester to III Semester

A student should put in a minimum of 75% of attendance in aggregate in all the courses put together of the Term (65% in the case of medical exemption) and

should have passed at least 50% of Theory & Practical courses of I & II Semesters put together and should have registered for the University Semester II examinations.

c. III Semester to IV Semester:

A student should put in a minimum of 75% of attendance in aggregate in all the courses put together of the Term (65% in the case of medical exemption) and having registered for the University Examinations.

4. Cancellation of Admission:

The admission of a candidate admitted to the MBA (TTM) Programme stands cancelled if: He / She does not put in at least 40% of attendance in Semester-I.

Or

He / She puts in at least 40% of attendance in Semester – I, but failed to register for 1st Semester Examinations

Or

He /She fails to fulfill all the requirements for the award of the degree as specified, within 4 academic years from the time of admission in case of full time 2 year MBA (TTM) programme.

5. Field Work & Project Work:

Students are required to undertake Field Work in both Semester I and Semester II, along with their regular coursework. This Field Work should focus on an aspect related to tourism activities. Upon completion, students must submit a detailed report of their study and present their findings before a panel of two internal examiners for assessment.

The students should undertake the Project internship during the summer vacation (For 6 weeks of duration) intervening between II & III Semesters of MBA (TTM) Programme. Project Report Work should be carried out in the Final Year of MBA (TTM) Programme i.e., III & IV Semesters for MBA (TTM) Programme.

The students are required to do project work in any area of Tourism and Travel Management under the guidance of Internal Faculty Member assigned to the student.

The Project work usually consists of selecting a Topic / Problem / Theme in any area of management, gather relevant data, analyse and interpret the same in a systematic and scientific manner.

The Project Work should be undertaken under the supervision of the Faculty Member assigned for the purpose. The Project Report should be submitted to the University 30 days (one month) before commencement of Final Semester Examinations, which shall

be assessed by an External Examiner appointed by the Examination Branch followed by Viva Voce.

6. Scheme of Evaluation:

1. All theory courses of MBA (TTM) Programme will carry a Maximum of 100 Marks each.
2. Duration of the university examination for all the courses is three hours each.
3. All the courses will have 60% marks for university semester end examination and 40% marks for internal examination (CIE).

For theory Examinations:

The internal assessments will have weightages for class tests, assignments or seminars/ group discussions and attendance of the student for the concerned course. The class tests and assignments or seminars/ group discussions for 4 credit courses are to be conducted for four times in a semester. The total weightage for the internal assessments in a particular course is to be 40% of the overall assessment in a particular course. Remaining 60% weightage will be for semester end examination to be conducted by the University.

Out of the 40% weightage for internal assessments, approximately 10% weightage will be given for attendance of student for the concerned course. Remaining weightage will be given for class tests and assignments or seminars/ group discussions.

- i) In terms of marks, each of the class tests has to be conducted for 20 Marks with a duration of one hour and with following Question paper pattern:
 - Multiple Choice Questions/ Fill in the blanks: 10 Questions with 1 mark each.
 - Short answer Concept questions: 5 Questions with 2 marks each.

Similarly, assignments OR seminars/group discussions have to be conducted for 10 Marks. There must be a fair distribution of assignments and seminars/ group discussions among the 4 internal assessments.

The marks obtained by the student (sum of the marks obtained in above two components out of the total of 30 marks) in a particular internal assessment are to be uploaded to the examination branch within the dates prescribed through almanac. The total marks of all the four class tests and assignments or seminars/ group discussions in a course will be scaled down to approximately 30% of the total assessment, including semester end examination.

- ii) Towards the 10% approximate weightage for attendance, 10 marks are to be awarded for overall attendance of the student in the concerned course with award of 1 mark for every 10% of attendance, by rounding off to nearest integer in case

of fractions and to be uploaded to the examination branch once at the end of the semester before the semester end examinations commence.

For Practicals / Projects / Field Works:

The assessment of Practicals / Projects / Field Works will be done based on the final Semester Examination/ Project / Field Work Report / Dissertation and the Viva-voce, if applicable, at the end of the concerned semester. The criteria for pass in the Practicals / Projects/ Field Works will be same as that existing for these courses.

Note: *The concerned University authorities will verify the attendance records of the students, class test papers and answer scripts, practical records, records pertaining to conduct of Seminars/ Group discussions, etc. wherever necessary. The colleges are required to keep those records ready for verification.*

7. Question Paper Patterns for end Semester theory examinations:

The question papers for end semester examinations consist of two sections; Section-A consisting of short answer type of questions and Section-B consisting of long answer type of questions. The following are the patterns of question papers for courses with different number of units in the syllabus and with different credits.

For 4 credit courses with 4 units of syllabus:

- Duration of the examination : 03 hrs.
- Maximum Marks : 60 marks
- **Section-A:** Eight (08) questions are to be given in section-A (two questions from each unit) out of which the candidate has to answer five (5) questions. Each question carries 4 marks, thus making $5 \times 4 = 20$ marks for section- A.
- **Section-B:** Two (2) questions from each unit, with an internal choice, are to be set in this section. There will be a total of eight (08) questions; two (2) from each unit with an internal option of answering any one (1) from a given unit. Thus, the candidate has to answer four (4) questions, one (1) from each unit. Each question carries 10 marks.

8. Pass Criteria:

- i) For theory examinations: 40% in end semester with an overall 40% in each course.
- ii) For practical examinations and projects/ field work: 50% in end semester.

Award of Grades for Lab, Project Report and Viva Voce Examinations:

Lab: The assessment for laboratory courses will be done based on Content, Communication, Presentation, and Ability to answer related questions. These

laboratory end examinations will be conducted by the University appointed external examiner.

Project work Assessment in the Semester IV

Marks distributed for Project Assessment shall be as follows:

Dissertation including presentation 4 Credits 100 Marks

Viva Voce during Final Presentation 2 Credits 50 Marks

9. Instructional Workload for Theory, Practical Courses and ‘Mentoring & Project Work’:

Each of the Theory Courses of the MBA (TTM) Programme shall have instructional workload of 4 periods of 60 Minutes duration per week in addition to mentoring and project work as specified in the course curriculum. The Instructional workload for each of the Practical and Lab Courses shall be 4 Periods of 60 Minutes duration respectively per week.

10. Conduct of Examinations:

Examination will be conducted based on the existing rules of Examination Branch that are applicable to other PG Courses

11. Award of Degree and Grade:

Candidates will be awarded MBA Degree on successful completion of all Theory Courses, Practical Courses, Viva Voce and Project Report. The Grade will be awarded as per the University norms.

12. Readmission for Pursuing Additional Elective Courses:

A student can be given readmission for pursuing additional electives after completion of MBA (TTM) programme subject to payment of requisite fee prescribed by the college / Department. Such candidates have to satisfy all the rules including attendance rule in vogue on par with regular students.

- a. The additional elective must be pursued in the same college in which the student studied and completed the MBA (TTM) Programme.
- b. The admission must be done within four weeks of the commencement of the III Semester.

13. Total number of credits to be completed to be eligible for the award of MBA degree:

Total number of credits at the end of fourth semester (MBA) = $28 + 26 + 24 + 26 = 104$

14. Awarding Cumulative Grade Point Average (CGPA) and Semester Grade Point Average (SGPA):

14.1 Subject-wise Grading

Grades shall be awarded to indicate the performance of students in each of subjects studied. Based on the percentage of marks obtained in both Continuous Internal Evaluation and End Semester Evaluation, a corresponding letter grade shall be given as shown in Table 1.

14.2 Semester Grading

The Semester Grade Point Average (SGPA) is calculated by dividing the sum of credit points (Σ CP) secured from all subjects/courses registered in a Semester, by the total number of credits registered during that Semester. SGPA is rounded to two decimal places and is computed as

SGPA = For each Semester, Σ CP/Total no. of credits

As a measure of the performance of a student, a 10-point grading system using the following letter grades (as per UGC/AICTE guidelines) and corresponding percentage of marks shall be followed.

Sl. No.	Range of % of Marks in a course	Letter Grade	Grade Point
1	85 to 100	O	10
2	70 to 84	A+	9
3	60 to 69	A	8
4	55 to 59	B+	7
5	50 to 54	B	6
6	40 to 49	C	5
7	Less than 40	F	0

A student who has obtained an 'F' grade in any subject shall be deemed to have 'failed' and is required to reappear as a 'supplementary student' in the End Semester Evaluation, as and when offered. In such cases, internal marks in those subjects shall remain the same as those obtained earlier.

To a student who has not appeared for an examination in any subject, 'Ab' grade shall be allocated in that subject, and he/she is deemed to have 'failed'. A student shall be required to reappear as a 'supplementary student' in the End Semester Examination, as and when a student earns grade point (GP) in each subject/course, based on the letter grade secured in that subject/course. The corresponding 'credit points' (CP) are computed by multiplying the grade point with credits for that particular subject/course as shown below.

Credit points (CP) = grade point (GP) x credits

For a subject/course a student passes the subject/course only when $GP \geq 5$ ('C' grade or above)

14.3 Cumulative Grade Point Average (CGPA)

The Cumulative Grade Point Average (CGPA) is a measure of the overall cumulative performance of a student in all semesters considered for registration. The CGPA is the ratio of the total credit points secured by a student in all registered courses in all semesters, and the total number of credits registered in all the semesters. CGPA is rounded off to two decimal places. CGPA is thus computed from the I year II semester onwards at the end of each semester.

Computation of SGPA and CGPA are done using the procedure listed above.

The result of the successful candidate who has cleared all the courses shall be classified as follows:

CGPA from	CGPA to	Overall Grade
9.00	10.00	O
8.00	8.99	A+
7.00	7.99	A
6.00	6.99	B+
5.00	5.99	B
4.00	4.99	C

For Final % of Marks equivalent to the computed final CGPA, as:

$$\% \text{ of Marks} = (\text{final CGPA} - 0.5) \times 10.$$

As a measure of the performance of a student, a 10-point absolute grading system using the following letter grades (as per UGC/AICTE guidelines) and corresponding percentage of marks shall be followed.

15. General Clause:

It may be noted that beside the above specified rules and regulations all the other rules and regulations in force and applicable to semester system in Post-Graduate programmes in Mahatma Gandhi University will be applicable as amended from time to time by the University. The students shall abide by all such Rules and Regulations. This includes Plagiarism rules notified by the University.

Programme Educational Objectives (PEOs):

1. **Develop Strategic and Analytical Thinking in Tourism:** Equip students with the skills to critically analyse the unique challenges in the travel and tourism industry, and formulate strategic solutions that enhance organizational performance.
2. **Enhance Leadership and Management Skills in Tourism:** Prepare students to take on leadership roles in the travel and tourism sector by developing their ability to manage teams, projects, and tourism organizations effectively.
3. **Foster Entrepreneurial and Innovative Mindsets in Tourism:** Encourage students to think creatively and entrepreneurially, enabling them to identify tourism-related business opportunities, innovate in service delivery, and drive growth in dynamic market environments.
4. **Cultivate Global Tourism Business Acumen:** Provide students with a comprehensive understanding of global tourism markets, including the ability to operate in diverse cultural, regulatory, and economic contexts.
5. **Promote Ethical and Sustainable Tourism Practices:** Instil a strong sense of ethics and social responsibility in students, emphasizing the importance of sustainable tourism practices that contribute positively to communities and the environment.

Programme Outcomes (POs):

1. **Leadership, Teamwork, and Communication in Tourism:** Graduates will exhibit strong leadership and teamwork skills, with the ability to lead diverse teams and communicate effectively within the travel and tourism sector.
2. **Critical Thinking, Problem Solving, and Innovation in Tourism:** Graduates will possess the ability to analyse and solve complex problems specific to tourism management using both quantitative and qualitative approaches.
3. **Ethical Responsibility and Global Tourism Awareness:** Graduates will uphold ethical principles and demonstrate social responsibility, particularly in the context of global and sustainable tourism.
4. **Entrepreneurial Skills and Lifelong Learning in Tourism:** Graduates will be equipped with entrepreneurial skills necessary for starting new ventures or innovating within existing tourism businesses.
5. **Sustainability and Societal Impact in Tourism:** Graduates will understand the impact of tourism business decisions on society and the environment and will be prepared to implement sustainable practices.

Programme Specific Outcomes (PSOs):

1. **Advanced Knowledge in Tourism Management Disciplines:** Graduates will gain deep insights into core tourism management disciplines, enabling them to apply

theoretical knowledge to solve practical challenges within the travel and tourism industry.

2. **Data-Driven Decision Making in Tourism:** Graduates will develop proficiency in leveraging data analytics, customer behavior modelling, and tourism-related market research to make informed decisions that enhance organizational performance.
3. **Industry Readiness and Employability in Tourism:** Graduates will be well-prepared for the tourism sector with hands-on experience through internships and industry projects, ensuring they meet the expectations for employability and professional excellence.
4. **Innovation and Entrepreneurial Competence in Tourism:** Graduates will be equipped with the skills to identify business opportunities, develop innovative solutions, and manage tourism start-ups or entrepreneurial ventures successfully within both local and global contexts.
5. **Global Tourism Acumen and Cross-Cultural Competency:** Graduates will possess a strong understanding of international tourism markets and demonstrate the ability to navigate cross-cultural differences, making them competent to work in diverse global settings and multinational tourism organizations.

PEO – PO mapping

	PEO 1	PEO 2	PEO 3	PEO 4	PEO 5
PO 1	Y	Y	Y	Y	Y
PO 2	Y	Y	Y	Y	Y
PO 3	Y	Y	Y	Y	Y
PO 4	Y	Y	Y	Y	Y
PO 5	Y	Y	Y	Y	Y

PO – PSO mapping

	PO 1	PO 2	PO 3	PO 4	PO 5
PSO 1	Y	Y	Y	Y	Y
PSO 2	Y	Y	Y	Y	Y
PSO 3	Y	Y	Y	Y	Y
PSO 4	Y	Y	Y	Y	Y
PSO 5	Y	Y	Y	Y	Y

Faculty of Management
Department of Business Management
M.B.A. TTM Syllabus: 2023-24

Year - I Semester - I

Sl. No.	Course Code	Course Title	HPW T	HPW P	Credits	Max. Marks (CIE + SEE)
1.	MT 101	Management and Organizational Behavior	4	-	4	40 + 60
2.	MT 102	Economics for Tourism	4	-	4	40 + 60
3.	MT 103	Marketing for Tourism	4	-	4	40 + 60
4.	MT 104	Geography of Tourism	4	-	4	40 + 60
5.	MT 105	Principles and Practices of Tourism	4	-	4	40 + 60
6. Elec	MT 106 A	Managerial Communication	4	-	4	40 + 60
	MT 106 B	Statistics for Management				
	MT 106 C	I.T. Applications for Management				
7.	MT 107	Information Technology Lab (M.S. Office)	-	4	2	50
8.	MT 108	Field Work	-	-	2	50
Total Credits					28	

Year - I Semester - II

Sl. No.	Course Code	Course Title	HPW T	HPW P	Credits	Max. Marks (CIE + SEE)
1.	MT 201	Human Resource Management in Tourism Organizations	4	-	4	40 + 60
2.	MT 202	Accounting and Financial Management	4	-	4	40 + 60
3.	MT 203	Indian History, Society and Culture	4	-	4	40 + 60
4.	MT 204	Business Research Methods	4	-	4	40 + 60
5.	MT 205	Itinerary Planning and Costing	4	-	4	40 + 60
6. Elec	MT 206 A	Hospitality Management	4	-	4	40 + 60
	MT 206 B	e-Business				
	MT 206 C	Event Management				
7.	MT 207	Field Work	-	-	2	50
Total Credits					26	
Total Credits at the end of Semester II					54	

Year – II Semester - III

Sl. No.	Course Code	Course Title	HPW T	HPW P	Credits	Max. Marks (CIE + SEE)
1.	MT 301	Entrepreneurship Development in Tourism	4	-	4	40 + 60
2.	MT 302	Travel Agency Management	4	-	4	40 + 60
3.	MT 303	International Tourism	4	-	4	40 + 60
4.	MT 304	Tourism Services Management	4	-	4	40 + 60
5. Elec	MT 305 A	Heritage Conservation	4	-	4	40 + 60
	MT 305 B	Tourism Laws and Ethics				
	MT 305 C	Tour Leadership and Management				
6. Elec	MT 306 A	Sustainable Tourism	4	-	4	40 + 60
	MT 306 B	Adventure and Sports Tourism				
	MT 306 C	Medical and Wellness Tourism				
Total Credits					24	

Year - II Semester - IV

Sl. No.	Course Code	Course Title	HPW T	HPW P	Credits	Max. Marks (CIE + SEE)
1.	MT 401	Strategic Management	4	-	4	40 + 60
2.	MT 402	Tourism Products and Resources of India	4	-	4	40 + 60
3.	MT 403	Tourist Behaviour and Cross-Cultural Management	4	-	4	40 + 60
4. Elec	MT 404 A	Rural Tourism in India	4	-	4	40 + 60
	MT 404 B	Emerging Trends in Tourism				
	MT 404 C	Cargo and Baggage Handling				
5. Elec	MT 405 A	Digital & Social Media Marketing for Tourism	4	-	4	40 + 60
	MT 405 B	Destination Planning and Development				
	MT 405 C	Airport Operations Management				
6.	MT 406	Project Dissertation	-	-	4	100
7.	MT 407	Project Viva Voce	-	-	2	50
Total Credits					26	
Total Credits at the end of II Year					104	

HPW – Hours Per Week, CIE – Continuous Internal Exam, SEE – Semester End Exam

T- Theory, P - Practical

MBA (TTM) Semester - I

MT 101 - Management and Organizational Behavior

Course Objectives:

- Trace the evolution of management thought and understand classical, behavioural, decision theory, systems, and contingency approaches.
- Study organization structure, communication processes, and decision-making techniques.
- Examine foundations of individual behavior, motivation theories, and organizational behavior concepts.
- Explore group dynamics, leadership styles, organizational culture, emotions, stress management, and change management.

Course Outcomes: Students will be able to

- Apply diverse management approaches to analyze organizational challenges and enhance decision-making skills.
- Design effective organizational structures, improve communication, and make informed decisions using appropriate techniques.
- Analyze and apply theories of motivation, enhance understanding of individual behavior factors, and improve organizational effectiveness.
- Foster effective teamwork, apply leadership theories, manage conflicts, and implement organizational development and change strategies.

Unit-I: Evolution of Management Thought and Approaches: Nature of Management, Functions, Process, Managerial Roles & Skills, Approaches-Classical (Scientific Management, Administrative Management) - Behavioural Approach (Hawthorne Experiments) Decision Theory Approach-Systems & Contingency Approaches.

Unit-II: Design of Organisation Structure, Communication & Decision Making: Organization structure & Design-Types, Authority, Responsibility, Centralisation, Decentralisation, and Span of Control, Line & Staff. Communication-Types-Process-Barriers. Decision making – Concept – Process – Approaches - Techniques.

