

CENTRE FOR SOUTHEAST ASIAN AND PACIFIC STUDIES
SVU COLLEGE OF ARTS :: TIRUPATI

Minutes of the meeting, of **Board of Studies** in **M.A. Tourism** held on 5th November 2021 in the Chamber's of the Director at 10-30 AM and, unanimously decided to revise the syllabus on the lines of skill development, Employability and Entrepreneurship on Choice Based Credit System (CBCS) regulations for **M.A. Tourism programme**.

In tune with the NEP-2020 regulations the following new courses are introduced in **M.A. Tourism** for the benefit of Students under CBCS. Because of its relevance and importance the **BoS** has unanimously approved the new courses in Core, Compulsory Foundation and Elective Foundation Courses. The new syllabus will come into effect from 2021-2022 academic year.

Semester – I

T 103	Travel and Tourism
T 105 B	Socio-Economic Dimensions of Tourism
T 105 C	International Tourism and UNESCO Sites in India
T 106 A	Tourism Products
T 106 B	Transport Management

Semester – II

T 202	Cultural and Heritage Tourism
T 203	Rural and Urban Tourism
T 204	Ecotourism
T 205 B	Virtual and E-tourism
T 206 B	Tour Packages and Itinerary planning

Semester – III

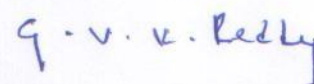
T 303 A	Environment, Sustainable Development and Tourism
T 303 B	Tourism Research Methods
T 303 C	Tourism and Human Resource Management
T 304	Tourism Skills and Opportunities
T 305 A	Tourism Industry in India

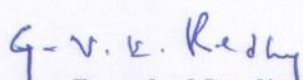
Semester – IV

T 403 C	Understanding and Event Management
T 403 D	Destination Planning and Marketing
T 405 A	Globalization and Tourism

Members Present :

1. Dr. M. Prayaga, Director : Member (Ex-Officio)
2. Dr. V. Ramesh Babu : Member
3. Dr. M. Padmaja : Member
4. Dr. G. Vijay Kumar Reddy : Chairman, BOS




Chairman, Board of Studies
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BOARD OF STUDIES
Centre for Southeast Asian &
Pacific Studies
S.V.U. College of Arts
Sri Venkateswara University
TIRUPATI-517 502, (A.P.) INDIA

SRI VENKATESWARA UNIVERSITY: TIRUPATI
SVU COLLEGE OF ARTS
CENTRE FOR SOUTHEAST ASIAN AND PACIFIC STUDIES

(Revised Scheme of Instruction and Examination, Syllabus etc., under CBCS Regulations -2016
is Amended as per NEP-2020)

(With effect from the batch admitted in the academic year 2021-22)

M.A. TOURISM (SF)

SEMESTER - I

S. No	Code	Title of the Course		Credit Hrs / Week	No. of Credits	Core / Elective	IA	SEE	Total Marks
1	T 101	Theoretical Concepts of Tourism		6	4	Core-Theory	20	80	100
2	T 102	Tourism Principles and Practices		6	4		20	80	100
3	T 103	Travel and Tourism		6	4		20	80	100
4	T 104	Art, Architecture and Tourism		6	4		20	80	100
5	T 105	A	Historical Perspectives of Tourism	6	4	CF	20	80	100
		B	Socio-Economic Dimensions of Tourism						
		C	International Tourism and UNESCO Sites in India						
6	T 106	A	Tourism Products	6	4	EF	20	80	100
		B	Transport Management						
Total				36	24		120	480	600
7	T 107	Human Values and Professional Ethics - I		0	0	Audit Course	100	0	0

- All core papers are Mandatory
- Compulsory foundation – Choose any one
- Elective Foundation - Choose any one Paper
- Audit course – 100 Marks (Internal) – Zero Credit under self study
- ** Interested student may register for MOOCS with the approval of DDC

- In tune with the NEP-2020 Five New Courses are introduced for the benefit of Students. They can avail choice in Core, Compulsory Foundation and Elective Foundation Courses.

