

**SCHEME OF EXAMINATION  
&  
SYLLABI**

**of**

**MASTER OF TRAVEL & TOURISM MANAGEMENT  
(MTTM)**

**(CHOICE BASED CREDIT SYSTEM)**

**FROM THE ACADEMIC SESSION 2016-17**



**INSTITUTE OF HOTEL & TOURISM MANAGEMENT  
MAHARSHI DAYANAND UNIVERSITY  
ROHTAK (HARYANA)**

**SCHEME OF EXAMINATIONS FOR  
TWO YEAR MTTM PROGRAMME**

**First Year: First Semester**

**Hard Core Courses**

Course No	Title of the Course (s)	External Marks	Sessional Marks	Practical Marks	Total Marks	Credits (L-T-P)
16MTTM 21HC1	Tourism Business	80	20	-	100	4-0-0
16MTTM 21HC2	Tourism Resources	80	20	-	100	4-0-0
16MTTM 21HC3	Travel Agency & Tour Operation	80	20	50	150	3-0-1
16MTTM 21HC4	Sustainable Tourism	80	20	-	100	4-0-0
16MTTM 21HC5	Major Destinations of India	80	20	-	100	4-0-0
16MTTM 21HC6	Health Tourism	80	20	-	100	4-0-0
16 MTTM 21 HC7	Tourism Marketing	80	20	-	100	4-0-0

**Soft Core Courses**

16MTTM 21D1	Management Practices in Tourism Industry	80	20	-	100	4-0-0
16MTTM 21D2	Communication Skills in Tourism	80	20	-	100	4-0-0

(Students have to choose any one (01) course from 16MTTM 21D1/21D2)

**First Year: Second Semester**

**Hard Core Courses**

Course No	Title of the Course (s)	External Marks	Sessional Marks	Practical Marks	Total Marks	Credits (L-T-P)
16MTTM 22HC1	Major Destinations of the World	80	20	-	100	4-0-0
16MTTM 22HC2	Transport Management	80	20	-	100	4-0-0
16MTTM 22HC3	Information Technology in Tourism	80	20	-	100	4-0-0
16MTTM 22HC4	Tourist Behaviour	80	20	-	100	4-0-0
16 MTTM22HC5	Field Tour & Report	-	-	-	200	0-5-0

**Soft Core Courses**

16MTTM 22D1	Accounting for Tourism	80	20	50	150	4-0-1
16MTTM 22D2	Research in Tourism	80	20	50	150	4-0-1

(Students have to choose any one (01) course from 16MTTM 22D1/22D2)

**NOTE:**

1. In addition to the above courses, each student will opt one course as an open elective from the pool of open elective courses to be decided by the University CBCS board.
2. In addition to the above courses, each student will opt one course as foundation elective from the pool of foundation elective courses to be decided by the University CBCS board.

## Second Year: Third Semester

### Hard Core Courses

Course No	Title of the Course (s)	External Marks	Sessional Marks	Practical Marks	Total Marks	Credits (L-T-P)
16MTTM 23HC1	Airlines Ticketing	80	20	50	150	4-0-1
16MTTM 23HC2	Event Management	80	20	-	100	4-0-0
16MTTM 23HC3	Cargo Management	80	20	-	100	4-0-0
16MTTM23HC4	Tour Packaging Management	80	20	50	150	4-0-1

### Soft Core Courses

16MTTM 23D1	Tourism Economics	80	20	-	100	4-0-0
16MTTM 23D2	Entrepreneurship in Tourism	80	20	-	100	4-0-0

(Students have to choose any one (01) course from 16MTTM 23D1/23D2)

### NOTE:

1. In addition to the above courses, each student will opt one course as an open elective from the pool of open elective courses to be decided by the University CBCS board.

## Second Year: Fourth Semester

### Hard Core Course

Course No	Title of the Course (s)	Training report evaluation (External)	Viva-Voce (External)	Total Marks	Credits (L-T-P)
16MTTM 24HC1	Training Report	100	100	200	5
16MTTM 24HC2	Project Report	100	100	200	5

### NOTE:

1. Immediately after the completion of the Third semester, the students shall proceed for their Internship/On-The-Job Training/Industrial Training of 20 weeks duration. The Training Report and project report prepared after the completion of training shall be assessed in the Fourth semester on the completion of training as a compulsory course. The report will be submitted by the candidates in the manner as specified in the Ordinance.

## 16 MTTM 21HC1

### TOURISM BUSINESS

**External Marks: 80**

**Internal Marks: 20**

**Time: 3 hrs**

#### **Unit-I**

Tourism, tourists, visitors, excursionists, travelers, resources, attractive, product Market concept. Tourism: Meaning, nature and scope, Tourism: Types, elements and components, Historical development of tourism, Travel motivators & deterrents, Pull and push forces in tourism. Performance of tourism in India at national and International level.

#### **Unit - II**

Hospitality- Introduction, concept

International Tourism Institutions and organizations, and their role in promoting international movement-UNWTO , TAAI, IATO, IATA, FHRAI.