Unit-III: Introduction to Organisational Behaviour: Nature of Organization Behaviour-Significance, Foundations of Individual Behaviour- Personality, Big 5 Personality traits, MBTI, Kelly's Personal Construct Theory-Perception -Attribution-Attitude & Values-Learning-Transactional Analysis - Johari Window- Motivation- Content and Process Theories.

Unit-IV: Group Dynamics, Leadership and Emerging Aspects: Nature of Groups,- Importance of Groups and Teams-Types of Groups-Stages of Group Development-Group Cohesiveness-Group Behaviour –Effective Teamwork. Leadership- Styles, Theories. Power, Conflicts & Negotiation. Organisation Culture & Climate-Cross Cultural approach, Emotions & Stress Management, Management of Change - Organisational Development-Organisational Citizenship Behaviour.

Suggested Readings:

1. Daft, R. L. (2020). *Management* (14th ed.). Cengage Learning.
2. Hersey, P., Blanchard, K. H., & Johnson, D. E. (2015). *Management of organizational behavior: Leading human resources*. Pearson India Education.

3. Mullins, L. J. (2009). *Management and organisational behaviour*. Pearson Education, Limited.
4. Robbins, S. P., & Judge, T. A. (2019). *Organizational Behavior* (18th ed.). Pearson Education.
5. Luthans, F. (2018). *Organizational Behavior: An Evidence-Based Approach* (13th ed.). McGraw-Hill Education.
6. Martin, J., & Fellenz, M. (2010). *Organizational behaviour and management*. Cengage Learning.
7. Koontz, H., & O'Donnell, C. (1984). *Essentials of Management: An International Perspective* (5th ed.). McGraw-Hill.

MT 102 - Economics for Tourism

Course Objectives:

- To understand the meaning, scope, and significance of microeconomics in the tourism business, focusing on the theory of demand and its applications in tourism.
- To explore the supply characteristics and marketing strategies of tourism products, along with pricing strategies under different market conditions.
- To grasp key macroeconomic concepts, including GNP and GDP, national income measurement, consumption, investment functions, and the causes of inflation.
- To understand the balance of payments, its disequilibrium, and the measures to correct it, along with the macroeconomic impacts on tourism.

Course Outcomes: Students will be able to

- Analyze tourism demand, its determinants, and elasticity, as well as apply demand forecasting techniques to make informed business decisions in the tourism sector.
- Understand the patterns and characteristics of tourism product supply, develop effective pricing strategies, and apply concepts like break-even analysis and cost-benefit analysis in the tourism industry.
- Measure and analyze aggregate economic concepts, understand the determination of national income, and evaluate the causes and impacts of inflation on the tourism business environment.
- Comprehend the causes of disequilibrium in the balance of payments, assess the socio-cultural and environmental impacts of tourism, and evaluate the multiplier effects and the influence of tourism on exchange rates and the balance of payments.

Unit I: Microeconomics and Tourism Demand: Microeconomics – Meaning, Scope and its Uses in Tourism Business Macroeconomics – Meaning, Scope and its Significance in Tourism Business Environment. Theory of demand, demand function, Demand Elasticity, Tourism Demand- Determinants of tourism demand, measurement of tourism demand, and elasticity of tourism demand. Tourism demand and forecasting.

Unit II: Supply and Pricing in Tourism: Supply of tourism product: Patterns and characteristics, and marketing strategy in tourism industry. Pricing - Determinants, Objectives, Pricing under different market conditions, cost of tourism products, pricing of tourism products, Concept of break-even point, cost benefit analysis in tourism. Theory of firm, Profit maximization, sales maximizations, Ownership, and control, Market structure perfect competition, Monopoly, Oligopoly, Monopolistic competition.

Unit III: Macroeconomics and National Income: Macroeconomics - aggregate Concepts GNP and GDP- Aggregate and Measurement of National Income, Determination of National Income, Consumption Function, and Investment Function. Inflation Meaning and causes.

Unit IV: Balance of Payments and Tourism Impacts: Balance of Payment, Disequilibrium in Balance of Payment, Causes of disequilibrium in Balance of Payment, Measures to correct disequilibrium in Balance of Payment. Impacts of Macroeconomy on Tourism Industry. Economic, Socio-Cultural and Environmental Impacts of Tourism, Multiplier process, Multiplier effects and its impact on tourism. Tourism impact on balance of payments and exchange rates.

Suggested Readings:

1. Stabler, M. J., Papatheodorou, A., Sinclair, M. T. (2009). *The Economics of Tourism*. Taylor & Francis.
2. Candela, G., Figini, P. (2012). *The Economics of Tourism Destinations*. Springer.
3. *Economics of Sustainable Tourism*. (2010). Taylor & Francis.
4. *Tourism Economics: Impact Analysis*. (2011). Physica-Verlag HD.
5. Dwyer, L., Forsyth, P., Dwyer, W. (2020). *Tourism Economics and Policy*. Channel View Publications.
6. Keat, P. G., & Young, P. K. Y. (2017). *Managerial Economics: Economic Tools for Today's Decision Makers* (8th ed.). Pearson Education.
7. Hirschey, M. (2018). *Managerial Economics* (14th ed.). Cengage Learning.
8. Salvatore, D. (2016). *Managerial Economics: Economic Tools for Today's Decision Makers* (8th ed.). Wiley.
9. Thomas, C. R., & Maurice, S. C. (2019). *Managerial Economics: Foundations of Business Analysis and Strategy* (13th ed.). McGraw-Hill Education.
10. Truett, L. J., & Truett, D. B. (2014). *Managerial Economics: Analysis, Problems, Cases* (8th ed.). Cengage Learning.
11. Allen, W. B., Doherty, N. A., & Link, A. N. (2015). *Managerial Economics: Theory, Applications, and Cases* (9th ed.). Oxford University Press.
12. Wilkinson, N., & Klaes, M. (2012). *Managerial Economics: A Problem-Solving Approach* (3rd ed.). Cambridge University Press.
13. Maheshwari, S. N. (2019). *Managerial Economics*. Sultan Chand & Sons.
14. Mehta, P. L., & Mehta, S. L. (2017). *Managerial Economics: Principles and Worldwide Applications*. Sultan Chand & Sons.
15. Peterson, H. G., & Lewis, J. P. (2017). *Managerial Economics* (2nd ed.). PHI Learning Pvt. Ltd.
16. Varshney, R. L., & Maheshwari, S. N. (2019). *Managerial Economics: Text and Cases*. Sultan Chand & Sons.

MT 103 - Marketing for Tourism

Course Objectives:

- To understand the fundamental concepts and processes of marketing, especially as they relate to tourism services.
- To learn the principles of market segmentation, targeting, and positioning, with a focus on tourism markets and services.
- To explore the product mix and product life cycle in tourism marketing, along with various pricing strategies.
- To examine various promotional tools and emerging trends in the promotion of tourism products.

Course Outcomes: Students will be able to

- Differentiate between selling and marketing, understand the marketing mix, and recognize the unique characteristics of tourism services and their specific marketing requirements.
- Identify effective segmentation bases, apply criteria for market targeting, and develop positioning strategies for tourism markets and services.
- Understand the 7 P's of tourism marketing, strategies for new product development, and pricing considerations and different pricing strategies for tourism products.
- Gain knowledge of different promotional methods and be able to apply these tools to effectively promote tourism products.

Unit I: Introduction to Marketing for Tourism: Marketing for Tourism – Definition – Core Marketing Concepts – Marketing Process - Marketing Philosophies – Selling Vs Marketing, Marketing Mix -Differences between Products and Services – Characteristics of services marketing with Special Emphasis on Tourism Services. Specific features of Tourism Marketing.

Unit II: Market Segmentation, Targeting, and Positioning: Market Segmentation: Segmentation bases – Criteria to effective segmentation – Market Targeting – Market Positioning. Segmentation and Positioning of Tourism Markets and services.

Unit III: Product and Pricing in Tourism Marketing: Product Mix – Salient features of Tourism Products, 7 P's in tourism marketing, Product mix and product line, New Product Development – Product Life Cycle – Strategies for different stages of life cycle. PRICING: Pricing Considerations – Internal and External Factors of pricing– Pricing Strategies/types.

Unit IV: Promotion of Tourism Products: Promotion: Introduction, Different tools of Promotion (Advertising, Sales promotion, Publicity, Personal selling, Direct marketing, Public relations, Digital communications) Emerging trends in promotion of tourism products.

Suggested Readings:

1. George, R. (2021). *Marketing Tourism and Hospitality: Concepts and Cases*. Springer International Publishing.
2. *Tourism Marketing: A Strategic Approach*. (2017). Apple Academic Press.
3. Avraham, E., Ketter, E. (2016). *Tourism Marketing for Developing Countries: Battling Stereotypes and Crises in Asia, Africa and the Middle East*. Palgrave Macmillan UK.
4. Middleton, V. T., Clarke, J. R. (2012). *Marketing in Travel and Tourism*. Taylor & Francis.
5. Kotler, P., Armstrong, G. (2020). *Principles of Marketing*. Pearson Education.

6. Morrison, A. M. (2022). *Hospitality and Travel Marketing*. Routledge.
7. Kotler, P., Bowen, J. T., Makens, J. C. (2006). *Marketing for Hospitality and Tourism*. Pearson Prentice Hall.
8. Dalrymple, D. J., Parsons, L. J. (1986). *Marketing Management: Strategy and Cases*. Wiley.
9. Kotler, Philip, Bowen John, Makens James (2013). *Marketing for Hospitality and Tourism*. (6th edition). Pearson Publishers, New Delhi.
10. Chaudhary Manjula (2010). *Tourism Marketing*. (1st edition). Oxford Higher Education University Press, New Delhi
11. Christian Gronroos (1999). *Service Management and Marketing Management*, (3rd edition). Rowman & Littlefield Publishing Group, Lanham, Maryland.

MT 104 - Geography of Tourism

Course Objectives:

- To understand the basic elements of geography and their relevance to tourism.
- To explore the characteristics of world regions and their significance as tourist resources.
- To study the economic geography and major tourism activities across different continents.
- To examine India's physical geography and its major tourist circuits.

Course Outcomes: Students will be able to

- Grasp key geographical concepts and their impact on global travel and tourism.
- Identify and analyze major geographical features and climatic regions affecting tourism.
- Recognize key tourism activities and destinations in various global regions.
- Understand India's geographic features and develop map-reading skills for tourism planning.

Unit I: Fundamentals of Geography in Tourism: The elements of Geography – Importance of Geography in Tourism – world's continents and Oceans -The world's climates - Geographical features– Latitude and Longitude–Time Zones and Time Differences.

Unit II: World Regions and Tourist Resources: World regions: physical, political, economic and cultural characteristics. Major landforms and water sources as tourist resources. Elements of weather and climate. Climatic regions of the world in brief. Impact of weather and climate on tourist destinations.

Unit III: Economic Geography and Tourism Activities: World Economic Geography: North, Central and South America, Europe, Africa, Asia & Australasia, Major Tourism Activities and destinations in these continents.

Unit IV: Physical Geography of India and Tourist Circuits: Physical geographic features of India- the subcontinent, the Rivers of India-Major Physical Divisions- Landforms - Mountains hills and Valleys, Deserts, beaches. Understanding and reading maps, maps of India showing the major tourist circuits.

Suggested Readings:

1. Robinson, H. (1976). *A Geography of Tourism*. Macdonald and Evans.
2. Burton, R. (1995). *Travel Geography*. Pitman.
3. Boniface, B. G., Cooper, C. P. (1994). *The Geography of Travel and Tourism*. Taylor & Francis Group.
4. Nelson, V. (2017). *An Introduction to the Geography of Tourism*. Rowman & Littlefield Publishers.
5. Williams, S., Lew, A. A. (2014). *Tourism Geography: Critical Understandings of Place, Space and Experience*. Taylor & Francis.
6. Lew, A. A., Hall, C. M., Timothy, D. J. (2008). *World Geography of Travel and Tourism: A Regional Approach*. Butterworth-Heinemann.
7. *Geography of Tourism*. (2019). Arcler Education Incorporated.

8. Hudman, L. E., Jackson, R. H. (2003). *Geography of Travel & Tourism*. Thomson/Delmar Learning.
9. *The Encyclopaedia of World Geography*. (2008). Brown Reference Group.
10. Boniface, B., Cooper, R., Cooper, C. (2016). *Worldwide Destinations: The Geography of Travel and Tourism*. Taylor & Francis.
11. Robinson, P. (2012). *Tourism: The key concepts*. Routledge.

MT 105 - Principles and Practices of Tourism

Course Objectives:

- To understand the foundational concepts, theories, and models in tourism.
- To explore the historical development of tourism from ancient times to the modern era.
- To understand the structure, components, and linkages of the tourism industry.
- To study the role and functions of national and international tourism organizations.

Course Outcomes: Students will be able to

- Grasp key tourism definitions, motivations, typologies, and models, enabling a comprehensive understanding of the tourism system.
- Learn about significant historical milestones and the evolution of tourism in India, enhancing their appreciation of tourism development.
- Identify the components of the tourism industry and analyze its direct, indirect, and support services, as well as its impacts.
- Understand the organizational structure of tourism at various levels and the role of key tourism organizations in promoting and managing tourism.

Unit I: Basic Concepts of Tourism: Definition of Tourism, Components of Tourism- Nature and Importance of Tourism – Motivations for Travel – Typology and Forms of Tourism- Tourism Systems - Leiper’s Geo-spatial Model, Butler’s Tourism Area Life Cycle (TALC) - Demonstration Effect – Crompton’s Push and Pull Theory, Stanley Plog’s Allo Centric and Psycho-Centric Model.

Unit II: Evolution of tourism: Roman Period – Development of Tourist Destinations – Age of Renaissance- Concept of Holiday – Paid Holiday - Industrial Revolution – Post World War-II Scenario. **Tourism in India:** India as a Destination (North & South India) - Development of Tourism in India.

Unit III: Tourism Industry & Its Linkages: Tourism Industry: Structure and Components - Input and Output of Tourism Industry, Tourism Industry Network- Direct, Indirect and Support Services, Basic Components of Tourism -Transport- Accommodation- Facilities & Amenities, Horizontal and Vertical Integration in Tourism Business, Positive & Negative Impacts of Tourism.

Unit IV: Tourism Organisations: Concept of Organising Tourism - United Nation World Tourism Organisation (UNWTO) – International Associations and Organizations - Tourism Organisations in India – Formation of Ministry of Tourism – Department of Tourism (Government of India) - National Organisation (India Tourism Development Corporation (ITDC)) – Regional Organisations.

Suggested Readings:

1. Swain, S. K., Mishra, J. M. (2011). *Tourism: Principles and Practices*. Oxford University Press.
2. Bhatia, A. (2002). *Tourism Development: Principles and Practices*. Sterling Publishers.
3. Cooper, C. (2005). *Tourism: Principles and Practice*. Pearson Education.
4. Dileep, M. R. (2018). *Tourism: Concepts, Theory and Practice*. I.K. International Publishing House Pvt. Limited.

5. Ritchie, J. R. B., McIntosh, R. W., Goeldner. (1999). *Tourism: Principles, Practices, Philosophies*. John Wiley & Sons Australia, Limited.
6. Sharma, S. P. (2004). *Tourism Education: Principles, Theories and Practices*. Kanishka Publishers, Distributors.
7. Fennell, D. D. A., Cooper, P. C. (2020). *Sustainable Tourism: Principles, Contexts and Practices*. Channel View Publications.
8. *Tourism Principles, Practices, Philosophies*. (10th Ed). (2007). Wiley India.
9. Walker, J. R., Walker, J. T. (2011). *Tourism: Concepts and Practices*. Pearson.
10. Gartner, W. C. (1996). *Tourism Development: Principles, Processes, and Policies*. Wiley.
11. *Principles of Tourism Management*. (2016). Willford Press.
12. Bhatia, A. K. (2020). *Tourism Development: Principles and Practices*. Sterling Publishers Pvt. Limited.

MT 106 A - Managerial Communication

Course Objectives:

- To understand the role of communication, types of communication, barriers, and techniques for effective communication, including listening and feedback principles.
- To learn the essentials of report writing, including types of reports, characteristics of good reports, and the structure and formats of business letters.
- To prepare students for job applications, CV writing, interviews, group discussions, and conducting effective meetings, including agenda development and minutes writing.
- To understand the importance of media relations, stakeholder management, government relations, crisis communication strategies, and negotiation approaches.

Course Outcomes: Students will be able to

- Develop proficiency in overcoming communication barriers, enhance listening skills, and apply feedback principles effectively.
- Write clear and effective reports, understand the structure of business letters, and compose various types of business correspondence such as cover letters, enquiry letters, and complaint letters.
- Gain skills in preparing job applications and CVs, excel in interviews and group discussions, and efficiently manage business meetings by developing agendas and writing accurate meeting minutes.
- Learn to build effective relationships with media, manage stakeholder and government relations, handle crisis communication effectively, and apply negotiation techniques in various scenarios.

Unit I: Introduction to Communication Skills: – Role of communication, Types of communication, Barriers of communication, Surmounting barriers of communication, Listening Process–Elements of good listening–improving listening competence. Importance of feedback – Principles of feedback.

Unit - II: Report Writing & Business Letters: Report Writing - What is a report, Importance of Reports, Types of Reports, Characteristics of good report, Structure of Reports. Business Letters - Structure and Format of Business Letter, Types of Business Letters, Writing Cover letters, Letters for enquiry, Offer, Order, Purchase, and Complaint.

Unit III: Interview, Group Discussion, Meetings, and Agenda Writing: Writing Applications for Jobs, Preparing CV, Preparing for Interviews, Preparing for Group Discussion. Meetings - Types of Meetings; Importance of Business Meetings; Different Types of Business Meetings -Developing agendas and Writing Minutes. Writing Professional Memos, Notice, and Circulars.

Unit IV: Media Relations, Stakeholder Management, and Crisis Communication: Building better relations with media. Investor/Stakeholder relations, Managing government relations – ways and means of managing governing power. Crisis communications – Do's and don'ts for the sake of a crisis. Approaches to negotiation.

Suggested Readings:

1. Penrose, J. M., Rasberry, R. W., & Myers, R. J. *Business communication for managers*. Cengage Learning.

2. Fearn-Banks, K. *Crisis communications: A casebook approach*. Routledge.
3. Lesikar, R. V., & Flatley, M. E. (2008). *Basic business communication* (11th ed.). McGraw-Hill.
4. *Business Communication Today*. (2016). India: Pearson India.
5. DiSanza, J. R. *Business and professional communication*. Pearson Education.
6. Krishnamacharyalu, C. S. G., & Ramakrishnan, L. (2009). *Business communications*. Himalaya Publishing House.
7. Argenti, P. A. *Strategic corporate communications*. Tata McGraw-Hill.
8. Krizan, A. C., Merrier, P., Logan, J., & Williams, K. (2008). *Effective business communications*. Cengage Learning.
9. Timm, P. R. *Straight talk: Written communication for career success*. Routledge.
10. Irwin, D. (2009). *Effective business communications*. Viva Books.
11. Quintanilla, K., & Wahl, S. T. *Business and professional communication*. Sage Publications.
12. Rai, U. S., & Rai, S. M. *Business communication*. Himalaya Publishing House.
13. KAUL, A. (2014). *Effective Business Communication*. India: PHI Learning.
14. Munter, M., Hamilton, L. (2014). *Guide to Managerial Communication: Effective Business Writing and Speaking*. United Kingdom: Pearson.
15. *Effective Communication & Public Speaking*. (2006). India: Jaico Publishing House.

MT 106 B - Statistics for Management

Course Objective:

- To introduce the importance and scope of statistics in business management, focusing on summarizing statistics and their application in research analysis.
- To explore probability concepts, theorems (addition, multiplication, Bayes), and probability distributions (binomial, Poisson, normal).
- To learn the steps in formulating and testing hypotheses, including large sample tests (Z test), small sample tests (t-test), and the application of Chi-square and ANOVA.
- To understand correlation methods (Karl Pearson, Spearman), linear regression (2 variables), and the basics of time series analysis in business.

Course Outcomes: Students will be able to

- Understand measures of central tendency and dispersion, enabling them to analyze and interpret data effectively in business contexts.
- Grasp fundamental probability principles and distributions, allowing them to apply them in decision-making and risk analysis in business.
- Formulate hypotheses, conduct hypothesis tests, and interpret the results using statistical methods, enhancing their analytical skills in business research.
- Gain proficiency in measuring correlations between variables, conducting regression analysis, and understanding time series data for forecasting and business planning purposes.

Unit I: Fundamentals of Statistics in Business Management: Statistics in business management, importance and scope of statistics; Summarizing statistics - Measures of central tendency and dispersion-its application in research analysis. (Theory only). Probability concepts, probability definition, Probability types- marginal, joint and conditional probability.

Unit II: Probability Theory and Distributions: Probability theorems-addition, multiplication, Bayes theorem. Probability distribution - Introduction - Probability distribution function - Discrete Probability distributions - Binomial distribution - Poisson distribution Continuous probability distribution - Normal distribution.

Unit III: Hypothesis Formulation and Testing: Formulation of hypothesis and testing of hypothesis steps; Large sample test - Z test - Small sample test - t Test (Theory) - Application of Chi-square and ANOVA (Theory only).

Unit IV: Correlation, Regression, and Time Series Analysis: Correlation-measuring methods-Karl Pearson-Spearman correlation coefficient Regression analysis - Linear Regression (2 variables); Introduction to time series and its application in business (Theory).

Suggested Readings:

1. Levin, R. I., & Rubin, S. D. (2000). *Statistics for management* (7th ed.). Pearson.
2. Gupta, S. C. (2010). *Fundamentals of statistics* (6th ed.). HPH.
3. Keller, G. (2009). *Statistics for management* (1st ed.). Cengage Learning.
4. Aczel, A. D., & Sounderpandian, J. *Complete business statistics*. TMH.
5. Lee, J. C. (2009). *Business and financial statistics using MS-Excel* (1st ed.). Cambridge.
6. Sharma, J. K. (2010). *Business statistics* (2nd ed.). Pearson.
7. Arora, P. N., et al. (2010). *Complete statistical methods* (3rd ed.). S. Chand.
8. Beri, G. C. (2010). *Business statistics* (3rd ed.). TMH.

9. Black, K. (2006). *Business statistics for contemporary decision making* (4th ed.). Wiley.
10. Levine, D. M., et al. (2009). *Statistics for managers using MS-Excel* (5th ed.). PHI.
11. Davis, G., & Pecar, B. (2010). *Business statistics using Excel*. Oxford.
12. Kanji, G. K. (2006). *100 statistical tests*. Sage Publications.

MT 106 C - IT Applications for Management

Course Objectives:

- To Introduce computer fundamentals, software types, and their role in business operations, alongside exploring system development methodologies.
- To Explore network types, communication technologies, and web platforms, including databases and their applications in modern networking.
- To Understand IT security threats, encryption techniques, and the ethical considerations and legal frameworks governing IT practices.
- To Explore cutting-edge technologies like AI, machine learning, IoT, and their applications in business contexts, including e-commerce and cloud computing.

Course Outcomes: Students will be able to

- Grasp computer components, and software distinctions, and understand system development lifecycle methods, preparing them for managing IT systems effectively.
- Gain knowledge of network architectures, data communication principles, and web conferencing tools, essential for understanding modern communication infrastructures.
- Identify security vulnerabilities, implement security measures, and adhere to ethical standards and legal requirements in IT environments.
- Understand the transformative potential of emerging technologies, enabling them to leverage these innovations for strategic business advantages.

Unit-I: Information Systems and Management: Computers – Definition, Characteristics, Components of Computers, Hardware, Software; Application and System Software, Programming Languages and their Classification, Role of IT in Business, Opportunities, and Challenges in IT, Categories of IS, Management Levels and Functional Systems; Manufacturing and Production, Sales and Marketing Systems, Accounting and Finance, and HR Systems. Information Systems Planning and Development: Systems Planning - Traditional system development life cycle (SDLC) - alternate methods for system development.

Unit-II: Communications and Networks: Definition, Introduction to Networks, Types of Networks, Network Topologies, Components of Networks, Internet, Intranet, Extranet, Search Engines, Data Communication, Teleconference, Web Conferencing platforms, and Types of Databases.

Unit-III: Security and Ethical Challenges in IT: Need for Security - Security Threats and Attacks, Malicious Software, Hacking, Security Services - Security Mechanisms - Cryptography, Digital signature, Firewall - Types of Firewalls - Identification & Authentication - Biometric Techniques - Security policies - Need for legislation, cyber laws, cyber security issues, salient features of IT Act.

Unit-IV: Emerging Trends in IT: Global Information Systems, Artificial Intelligence, Intelligent Systems, Machine Learning, Robotics, Virtual Reality, Internet of Things (IoT), Mobile Apps and Computing, Data Analytics, Big Data, Electronic Data Interchange (EDI), Electronic Funds Transfer (EFT), E-Commerce Overview- E-commerce Applications, M-Commerce Services & Applications, E-Governance- Emerging Trends in Computing – Cloud Computing, Grid Computing (Definitions only).

Suggested Readings:

1. Laudon, K. C., Laudon, J. P. (2004). *Management information systems: managing the digital firm*. Prentice Hall.
2. Lucas, H. C. Jr. (1994). *Information technology for management*. McGraw Hill Education.
3. Turban, E., Volonino, L., & Wood, G. R. (2010) *Information technology for management: Advancing sustainable, profitable business growth*. Wiley.
4. Goel, A. (2010). *Computer Fundamentals*. Pearson Education.
5. Muthukumaran. (2010). *Information Technology for Management*. OUP India.
6. Westerman, G., Bonnet, D., & McAfee, A. *Leading digital: Turning technology into business transformation*. Harvard Business Publishing.
7. Williams, B. K., & Sawyer, S. C. *Using information technology: A practical introduction to computers & communications*. McGraw Hill Education.
8. Behl, R. *Information technology for management*. McGraw-Hill Companies.
9. Leon, A., & Leon, M. (2009). *Fundamentals of information technologies* (2nd ed.). Leon Vikas.

MT 107 - Information Technology - LAB
(M.S. Office)

Course Objectives

- To familiarize students with creating, formatting, and organizing documents using MS Word, including advanced features like tables, outlines, graphics, citations, and document protection.
- To teach the creation of professional presentations using MS PowerPoint, including slide creation, template usage, graphics incorporation, and presentation development.
- To introduce students to MS Excel for creating, and formatting worksheets, using formulas, functions, macros, and performing data analysis tasks.
- To provide an understanding of MS Access for database creation, table design, data manipulation using forms, queries, and report generation.

Course Outcomes: Students will be able to

- Proficiently create and edit documents, utilize advanced formatting tools, and effectively manage document content, preparing them for professional document creation and publishing.
- Develop engaging and visually appealing presentations on various topics, enhancing their presentation skills for business and academic purposes.
- Proficiently create and manage worksheets, apply mathematical functions, utilize macros, and present data effectively using charts and graphs, enabling them to handle complex data tasks in business contexts.
- Develop skills in database management, designing relational databases, querying data effectively, and generating reports, preparing them for managing and analyzing data in various organizational settings.

Unit I: MS Word Essentials: Creation of Document- Format Document - Text editing and saving-Organising information with tables and outlines, Lists, Page numbers, Inserting Graphs, Pictures, Watermarks, Endnotes, Footnotes, Citations, Table of Contents, Protecting Documents, Creating Mailing List and Mail Merge, Publishing documents on Web.

Unit II: MS PowerPoint Fundamentals: Creation of slides-Use of templates and slide designs for creating PowerPoint slides- use of drawings and graphics- Developing a Professional presentation on Business Plans, Institutions, Products, People, etc.,

Unit III: MS Excel Basics: Creating and editing worksheets-Cell Formatting-Creating and using formulas and functions - Use of Macros-Sorting and querying data - Working with graphs and charts. Use of Financial Tools-Use of other functions in Excel for data analysis.

Unit IV: MS Access Introduction: Create Databases, Tables, and Relationships- Create forms to enter data-filter data-use of queries in data manipulation-Generating reports.

Suggested Readings:

1. Whigham, D. *Business data analysis using Excel*. Oxford University Press, Indian Edition.
2. Cornell, P. *Accessing & analyzing data with MS-Excel*. McGraw Hill.
3. R & D. *IT tools and applications*. Macmillan India Ltd.
4. Saxena, S. *A first course in computers: Based on Windows Office XP* (2nd ed.). Vikas Publishing House.
5. Sudharsan, P., & Jeyaalan, J. *Computer systems & applications*. Jaico Student Edition, Jaico Publishing House.
6. Apte, D. P. *Statistical tools for managers: Using MS Excel*. Excel Books.

MBA (TTM) Semester II

MT 201 - Human Resource Management in Tourism Organizations

Course Objectives:

- To explore the evolution of HRM, its functions, models, and recent trends including HRIS, e-HRM, HR analytics, and strategic HRM.
- To introduce human resource planning, recruitment strategies, job analysis, competency modeling, and compensation systems including Total Reward models.
- To examine training needs analysis, on-the-job and off-the-job training methods, HR accounting and audit models, and career planning and development.
- To understand performance management models, performance measurement criteria, knowledge and talent management, employee engagement, work-life balance, and industrial relations.

Course Outcomes: Students will be able to

- Students will understand the evolution of HRM practices, align HR strategy with corporate goals, and appreciate innovative HR practices and trends shaping the field.
- Students will learn to forecast HR needs, implement effective recruitment strategies, and design compensation systems to attract and retain talent, enhancing organizational effectiveness.
- Students will acquire skills in identifying training needs, implementing various training methods, and utilizing HR accounting tools for effective career planning and development.
- Students will learn to implement performance management systems, manage industrial relations effectively, and foster employee engagement and work-life balance, promoting a productive organizational culture.

Unit I: Evolution and Modern Trends in HRM: Introduction of HRM, HR Role and Responsibilities, Functions of HRM, HRM Models, Human Capital Management, Aligning HR Strategy with Corporate Strategy, HRIS, e- HRM, HRMS, HR Analytics, Interactive HR dashboards, Competency framework for HR, Value driven HRM Approach, Innovative HR Practices, Green HRM, Strategic HRM, International HRM, Recent Trends in HRM.

Unit II: Human Resource Planning and Recruitment: Human Resource Planning, Recruitment and Selection, Cohort Analysis, Yield Ratio Analysis, Induction, Job Analysis, Competency Modelling, Job Design, Job Evaluation, Nature of Compensation-Types of Compensation- Towers Perrin Model of Total Reward, Attrition, Retention Strategies.

Unit III: Human Resource Development and Training: Training need analysis, On-the Job Training: Job Instruction, Job Rotation, Apprenticeship, Demonstration, Psychodrama and Role Play, Off-the Job Training: Vestibule, Simulation, Case Study, Design thinking, Behaviour Modelling, Business games, Adventure And Action Learning, HR Accounting-Models(Lev& Schwartz, Flam Holtz, Morse, Likert, Ogan's), HR Audit- Model (Phillip ROI Model), Career Planning and Development.

Unit IV: Performance Management and Industrial Relations: Organizational model of Performance Management, Performance measures criteria, Approaches to measuring Performance, Knowledge Management, Talent Management, Employee Engagement and Work Life Balance. Industrial Relations-Concept, Importance, Trade Unions, Industrial

Disputes, Machinery for settlement of Disputes, Employee Grievance handling and Discipline, Workers Participation in Management.

Suggested Readings:

1. Armstrong, M. (2010). *Human resource management*. Kogan Page.
2. Mathis, R. L., & Jackson, J. H. (2009). *Human resource management*. Cengage.
3. DeCenzo, D. A., & Robbins, S. P. (2016). *Human resource management*. John Wiley & Sons.
4. Rao, P. S. (2014). *Essentials of human resource management and industrial relations*. HPH.
5. Noe, R. A., Hollenbeck, J. R., Gerhart, B., & Wright, P. M. (2017). *Human resource management*. Tata McGraw Hill.
6. Dessler, G. (2006). *Human resource management* (10th ed.). Pearson / Prentice Hall of India.
7. Aswathappa, K. (2006). *Human resource management* (4th ed.). TMH.
8. Monappa, A. *Industrial relations*. TMH.
9. Gomez-Mejia, L. R., Balkin, D. B., & Cardy, R. L. (2010). *Managing human resources*. PHI.
10. Wayne, F. C., Cascio, W. F., & Nambudri, R. (2010). *Managing human resources*. TMH.

MT 202 - Accounting and Financial Management

Course Objectives:

- To introduce the fundamentals of accounting, including basic concepts, double entry system, classification of accounts, and the accounting cycle.
- To understand the preparation of financial statements, including trading account, profit and loss account, and balance sheet.
- To explore cost accounting principles, elements of cost, and methods of costing, with a focus on marginal costing concepts, including breakeven analysis and margin of safety.
- To introduce capital budgeting processes, cash flow estimation, DCF and non-DCF investment appraisal methods, and factors influencing working capital.

Course Outcomes: Students will be able to

- Acquire proficiency in recording financial transactions, maintaining journals and ledgers, and preparing trial balances, facilitating foundational knowledge in accounting principles.
- Compile financial data into meaningful statements, analyze financial performance, and interpret the components of trading and profit and loss accounts and balance sheets.
- Analyze costs, apply marginal costing techniques to decision-making, and calculate breakeven points, enhancing their ability to manage costs effectively in business scenarios.
- Understand investment evaluation methods, assess project viability through cash flow analysis, and manage working capital effectively, preparing them for financial decision-making roles in organizations.

Unit I: Fundamentals of Accounting: Meaning of Accounting - Its scope - Objectives and limitations - Basic Accounting Concepts & Conventions - Double entry system – Classification of Accounts - Accounting cycle - Journal, Ledger – Trial balance (Problems).

Unit II: Preparation of Financial Statements: Financial Statements - Meaning and Components of Financial statements - Preparation of Financial Statements - Trading Account, Profit and loss Account, Meaning and Purpose of Balance Sheet - Preparation of Balance Sheet (Problems).

Unit III: Cost Accounting and Marginal Costing: Cost accounting – Objectives, elements of cost, understanding of the different methods of costing. Marginal Costing: Meaning – Definition – Concepts in marginal costing – marginal equations – P / V ratio – B.E.P – Margin of safety – Sales to earn a desired profit – problems on above (Problems).

Unit IV: Capital Budgeting and Working Capital Management: Capital Budgeting - Process – Cash Flow Estimation - DCF and Non DCF methods of Investment Appraisal. Project selection on the basis of Investment Decisions Working Capital - Meaning and importance - Factors Influencing Working Capital (Problems)

Suggested Readings:

1. Maheshwari, S. N., & Maheshwari, S. K. (2010). *A textbook of accounting for management*. Vikas Publishing House.
2. Bhattacharya, A. K. (2010). *Essentials of financial accounting*. PHI Learning.
3. Chopde, A. (2008). *Introduction to cost accounting*. Sheth Publishers.

4. Khan, M. Y., & Jain, P. K. (2018). *Financial management: Text and problems*. McGraw Hill.
5. Chandra, P. (2014). *Financial management: Theory & practice*. Tata McGraw Hill.
6. Pandey, I. M. (2019). *Financial management*. Vikas Publishing House.

MT 203 - Indian History, Society and Culture

Course Objectives:

- To study the evolution of ancient Indian civilizations from the Indus Valley Civilization through the Mauryan and Gupta Dynasties, focusing on cultural, social, and political developments.
- To explore the medieval period in India, covering the Delhi Sultanate, Mughal Empire, and regional kingdoms, emphasizing their contributions to art, architecture, and culture.
- To examine the impact of colonial powers such as the British, French, Dutch, and Portuguese on Indian society, culture, and governance during the colonial period.
- To study the social structure, family dynamics, caste system, values, customs, and traditions of Indian society, along with the influence of Indian cinema on society and culture.

Course Outcomes: Students will be able to

- Gain insights into the Indus Valley Civilization, Vedic Period, rise and fall of major dynasties, and the emergence of Buddhism and Jainism, enhancing their understanding of early Indian history.
- Understand the socio-political developments under various dynasties, including their impact on Indian society and the flourishing of art and architecture during this period.
- Analyze the socio-cultural and political changes in India under colonial rule, assessing the legacy of colonialism and its influence on modern Indian history.
- Gain insights into the diversity and complexity of Indian society, understand the role of cultural practices, and analyze the impact of cinema as a cultural phenomenon in shaping Indian societal norms and values.

Unit I: Ancient Indian History: Ancient History: Indus Valley Civilization, Early & Later Vedic Period, Sixteen Janapadas, Birth of Buddhism & Jainism. Mauryan Rule to Gupta Rule- Rule of Kusana Dynasty & Gupta Dynasty, Disintegration of Gupta Dynasty and Emergence of Regional Kingdoms.

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

Unit III: Modern Indian History (1757-1947): Modern History (1757-1947): Rise of Colonial Power- British, French, Dutch & Portuguese, Influence of Colonial Powers on Indian Society and Culture.

Unit IV: Indian Society & Culture: Indian Society & Culture: Family, Village, Marriage, Caste System, Value System, Custom & Tradition, Indian Cinema & Its Impact on People, Society & Culture.