#### **Unit- III**

Economic impacts of Tourism, Socio-cultural Impacts of Tourism and Environmental Impacts of Tourism, Emerging concepts:

Eco/rural/farm/green/wildness/sustainable/special interest tourism

#### **Unit- IV**

Transportation: Types and relevance in tourism

Travel Agencies and Tour-Operators: Overview and relevance in tourism

Concept of Tourism Chain; Vertical and Horizontal integration in tourism chain

An overview of hospitality & tourism Education with special reference to India

#### **Suggested Reading:**

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

#### **NOTE :**

The question paper will be set by the external examiners. The external examiner will set 08 questions in all, selecting not more than two questions from each unit. If a case study is included in the question paper then it will carry marks equivalent to one question. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

## 16 MTTM 21HC2

### TOURISM RESOURCES

**External Marks: 80**

**Internal Marks: 20**

**Time: 3 hrs**

#### **Unit – I**

Concept of resource, attraction & product in tourism, meaning & characteristics, typology & nature of tourism resources. Nature & Scope to tourist places in India.

#### **Unit – II**

Natural Tourism resources in India-Existing use patterns vis-a-vis potential with relation to varied landforms (mountains, deserts, beaches, coastal areas & islands), water bodies and biotic wealth (flora-fauna). Popular tourist destination for land based, water based and air based tourist activities.

#### **Unit- III**

Study of wild life Parks, Sanctuaries & Tiger Reserves in India with case studies of Raja Ji National Park, Jim Corbett, Bharatpur Bird Sanctuary, Valley of Flowers & Gir National Park. Study of Hill station attractions & their environs with case studies of Mussoorie, Nainital, Shimla & Manali beaches & Islands: Resources & their use patterns case studies of Goa, Kovalam, Andaman, Lakshwedeep.

#### **Unit- IV**

Buddhist Resources- Bodh Gaya, Kushinagar, Sarnath, Sanchi & Ajanta. Islamic resources- Delhi, Agra & Fatehpur sikri

Hindu resources-Khajuraho, Mahabalipuram, Tirupati, Madurai, Vaishno devi & Konark Socio cultural resources - Important fairs and festivals with case studies of Kumbha Mela, Dussehra, Onam, Puri Rath Yatra- & Chhath.

#### **Suggested Reading:**

- Tourists Resource of India- Ram Acharya.
- Tourists Resources of India- Ratandeep Singh.
- Tourists Resources of India-Jagmohan Negi.
- Himachal Pradesh, The Land, the people by S.S. Negi

#### **NOTE:**

The question paper will be set by the external examiners. The external examiner will set 08 questions in all, selecting not more than two questions from each unit. If a case study is included in the question paper then it will carry marks equivalent to one question. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

## 16 MTTM 21HC3

### TRAVEL AGENCY & TOURS OPERATION

**External Marks: 80**

**Internal Marks: 20**

**Practical 50**

**Time: 3 hrs**

#### **Unit – I**

##### **Travel Agency and Tour Operation business:**

Travel Agencies and Tour Operators- meaning, concept, types and importance  
Historical growth and development of travel agency and tour operation business.  
Linkages and integrations in travel agency and tour operation The future role of Travel intermediaries

#### **Unit - II**

##### **Organizational structure and functions**

Organizational structure of travel agency and tour operator-main operational and managerial staff.Travel agency HR planning and job analysis of major positions Major functions of Travel agency and tour operators

#### **Unit - III**

##### **How to Set Up a Travel Agency**

Procedure for approval of Travel Agents, Tour Operators by Department of Tourism, Government of India and IATA Ownership structure and revenue source of travel agency and tour operation fiscal and non-fiscal incentives available to travel agencies and tour operators business.

#### **Unit - IV**

##### **Understanding the role of Government and other organizations in Travel Trade**

Role and contribution of Department of Tourism, Government of India, ITDC and State Government Travel Trade Associations and Organizations-Role and contribution of WTO, IATA, TAAI and IATO. Present business Trends and Future prospects of travel agencies and tour operators business

#### **Case Studies**

THOMAS COOK

COX & KINGS

ORBIT

MAKEMYTRIP.COM

#### **Suggested Readings:**

- Holloway, J. c., The Business of Tourism (1983), Mac Donald and Evans, Plymouth.
- Syrratt Gwenda, Manual of Travel Agency Practice, Butterworth Heinmann, London, 1995
- Stevens Laurence, Guide to Starting and Operating Successful

Travel Agency, Delmar Publishers Inc., New York. 1990

- Gee, Chuck and Y. Makens, Professional Travel Agency Management, Prentice Hall, Nt.: York, 1990.
- Mohinder Chand, Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd. New Delhi, 2007.
- Foster D.L. The Business Of Travel Agency Operations and Administration

**NOTE:**

The question paper will be set by the external examiners. The external examiner will set 08 questions in all, selecting not more than two questions from each unit. If a case study is included in the question paper then it will carry marks equivalent to one question. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

## 16 MTTM 21HC4

### SUSTAINABLE TOURISM

**External Marks: 80**

**Internal Marks: 20**

**Time: 3 Hrs**

#### **Unit I**

The three dimensions of sustainable tourism: focus on the definition of the environmental, economic and social dimension of sustainable tourism and their inter-relationship; work out the environmental, economic and social impacts (positive and negative)