Suggested Readings:

1. Basham, A. L. (2008). *The wonder that was India*. Rupa & Co.
2. Thapar, R. (1990). *A history of India (Vol. 1)*. Penguin Books.
3. Basham, A. L. (1998). *A cultural history of India*. Oxford University Press.
4. Singh, U. (2009). *A history of ancient and early medieval India: From the Stone Age to the 12th century*. Pearson Education India.
5. Chandra, B. (2009). *History of modern India*. Orient Blackswan.
6. Brown, P. (2010). *Indian architecture (Buddhist and Hindu period)*. Tobey Press.
7. Brown, P. (2010). *Indian architecture (the Islamic period)*. Palmer Press.

MT 204 - Business Research Methods

Course Objectives:

- To introduce the concept and importance of business research in managerial decision-making, types of research, research design, stages in the research process, and hypothesis formulation.
- To explore data collection methods, sampling techniques, measurement and scaling concepts, reliability and validity assessment, and questionnaire design in business research.
- To prepare and analyze data using editing, coding, tabulation, and statistical tools including parametric and non-parametric tests, multivariate analysis (MVA), and their applications.
- To understand report preparation, types of reports, essential components of a good report, report presentation, and ethical considerations in research including plagiarism and referencing.

Course Outcomes: Students will be able to

- Understand the fundamentals of business research, identify research problems, formulate hypotheses, and appreciate the role of research in supporting managerial decision-making processes.
- Collect data effectively, design questionnaires, apply sampling techniques, and ensure data reliability and validity, preparing them for conducting structured research projects.
- Gain proficiency in data preparation, statistical analysis techniques, and interpretation of results using appropriate statistical tests, enabling them to draw meaningful conclusions from research data.
- Develop skills in writing clear and concise research reports, adhering to ethical standards in research, avoiding plagiarism, and effectively referencing sources, ensuring integrity in their research endeavours.

Unit – I: Introduction to Business Research: Meaning and Objectives of Research – Concept of Business Research – Need and Role of Business Research in Managerial decision making. Types of Research – Research Design and Classification of Research Designs. Stages in Research Process. Identification of Research problem and Hypothesis Formulation.

Unit – II: Research Methodology: Data Collection – Sources of data/information, Methods of Data Collection. Sampling – Sampling Design, Sampling Methods, Measurement and Scaling – Concept and Types of Scales – Reliability and Validity of a Scale, Questionnaire Design.

Unit – III: Data Analysis: Preparation of data for processing -Editing, Coding and Tabulation. Data Analysis - Tools – Parametric Vs Non-Parametric tests - Mann- Whitney U test, Wilcoxon Signed Rank Test, Kolmogorov–Smirnov test, Kruskal Wallis test, Multivariate Analysis (MVA) – Application.

Unit – IV: Report Writing: Report Preparation - Different Types of Reports – Contents of Report -Essentials of a Good Report, Concepts of a Report, Report Presentation. Ethics in Research – Ethical Behavior of Research – Plagiarism – Essentials of Referencing.

Suggested Readings:

1. Cooper, D. R., Schindler, P. S., & Sharma, J. K. (2019). *Business Research Methods*. Tata McGraw Hill.
2. Bryman, A., & Bell, E. (2019). *Business Research Methods*. Oxford University Press.
3. Sekaran, U., & Bougie, R. (2016). *Research Methods for Business*. Wiley India.
4. Zikmund, W. G., Babin, B. J., Carr, J. C., Adhikari, A., & Griffin, M. (2013). *Business Research Methods: A South Asian Perspective*. Cengage Learning.
5. Bordens, K. S., & Abbott, B. B. (2014). *Research Design and Methods - A Process Approach*. McGraw-Hill.
6. Green, R. T., & Tull, D. S. (2013). *Research for Marketing Decisions*. Tata McGraw Hill.
7. Beri, G. C. (2010). *Marketing Research*. Pearson Education.
8. Kothari, C. R. (2014). *Research Methodology*. S. Chand Publication.

MT 205 - Itinerary Planning and Costing

Course Objective:

- To understand itinerary types and planning processes, emphasizing best practices and considerations for effective itinerary development.
- To Explore tour formulation, design processes, and the importance of package tour packaging, covering pre-tour, tour operation, and post-tour management.
- To Learn operational procedures in package tours, including documentation, voucher issuance, logistics coordination, and crisis management strategies.
- To Understand tour costing principles, including cost components, cost sheet preparation, pricing strategies, and cost analysis for FITs and Group tours.

Course Outcomes: Students will be able to

- Differentiate between itinerary types, apply resources and steps for itinerary planning, and avoid common pitfalls in itinerary preparation.
- Gain skills in designing diverse package tours, managing tour logistics, and enhancing customer experiences through innovative tour packaging.
- Acquire practical knowledge in tour operations, ensuring smooth tour execution, customer satisfaction, and effective crisis handling during tours.
- Develop competence in calculating tour prices, implementing competitive pricing strategies, and analyzing tour cost structures for profitability in tour operations.

Unit I: Itinerary Planning & Development: Meaning, Importance, and Types of Itinerary - Custom-made itinerary Vs Readymade, Seasonal, Product based, All-inclusive itinerary. Resources and Steps for Itinerary Planning - Do's and Don't of Itinerary Preparation

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

Unit III: Operation of Package Tour: Confirmation of Tour and Travel Documentation, Creation of Docket/ File, Issue of Tour Vouchers, Reconfirmation with Airlines, Hotel & Ground Service Providers, Distributing of Customized Itinerary Tour Leader, Guide, Driver & Transporter, Standard Procedures for Pickup and Drop, Check-in and Check-out in the Hotel, Sightseeing, Do's and Don'ts of Sightseeing, Crisis Management in tour, Preparation of Feedback and Analysis of or Guest Services.

Unit IV: The Concept of Costing in Tour Operations: Types of Costs, Components of Tour Cost - Preparation of Cost Sheet - Tour Pricing - Calculation of Tour Price – FIT Costing and Group Costing - Pricing Strategies - Tour Packages of Thomas Cook, SOTC, Cox & Kings and TCI.

Suggested Readings:

1. Swain, S. K., & Mishra, J. M. (2012). *Tourism Principles & Practices*. Oxford University Press, New Delhi.
2. Chand, M. (2002). *Travel Agency Management: An Introductory Text*. Anmol Publications Pvt. Ltd., New Delhi.
3. Foster, D. L. (1990). *The Business of Travel Agency Operations and Administration*. McGraw Hill, Singapore.
4. Negi, J. (2006). *Travel Agency and Tour Operation: Concepts and Principles*. Kanishka Publishers, Distributors.
5. Holloway, J. C., Robinson, C. (1995). *Marketing for Tourism*. Longman.

MT 206 A - Hospitality Management

Course Objective:

- To Introduce the nature, scope, and characteristics of the hospitality industry, including its components, types of accommodation, and career opportunities.
- To Explore services provided within the hospitality industry, focusing on guest services such as food, accommodation, and personal services like tour arrangements and spas, emphasizing communication and soft skills.
- To Understand the organization structure and operations of front office management in accommodation units, including reservation procedures, handling individual and group bookings, guest problem-solving, and the role of automation/CRS (Computer Reservation Systems).
- To Explore the organization of front office management and housekeeping practices.

Course Outcomes: Students will be able to

- Understand the fundamental aspects of the hospitality sector, identify different types of accommodations, and explore potential career paths within the industry.
- Learn about the various services offered to guests in hospitality settings, develop communication and soft skills essential for guest interaction, and understand the role of hospitality personnel in delivering quality services.
- Acquire knowledge of front-office management practices, including reservation handling, guest interaction protocols, and the integration of automation systems for efficient operations.
- Gain insights into accommodation management functions, understand the roles and responsibilities of front office and housekeeping staff, and learn about food service and catering operations within hospitality establishments.

Unit I: Introduction to Hospitality Industry: Nature, scope, Characteristics – Components of Hospitality Industry – Types of Accommodation - Careers in Hospitality Industry.

Unit II: Services to Hospitality Industry: Services offered in Hospitality - Services offered to guests, Characteristics of hospitality personnel. Services offered to guests such as food and accommodation services and personal services (for example - Tour Arrangements, Sightseeing, Spas) – Communication skills, Soft skills.

Unit III: Functions of Front Office Management: Organization Structure and Operations of Accommodation units, Reservation & Cancellation Procedures, Handling Individual and Groups, Solving Guests' Problems, Automation/ CRS in Front Office,

Unit IV: Activities/Functions of Accommodation Management: Front office Management: Department Hierarchy – Duties and Responsibilities of Front office Staff – Housekeeping Practices: Cleaning – Interior decoration and Maintenance of Rooms - Types of Meal Plans, Types of Restaurants- Menu, Room Service, Catering Services.

Suggested Readings:

1. Gray, C., & Liguori, J. (2000). *Hotel and Motel Management and Operations*. Prentice Hall, New Delhi.
2. Andrews, S. *Food & Beverage Service Training Management*. Tata McGraw Hill, Bombay.
3. Andrews, S. (1980). *Front Office Training Manual*. Tata McGraw Hill, Bombay.
4. Negi, J. *Professional Hotel Management*. S. Chand, New Delhi.

5. Chon, K.-S., & Sparrowe, R. T. *Welcome to Hospitality: An Introduction*. Delmar.
6. Andrews, S. *Housekeeping Training Manual*. Tata McGraw Hill, Bombay.
7. Walker, J. R. *Introduction to Hospitality Management*. Pearson.
8. Powers, T., & Barron, C. W. *Introduction to Hospitality Industry*. Wiley.
9. Gee, C. Y. *International Hotel Management*. AHLS – EI.

MT 206 B - e-Business

Course Objective:

- Introduce foundational concepts of E-business, its evolution, models, and infrastructure components crucial for understanding its impact on modern business.
- Explore strategies in digital marketing, E CRM, E procurement, E SEM, and E payment systems, emphasizing their role in shaping successful E-business ventures.
- Cover website security types, UI/UX principles, and tools for webpage design and development, focusing on creating secure and user-friendly E-business platforms.
- Examine the significance of E-business models and E-commerce in the tourism sector, emphasizing the impact of E-marketing strategies on tourism businesses.

Course Outcomes: Students will be able to

- Gain a comprehensive understanding of E-business models and infrastructure components, preparing them to analyze and apply these concepts in practical scenarios.
- Acquire strategic insights into digital marketing, customer relationship management, and legal aspects of E-commerce, enabling them to formulate effective E-business strategies.
- Learn to implement robust security measures and optimize website usability, ensuring effective design and functionality in E-business applications.
- Understand how E-business enhances tourism operations through efficient supply chain management, inventory control, and CRM systems, fostering improved customer service and operational efficiency.

Unit I: Foundations of E-business: Introduction to E-business - Definitions and concepts of E-business, Evolution of E-business, Importance of E-business in the modern business landscape. E-business Models: B2B (Business-to-Business) E-commerce, B2C (Business-to-Consumer) E-commerce, C2C (Consumer-to-Consumer) E-commerce, E-marketplaces and online intermediaries. Infrastructure Components, ISP Backbones – Internet technologies and protocols, Internet Applications, Extranet Applications, Software Applications.

Unit II: Developing E-Business Strategy: Developing E-Business Strategy- Marketing: Digital marketing strategies and social media marketing, Internet Advertising – E CRM: Meaning, Technology for CRM and Application – E Procurement: Meaning, Drivers, Risks and implementation – E SEM: Meaning, Focus and implementation – E Payment Systems: Pre and Post paid payments systems – e-cash, Payment security and fraud prevention, E Commerce Law.

Unit III: E-Security and Website Development: E Security Website – Types, Webpage designing, User Interface (UI) and User Experience (UE) Principles. Web hosting and domain registration, Website design, Webpage development tools, Testing and Evaluating Website.

Unit IV: E-business Applications in Tourism: Applications of e-business in Tourism: Importance of e business in tourism- e business models in tourism-role of e-commerce in the tourism sector-the impact of e marketing on tourism. E-business Operations: - Supply chain

management in E-commerce, Inventory management and fulfilment, Customer relationship management (CRM) systems.

Suggested Readings:

1. Chaffey, D., & Hemphill, T. (2019). *Digital Business and E-Commerce Management*. Pearson.
2. Laudon, K. C., & Traver, C. (2020). *E-commerce 2020: Business, Technology, Society*. Pearson Education.
3. Chaudhury, A., & Kuilboer, J.-P. (2011). *E-Business and E-Commerce Infrastructure*. McGraw Hill.
4. Krug, S. (2014). *Don't Make Me Think, Revisited: A Common-Sense Approach to Web Usability*. Pearson Education.
5. Deiss, R., & Henneberry, R. (2017). *Digital Marketing for Dummies*. Wiley.
6. Chopra, S., & Meindl, P. (2019). *Supply Chain Management: Strategy, Planning, and Operation*. Pearson.
7. Osterwalder, A., & Pigneur, Y. (2010). *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*. Wiley.

MT 206 C - Event Management

Course Objective:

- Introduce the concept, scope, and importance of event management, emphasizing the planning process and the fundamental characteristics and principles (Five C's).
- Teach students how to prepare and manage event budgets, including cost estimation, cash flow management, and strategies for securing sponsorships and subsidies through effective contract negotiations.
- Explore the detailed planning, scheduling, logistics, venue selection, customer care, risk management, and promotional strategies essential for successful event execution.
- Examine the evolution and components of MICE (Meetings, Incentives, Conferences, Exhibitions) tourism, focusing on trade shows, exhibitions, professional meetings, and F&B management within these contexts.

Course Outcomes: Students will be able to

- Gain a comprehensive understanding of event management principles, enabling them to conceptualize and plan various types of events effectively.
- Acquire practical skills in budgeting and financial management specific to event planning, ensuring financial viability and successful execution of events.
- Develop proficiency in planning, coordinating, and managing events, including handling crises and leveraging promotional tools for event success.
- Understand the economic and social significance of MICE tourism, gaining insights into the roles of meeting planners and F&B management in professional event settings.

Unit I: Foundations of Event Management: Definition, Scope, and Importance of Event Management, Event Planning Process, Broad Classification of Events. Conceptual foundations of events; Major characteristics, Five C's of Event Management.

Unit II: Event Budgeting and Financial Management: Preparation – Estimating fixed and variable costs – Cashflow – Sponsorships & Subsidies – Contract negotiations

Unit III: Event Planning and Management: Planning - Scheduling - Venue – Logistics – Customer care management – Celebrity endorsements - Coordination - Risk and Crises Management – Visit to State/National level events – Promotions of Events – Publicity and /or promotional tools used.

Unit IV: MICE Tourism and Professional Meetings: Evolution of MICE (Meetings, Incentives, Conferences, and Exhibitions) industry; Components of MICE, Trade shows exhibitions/expositions: types of shows, benefits of exhibitions, Economic and social significance of MICE. Introduction to professional meeting, planning- definition, types, and roles; associate, corporate & independent meeting planners; F& B management – services provided at meetings- meeting space- seating style.

Suggested Readings:

1. Hoyle, L. H. (2013). *Event Marketing*. Wiley India Pvt Ltd, India.
2. Fenich, G. G. (2005). *Meetings, Expositions, Events and Conventions: An Introduction to the Industry*. Pearson/Prentice Hall, New Delhi.
3. Robincon, P., Wale, D., & Dickson, G. (2010). *Events Management* (Ed.). CAB, London.
4. Shone, A., & Parry, B. (2008). *Successful Event Management* (2nd ed.). Cengage Learning, Canada.

5. Avrieh, Barry. (1994). *Event & Entertainment Marketing*. Vikas Publications, New Delhi.
6. Carlos, B. R., & Van Der Wagen, L. (2005). *Event Management*. Pearson.
7. Preston, C. A. *Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions*. The Wiley Event Management Series.
8. Sharma. *Event Planning & Management*. Deep & Deep.
9. Gaur, S. S. (2001). *Event Marketing & Management*. Vikas Publications, New Delhi.
10. O'Toole, W., & Mikolaitis, P. G. *Corporate Event Project Management*. Wiley.
11. Bhatia, A. K. (2001). *Event Management*. Sterling Pub., New Delhi.
12. Tarlow, P. E. *Event Risk Management Safety*. Wiley.
13. Avrich, B. *Event and Entertainment Marketing*. McGraw Hill.

Semester - III

MT 301 - Entrepreneurship Development in Tourism

Course Objectives:

- Understand the evolution, concept, and functions of entrepreneurship in the tourism sector.
- Explore opportunities and business models in the tourism, travel, and hospitality sectors.
- Learn financial planning, budgeting, and funding sources for tourism start-ups.
- Study current trends and technological impacts on tourism entrepreneurship.

Course Outcomes: Students will be able to

- Grasp entrepreneurship fundamentals and their application in tourism.
- Identify and evaluate tourism business opportunities and develop feasible business models.
- Effectively plan and manage finances for tourism start-ups, securing the necessary funding.
- Leverage trends and technology in their tourism entrepreneurial ventures.

Unit - I: Entrepreneurship in Tourism: Entrepreneur and Entrepreneurship - Evolution of Concept Entrepreneurship- Definition and Theories-Functions of Entrepreneurship-Traits of Entrepreneurship Characteristics of Entrepreneur & Entrepreneurial Behavior. Entrepreneurship Environment –Socio-economic, cultural, Political & Natural, Factors Promoting Entrepreneurship-role of entrepreneurship in tourism sector-Scope of entrepreneurship in tourism sector - Challenges of entrepreneurship in tourism – Managing challenges.

Unit - II: Entrepreneurship Opportunities in Tourism: Entrepreneurship opportunities in tourism, travel and hospitality trade - tourism business model – idea generation -market analysis - feasibility analysis. Marketing of SSE's In Tourism: Use of Internet & Consortiums. Opening of Small-Scale Tourism Enterprises. Managing of Family enterprises in tourism industry.

Unit - III: Financial Planning for Tourism Start-ups: Ownership structure and organizational framework of small-scale enterprises in tourism and travel business. Promotional agencies for SMEs in India Opportunity Identification Preparation of business plan, Feasibility Report-Funding options and managerial process in small scale enterprise. Entrepreneurial performance assessment. Financial planning and budgeting for tourism start-ups - funding sources for tourism entrepreneurs -financial and non-financial assistance - financial performance metrics.

Unit - IV: Trends and Technological Impact in tourism entrepreneurship: Prospects and the future of entrepreneurial venture in Tourism. Tourism Industry and business ideas: business strategy-Understanding customers and analyzing competition. Home Stays- travel content writing- travel vlogging - photography - translating services- guiding and lodging business - event management - Entrepreneurial Development in Tourism: Programmes for developing Entrepreneurial culture in India- Role of technology in tourism hospitality and transportation. Case Studies of Successful Tourism Entrepreneurs.

Suggested Readings:

1. Desai, V. (2021). *Dynamics of Entrepreneurial Development and Management*. Himalaya Publishing House.
2. Buhalis, D., & Chiappa, G. D. (2019). *Tourism Entrepreneurship: Intrapreneurship and Innovation*. Springer.
3. Holloway, J. C., & Humphreys, C. (2019). *The Business of Tourism Management*. Sage Publications Ltd.
4. Desai, V. (2018). *Small Scale Industry and Entrepreneurship*. Himalaya Publishing House.
5. Mishra, D. N. (2018). *Entrepreneur and Entrepreneur Development & Planning in India*. Himalaya Publishing House.
6. Desai, V. (2016). *Entrepreneurship & Small Business Management*. Himalaya Publishing House.
7. Morrison, M., Deery, C., & Scott, E. P. (2015). *Entrepreneurship in Tourism and Hospitality: A Global Perspective*. Goodfellow Publishers.
8. Charinthmath, P. M. (2014). *Entrepreneurial Development and Small Business Enterprises*. Pearson Education.
9. Khanna, S. S. (2014). *Entrepreneurial Development*. S. Chand Publishing House.
10. Bedi, K. (2013). *Management & Entrepreneurship*. Oxford University Press.
11. Khanka, S. S. (2013). *Entrepreneurial Development*. S. Chand Publishing House.
12. Gupta, C. B., & Srinivasan, N. P. (2010). *Entrepreneurial Development*. Sultan Chand & Sons.
13. Bird, B. J. (1989). *Entrepreneurial Behavior*. John Wiley & Sons.
14. Drucker, P. F. (1985). *Innovation and Entrepreneurship*. Harper & Row.

MT 302 - Travel Agency Management

Course Objectives:

- Understand the concept, types, historical development, and future prospects of travel agencies and tour operators.
- Learn about the organizational structure, ownership, HR planning, and major functions of travel agencies and tour operators.
- Understand the procedures, approvals, revenue sources, and required skills for establishing travel agencies and tour operations.
- Study the role of government and various organizations in supporting and regulating the travel agency and tour operation business.

Course Outcomes: Students will be able to

- Grasp the foundational aspects and future outlook of travel agency and tour operation businesses.
- Understand the organizational dynamics and key functions within travel agencies and tour operators.
- Comprehend with knowledge of setting up and operating travel agencies and tour operations, including obtaining necessary approvals.
- Comprehend the contributions of governmental and international bodies to the travel trade, and identify current trends and future prospects.

Unit I: Introduction to Travel Agency and Tour Operation: Travel agency and tour operator- meaning, concept, Types, and importance. Emerging typology of Travel agency. Historical growth and development of travel agency and tour operation business. Linkages and integrations in travel agency & tour operation business. Entrepreneurship in travel operation and Career in travel agency and tour operation business. The Future of the Travel Agency Business after COVID-19.

Unit II: Organization Structure and Functions: Organizational structure of travel agency and tour-operator-main operational and managerial staff of major travel agencies/tour operators. Ownership structure-MNCS, Franchise, collaborative and others. Travel agency HR planning and job analysis of major positions. Major functions of Travel agency and tour operators.

Unit III: Setting up of travel agency and tour operation and their approval: Travel agency & Tour operation Business-Setting procedure and process. Ministry of Tourism, Govt. of India and IATA approval for travel agency and tour operator. Revenue sources of travel agency and tour operation. Financial incentives available for travel agency and tour operator in India. Skills and competencies required in travel agency and tour operation business.

Unit IV: Role of Government and Organizations in Travel Trade: Role and contribution of Department of Tourism, Government of India, ITDC and State Govt. Tourism corporations in travel agency and tour operation business. Travel Trade Association and Organisations-role of contribution of WTO, IATA, TAAI and IATO. Present business Trends and Future prospects of travel agency and tour operation business.

Suggested Readings:

1. Goeldner, C. R., & Ritchie, J. R. B. (2020). *Tourism: Principles, Practices, Philosophies*. John Wiley & Sons.
2. Page, S. J. (2020). *Tourism Management*. Routledge.
3. Cooper, C., & Hall, C. M. (2019). *Contemporary Tourism: An International Approach*. Goodfellow Publishers.
4. Holloway, J. C., & Humphreys, C. (2019). *The Business of Tourism*. Sage Publications Ltd.
5. Davidson, R., & Cope, B. (2018). *Business Travel: Conferences, Incentive Travel, Exhibitions, Corporate Hospitality and Corporate Travel*. Routledge.
6. Gee, C. Y., Makens, J. C., & Choy, D. J. (2018). *The Travel Industry*. Kendall Hunt Publishing.
7. Chand, M. (2016). *Travel Agency Management: An Introductory Text*. Anmol Publications Pvt Ltd.
8. Lundberg, D. E., Krishnamoorthy, M., & Stavenga, M. H. (2014). *Tourism Economics*. John Wiley & Sons.
9. Buhalis, D., & Costa, C. (2006). *Tourism Business Frontiers: Consumers, Products and Industry*. Routledge.
10. Pender, L., & Sharpley, R. (2005). *The Management of Tourism*. Sage Publications Ltd.

MT 303 - International Tourism

Course Objectives:

- Understand the role, functions, and activities of major international tourism organizations.
- Learn about the aims, organization, services, activities, and operational aspects of IATA.
- Study relevant concepts and policies for effective international tourism development, including reports and action plans.
- Understand the development of tourist destinations, sustainable development, manpower needs, tourism policies, and the importance of tourism statistics.

Course Outcomes: Students will be able to

- Gain knowledge about the aims and activities of key international tourism bodies, enhancing their global tourism perspective.
- Understand the comprehensive role of IATA in international air transport, including its financial, legal, and technical operations.
- Get familiarized with international tourism development frameworks and policies, enabling them to contribute to global tourism initiatives.
- Get equipped to analyze tourism policies, ensure consumer satisfaction, and comprehend the significance of tourism statistics for effective destination management.

Unit I: Introduction to International Tourism: Introduction to International Tourism, Role and functions of International tourism Organisations, United Nations World tourism Organization, International Civil Aviation Organisation, Pacific Asia Travel Association, United Federation of Travel Agents Associations & American Society of Travel Agents, their aims, objectives and activities. International Civil Aviation Organization (ICAO): objectives – Organization of ICAO.

Unit II: International Air Transport Association (IATA): International Air Transport Association (IATA) – aims – IATA Organisation – IATA Services – Activities - Operations – Trade Association Activities – IATA Finances – The Legal Committee – Technical committee – Traffic Conferences and Activities – Traffic Conference areas – Tariff Coordination Activities – Facilitation – Public Relations activities.

Unit III: Concepts for Effective International Tourism Development: Relevant Concepts for effective International Tourism Development. International Development Council report on Tourism – Development International Action Plan – New Policies on International tourism and International Civil Aviation.

Unit IV: Tourist Traffic and its Development: Tourist Traffic and its Development: Destination Development- Sustainable Development, Man Power Development needs – Management Agencies – Tourism Policy Analysis – Consumer satisfaction – need for legislation – Right of the Principles – Package Holiday – Directives on Package Holiday – Withdrawal from Contract. Need for Tourism Statistics – Problems, Estimate of World tourist Arrivals and receipts – Tourism Statistics in India – Estimates of Foreign exchange earnings.

Suggested Readings:

1. United Nations World Tourism Organization (UNWTO). (2021). *Tourism Highlights*. UNWTO.
2. Goeldner, C. R., & Ritchie, J. R. B. (2020). *Tourism: Principles, Practices, Philosophies*. John Wiley & Sons.
3. Hall, C. M., & Page, S. J. (2019). *The Geography of Tourism and Recreation: Environment, Place, and Space*. Routledge.
4. Holloway, J. C., & Humphreys, C. (2019). *The Business of Tourism*. Sage Publications.
5. Davidson, R., & Cope, B. (2018). *Business Travel: Conferences, Incentive Travel, Exhibitions, Corporate Hospitality and Corporate Travel*. Routledge.
6. Cooper, C., & Hall, C. M. (2016). *Contemporary Tourism: An International Approach*. Goodfellow Publishers.
7. Dwyer, L., & Forsyth, P. (2016). *International Handbook on the Economics of Tourism*. Edward Elgar Publishing.
8. Weaver, D., & Lawton, L. (2014). *Tourism Management*. John Wiley & Sons.
9. Bhatia, A. K. (2012). *International Tourism Management*. Sterling Publishers Pvt. Ltd.
10. Chand, M. (2006). *Travel Agency Management: An Introductory Text*. Anmol Publications.
11. Buhalis, D., & Costa, C. (2006). *Tourism Business Frontiers: Consumers, Products and Industry*. Routledge.
12. Pender, L., & Sharpley, R. (2005). *The Management of Tourism*. Sage Publications Ltd.
13. International Civil Aviation Organization. (2004). *Manual of the Regulation of International Air Transport*.

MT 304 - Tourism Services Management

Course Objectives

- Understand the types, characteristics, and roles of various transport services in tourism, including cost and pricing.
- Learn about various types of tourist accommodations, their importance, operational structures, and sources of tourism information.
- Understand the operations and functions of travel agencies and tour operators, including planning and costing tours.
- Study the role and dimensions of informal services and various ancillary services in tourism.

Course Outcomes: Students will be able to

- Comprehend the significance of different transport modes in tourism and their impact on travel costs and experiences.
- Gain insights into the accommodation sector and the critical role of accurate information in tourism.
- Get equipped with knowledge on managing travel agency operations and designing comprehensive tour packages.
- Recognize the importance of informal and ancillary services, understanding how they enhance the overall tourist experience.

Unit I: Tourism Services and Transport: Tourism Services – Types – Characteristics of Tourism Services – Transport Service - Modes of Transport –Role of Transport in Tourism - Land Transport - Roadways – Railways - Transport in India Railways - Inland Water Transport - Sea Routes Water Transport – Air Travel – Cost and Pricing.

Unit II: Tourist Accommodation and Information: Tourist Accommodation – Various types of accommodation – Importance of Accommodation sector - Accommodation components of Tourism – Structure of Operations – Roles and levels responsibility – Booking Accommodation. Tourism Information: Sources – Introduction – Importance of Information – Sources of Information (Government Agencies) – Sources of Information (Private Agencies) – Sources of Information (Media).

Unit III: Travel Agency Operations and Tour Planning: Travel agency – operations – Functions of Travel Agency - Facilitation - Tour Operator –Tour Operator and Operations – Main Partners – Package Tours – Planning a Tour – Costing a Tour – Guides and Escorts – Role of the Guide – Escorting a Tour.

Unit IV: Informal and Ancillary Services in Tourism: Informal Services in Tourism – Introduction – Dimensions of the informal sector – Souvenir sellers - open-air stall operators – Street Guides (touts). Ancillary Services in Tourism – Types - Subsidiary Services: Categories and Roles – Common Services – destination specific Services – Catering to Diverse needs.

Suggested Readings:

1. Sharma, V. N., Singh, A. P., & Poddar, N. (2023). *Service Quality Management in Hospitality, Tourism and Leisure*. Publisher.
2. United Nations World Tourism Organization (UNWTO). (2021). *Tourism Highlights*. UNWTO.

3. Goeldner, C. R., & Ritchie, J. R. B. (2020). *Tourism: Principles, Practices, Philosophies*. John Wiley & Sons.
4. Page, S. J. (2020). *Transport and Tourism: Global Perspectives*. Pearson Education.
5. Holloway, J. C., & Humphreys, C. (2019). *The Business of Tourism*. Sage Publications Ltd.
6. Kandampully, J., & Solnet, D. (2019). *Service Management Principles for Hospitality & Tourism*. Publisher.
7. Davidson, R., & Cope, B. (2018). *Business Travel: Conferences, Incentive Travel, Exhibitions, Corporate Hospitality and Corporate Travel*. Routledge.
8. Weaver, D., & Lawton, L. (2014). *Tourism Management*. John Wiley & Sons.
9. Bhatia, A. K. (2012). *International Tourism Management*. Sterling Publishers Pvt. Ltd.
10. Sharma, J. K. (2008). *Tourism Product and Services: Development Strategy and Management Options*. Kanishka Publishing House.
11. Buhalis, D., & Costa, C. (2006). *Tourism Business Frontiers: Consumers, Products and Industry*. Routledge.
12. Chand, M. (2006). *Travel Agency Management: An Introductory Text*. Anmol Publications.
13. Chawla, R. (2006). *Tourism Services and Operations*. Arise Publishers and Distributors.
14. International Civil Aviation Organization. (2004). *Manual of the Regulation of International Air Transport*.
15. Laws, E. (2004). *Improving Tourism and Hospitality Services*. Publisher.

MT 305 A - Heritage Conservation

Course Objectives:

- Understand the classification of heritage, key organizations, and UNESCO World Heritage Sites.
- Learn about the types, identification, documentation, and roles in heritage conservation, including community engagement.
- Understand preservation, restoration, and basic conservation handling techniques.
- Study the rules, regulations, and planning involved in heritage conservation and management.

Course Outcomes: Students will be able to

- Gain knowledge of heritage classification and recognize significant heritage sites and organizations involved in their protection.
- Get equipped to identify, protect, and engage communities in the conservation of heritage resources.
- Acquire skills in maintaining and protecting heritage sites from environmental and biological deterioration.
- Develop and implement effective heritage management plans, including policy, promotion, and public display.

Unit I: Introduction to Heritage: Introduction to Heritage: Heritage; Classification of Heritage; Organizations of importance- ASI, UNESCO, INTACH, ICCROM, ITRHD; UNESCO World Heritage Sites Lists, Heritage sites in India.

Unit II: Conservation: Conservation: Types; identification, demarcation and documentation of heritage zones; The role of government and individuals in identifying and protecting historic resources, and the field's political, legal, economic, social, cultural and technical dimensions; Community-based heritage conservation; community engagement & stakeholder participation in heritage conservation.

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

Unit IV: General Principles of Conservation: General principles of conservations: Analysis of material; Rules & regulations regarding antiquity & heritage; conservation policy and planning. Heritage Management Plan: Introduction; significance; Steps – Hardware component and software component; Promotion & public display of conserved site.

Suggested Readings:

1. INTACH. (2021). *Heritage Management Plan*. INTACH.
2. INTACH. (2020). *Inaugural Issue of INTACH Journal of Heritage Studies*. INTACH.
3. UNESCO. (2017). *Operational Guidelines for the Implementation of the World Heritage Convention*. UNESCO.
4. Bishvash, S. S. (2014). *Protecting the Cultural Heritage*. Blue Rose Publishers.
5. Jokilehto, J. (2011). *A History of Architectural Conservation*. Routledge.
6. Warren, J. (2009). *Conservation of Earth Structures*. Taylor & Francis.
7. Orbasli, A. (2008). *Architectural Conservation: Principles and Practice*. Wiley-Blackwell.

8. Chainani, S. (2007). *Heritage Conservation: Legislative and Organisational Policies of India*. INTACH.
9. Fielden, B. M. (2004). *Conservation of Historic Buildings*. Routledge.
10. Fielden, B. M., & Jokilehto, J. (2003). *Management Guidelines for World Cultural Heritage Sites*. ICCROM.
11. Menon, A. G. K. (2003). *Heritage Conservation: Preservation and Restoration of Monuments*. INTACH.
12. De la Torre, M. (Ed.). (2002). *Assessing the Values of Cultural Heritage*. Getty Conservation Institute.
13. Clark, K. (2001). *Informed Conservation: Understanding Historic Buildings and Their Landscapes for Conservation*. English Heritage.
14. Stovel, H. (1998). *Risk Preparedness: A Management Manual for World Cultural Heritage*. ICCROM.
15. Agarwal, O. P. (1977). *Conservation of Cultural Property in India*. National Research Laboratory for Conservation of Cultural Property.
16. Plenderleith, H. J. (1956). *The Conservation of Antiquities and Works of Art*. Oxford University Press.

MT 305 B - Tourism Laws & Ethics

Course Objective:

- Understand the legal context of leisure and tourism, including government roles and various rights.
- Learn the legal aspects of contracts, negotiable instruments, partnerships, citizenship, foreign exchange, and the carriage and sale of goods.
- Study the ethical and moral foundations of legal obligations, conventions, and global codes of ethics for tourism.
- Understand various laws related to banking, insurance, property, tax, intellectual property, and key legislative acts.

Course Outcomes: Students will be able to

- Gain knowledge of the legal framework governing leisure and tourism, focusing on policy, planning, and citizens' rights.
- Navigate the legal complexities of tourism business operations, ensuring compliance with relevant laws.
- Understand the ethical and legal principles that underpin tourism practices and the legal framework of the Indian Constitution.
- Get equipped with knowledge of specific laws affecting the tourism and hospitality sectors, enabling them to ensure legal compliance and protect stakeholder interests.

Unit 1: Leisure and Tourism: The Legal Context: Leisure and Tourism – Policy Making and Planning – Government Roles – Rights: Human Rights, Human Rights Declarations, Leisure Rights, Sporting Rights, Artistic and Cultural Rights, Tourism and Travel Rights, Group Rights – Rights and Freedom – Other rights – Rights of the Citizen – Needs.

Unit II: The Business of Tourism: A Legal Perspective: Contract: Introduction, Formation, Essentials, Breach of Contract and Remedies – Negotiable Instruments: Introduction, Offences, Remedies – Partnerships: Essentials, Duties, Rights, Restrictions and Process of Registration. Citizenship – Passport – Visa - Foreign Exchange: FEMA, comparison between FEMA and FERA – RBI Guidelines – Carriage of Goods: Land, Sea and Air – Sale of Goods.

Unit III: Ethics and Morality: Basis for Legal Compulsions: Ethics – Morality – Professionalism – Conventions facilitating tourism – Global Code of Ethics for Tourism Constitution: Classification of laws and Constitution as a supreme law – Constitution of India – Legal Procedure.