#### **Unit II**

Defining sustainable tourism: from mass tourism to nature-based tourism, eco-tourism, responsible tourism, and sustainable tourism; nature and scope of sustainable tourism

#### **Unit III**

The identification of the key actors in sustainable tourism, including society as a whole, the public sector, the tourism industry, the non profit sector, the host community, media, and finally the tourists; types of organizations; work out the links between them and to design partnership opportunities

#### **Unit IV**

Indicators for sustainable tourism: what to measure?, what type of indicators?, how to organize indicators?, where to measure?, Bellagio Principles, WTO indicators • Certification Schemes and Eco-labels: Corporate environmental management and auditing (ISO 14000/140001, EMAS), Environmental impact assessment, Environmental policies and statements, Corporate social responsibility (CSR)

#### **Suggested Reading:**

Baker, S. (2006): Sustainable Development. London and New York: Routledge.

Strange, T. and Bayley, A. (2008): Sustainable Development. Linking Economy, Society, Environment. Paris: OECD.

Page, S.J. and Connell, J. (2006) Tourism a modern synthesis. Second edition. London: Thomson. Weaver, D. (2006) Sustainable tourism. Oxford: Elsevier.

Goodwin, H. (2011). Taking responsibility for tourism. Oxford: Goodfellow Publishers Ltd.

Swarbrooke, J. (2005) Sustainable Tourism Management. Cambridge: CABI Publishing.

Miller, G. And Twinin-Ward, L. (2005) Monitoring for a sustainable tourism transition. The challenge of developing and using indicators. Cambridge: CABI Publishing.

Holden, A. (2000) Environment and tourism. London & New York: Routledge

**NOTE:** The question paper will be set by the external examiners. The external examiner will set 08 questions in all, selecting not more than two questions from each unit. If a case study is included in the question paper then it will carry marks equivalent to one question. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.



## 16 MTTM 21HC5

### MAJOR DESTINATIONS OF INDIA

**External Marks: 80**

**Internal Marks: 20**

**Time: 3 hrs**

#### **Unit –I**

Historical / Monumental / Architectural destinations Delhi – Agra- Jaipur, Khajuraho, Nalanda, Ajanta- Ellora, Hampi- Halebid, Lucknow.

#### **Unit –II**

Religious / Cultural Centers Haridwar- Badri Nath- Kedarnath, Bodh Gaya, Bhuvaneswar – Puri- Konark, Rameshwaram, Dwarka, Amritsar.

#### **Unit –III**

**Hill Stations and National Parks;** Leh, SriNagar, Manali, Darjeeling, Ooty, ahabaleshwar. Jim Corbett, Sariska, Kanha, Gir

#### **Unit-IV**

**Coastal Destinations & Islands;** Puri, Mumbai, Goa, Lakshadweep. Cochin, Kanyakumari, Chennai, Pondicherry, Andman & Nicobar, Kolkata

#### **References:**

- Ahmad, Aizaz: General Geography of India, NCERT, New Delhi.
- Goh Cheong Long: An Economics of India, Oxford University.
- National Atlas of India, Govt. of India Publication, Calcutta 1997.
- Atlas of World Oxford Press, New Delhi.
- Singh, R.L. (ed.) India: A Regional Geography National Geographical Society of India, Varanasi, 1989.
- Manorama Year Book 2012
- Indian Year Book 2012, Publication Division, Govt. of India, New Delhi.
- Tourism Planner.
- Tour Brochures etc.
- Lonely Planet-India
- Kumar, Ravi Bhushan: Coastal Tourism & Environment, AOH Publishing Corporation, New Delhi.
- Pilgrimage in India, R.N Pillai.
- Kohli, M.S.: Mountaineering in India, Vikas Publishing House, and New Delh.
- Tirthank Visheshank, Gita Press Gorakhpur

#### **NOTE:**

The question paper will be set by the external examiners. The external examiner will set 08 questions in all, selecting not more than two questions from each unit. If a case study is included in the question paper then it will carry marks equivalent to one question. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

**HEALTH TOURISM**

**External Marks: 80**

**Internal Marks: 20**

**Time: 3 hrs**

**Unit – I**

Health and Medical Tourism: Meaning, nature and scope  
Factors responsible for growth of health and medical tourism

**Unit – II**

Health and Medical tourism Product  
Health and Medical Tourism markets at global level  
Advantages and disadvantages for India in Global Medical Tourism Market

**Unit – III**

Health and Medical Tourism in India  
Role of Private sector in health and medical tourism  
Traditional Health Care system in India  
Government incentives for health and medical tourism in India

**Unit – IV**

Certification and Accreditation in health and medical tourism  
Ethical, legal, economic and environmental issues in health and medical tourism