Unit IV: Laws Facilitating Tourism and Hospitality Sectors: Banking and Insurance: Insurance and Securitization – Property and Real Estate: Sale of Property, Lease, Mortgage and Hire Purchase – Tax Laws – Intellectual Property Rights: Copyright, Patent and Trade mark. Bare Acts: Consumer Protection Act-1986; Constitution of India – Criminal Procedure Code; 1973 Environmental Protection Act; 1986 Foreign Exchange Management Act; Forest Conservation Act; 1980 Negotiable Instruments Act; 1981 Prevention of Food Adulteration Act; 1954 Passports Act etc.,

Suggested Readings:

1. Tribe, J. (2017). *The Economics of Recreation, Leisure and Tourism* (5th ed.). Routledge.

2. Uysal, M., Perdue, R. R., & Sirgy, M. J. (Eds.). (2012). *Handbook of Tourism and Quality-of-Life Research: Enhancing the Lives of Tourists and Residents of Host Communities*. Springer.
3. Ashworth, G., & Page, S. (2011). *Urban Tourism Research: Recent Progress and Current Paradoxes*. Routledge.
4. Jamal, T., & Robinson, M. (Eds.). (2009). *The SAGE Handbook of Tourism Studies*. SAGE Publications.
5. Butler, R. W., & Hinch, T. (Eds.). (2007). *Tourism and Indigenous Peoples*. Routledge.
6. Andereck, K. L., Valentine, K. M., & Knopf, R. C. (2005). Residents' Perceptions of Community Tourism Impacts. *Annals of Tourism Research*, 32(4), 1056-1076.
7. Hall, C. M., & Page, S. J. (2002). *The Geography of Tourism and Recreation: Environment, Place and Space*. Routledge.
8. McKercher, B., & du Cros, H. (Eds.). (2002). *Cultural Tourism: The Partnership Between Tourism and Cultural Heritage Management*. Routledge.
9. Sharpley, R., & Telfer, D. J. (2002). *Tourism and Development: Concepts and Issues*. Channel View Publications.
10. Mathieson, A., & Wall, G. (1982). *Tourism: Economic, Physical, and Social Impacts*. Longman.
11. Bhulchandani, S. (Year). *Business Law*. Himalaya Publishing House.
12. Kapoor, N. D. (Year). *Business Law*. Sultan Chand & Sons.
13. Avatar Singh. (Year). *Introduction to Company Law*. Eastern Book Company, Lucknow.
14. Kuchhal, M. C. (1994). *Company Law*. Vikas Publishing House.
15. Veal, T. (Year). *Leisure and Tourism Policy and Planning*. CABI.
16. FHRAI. (Year). *Food Safety & HACCP Manual for Hotels & Restaurants in India*. FHRAI.

MT 305 C - Tour Leadership and Management

Course Objectives:

- Understand the characteristics, skills, and challenges of the tour escorting profession.
- Learn the pre-trip duties, and responsibilities at airports, hotels, and during sightseeing tours.
- Understand the duties on trains and cruises, including group management and communication skills
- Study additional functions, logistics management, and cross-cultural differences in tour management.

Course Outcomes: Students will be able to

- Grasp the roles, skills, and challenges of tour leadership, differentiating between tour escorting and guiding.
- Understand the various responsibilities and logistics associated with tour operations.
- Understand how to handle group management, conflict resolution, and emergency situations during train and cruise tours.
- Acquire skills for handling logistics, managing cultural differences, and concluding tours professionally.

Unit I: Introduction to Tour Leadership: Tour Leadership: Introduction to tour leadership - Characteristics of tour escorting profession - difference between tour escorting and tour guiding - Advantages and disadvantages of choosing tour escorting as a profession - Skills and competencies required to be a tour manager, presenting oneself - Challenges faced by a tour manager.

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

Unit III: Responsibilities on a Train/Cruise: Embarkation; Initial Briefing/Duties Aboard Ship / Train; Disembarkation; Group management and situation handling- Group control and Setting Limits, Handling difficult tourists; Communication Skills; Typical Day-to-Day Problems; Listening Skills; Conflict Resolution; Keeping your Cool; Creativity; Tips to keep group happy; Ethical and Professional Considerations, Handling emergency situations.

Unit IV: Other Roles and Responsibilities: Other functions: The Professional Daily Briefing, Dealing with FAQ's; Taking care of logistics: Dine Around, Shopping / Commissions / Ethics; Arrival preparations: Briefing instructions and Reconfirming Flights; Tour Conclusion and feedback, Tools of the trade for the tour manager, Understanding cross-cultural differences

Suggested Readings:

1. Howard, J., & Thwaites, R. (2020). *Tourism and Hospitality Management*. Goodfellow Publishers.
2. Reading, R., & Kerin, P. (2020). *The Tour Leader's Handbook*. Travel Market Insights.
3. E-Pathshala. (2018). Retrieved from E-Pathshala an MHRD Project Website: <http://epgp.inflibnet.ac.in/ahl.php?csrno=1827>
4. Mitchell, G. E. (2018). *Tour Guiding: The Essential Training Manual*. CreateSpace Independent Publishing Platform.
5. Weiler, B., & Black, R. (2014). *Tour Guiding Research: Insights, Issues and Implications* (Vol. 62). Bristol: Channel View Publications.
6. Chowdhary, N. (2013). *Handbook for Tour Guides*. New Delhi: Matrix Publishers.
7. Mancini, M. (2013). *Conducting Tours: A Practical Guide*. Cengage Learning.
8. Chowdhary, N., & Prakash, M. (2008). *Tour Guiding: Laws, Regulations, and Ethos*. Matrix Publishers.
9. McDonnell, I., Allen, D., & O'Toole, W. (2005). *Event Management*. Wiley.
10. Mitchell, G. E. (2005). *How to Start a Tour Guiding Business*. Charleston: The GEM Group Ltd.
11. Ap, J., & Wong, K. K. F. (2001). Case Studies of Tour Guiding Performance. *Annals of Tourism Research*, 28(4), 857-881.
12. Collins, V. R. (2001). *Becoming a Tour Guide: Principles of Guiding and Site Interpretation*. Cengage Learning.
13. Lichty, T., & Watson, J. (1998). *The Official America Online Tour Guide*. USA: Coriolis.
14. Pond, K. L. (1993). *The Professional Guide: Dynamics of Tour Guiding*. John Wiley & Sons.
15. Pond, K. L. (1993). *The Professional Guide*. New York: Van Nostrand Reinhold.

MT 306 A - Sustainable Tourism

Course Objective:

- Understand the evolution, principles, and factors affecting sustainable tourism, and significant declarations and reports.
- Learn about the internal and external impacts of tourism, sustainability indicators, and the roles of major organizations.
- Explore innovative forms of sustainable tourism, conflicts and synergies between promotion and conservation, and best practices.
- Study the importance of standardization, certification, codes of conduct, and policies related to sustainable tourism.

Course Outcomes: Students will be able to

- Gain a comprehensive understanding of sustainable tourism, its principles, and key global declarations impacting its development.
- Get equipped to assess the environmental, sociocultural, and economic impacts of tourism, using various tools and techniques for sustainable development.
- Understand different forms of sustainable tourism, analyze conflicts and synergies, and apply best practices to promote and conserve tourist destinations.
- Learn about tourism standardization, human rights issues, and policies, preparing them to ensure sustainable and ethical tourism practices.

Unit I: Definition and Principles of Sustainable Tourism: Evolution, nature and scope of Sustainable Tourism, factors affecting tourism sustainability: environmental, social, cultural and economic, interrelationship between sustainable and responsible tourism, emergence of sustainable tourism. Brundtland Report and its impact; Earth Summit- I & II, Cape Town Declaration 2002 and Kerala Declaration.

Unit II: Tourism environmental impact assessment: Internal and external; economic, socio-cultural and physical impacts, social and economic sustainability of tourist regions; major indicators, tools and techniques for sustainable development. Interrelationship between sustainable and green tourism, evaluation of impact of tourism site, zoning system, carrying capacity, Role of WTTC, UN-WTO, PATA, UNEP, IUCN, UNDP.

Unit III: Mass and Alternative Tourism: Innovative forms of sustainable tourism and their characteristics, community tourism, ecotourism, geo-tourism, adventure tourism, agro-tourism, and rural tourism; conflicts and synergies between promotion and conservation of destinations. *Understanding the concept and practices of* Eco-camp, eco-hotels, eco-resorts, eco-lodge, eco-marketing, and green fuel with respect to tourism sustainability, major eco-tourism destinations of India; case studies of eco-tourism, coastal tourism, and mountain tourism; India's code for safe and honorable tourism.

Unit IV: Legalities and Code of Conduct: Importance of standardization and certification in tourism; ISO standards; codes of conduct for tourism (UNWTO); human rights issues in tourism and the role of NGO's, critical assessment STEP scheme, National policy for sustainable development and sustainable millennium development goals, pro-poor tourism and community participation, future of Sustainable Tourism.

Suggested Readings:

1. Edgell, D. L. (2019). *Managing Sustainable Tourism: A Legacy for the Future*. Routledge.
2. Buckley, R. (2010). *Conservation Tourism*. CABI.
3. Gössling, S., Hall, C. M., & Weaver, D. B. (2009). *Sustainable Tourism Futures: Perspectives on Systems, Restructuring, and Innovations*. Routledge.
4. Hall, C. M., & Lew, A. A. (2009). *Understanding and Managing Tourism Impacts: An Integrated Approach*. Routledge.
5. Holden, A. (2008). *Environment and Tourism* (2nd ed.). Routledge.
6. Honey, M. (2008). *Ecotourism and Sustainable Development: Who Owns Paradise?* (2nd ed.). Island Press.
7. Weaver, D. B. (2006). *Sustainable Tourism: Theory and Practice*. Routledge.
8. UNEP & UNWTO. (2005). *Making Tourism More Sustainable: A Guide for Policy Makers*. United Nations Environment Programme and World Tourism Organization.
9. Swarbrooke, J. (1999). *Sustainable Tourism Management*. CABI, UK.
10. Brundtland, G. H. (1987). *Our Common Future: Report of the World Commission on Environment and Development*. United Nations.
11. Weaver, D. (2006). *Sustainable Tourism: Theory & Practice*. Burlington: Butterworth-Heinemann.
12. Mowforth, M., & Munt, I. (2003). *Tourism and Sustainability: Development and New Tourism in the Third World*. Routledge, London.
13. Wahab, S., & Pigram, J. J. (1997). *Tourism, Development and Growth: The Challenge of Sustainability*. Routledge, London.

MT 306 B - Adventure and Sports Tourism

Course Objectives:

- Understand the definition, classification, scope, and recent trends in adventure tourism globally and in India.
- Learn about land-based, air-based, and water-based adventure tourism activities, including equipment and safety considerations.
- Understand the organization, safety standards, equipment management, risk management, and marketing strategies in adventure tourism.
- Define sports tourism, explore types of sports events, examine its development, impact, challenges, and emerging trends.

Course Outcomes: Students will be able to

- Gain knowledge about different types of adventure tourism and current trends in popular adventure destinations worldwide and in India.
- Get familiarised with a variety of adventure activities, their equipment requirements, safety protocols, and popular destinations for each type.
- Acquire skills in organizing adventure activities, ensuring safety, managing risks, and promoting adventure tourism products effectively.
- Understand the dynamics of sports tourism, including its cultural implications, challenges such as seasonality, and trends in integrating leisure with sports tourism.

Unit I: Introduction to Adventure Tourism: Definition and nature of adventure tourism - Classification- Hard and soft adventures, Scope for Adventure tourism, Recent trends in Adventure tourism - Adventure tourism destinations - Worldwide, India.

Unit II: Adventure Tourism Activities: Land-based adventure tourism activities - Trekking, Mountaineering, Safaris, Bungee jumping, all-terrain vehicle tours- jeep, car rallies light vehicle tours, skiing, zip lining, rock climbing. Air-based adventure tourism activities- Paragliding, parasailing, ballooning, hand gliding, micro lighting, para motoring, air safaris Water based adventure tourism activities - Kayaking, rafting, cruising, scuba diving, kiteboarding.

Unit III: Organization of Adventure Tourism Activities: Organization of adventure tourism activities - equipment needed - SOP's - documentation- safety briefing - rescues and medical emergencies - inspection and maintenance of equipment - Standards for adventure-based activities - Responsibilities of tour operators - Risk management and mitigation - adventure tourism operator registration - marketing and promotion strategies.

Unit IV: Sports Tourism: Definition of Sports Tourism- Types of Sports events - Development and impact of sports tourism - place, sport, and culture - challenges of sports tourism: seasonality of sports tourism, integrating leisure and sports tourism - trends in sports tourism.

Suggested Readings:

1. Malik, S. S. (2020). *Potential of Adventure Tourism in India*. Agam Kala Prakashan Publishers.
2. Harris, J., & Wise, N. (2017). *Sport Events, Tourism and Regeneration*. Routledge.
3. Joshi, A. (2017). *India: A Travel Guide to Adventure Tourism*.
4. Williams, S. (2017). *Tourism Geography: A New Synthesis* (3rd ed.). Routledge.

5. Pomfret, G., & Bramwell, B. (2016). *The Characteristics and Motivational Decisions of Outdoor Adventure Tourists: A Review and Analysis*. *Current Issues in Tourism*, 19(14), 1447-1478.
6. Saran, A. K. (2015). *The Great Indian Adventure: From Beaches to Mountains*.
7. Gibson, H. (2013). *Sport Tourism*. Routledge.
8. Hudson, S. (Ed.). (2012). *Sport and Adventure Tourism*. Routledge. Buckley, R. (2011). *Adventure Tourism Management*. Routledge.
9. Buckley, R. (2010). *Adventure Tourism Management*. Routledge.
10. Hinch, T., & Higham, J. (2009). *Sport and Tourism: Globalization, Mobility and Identity*. Elsevier, Butterworth-Heinemann.
11. Page, S. J., & Connell, J. (2009). *Tourism: A Modern Synthesis* (3rd ed.). Cengage Learning.
12. Weed, M., & Bull, C. (2009). *Sports Tourism: Participants, Policy and Providers*. Butterworth-Heinemann.
13. Higham, J. (2007). *Sport Tourism Destinations: Issues, Opportunities and Analysis*. Routledge.
14. Hall, C. M., & Page, S. J. (2006). *The Geography of Tourism and Recreation: Environment, Place and Space* (3rd ed.). Routledge.
15. Higham, J. (2005). *Sport Tourism Destination: Issues, Opportunities and Analysis*. Elsevier, Butterworth-Heinemann.
16. Gyimóthy, S., & Mykletun, R. J. (2004). *Play in Adventure Tourism: The Case of Arctic Trekking*. *Annals of Tourism Research*, 31(4), 855-878.
17. Swarbrooke, J., Beard, C., Leckie, S., & Pomfret, G. (2003). *Adventure Tourism: The New Frontier*. Routledge.
18. Swarbrooke, J. (2002). *The Development and Management of Visitor Attractions* (2nd ed.). Routledge.

MT 306 C - Medical and Wellness Tourism

Course Objectives:

- Understand the historical evolution, contemporary definitions, and typologies of health and wellness tourism.
- Explore the growth factors, benefits, key stakeholders, international and regional analysis, and India's role in medical tourism.
- Learn about managing, marketing, market analysis, tour package development, approvals, and health insurance in health and wellness tourism.
- Understand spa tourism, types, wellness areas, programs offered in India, and differentiation criteria.

Course Outcomes: Students will be able to

- Gain knowledge about the origins, definitions, and various types of health and wellness tourism.
- Understand the factors driving medical tourism growth, the stakeholders involved, and India's position as a hub while considering ethical, legal, and economic issues.
- Acquire skills in planning, managing, and marketing health and wellness tourism packages, including handling pre-tour, on-tour, and post-tour operations.
- Get familiarised with spa tourism dimensions, wellness areas, and programs, enabling them to differentiate and market wellness tourism effectively.

Unit I: Introduction to Health Tourism: Historical overview of Health & Wellness Tourism- Contemporary definitions of Health & Wellness Tourism - Typologies of health and wellness tourism.

Unit II: Growth and Stakeholders of Medical Tourism: Growth of Medical Tourism – Factors responsible for growth of Medical Tourism – Benefits of Medical Tourism – Key Stakeholders in Medical Tourism - An international and regional analysis of Health Tourism and Wellness Tourism - India as a Hub of Wellness & Medical Tourism – Role of Government in Medical Tourism - Issues in Wellness and Medical Tourism- Ethical and Legal – Economic - Certification and Accreditation.

Unit III: Planning and Development of Health Tourism: Managing and marketing Health and Wellness Tourism- Tourist profile- market analysis- elements to be taken into consideration while developing medical tour package – approval and formalities- pre tour arrangements- tour operations- post tour management – Health Insurance.

Unit IV: Wellness Dimensions and Spa Tourism: Wellness Dimensions – Spa Tourism- Types – Areas of Wellness- Wellness Programs offered in India- Differentiating the Programs – ESPN'S of the Programs.

Suggested Readings:

1. Arulmozhi, J. S. (2023). *Healthcare and Medical Tourism*. Notion Press.
2. DeMicco, F. J. (2021). *Medical Tourism and Wellness*. CRC Press.
3. Sadhu, M., Pany, T. K., & Kanta, K. (2021). *Medical Tourism in India: Opportunities and Challenges*. Kunal Books.
4. Perez-Ortiz, M., & Alvarez-Garcia, H. (Eds.). *Health and Wellness Tourism*. Springer.
5. Smith, M., & Puczkó, L. (2014). *Health, Tourism and Hospitality: Spas, Wellness and Medical Travel*. Routledge.

6. Johnston, R., Crooks, V. A., & Snyder, J. (2013). *Spas and Health Tourism: A Critical Analysis*. Routledge.
7. Connell, J. (2011). *Medical Tourism*. CABI.
8. Hall, C. M. (2011). *Medical Tourism: The Ethics, Regulation, and Marketing of Health Mobility*. Routledge.
9. Anspaugh, D., Hamrick, M., & Rosato, F. (2010). *Wellness: Concepts and Applications*. Tata Mc Graw Hill.
10. Heung, V. C. S., Kucukusta, D., & Song, H. (2010). *A Conceptual Model of Medical Tourism: Implications for Future Research*. *Journal of Travel & Tourism Marketing*, 27(3), 236-251.
11. Reddy, S. G., York, V. K., & Brannon, L. A. (2010). *Traveling for Treatment: How Health and Medicine Have Become Transnational*. *International Journal of Healthcare Management*, 3(1), 41-50.
12. Cohen, M., & Bodeker, G. (2008). *Understanding the Global Spa Industry: Spa Management*. Butterworth-Heinemann.
13. Bookman, M. Z., & Bookman, K. R. (2007). *Medical Tourism in Developing Countries*. Palgrave Macmillan.
14. Turner, L. (2007). *First World Health Care at Third World Prices: Globalization, Bioethics and Medical Tourism*. *BioSocieties*, 2(3), 303-325.
15. Myers, J. E., & Sweeney, T. J. (2005). *Counseling For Wellness: Theory, Research, And Practice*. Amer Counseling Assn.

Semester IV

MT 401 - Strategic Management

Course Objectives:

- Introduce concepts, processes, and models in strategic management, including environmental scanning and the elements of strategic management.
- Learn tools and techniques such as SWOT analysis, Porter's Five Forces, BCG Matrix, and others for industry and competitive analysis.
- Understand generic strategies, offensive and defensive strategies, and strategies tailored to industry life cycle stages.
- Explore turnaround strategies, diversification, outsourcing, and strategy implementation, including the connection between strategy, structure, leadership, and culture.

Course Outcomes: Students will be able to

- Understand the strategic management process, develop visions, missions, and objectives, and evaluate external environmental factors shaping strategy.
- Analyze industry and competitive dynamics using various strategic analysis tools, evaluating company resources and capabilities.
- Grasp the formulation of strategies for different industry situations, including emerging industries, turbulent markets, and industry leaders.
- Understand how to evaluate and implement strategic alternatives effectively, establish strategic controls, conduct strategic audits, and evaluate corporate strategies.

Unit I: Introduction to Strategic Management: Concepts in Strategic Management, Strategic Management Process, developing a Strategic Vision, Mission, Objectives, Factors that Shape a Company's Strategy, A model of elements of Strategic Management. Environmental Scanning: Evaluating a company's External Environment- Relevant components of External Environment.

Unit II: Tools and Techniques for Strategic Analysis: Industry and Competitive Analysis. Evaluating Company's Resources and Competitive Capabilities by using SWOT Analysis, Value Chain Analysis and Competitive Advantage, Porter's Five Force Model, BCG Matrix, GE Model, TOWS Matrix, IE Matrix, Porter's Diamond Model, and Strategic groups.

Unit III: Strategy Formulation: Generic Strategies, Offensive Strategy, Defensive strategy. Industry Life Cycle Stages, Strategic Implications: Tailoring strategy to fit specific industry and company situations - Strategies for competing in Emerging industries, Turbulent and high-velocity markets, Maturing Industries, Stagnant industries, and Fragmented industries. Strategies for Industry leaders, Runner-up firms, weak and crisis ridden Business.

Unit IV: Strategic Alternatives and Implementation: Turnaround strategy, Strategies for Mergers and Acquisitions, Diversification Strategy: Why Firms Diversify, Different Types of Diversification Strategies, Outsourcing strategies: growth and drivers of outsourcing, **Strategy Implementation:** Strategy and Structure, Strategy and Leadership, Strategy and Culture Connection, **Strategy Evaluation and Control:** Establishing Strategic Controls for Measuring Performance, Guidelines for Proper Control, Strategic Surveillance, Strategic Audit, Strategy and Corporate Evaluation.

Suggested Readings:

1. Thompson, A. A., Jr., Strickland, A. J., Gamble, J. E., & Jain, A. K. (2023). *Crafting and executing strategy: The quest for competitive advantage - Concepts and cases* (21st ed.). Tata McGraw Hill Education Private Limited, New Delhi.
2. Lynch, R. (2021). *Strategic management* (9th ed.). Sage Publications.
3. Clegg, S. R., Pitelis, C., Schweitzer, J., & Whittle, A. (2020). *Strategy theory and practice* (3rd ed.). Sage Publications.
4. Carpenter, M. A., Sanders, W. G., & Salwan, P. (2017). *Strategic management: A dynamic perspective* (2nd ed.). Pearson.
5. Hitt, M., Ireland, R. D., & others. (2013). *Strategic management: A South Asian perspective* (9th ed.). Cengage Learning.
6. Rao, V. S. P., & Krishna, V. H. (2012). *Strategic management* (1st ed.). Excel Books.
7. Sarangi, S. K. (2012). *Modern strategic management* (1st ed.). Everest Publishing.
8. Kazmi, A. (2011). *Strategic management and business policy* (3rd ed.). Tata McGraw Hill Education Private Limited, New Delhi.
9. Adrian, & Alison. (2010). *Strategic management: Theory & applications* (1st ed.). Oxford University Press.
10. Subba Rao, P. (2010). *Business policy and strategic management (Text and cases)* (2nd ed.). Himalaya Publishing House, Hyderabad.
11. Dess, G. G., Lumpkin, G. T., & Eisner, A. B. (2009). *Strategic management: Text and cases* (6th ed.). Tata McGraw Hill Education Private Limited, New Delhi.
12. Wheelen, T. L., & Hunger, J. D. (2001). *Strategic management and business policy* (9th ed.). Pearson Ed.

MT 402 - Tourism Products and Resources of India

Course Objectives:

- Define and understand tourism resources, their types, components, and how they are evaluated to develop tourism products.
- Explore India's natural tourism resources including national parks, wildlife sanctuaries, beaches, and adventure tourism sites.
- Study historical monuments, museums, World Heritage Sites, archaeological ruins, religious shrines, and festivals as tourism resources.
- Explore Indian history, traditions, music, dance forms, handicrafts, cuisine, and cultural tourism hubs.

Course Outcomes: Students will be able to

- Differentiate between tourism resources and products, analyse regional tourism resources, and comprehend the characteristics and classification of tourism products.
- Identify and evaluate natural tourism resources in India, understanding their significance and potential for tourism development.
- Analyze India's historical and religious tourism resources, their cultural significance, and their role in attracting tourists.
- Understand India's cultural diversity, major tribes, festivals, and cultural tourism attractions, recognizing their importance in promoting cultural tourism.

Unit I: Tourism Resources and Products: Tourism Resources: Meaning and Concept; Types of tourism Resources; Components of Tourism Resources, Regional Analysis of Tourism Resources; evaluation of Tourism resources. Tourism Products: Definition, concept, characteristics and classification; difference between tourism resources and products; India: A brief historical and physiographic Profile; Seasons and climatic regions.

Unit II: Natural Tourism Resources of India: Natural Tourism Resources of India. National Parks, Wildlife Sanctuaries, Bird Sanctuaries, Hill Station, Beaches. Biosphere Reserves, River Tourism, Caves, Deserts, Land Terrain; Adventure Tourism Resources-Land Based, Water Based, Air Based; Adventure Sports - Soft and Hard Adventure.

Unit III: Historical and Religious Tourism Resources of India: Historical and Religious Tourism Resources of India -Monuments, Museums, World Heritage Sites, Archaeological Ruin Sites. Religious Tourism Resources: Religious Shrines/Centres, Religious Fairs and Festivals.

Unit IV: Cultural Tourism Resources of India: Cultural Tourism Resources of India - Indian History– Ancient, Medieval and Modern. Traditions, Customs and costumes; Music, Musical instruments and Performing art forms, Classical Dance, Folkdance and Music, Handicraft and Handloom, Cuisine. Cultural Tourism Hubs. Major Tribes Fairs & Festivals.

Suggested Readings:

1. Kumar, R. (2019). *India: A Comprehensive Geography* (3rd ed.). Kalyani Publishers.
2. Singh, L. (Ed.). (2018). *Natural resources of India: Resources, strategies and policy perspectives*. Springer.
3. Ministry of Tourism, Government of India. (2017). *Incredible India: Tourism Products* (5th ed.). Publications Division, Ministry of Information & Broadcasting.

4. Kaur, R., & Kaur, A. (Eds.). (2016). *Cultural Heritage of India* (4th ed.). Pragun Publications.
5. Chakrabarti, D. K. (2015). *India: An archaeological history* (2nd ed.). Oxford University Press.
6. Singh, G. (2014). *Ecotourism in India* (2nd ed.). Indus Publishing Company.
7. Goeldner, C. R., & Ritchie, J. R. B. (2011). *Tourism: Principles, Practices, Philosophies* (12th ed.). Wiley
8. Dube, S. C. (2009). *Handbook of Tribal Culture and Custom* (Rev. ed.). Concept Publishing Company.
9. Asher, C. B., & Talbot, C. (2008). *India before Europe* (1st ed.). Cambridge University Press.
10. Mathur, L. P. (2003). *Historical Geography of Ancient India* (2nd ed.). Concept Publishing Company.
11. Ball, S. (Ed.). *Encyclopaedia of Tourism Resources in India*. Butterworth–Heinemann.
12. Dixit, M. *Tourism products*. New Royal Book Co., Lucknow.
13. Brown, P. *Indian Architecture (Buddhist and Hindu)*. Bombay.
14. Brown, P. *Indian Architecture (Islamic period)*. Bombay.
15. Davies, P. *Monuments of India, Vol. II*. London.
16. Basham, A. L. *A Cultural History of India*. Oxford University Press.
17. Thapar, R. *A History of India: Volume 1*. Penguin Books, New Delhi.
18. Jacob, R., & Madhavan, P. *Tourism Products of India*. Ahijeet Publication, New Delhi.
19. Jhangi, A. D. (2019). *Tourism in India*.
20. Bezbaruah, M. P. *Indian Tourism: Beyond the Millennium*.
21. Dixit, M., & Sheela, C. *Tourism Products*.
22. Devi, R. *Dance Dialects of India*.
23. Gupta, I. C., & Kasbekar, S. *Tourism Products of India*.
24. Gupta, S. P. *Cultural Tourism in India*.
25. Sajnani, M. *Encyclopaedia of Tourism Resources in India*.
26. Khan, H. *Indian Heritage*.

MT 403 - Tourist Behaviour and Cross-Cultural Management

Course Objectives:

- Introduce global environment, cultural diversity, and models of tourist behavior with a focus on the Indian outbound travel market.
- Explore typologies of tourist behavior, their marketing applications, and tourism-specific market segmentation.
- Study consumer behavior, marketing mix, quality, satisfaction trends, and the impacts of host-guest interactions in tourism.
- Examine tourism impacts on culture, cultural differences, cross-cultural influences on tourist behavior, and multicultural competence.

Course Outcomes: Students will be able to

- Understand the impact of globalization on tourism and culture, factors influencing tourist behavior, and various models of tourist behavior analysis.
- Analyze typologies of tourist behavior, apply them in tourism marketing, and understand global patterns and nature of tourism demand.
- Comprehend the relationship between marketing strategies and tourist behavior, evaluate quality and satisfaction in tourism services, and analyse the impacts of host-guest interactions.
- Assess cultural impacts on tourism, understand cross-cultural challenges, and analyse cultural influences on tourism ethics and service delivery across different international societies.

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

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

Unit III: Consumer Behavior, Marketing, and Host-Guest Interactions: Marketing mix and tourist behaviour; the emergence of new markets and changes in tourism demand; quality and tourist satisfaction; trends. **Host-guest interactions and their impacts:** physical, social, cultural, environmental; tourist-guide interaction and its impact.

Unit IV: Culture and Cross-Cultural Comparisons: Cultural practices and tourism impacts on culture; cultural differences; cultural variability-sources of differences; culture and values. **Cross Cultural comparisons:** Concepts and challenges; cultural influences on tourist behaviour, social interactions; cultural shock; influence on services; cultural influences on ethics; differences among international societies like Asia, Australia, India etc.; multicultural competence.

Suggested Readings:

1. Ryan, C., & Page, S. J. (2016). *Tourism management: Research, policies, practices* (5th ed.). Routledge.

2. Hall, C. M., & Page, S. J. (2014). *The geography of tourism and recreation: Environment, place and space* (5th ed.). Routledge.
3. Tribe, J. (2010). *The economics of recreation, leisure and tourism* (4th ed.). Butterworth-Heinemann.
4. Bowen, D., & Clarke, J. (2009). *Contemporary Tourist Behaviour: Yourself and Others and Tourists*. Cambridge: Cambridge University Press.
5. Reisinger, Y. (2009). *International Tourism: Cultures and Behaviours*. Burlington: Butterworth-Heinemann.
6. Horner, S., & Swarbrooke, J. (2007). *Consumer Behaviour in Tourism* (2nd ed.). Burlington: Butterworth-Heinemann.
7. Pearce, P. L. (2005). Tourist behaviour: Themes and conceptual schemes. In A. A. Lew, C. M. Hall, & A. M. Williams (Eds.), *A companion to tourism* (pp. 47-58). Blackwell Publishing.
8. Hooker, J. (2003). *Working Across Cultures*. Stanford: Stanford University Press.
9. Crompton, J. L., & McKay, S. L. (1997). Motives of visitors attending festival events. *Annals of Tourism Research*, 24(2), 425-439.
10. Fodness, D., & Murray, B. (1997). Tourist motivations: Need for achievement and self-esteem. *Annals of Tourism Research*, 24(3), 635-639.
11. Smith, V. L. (1994). *Hosts and guests: The anthropology of tourism* (2nd ed.). University of Pennsylvania Press.
12. Urry, J. (1990). *The tourist gaze: Leisure and travel in contemporary societies*. Sage Publications.

MT 404 A - Rural Tourism in India

Course Objectives

- Define rural tourism, explore its scope, significance, and consider the countryside as a tourism resource in India.
- Study forms of rural tourism such as agri-tourism, rural home stays, eco-tourism, and their impacts on socio-economic development and conservation.
- Examine the need for planning and management in rural tourism, understand the planning process, key drivers, and strategies for marketing and promoting rural tourism.
- Explore government policies, interventions, financial assistance, and multi-stakeholder approaches in rural tourism development.

Course Outcomes: Students will be able to

- Understand the benefits, costs, and challenges associated with developing rural tourism, and identify key rural tourism sites in India.
- Analyze the impact of rural tourism on local communities, economies, and conservation efforts, focusing on different forms of rural tourism.
- Develop skills in planning, managing, and promoting rural tourism destinations, ensuring sustainable development and effective marketing strategies.
- Understand the role of government and various stakeholders in facilitating and promoting rural tourism through policy support, financial aid, and collaborative development approaches.

Unit I: Introduction to Rural Tourism: Definition of Rural tourism - scope and significance of rural tourism- countryside as a resource of rural tourism- rural tourism in India- Tourism sites in India - benefits and costs of developing rural tourism- challenges of developing rural tourism.

Unit II: Forms and Impacts of Rural Tourism: Form of rural tourism: Agri tourism, rural home stay, eco tourism, tribal, art & culture, wild life - Impact of rural tourism: socio-economic development, role of conservation of rural tourism.

Unit III: Planning Strategy for Rural Tourism: Planning strategy: need for planning and management -planning process, key drivers of rural tourism, marketing and promoting the countryside for rural tourism.

Unit IV: Role of Government and Stakeholders in Rural Tourism Development: Role of government in development of rural tourism (policies and interventions) and multi stakeholders multi participatory approach to development, Provision financial assistance by Government and other agencies.

Suggested Readings:

1. Williams, S., & Pugalis, L. (2018). *Rural Tourism: An International Perspective* (3rd ed.). Routledge.
2. Sharpley, R., & Vass, A. (Eds.). (2018). *Rural Tourism: An International Perspective* (2nd ed.). Channel View Publications.
3. Oriade, A., & Robinson, P. (2017). *Tourism and Rural Enterprise: Management, Marketing and Sustainability*. CABI.
4. Roberts, L., Hall, D., & Mitchell, M. (2016). *New Directions in Rural Tourism*. Taylor & Francis Group.

5. Hall, C. M., & Page, S. J. (2014). *The Geography of Tourism and Recreation: Environment, Place and Space* (5th ed.). Routledge.
6. Carlsen, J., & Butler, R. (Eds.). (2011). *Islands Tourism: Trends and Prospects* (2nd ed.). Routledge.
7. Dredge, D. (2010). *Cultural Heritage and Tourism: An Introduction* (2nd ed.). Channel View Publications.
8. Hall, C. M., & Page, S. J. (2009). *Tourism: A Modern Synthesis* (3rd ed.). Cengage Learning.
9. Wearing, S., & Neil, J. (2009). *Ecotourism: Impacts, Potentials and Possibilities* (2nd ed.). Butterworth-Heinemann.
10. Verma, S. B., Jiloka, S. K., & Thryambakam, P. (2006). *Rural Tourism and Tribal Development*. Deep and Deep Publications.
11. Hall, D., Kirkpatrick, I., & Mitchell, M. (2005). *Rural Tourism and Sustainable Business*. Channel View Publications.
12. Ryan, C. (2002). *Recreational Tourism: Demands and Impacts* (2nd ed.). Channel View Publications.
13. Roberts, L., & Hall, D. (Eds.). (2001). *Rural Tourism and Recreation: Principles to Practice*. CABI Publishing.
14. Hall, D., & Mitchell, M. (Eds.). (2000). *Tourism and Development in the Developing World* (2nd ed.). Routledge.
15. Sharpley, R., & Sharpley, J. (1998). *Rural Tourism: An Introduction*. Singapore: International Thomson Business Press.
16. Bramwell, B. (1993). *Tourism Strategies and Rural Development*. Paris: OECD.

MT 404 B - Emerging Trends in Tourism

Course Objectives:

- To understand the key drivers of change and trends shaping the global and Indian tourism industry, including government roles and the impact of globalisation.
- To explore changing demand patterns and consumption in outbound and inbound tourism and their impact on key stakeholders.
- To investigate various emerging tourism types and their growing significance in the industry.
- To assess the role of technology in transforming the tourism industry and its impact on service providers and customer experiences.

Course Outcomes: Students will be able to

- Identify and analyse major trends, government initiatives, and the effects of globalisation and pandemics on tourism, and develop strategies for industry preparedness and sustainability.
- Gain insights into the evolving preferences of travellers, the implications for businesses and destinations, and strategies to adapt to these changes.
- Describe and evaluate different forms of niche tourism, understand their appeal, and formulate ways to capitalize on these trends.
- Understand the influence of digital transformation, automation, and technological advancements on travel services, and develop approaches to enhance personalisation and efficiency in tourism services.

Unit I: Drivers of Change in the Tourism Industry: Trends shaping global tourism - emerging patterns in Indian tourism- role of government in tourism innovation and adoption - impact of globalisation on tourism sector- changing economic benefit patterns - potential pandemic scares its impact on tourism - preparedness and sustainability of the tourism industry in the wake of COVID'19.

Unit II: Outbound and Inbound Tourism Trends: Outbound and inbound tourism trends: changing demand patterns and consumption - Impact of the emerging trends on key stakeholders: travellers, businesses and destinations.

Unit III: Emerging Trends in Tourism Types: Sustainable tourism - Leisure - Transformative - Medical - Culinary – Astro- Experience - Frontier - staycations - pop culture- live events- genealogy- Eno tourism- literary- nautical- extreme tourism.

Unit IV: Trends in Tourism Services: Examine the role of technology in shaping the tourism industry, including the use of big data, artificial intelligence, virtual reality, and social media. Assess the impact of digital transformation- automation- tech empowered travel - travel personalisation and customisation on travel agencies, tour operators, and customer experiences - changing role of tourism services providers - impact of digitalisation on-service providers.

Suggested Readings:

1. Morrison, A. M., & Buhalis, D. (Eds.). (2024). *Routledge handbook of trends and issues in global tourism supply and demand*. Routledge.
2. Farmaki, A., & Pappas, N. (Eds.). (2022). *Emerging transformations in tourism and hospitality*. Routledge.