**References:**

- Reisman, David, **Health Tourism: Social Welfare Through International Trade**
- Smith, Melanie; &Puczko, Laszlo, **Health and Wellness Tourism**
- Conell, John, **Medical Tourism**
- Todd, Maria, **Handbook of Medical Tourism Programe Development**
- ASSOCHM, **Health Tourism : The Great Indian Advantage**
- Sarngadharan, M. &Sunanda, V.S., **Health Tourism In India**
- Gupta, Ambuj& Sharma, Vinay, **Medical Tourism: On the Growth Track in India**
- Kumar, **Medical Tourism in India (Management and Promotion)**
- Todd, Maria, **Medical Tourism Facilitator's Handbook**
- Watson, Stephanie &Stolley, Kathy S., **Medical Tourism : A Reference Handbook**
- Edlin, Gordon &Golanty, Eric, **Health and Wellness**
- UysalMuzaffer, Perdue, Richard, M. &Sirgy, Joseph, **Handbook of Tourism and Quality-Of-Life Research**
- Connell, John, **Migration and the Globalisation of Health Care: The Health Worker Exodus?**
- Chen, Joseph S., **Advances in Hospitality and Leisure**
- Chillibreeze, **Medical Tourism: A Bangalore Perspective**

**NOTE:**

The question paper will be set by the external examiners. The external examiner will set 08 questions in all, selecting not more than two questions from each unit. If a case study is included in the question paper then it will carry marks equivalent to one question. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

**TOURISM MARKETING**

**External Marks: 80**

**Internal Marks: 20**

**Time: 3 hrs**

**Unit I**

**Introduction to Marketing** Tourist Needs, Wants and Demands; Products and Services; Markets; Marketing; The Production Concept, The Product Concept, The Selling Concept, The Marketing Concept, The Societal Marketing Concept; The Marketing Process, 7 p's of Tourism Marketing Mix, The Tourism Marketing Environment; Destination Marketing; Managing Capacity and Demand.

**Unit II**

**Tourist Behaviour** Understanding Tourist Behaviour: Factors affecting Tourist Behaviour , Tourist Buying-Decision Process, Tourist decision making process for new products and services; Market Segmentation (Concepts & Types), Targeting, and Positioning; Competitive Advantage and its strategies.

**Unit III**

**Product Pricing and Services Strategy** What is a Tourism Product, Product Classification, Tourism Product Mix, Product Line, Tourism Product life cycle & strategies, New Product Development Process; Services Marketing (Concept & Characteristics), Approaches to Tourism Service Pricing; Marketing Intermediates in Tourism Business; Branding; Competitive Differentiation and its strategies for Tourism Businesses.

**Unit IV**

**IMC** Tourism Marketing Communication Mix: Advertising, Sales Promotion, Public Relations , Personnel Selling, Direct Marketing; Socially Responsible Tourism Marketing : The changing face of IMC; Emerging Trends and application of marketing in different areas – Rural Marketing, Green Marketing, Cyber Marketing, . Ethics in Marketing and Consumerism.

**Suggested Readings:**

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

**NOTE :**

The question paper will be set by the external examiners. The external examiner will set 08 questions in all, selecting not more than two questions from each unit. If a case study is included in the question paper then it will carry marks equivalent to one question. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

## 16 MTTM 21D1

### MANAGEMENT PRACTICES IN TOURISM INDUSTRY

**External Marks: 80**

**Internal Marks: 20**

**Time: 3 hrs**

#### UNIT 1

**ROLE OF A MANAGER** Roles and Responsibilities of a Professional Manager ,Managerial Levels and Skills required in Tourism Industry, Business ethics , Corporate Social Responsibility – Legal, Ethical, economic and Philanthropic Dimensions in Tourism.

#### UNIT-2

**DECISION MAKING AND DIRECTING** Types of Decisions and Decision Making Process used by Travel Organizations ,Management by Objectives (MBO) , Managerial Communication – Types , process and Barriers in Tourism , Motivation – Concept and Theories ,Delegation and coordination .

#### UNIT -3

**ORGANIZATIONAL CLIMATE AND CHANGE** Reasons for conflicts in Travel Organizations and its management strategies ,Change – Resistance to change and managing change.

#### Unit 4

**BEHAVIOURAL DYNAMICS** Analyzing Interpersonal Relations, Leadership – Concept, Content -Theories ,Styles of Leadership in Tourism Industry, Group Dynamics – Types of groups, Reasons for formation of groups in Travel organizations, Group Cohesiveness- merits and demerits.

#### **Suggested Readings:**

- Chandra Bose/Principles Of Management & Administration, Prentice Hall Of India
- Management Theory & Practice C.B.Gupta (CBG) Sultan Chand & Sons
- Management Stoner, Freeman & Gilbert Prentice Hall Of India Pvt Ltd.
- Management Today : Principles and Practice - Burton, Jene, Tata Mc-Graw-Hill Publishing Co. Ltd.
- Management: A global perspective, Wehrich, Heinz and Koontz, Harold, New Delhi: Tata McGraw-Hill Publication Company, 1993

Note: The question paper will be set by the external examiners. The external examiner will set 8 questions in all, selecting not more than two questions from each unit. If a case study is included in the question paper then it will carry marks equivalent to one question. The candidates will be required to attempt five questions in all, selecting at least one question from each unit. However, in question paper(s) where any deviation is required, special instructions will be issued by the Chairman, PG Board of Studies in Management.

## 16 MTTM 21D2

### COMMUNICATION SKILLS IN TOURISM

**External Marks: 80**

**Internal Marks: 20**

**Time: 3 hrs**

#### **Unit -I**

Communication theory: Meaning, Significance and Scope of Communication; Models of Communication Process; Filtering in Communication; Words and Meanings, Perception and reality, Barriers of Communication. Flow of information in business organizations and role of effective communication in improving it

#### **Unit -II**

Business writing Principles for clear Business Writing: Adoption Word Selection, Sentence Construction Qualities of Business Correspondence, Letters. Important Business correspondence; Memos, Reports, Inquires and Responses, Persuasive Requests, sales Letter. Facsimile, Curriculum Vitae, Email, use of MS Office in Business Communication. Business Reports Writing –Organization and Make-up of Different Type of Reports. Techniques of Writing, Visual aspects of Reports; Layout options and Illustrations

#### **UNIT – III**

Oral Business communication: Dictation, Telephone conversation. Public speaking and oral Reporting, Interviews, Demonstration. Meeting –Process and Organization of Meetings, Group Discussions.

#### **UNIT – IV**

Nonverbal Communication- Body Language, Importance of Gestures in Communication. Reading Body Language, Body Language in Business Communication. Cross-Cultural Communication- Concept of Cultures, Functions of Culture, Impact of Culture of Communication, Important expressions in Cross Cultural Communication.

#### **References:**

- Snell Shelagh and Carpenter Jeff. “Communication in Travel and Tourism” Hodder
- and Stoughton Ltd. Kent by Page Bros. (Norwich) Ltd. 1990.
- Leisikar V Raymond and Petit D John. “Business Commutations” Richard D Irwin.
- 1992.
- MS Office.
- Allan Peas, Body Language.
- Desmand Morris, People Watching.
- R.K. Madhukar, Business Communication, Vikas Publisher House, New Delhi.

#### **NOTE:**

The question paper will be set by the external examiners. The external examiner will set 08 questions in all, selecting not more than two questions from each unit. If a case study is included in the question paper then it will carry marks equivalent to one question. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

**16 MTTM 22HC1**

**MAJOR DESTINATIONS OF THE WORLD**

External Marks: 80

Internal Marks: 20

Time: 3 Hrs

**Unit-I**

**Major Destinations of Asia and Pacific Regions:** Singapore, Malaysia, Thailand, Hong Kong, China, Australia and New Zealand

**Unit-II**

**Major Destinations of Middle East & Africa Regions:** UAE, South Africa, Tanzania, Kenya, Turkey, Mauritius

**Unit-III**

**Major Destinations of Europe Region:** UK, France, Germany, Italy, Switzerland, Austria, Belgium, Netherlands

**Unit-IV**

**Major Destinations of America Region:** Eastern Part of USA, Western Part of USA, Canada, Brazil, Mexico

**Suggested Readings:**

World Atlas, Oxford Press

Tour Brochures of related places

Lonely Planet of related destinations

Websites of related destinations

**NOTE:**

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**TRANSPORT MANAGEMENT**

**External Marks: 80**

**Internal Marks: 20**

**Time: 3 hrs**

**Unit- I**

Transportation as dynamic & visual manifestation of tourism. History of different modes Of transportation. Landmarks in the development of transport sector and factors affecting the development of different modes of transport.

**Unit- II**

Airlines & tourism: history of airlines' in India. Role and contribution of air India, Indian. Airlines, private airlines & helicopter services. Infrastructural basis of airlines in India. Role of airlines in tourism promotion: recent policies regarding airlines, problems of airlines business.

**Unit- III**

Surface transport & tourism: Growth and development of surface transport in India ,importance of surface transportation. Infrastructural basis for surface transport . Coaches' & car rental system in India. Problems faced by surface transport sector. Role and contribution of NHAI.

**Unit- IV**

Railway & tourism: history & present status of Indian railway. Zonal distribution, infrastructural basis of Indian Railway. Role of Indian railway in tourism promotion. Special trains & packages for tourists. Problems faced by Indian railway. Water transport: history & present status of water transport .Waterways of India. Types of water transport: Ocean liners, Cruise liners, ferries, hovercraft, river and canal boats and fly cruise.

**Suggested Readings:**

- Jagmohan Negi – Travel Agency and Tour Operations.
- Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text
- Bhatia, A.K., - International Tourism
- Seth, P.N., (1999) Successful Tourism Management (Vol 1 &2)
- [www.indianrailways.gov.in](http://www.indianrailways.gov.in)
- [www.irctc.co.in](http://www.irctc.co.in)
- [www.dorth.gov.in](http://www.dorth.gov.in)
- [www.morth.nic.in](http://www.morth.nic.in)

**NOTE:**

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**INFORMATION TECHNOLOGIES IN TOURISM**

**External Marks: 80**  
**Internal Marks: 20**  
**Time : 3 Hrs**

**Unit I**

**Introduction to Computers**

Introduction to Computer: Classification, Generations, Capabilities Characteristics & Limitations, Application and use of Computers in Hotel.