3. Gössling, S., Scott, D., & Hall, C. M. (Eds.). (2021). *The Routledge Handbook of Tourism and Sustainability*. London: Routledge.
4. Banerji, J. S. (2020). *Emerging trends in tourism and hospitality marketing*. Book Enclave.
5. Hall, C. M., & Gossling, S. (Eds.). (2020). *Tourism and Global Environmental Change: Ecological, Economic, Social and Political Interrelationships*. London: Routledge.
6. Page, S. J., & Connell, J. (2020). *Tourism: A Modern Synthesis* (5th ed.). Andover, UK: Cengage Learning EMEA.
7. UNWTO. (2020). *Global Report on Adventure Tourism*. Madrid: World Tourism Organization.
8. Pechlaner, H., & Stettler, J. (Eds.). (2019). *The Power of Networks: Prospects for the Tourism Industry*. Berlin: Springer.
9. Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2018). *Tourism: Principles and Practice* (6th ed.). Harlow, England: Pearson Education Limited.
10. Sigala, M., & Robinson, R. N. S. (Eds.). (2017). *Robots, Artificial Intelligence, and Service Automation in Travel, Tourism and Hospitality*. Cham: Springer International Publishing.
11. Gretzel, U., Sigala, M., Xiang, Z., & Koo, C. (Eds.). (2015). *Smart Tourism: Foundations and Developments*. Cham: Springer International Publishing.
12. Buhalis, D., & Law, R. (Eds.). (2008). *Progress in Tourism Management: Information Technology and Tourism*. London: Routledge.
13. Hall, C. M., & Williams, A. M. (Eds.). (2008). *Tourism and Innovation*. London: Routledge.
14. Disha. (2011). *Emerging trends in Indian tourism*. Jain Book Depot.
15. Varma, A. (2010). *Emerging trends in tourism*. ICFAI Books.
16. Aima, A., Chauhan, V., & Bhasin, J. *Contemporary trends in tourism and hospitality management*. Primus Books.
17. Monaco, S. (Ed.). *Digital tourism: Evaluation, digitalization, and automation*.
18. Filipe, J. A., & Rontos, K. *Modelling and new trends in tourism: A contribution to social and economic development*.

MT 404 C - Cargo and Baggage Handling

Course Objectives:

- To provide a foundational understanding of the cargo and baggage handling industry, including the various types of cargo and their specific handling requirements.
- To equip students with knowledge of the procedures and documentation involved in handling cargo and baggage and the use and maintenance of handling equipment.
- To familiarize students with international regulations and compliance standards in cargo and baggage handling, and to understand the role and coordination required at airports.
- To emphasize the importance of customer service and risk management in cargo and baggage handling, while exploring technological advancements and sustainable practices in the industry.

Course Outcomes: Students will be able to

- Gain a comprehensive understanding of the cargo and baggage handling industry and be able to identify and categorize different types of cargo and their handling requirements.
- Get proficient in the procedures and documentation necessary for cargo and baggage handling and understand the use and maintenance of related equipment.
- Earn knowledgeable about international regulations and compliance in cargo and baggage handling and understand the operational infrastructure of airports supporting these activities.
- Develop skills in managing customer service issues and risk in cargo and baggage handling and be aware of technological advancements and sustainable practices in the industry.

Unit I: Introduction and Types of Cargo: Overview of the cargo and baggage handling industry, importance in travel and tourism, key stakeholders (airlines, airports, ground handlers, regulatory bodies), types of cargo (general cargo, special cargo including perishable goods, dangerous goods, live animals, valuable cargo), and freight forwarding and logistics.

Unit II: Cargo and Baggage Handling Procedures: Cargo handling procedures (acceptance, documentation, packing, labelling, marking, storage, security), baggage handling procedures (check-in, tagging, screening, sorting, loading, transfer, interline handling), cargo and baggage handling equipment, automation and technology in handling, and maintenance and safety of handling equipment.

Unit III: Regulations, Compliance, and Airport Operations: International regulations (IATA, ICAO, TSA), customs procedures and documentation, compliance with safety and security standards, role of airports in cargo and baggage handling, layout and design of cargo terminals, and coordination between airlines, ground handlers, and airport authorities.

Unit IV: Customer Service, Risk Management, and Innovations: Customer service (handling inquiries and complaints, service quality, customer satisfaction, managing lost and damaged baggage), risk management (risk assessment, emergency response procedures, occupational health and safety), technology and innovation (RFID, barcode technology, cargo tracking and tracing systems, baggage handling systems), sustainable practices (environmental impact, green logistics, corporate social responsibility), and case studies and industry trends.

Suggested Readings:

1. International Air Transport Association (IATA). (2021). *IATA Ground Operations Manual*. Montreal, Canada: IATA.
2. Institute of Air Cargo Professionals. (2020). *The Air Cargo Industry: Its Global Role in the Supply Chain*. London, Kogan Page.
3. International Civil Aviation Organization (ICAO). (2020). *ICAO Annex 9: Facilitation*. Montreal, Canada: ICAO.
4. Blauwens, G., & Bouguerra, A. (Eds.). (2019). *Air Cargo Management: Air Freight and the Global Supply Chain*. Abingdon, Routledge.
5. Federal Aviation Administration (FAA). (2019). *Airport Operations*. Washington, DC: U.S. Department of Transportation.
6. John, P., & Wood, D. (2017). *Air Cargo Security: Defense Security and Strategies in the Commercial Air Cargo Industry*. Milton, Routledge.
7. Bichou, K. (Ed.). (2011). *Logistics in the Falklands War: A Case Study in Expeditionary Logistics*. Farnham, Ashgate Publishing Limited.
8. Waters, D. (2011). *Airline Operations and Scheduling* (2nd ed.). Farnham, Ashgate Publishing Limited.
9. Rodrigue, J. P., Slack, B., & Comtois, C. (2009). *The Geography of Transport Systems*. Routledge.
10. Christopher, M., & Peck, H. (2004). *Building the Resilient Supply Chain*. London, The Chartered Institute of Logistics and Transport.
11. Sales, M. *Air Cargo Management*.
12. Ashford, N., Stanton, H.P. Martin, & Moore, C. (Latest edition). *Airport Operations*.
13. Hall, N. *Baggage Handling: A New Approach to Passenger Services*.
14. International Air Transport Association (IATA). *Cargo and Baggage Handling Manuals*. IATA

MT 405 A - Digital & Social Media Marketing for Tourism

Course Objectives:

- To comprehend the concepts, components, and scope of digital marketing, focusing on its role and impact in the tourism sector.
- To explore various digital marketing channels and strategies, including search engine marketing and the transition from traditional to digital channels.
- To learn about audience segmentation and the creation of a comprehensive digital marketing plan tailored to the tourism sector.
- To understand the role of social media marketing in reaching, acquiring, and retaining customers in the tourism industry, and to learn how to measure digital media performance.

Course Outcomes: Students will be able to

- Understand the benefits, platforms, and importance of social media in tourism, along with the opportunities, challenges, and risks associated with digital marketing and social media for the tourism industry.
- Gain knowledge of different digital marketing channels, understand the mechanics of search engine marketing, and learn about online advertising formats and strategies.
- Segment their audience effectively, develop detailed digital marketing plans, and understand the impact of digital content on tourist behavior and destination selection.
- Get proficient in using various social media platforms for marketing and will learn to analyse and measure the performance of digital media, websites, and advertisements.

Unit I: Understanding Digital Marketing in Tourism: Concept, Components of Digital Marketing, Need and Scope of Digital Marketing, Benefits of Digital Marketing, Digital Marketing Platforms – the role and importance of social media in Tourism sector - Impact of social media on consumer behavior and digital channels as travel information source - Opportunities, challenges and risks of digital marketing and social media for the tourism supply side.

Unit II: Channels of Digital Marketing in the Tourism Sector: Digital Marketing, Website Marketing, Online Advertising, Email Marketing, Blog Marketing, Social Media Marketing, Audio, Video and Interactive Marketing, Online Public Relations, Mobile Marketing, Migrating from Traditional Channels to Digital Channels. Search Engine Marketing: Understanding Web Search – keywords, HTML tags, Inbound Links, Online Advertising vs. Traditional Advertising, Payment Methods of Online Advertising – CPM (Cost-per-Thousand) and CPC (Cost-per-click), Display Ads - choosing a Display Ad Format, Landing Page and its importance.

Unit III: Market Segmentation and Digital Marketing Plans: Audience segmentation, Digital Marketing Plan – Marketing Plan, Executive Summary, Mission, Situational Analysis, Opportunities and Issues, Goals and Objectives, Marketing Strategy, Action Plan, Budget, Writing the Marketing Plan and Implementing the Plan. Impact of digital content on tourist behavior: behavioural intention, destination selection.

Unit IV: Social Media Marketing and Performance Measurement: Understanding Social Media, Social Networking with Facebook, LinkedIn, Blogging as a social medium, Micro blogging with Twitter, Social Sharing with YouTube, Social Media for Customer Reach,

Acquisition and Retention. Measurement of Digital Media: Analysing Digital Media Performance, Analysing Website Performance, Analysing Advertising Performance.

Suggested Readings:

1. Tuten, T. L., & Solomon, M. R. (2020). *Social Media Marketing*. Sage Publications.
2. Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing: Strategy, Implementation and Practice*. Pearson Education Limited.
3. Alén, E., & de Juana-Espinosa, S. (2016). *Sustainability and Stakeholder Marketing: Proceedings of the 2nd International Conference on Marketing, Customer Relationship and Consumer Behavior (MCRCB 2016), June 23-24, 2016, Bandung, Indonesia*. CRC Press.
4. Strauss, J., & Frost, R. (2016). *E-Marketing*. Pearson.
5. Varma, A., Budhwar, P. S., & De Nisi, A. S. (2016). *Digital Marketing*. Wiley.
6. Zahay, D., & Hoffman, D. L. (2016). *Social Media Marketing in Tourism and Hospitality*. Springer.
7. Ahuja, V. (2015). *Digital Marketing*. Oxford University Press.
8. Solomon, M. R., & Tuten, T. (2015). *Social Media Marketing* (1st ed.). Pearson.
9. King, R. A., Racherla, P., & Bush, V. D. (2014). *What We Know and Don't Know About Online Word-of-Mouth: A Review and Synthesis of the Literature*. *Journal of Interactive Marketing*, 28(3), 167-183. doi:10.1016/j.intmar.2014.05.001
10. Miller, M. (2014). *B2B Digital Marketing* (1st ed.). Pearson.
11. Smith, P. R., & Zook, Z. (2011). *Marketing Communications: Integrating Offline and Online with Social Media*. Kogan Page.
12. Evans, D., & McKee, J. (2010). *Social Media Marketing: An Hour a Day*. Wiley.
13. Ryan, D., & Jones, C. (2009). *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*. Kogan Page.
14. Gay, R., Charlesworth, A., & Esen, R. (2007). *Online Marketing: A Customer-Led Approach*. Oxford University Press.
15. Madden, T. J., Fehle, F., & Fournier, S. (2006). *Brands Matter: An Empirical Demonstration of the Creation of Shareholder Value through Branding*. *Journal of the Academy of Marketing Science*, 34(2), 224-235. doi:10.1177/0092070305284976
16. Quan, S., & Wang, N. (2004). *Towards a Structural Model of the Tourist Experience: An Illustration from Food Experiences in Tourism*. *Tourism Management*, 25(3), 297-305. doi:10.1016/S0261-5177(03)00130-9

MT 405 B - Destination Planning and Development

Course Objectives:

- To understand the concept of tourism destinations, the need for planning new and regenerated destinations, and the various elements and processes involved in destination planning.
- To gain insights into the tourism system, focusing on the roles and interrelationships of key stakeholders in planning and managing tourism destinations.
- To learn how to analyse and match tourism demand with supply, profile tourists, and enhance destination attractiveness and competitiveness.
- To understand the development of tourism products and experiences, destination marketing and promotion, and quality measurement of tourist destinations.

Course Outcomes: Students will be able to

- Identify different types of tourism destinations, understand the planning approaches and processes, and analyse factors influencing destination planning and development.
- Comprehend the roles of the public sector, private sector, tourists, and local communities in tourism destination management and develop strategies for effective stakeholder collaboration.
- Conduct destination demand analysis, identify traveller segments, create a resource base for destinations, and improve destination competitiveness.
- Gain skills in developing and promoting tourism products, measuring destination quality, and understanding tourism policies, including initiatives by the Indian government and WTO guidelines for destination development.

Unit I: Destination Planning and Development: Destination - meaning and types- need for planning new and regenerated tourism destinations - elements of tourism destination planning - planning approaches - destination development planning process - destination life cycle - factors influencing tourism destination planning - levels of planning and development.

Unit II: Stakeholders in Tourism Planning: Understanding the tourism system- key stakeholders and their role in planning - interrelationship among key stakeholders - groups in managing tourism destination: public sector, private sector, tourists, local communities.

Unit III: Destination Demand Analysis: Destination demand analysis: planning for demand supply match - profiling tourists (particular to each destination) - traveller segments-destination offerings and attractiveness- destination resource base creation- destination competitiveness.

Unit IV: Managing Tourism Products and Experiences: Managing tourism product- Tourism product and experience development: role of destination - Destination marketing and promotion- branding of destination - tourist destinations quality measurement - tourism policy- initiatives of Indian government in destination development- WTO guidelines for destination development.

Suggested Readings:

1. Pearce, D. G., & Butler, R. W. (2019). *Tourism Today: A Geographical Analysis* (4th ed.). Routledge.
2. Cooper, C., Fletcher, J., Gilbert, D., & Wanhill, S. (2018). *Tourism: Principles and Practice* (6th ed.). Pearson Education Limited.

3. Ashworth, G., & Page, S. J. (2011). *Urban Tourism Research: Recent Progress and Current Paradoxes*. Routledge.
4. Hall, C. M., & Page, S. J. (2014). *The Geography of Tourism and Recreation: Environment, Place and Space* (5th ed.). Routledge.
5. Page, S. J., & Connell, J. (2014). *Tourism: A Modern Synthesis* (4th ed.). Cengage Learning.
6. Morrison, A. M. (2013). *Marketing and Managing Tourism Destinations*. Routledge.
7. Goeldner, C. R., & Ritchie, J. B. (2012). *Tourism: Principles, Practices, Philosophies* (12th ed.). John Wiley & Sons.
8. Morgan, N., Pritchard, A., & Pride, R. (2011). *Destination branding: Creating the unique proposition*. Butterworth-Heinemann.
9. Prideaux, B., & Cooper, M. (2009). *Strategic Tourism Planning: An Integrated Approach*. CABI.
10. Butler, R. W. (2006). *Tourism area life cycle: Applications and modifications*. Channel View Publications.
11. Tang, C. H., & Jones, E. E. (2005). *Tourism SMEs, service quality and destination competitiveness*. CABI Publishing.
12. Crouch, D. I., Ritchie, J. R., & Kossatz, H. G. (2003). *Competitive destination: A sustainable tourism perspective*. CABI Publishing.
13. Ritchie, J. R. B., & Crouch, G. I. (2003). *The Competitive Destination: A Sustainable Tourism Perspective*. CABI Publishing.
14. Singh, S., Timothy, D. J., & Dowling, R. K. (2003). *Tourism in destination communities*. CABI Publishing.
15. Gunn, C. (2002). *Tourism planning: Basic concepts and cases*. Cognizant Publication.
16. Inskeep, E. (1991). *Tourism Planning: An Integrated and Sustainable Development Approach*. Van Nostrand Reinhold.
17. Murphy, P. E. (1986). *Tourism: A community approach*. Methuen.

MT 405 C - Airport Operations Management

Course Objectives:

- To understand the growth of air travel, types of aviation, and the air transportation system, including airport operations and passenger handling procedures.
- To explore the symbiotic relationship between air transport and tourism, including the impact of air transport events on tourism growth and trends in air travel.
- To learn about airport operations, including landside and airside operations, billing and invoicing processes, and airport information management systems.
- To understand the process of setting up a travel desk at the airport, the role of tour escorts, and the range of services and information provided to tourists.

Course Outcomes: Students will be able to

- Identify different types of aviation, comprehend airport operations and terminal procedures, and handle passengers, including those with special needs.
- Understand the critical role of air transport in tourism, analyze trends influencing tourism, and assess the mutual benefits of air transport and tourism development.
- Get equipped with knowledge of managing airport facilities and operations, including parking, ground transportation, aircraft operations, and information systems.
- Gain the skills to establish and manage a travel desk, assist tourists with information, and handle various airport services.

Unit I: Air Travel and Airport Operations: Air travel: Growth, Aviation, Types of aviation, Air Transportation System. Airport: Types - Functions - introduction to airport operations - Familiarization with Terminal Operations - Passenger Handling procedures - Check-in & Documentation procedures - Handling of passenger with special needs/attention.

Unit II: Role of Airports in Tourism: Role of Airports in tourism: Tourism: A phenomenon emerges out of travel, Transportation: A vital element in the Tourism system, Symbiotic relationship between Air transport and tourism, Air Transport events that spurred the growth of Tourism, Increasing travel propensity - gateway tourism. Trends in air transport and the influence on tourism: passenger traffic flow, technology, traveller experience, regulated pricing, dynamic and unbundled pricing, safety and security standards, network carriers, product access, hyper mobility.

Unit III: Airport Operations Management: Airport Operations- landside operations: parking facilities, road access, passenger drop-off zones, and ground transportation services. - air side operations: aircraft landing, taxiing, and take off, billing and invoicing operations: landing and parking fees, fuel charges, and passenger facility charges. – airport information management: system, information desks, FIDS (Flight Information Display Systems).

Unit IV: Setting Up a Travel Desk and Airport Services: How to set up a travel desk at the airport- tour escorts' role at airports- Information provided to tourists: whom to approach for information - how to check arrival and departure information- buying tickets - how to check in - baggage: types and check in - baggage allowance - baggage transfer- lost baggage - currency exchange - visa verification - shopping at duty free- tourist tax refunds schemes (claiming GST, VAT refund at airport); insurance, Customs clearance.

Suggested Readings:

1. Dileep, M. R. (2021). *Air Transport and Tourism: Interrelationship, Operations and Strategies*. Routledge.
2. Suseelan, S. (2019). *Airline Airport & Tourism Management: Aviation Manual*. Notion Press.
3. Doganis, R. (2019). *The Airline Business* (3rd ed.). Routledge.
4. Graham, A. (2018). *Managing Airports: An International Perspective* (5th ed.). Routledge.
5. Wensveen, J. (2018). *Air Transportation: A Management Perspective* (8th ed.). Routledge.
6. Shaw, S. (2016). *Airline Marketing and Management* (7th ed.). Routledge.
7. Ashford, N., Mumayiz, S., & Wright, P. H. (2013). *Airport Engineering: Planning, Design, and Development of 21st Century Airports* (4th ed.). John Wiley & Sons.
8. Halpern, N., & Graham, A. (2013). *Airport Marketing* (1st ed.). Routledge.
9. Vasigh, B., Fleming, K., & Tacker, T. (2013). *Introduction to Air Transport Economics: From Theory to Applications* (2nd ed.). Routledge.
10. Ashford, N., Coutu, P., & Beasley, J. (2012). *Airport Operations*. Infinite Books.
11. Sharma, L. K. (2012). *Principles of Travel Tourism and Airport Handling*. Surendra Publications.
12. Wells, A. T., & Young, S. B. (2011). *Airport Planning & Management* (6th ed.). McGraw-Hill Education.
13. Horonjeff, R., McKelvey, F. X., Sproule, W. J., & Young, S. B. (2010). *Planning and Design of Airports* (5th ed.). McGraw-Hill Education.
14. O'Connor, W. E. (2001). *An Introduction to Airline Economics* (6th ed.). Praeger.