**Unit II**

**Introduction to Computer Hardware**

Components of Computers-Hardware: Hardware elements - input, storage, processing & output devices. Block diagram of computer,

**Unit II**

**Introduction to Computer Software's & MIS**

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

**Unit IV**

**Introduction to Internet & E-Commerce**

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

**Practical:** In ref to Theory Syllabus

**Suggested Readings:**

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

**NOTE:**

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## 16 MTTM 22HC4

### TOURIST BEHAVIOUR

External Marks: 80

Internal Marks: 20

Time: 3 Hrs

#### UNIT- I

Understanding travel & tourism behavior, characteristics affecting consumer behavior, cultural factors, social factors, personal factors, psychological factors, group factors, models of consumer behavior, The buyer decision process, Need Recognition, Information Search, Evaluation of Alternatives, Purchase Decision, Post purchase Behavior.

#### UNIT- II

Organizational Buyer Behavior of Group Market: The organizational buying process, Market Structure and Demand, Types of Decisions and the Decision Process, Participants in the organizational buying process, Major influences on organizational buyers, Environmental Factors, Organizational Factors, Interpersonal Factors, Individual Factors.

#### UNIT- III

Organizational buying decisions, Problem Recognition, General Need Description, Product Specification , Supplier Search , Proposal Solicitations, Supplier Selection, Order-Routine Specification , Performance Review, Group Business Markets, Conventions, Association Meetings, Corporate Meetings, Small Groups, Incentive Travel.

#### UNIT- IV

Market Segmentation, Targeting, and Positioning, Market Segmentation, Geographic Segmentation, Demographic Segmentation, Gender, Marketing Highlight : Targeting Families by targeting kids, Psychographic Segmentation, Behavioral Segmentation , Requirements for Effective Segmentation, Market Targeting, Evaluating Market Segments, Selecting Market Segments, Choosing a Market-Coverage Strategy, Market Positioning, Mapping.

#### Suggested Readings:

Robins – Organisational Behaviour Pearson

Luthans - Organisational Behaviour - TMH

Rao & Narayan – Organisational Theory & Behaviour - Konark

Udai Pareek – Understanding Organisational Behaviour, Oxford

P.G. Aquinas, Organisation Behaviour, Excel Books.

Kinicki & Kreither – Organisational Behaviour, TMH.

Uma Sekharan – Organisational Behaviour cases – TMH

Glinow, Mcshane, & Sharma - Organisational Behaviour. TMH

**NOTE:** The question paper will be set by the external examiners. The external examiner will set 08 questions in all, selecting not more than two questions from each unit. If a case study is included in the question paper then it will carry marks equivalent to one question. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

**16 MTTM 22HC5**

**Field Tour & Report**

Evaluation of Field Tour Report: 100

Viva Voce of Field Tour Report: 100

The examination shall be conducted by the Board of Examiners as per provisions in the Ordinance

## 16 MTTM 22D1

### ACCOUNTING FOR TOURISM

External Marks: 80

Internal Marks: 20

Practical Marks 50

Time: 3 hrs

#### Unit I

**Financial Accounting:** Meaning, Need, Objectives, Concepts, Conventions and Assumptions, Branches of Accounting, Internal and External Users of Accounting, Advantages and Limitations of Financial Accounting, Accounting Standards.

#### Unit II

**The Double Entry System:** Its Meaning and Scope. The Journal, Cash Book. Ledger, Trial Balance. Trading Account. Profit and Loss Account. Balance Sheet, Entries and Adjustments of different heads in different Books and Accounts, Introduction of Company Accounts.

#### Unit-III

**Managing Accounting:** Meaning, Functions, Scope, Utility, Limitations and Tools of Management Accounting. Analysis of Financial Statements- Ratios, Comparative and Common Size Statements.

#### Unit IV

**Budget and Budgetary Control:** Its Meaning, Uses and Limitations, Budgeting and Profit Planning, Different Types of Budgets and their Preparations, Flexible Budget, Master Budget Zero Based Budgeting.

#### Suggested Reading:

- Juneja, Chawla & Saksena – Double Entry Book Keeping – Kalyani Publications.
- Maheshwari & Maheshwari – An Introduction To Accountancy 5th – Vikas Publishing House.
- Bhattacharya/financial Accounting for business Managers, Prentice Hall of India.
- R.L. Gupta – Advanced – Sultan Chand & Sons.
- S.N. Maheshwari – Principals of management accounting – XI Edition – Sultan Chand & Sons.
- Khan & Jain, Financial Accounting.

#### NOTE:

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## 16 MTTM 22D2

### RESEARCH IN TOURISM

External Marks: 80

Internal Marks: 20

Practical Marks 50

Time: 3 Hrs

#### Unit-I

**Research:** meaning, characteristics, types and relevance of research; trend and challenges with special reference to tourism and hotel business. Research process. Identification and formulation of research problem. **Research methodology:** meaning and procedural guidelines. **Literature review** – Meaning, Importance and sources of literature

#### Unit-II

**Research design-** Meaning of research design; need for research design; features of a good Research design; different research designs. **Sampling design:** the concept of sampling; Aims of sampling, census versus sample survey; steps in sampling design; characteristics of a good sample design; criteria for selecting a sampling procedure; sampling techniques/methods: probability sampling and non-probability sampling.

#### Unit-III

**Measurement and scaling techniques-** Measurement in research; sources of Error in measurement; test of sound measurement; technique of developing measurement tools; measurement scales; meaning of scaling; bases of scales- classification, importance; scaling techniques-rating and ranking; types of scales. **Collection of Data-** nature, sources of data; methods of data collection.

#### Unit-IV

**Processing of data:** Classification and Tabulation, Interpretation of data **Report writing-** meaning functions; types of research report; significance of report writing report.

#### Suggested Reading:

1. Research Methodology (Pearson Publication) by Ranjit Kumar
2. Management Research Methodology (Pearson Publication) by Krishnaswamy, Sivakumar & Mathirajan
3. Business Research Methods (Tata McGraw Hill Publication) by Cooper & Schindler
4. Research Methodology (New Age Publishers) by C.R. Kothari
5. Methods in Social Research (Surjeet Publications) by William J. Goode & Paul K. Hatt

#### NOTE:

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## 16 MTTM 23HC1

### AIRLINES TICKETING

External Marks: 80

Internal Marks: 20

Practical 50

Time: 3 Hrs

#### Unit- I

Aviation Geography : Longitude, Latitude, Time Zones, International Date Line, Day Light Saving Time, IATA areas, Global Indicators, Calculation of Elapsed time, Aviation Organization : IATA, ICAO, AAI & DGCA

#### Unit- II

History of Aviation in India and at Global level, Private and Public sector airlines which are operating in India, Hub & Spoke system. **Passenger Ticket:** Manual & E-ticket.

**Basic concepts of fare calculation** such as types of journeys, International Sale Indicators, Currency regulations, Basic steps of fare calculation.

#### Unit- III

IATA Codes: City, Airport & Airlines codes. Travel Documentation & rules regarding Passport, VISA, Foreign Exchange, Health regulations. Special Permits: Restricted Area Permits and Protected Area Permits. Airport Formalities including custom regulations & baggage regulations.

#### Unit –IV

Ticketing through CRS like Galileo: Various commands for sign on, sign off, work areas, Encode/Decode, Time Table, Availability, Booking file, Retrieve, Seat request, Queues & Fares

#### Suggested Reading :

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

#### NOTE :

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## 16 MTTM 23HC2

### EVENT MANAGEMENT

External Mark: 80

Internal Marks: 20

Time: 3 Hrs

#### Unit 1

Introduction to Events- Concept, Definition and Frameworks, Categories and Typologies, Characteristics of Events, Social–Economical and Developmental implications of Events, skill required to be a good event planner.

#### Unit 2

Event planning – Concept, Process and Design, Pre-Event Research, Studying Event Feasibility, legal compliances, marketing and promotion of event, financial management of events,

#### Unit 3

Event Catering, Catering tips, Event decorations. Entertainment planning and Speaker selection, various protocol during events, Time Management in Events, developing leadership and supervision skills during events, group development.

#### Unit 4

Safety and Security Considerations: Occupational Safety, and Health, Major Risks, Incident Reporting, Crowd Management and Evacuation: the Crowd Management Plan. Introduction to M.I.C.E (Meeting, Incentive, Conference and Convention, Exhibitions) Business Meetings: understanding the concept, various meeting setups, organizing business meetings.

#### Suggested Reading:

- Lynn V. and Brenda R., Event Management, Pearson Publication, New Delhi
- Van der Wagen, L., & Carlos, B. R. (2005). Event management: For tourism, cultural,
- Business and Sporting Events. Upper Saddle River, NJ: Pearson, Prentice Hall.
- S.N Bagchi and Anita Sharma, Food and Beverage Service, Aman Publication, New Delhi.
- Lawson, F.R Congress, Conventions and Conference: facility Supply and demand, International Journal of Tourism management, September. 188, 1980.
- Donald Getz, Event Management and Event Tourism, 1999.
- Goldblatt, JJ Special Events: Art and Science of Celebration. New York, Van Nostrand Reinhold. 1990.
- Torkildsen, G Organisation of major events. In G Torkildsen, Leisure and Recreation Management, 4th Eds. London; New York: E & FN Spon; Routledge. 1999 ,

#### NOTE:

The question paper will be set by the external examiners. The external examiner will set 08 questions in all, selecting not more than two questions from each unit. If a case study is included in the question paper then it will carry marks equivalent to one question. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

## 16 MTTM 23HC3

### CARGO MANAGEMENT

External Marks: 80

Internal Marks: 20

Time: 3 Hrs

#### **Unit- I**

Cargo Concepts, Type, History and Common terms used in Cargo handling, Rules governing acceptance of Cargo.

#### **Unit-II**

Cargo Rating- Familiarization of Cargo Tariffs. Rounding off of the eights/Dimensions/currencies. Chargeable weight rating-Specific commodity rates, class rates, general cargo rates, valuation charges

#### **Unit- III**

Documentation: Air way bill (charges correction advice, irregularity report) cargo manifesto, cargo transfer Manifesto, documents concerning postal mails and diplomatic mails. Shippers declaration for dangerous goods

**Unit- IV** Handling- Cargo capacity of Air and Ships. Cargo needing special attention, Some important Cargo companies( GATI,CONCOR)

#### **Suggested Reading**

- Travel agency and tour operation- concepts and principles by Jagmohan Negi
- Amadeus and Galileo systems
- Encyclopaedia of tourism management- PC Sinha
- ABC & OAG Guides, TIM Air Tariff
- TACT Rates & Rules Book Customs Act

#### **NOTE:**

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## 16 MTTM 23HC4

### TOUR PACKAGING MANAGEMENT

External Mark 80  
Internal Marks 20  
Practical 50  
Time: 3 Hrs

#### **Unit 1**

Meaning, definition, development, types components and significance of tour packages with relation to tourists, destinations and tour companies, role and input of public and private sector tourism organizations in promotion of tour packaging business.

#### **Unit II**

Tour Formulation – Influencing factors, stages involved in tour formulation – initial research (destination and market), itinerary development, negotiations, confidential tariff, costing & pricing marketing strategies. Brochure designing, Printing and distribution.

#### **Unit III**

Defining the concept of tour cost, components of tour cost – fixed and variable costs, direct and indirect tour costs. Factors affecting tour costs. Tour cost sheet – meaning and significance, costing procedure for independent foreign tours (FITs ) group inclusive tours and conference and convention packages, calculation of tour pricing, pricing strategies.

#### **Unit IV**

Tourists activities based on Mountains, Deserts, Forests and Wildlife, White Water, Marinas, Aerosport etc. and cultural and pilgrimage i.e. place of religions, historical archaeological, architectural and monumental significance, fairs and festivals, Conference and conventions and special events, Case studies of Tour Packages offered by government & private sectors and Thomas Cook and SITA etc.

#### **Suggested Readings**

- Marketing of Travel & Tourism by Middleton.
- International Encyclopaedia of Tourism Management by P.C. Sinha.
- Dynamics of Tourism by R.N. Kaul.

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## 16 MTTM 23D1

### TOURISM ECONOMICS

External Marks: 80

Internal Marks: 20

Time: 3 Hrs

#### **Unit-I**

Concept of Economics and their relevance to hospitality & tourism. Hospitality & Tourism organisations and the market for tourism products. Hospitality & Tourism organisations and the external environment social, economic and physical environment. Tourism and economic development.

#### **Unit-II**

Demand for Hospitality & tourism: concepts and definitions of demand for tourism, determinants of tourism demand, measurement of tourism demand and elasticity of Ordinance & Course tourism demand. Supply of tourism product: Patterns and characteristics cost of tourism product, pricing of tourism product and marketing strategy in tourism industry.

#### **Unit-III**

The economic impacts of tourism: Direct, indirect, induced and negative. The measurement of economic impact, multiplier –meaning and types (investment, employment and tourism multiplier), linkage and leakages. Tourism impact on balance of payments and exchange rates.

#### **Unit-IV**

Tourism demand forecasting, concept of break even point, cost benefit analysis in tourism and project feasibility study. Principal sectors of Indian economy with special reference to tourism, ITDC, state tourism Development Corporation

#### **Suggested Reading:**

- Mithani, D.M., Economic theory (Macro Analysis) Himalaya publishing house, 1990
- Witt, stephe, F., Moutinho, Luiz (eds.) Tourism Marketing and management handbook, prentice hall international (UK) Ltd.
- Sheela. A.M., Economics of Hotel Management, New Age International Publication (P) Ltd., New Delhi.
- Kamra K.K. , Economics of Tourism

#### **NOTE:**

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## 16 MTTM 23D2

### ENTREPRENEURSHIP IN TOURISM

External Marks: 80

Internal Marks: 20

Time: 3 Hrs

**Unit I: Nature of Entrepreneurship and Small Business:** The emergence of Small Business, Seeking Entrepreneurial Opportunities, Start-up and Buy-out Opportunities, Franchising Opportunities, Family Business Opportunities.

**Unit II: Developing the New Venture Business Plan:** The role of Business Plan for a New Venture, Creating a Competitive Advantage, Market Analysis and Formulating Marketing Plans, Selecting Management Team and Form of Organization, Location and Physical facilities, Accounting Statements and Financial Requirement, Sources of Finance.

**Unit III: Small Business Marketing:** Consumer Behaviour and Product Strategy, Pricing and Credit Strategies Promotion, Personal Selling, Advertising and Sales Promotion, Distribution Channels and Global Markets.

**Unit IV: Managing Small Business Operation** Professional Management in Growing Firm, Managing Human Resource, Quality Management and the Operation Process, Purchasing and Computer-based Inventory Management.

#### Suggested Readings:

1. Siropolis, N.C., Entrepreneurship and Small Business Management, 1998.
2. Saini, J.S., Entrepreneurship Development: Programmes, and Practices, 1998.
3. Singh, Daleep, Effective Managerial Leadership, 1995.
4. Chawala, A.S., Uppal, K.K., Studies in Business Management, 1998.
5. Diwan, P., Environment Management Law and Administration, 1998.

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**Fourth Semester**

**ON THE JOB TRAINING REPORT (20 WEEKS)**

Module No	Subject	Report Evaluation	Viva Voce	Total
16 MTTM 24HC1	Training Report	100		100
	Training in any of the Tourism / Hospitality Operational Areas/ Presentation on IE & Log Book		100	100
16 MTTM24HC2	Project Report & Viva Voce	100	100	200
<b>TOTAL</b>				<b>400</b>