- Choice courses will enhance their knowledge

- They evince interest in the Programme

- New courses are value added courses in the Programme

SEMESTER – II

S. No	Code	Title of the Course		Credit Hrs / Week	No. of Credits	Core / Elective	IA	SEE	Total Marks
1	T 201	Tourism and Geography		6	4	Core-Theory	20	80	100
2	T 202	Cultural and Heritage Tourism		6	4		20	80	100
3	T 203	Rural and Urban Tourism		6	4		20	80	100
4	T 204	Ecotourism		6	4		20	80	100
5	T 205	A	Health and Medical Tourism	6	4	CF	20	80	100
		B	Virtual and E-tourism						
		C	Airline ticketing and Information management						
6	T 206	A	Travel Agency and Tour Operations Management	6	4	EF	20	80	100
		B	Tour Packages and Itinerary planning						
Total				36	24		120	480	600
7	T 207	Human Values and Professional Ethics - II		0	0	Audit Course	100	0	0

- All core papers are Mandatory
- Compulsory foundation – Choose any one
- Elective Foundation - Choose any one Paper
- Audit course – 100 Marks (Internal) – Zero Credit under self study
- ** Interested student may register for MOOCS with the approval of DDC

- In tune with the NEP-2020 **Five New Courses** are introduced for the benefit of Students. Those papers come under Core, Compulsory Foundation and Elective Foundation Courses.

- Choice courses will enhance their knowledge

- Students evince interest and show ability in the Programme

- New courses are knowledge added courses in the Programme

SEMESTER-III

S. No	Code	Title of the Course		Credit Hrs / Week	No. of Credits	Core / Elective	IA	SEE	Total Marks
1	T 301	Tourism Management		6	4	Core-Theory	20	80	100
2	T 302	Emerging Trends in Tourism		6	4		20	80	100
3	T 303	A	Environment, Sustainable Development and Tourism	6	4	Generic Elective	20	80	100
		B	Tourism Research Methods						
		C	Tourism and Human Resource Management	6	4		20	80	100
		D	Conservation and Management in Tourism						
4	T 304	Tourism Skills and Opportunities		6	4	Skill Oriented	20	80	100
6	T 305	A	Tourism Industry in India	6	4	Open Elective	20	80	100
		B	Adventure Tourism						
Total				36	24		120	480	600

- All core papers are Mandatory
- Generic Elective – Student has to choose any Two Paper
- Skill oriented Course is mandatory
- Open Elective are for the students of other Departments, Minimum one paper should be opted, extra credits may be earned by opting for more number of open electives depending on the interest of the student through self study
- ** Interested student may register for MOOCS with the approval of DDC

- In tune with the NEP-2020 Five New Courses are introduced for the benefit of Students. Those courses come under Core, Generic Elective, Skill Oriented and Open Elective Courses.

- Choice Courses will enhance their knowledge in similar areas

- Students evince interest and show inquisitiveness in the Programme

- New Courses are Skill Oriented and knowledge added courses in the Programme

SEMESTER-IV

S. No	Code	Title of the Course		Credit Hrs / Week	No. of Credits	Core / Elective	IA	SEE	Total Marks
1	T 401	Tourism Marketing		6	4	Core-Theory	20	80	100
2	T 402	Planning and Development of Tourism		6	4		20	80	100
3	T 403	A	Tourism Entrepreneurship	6	4	Generic Elective	20	80	100
		B	Tourism and Hospitality Management				20	80	100
		C	Understanding and Event Management	6	4				
		D	Destination Planning and Marketing				20	80	100
4	T 404	Viva + Dissertation #		6	4	*MDC	20	80	100
6	T 405	A	Globalization and Tourism	6	4	Open Elective	20	80	100
		B	Tourism Economics						
Total				36	24		120	480	600

- All core papers are Mandatory
- Generic Elective – Student has to choose any Two Paper
- Multidisciplinary Course/ Project work is Mandatory
- Open Elective are for the students of other Departments, Minimum one paper should be opted, extra credits may be earned by opting for more number of open electives depending on the interest of the student through self study
- ** Interested student may register for MOOCS with the approval of DDC

• In tune with the NEP-2020 **Three New Courses** are introduced for the benefit of Students. Those courses come under Generic Elective, Multi-disciplinary/ Project and Open Elective Courses.

• Choice Courses will enhance their knowledge in similar areas

• Students evince interest and show aptitude in the Programme

• New Courses are **Multi-disciplinary/ Project** and knowledge added courses in the Programme

SEMESTER - I

T 101: THEORETICAL CONCEPTS OF TOURISM

Core Paper

- UNIT-I** **Tourism:** Definition, Meaning, Nature and Scope of Tourism – Tourism as an academic discipline – Interdisciplinary approaches to tourism -- Tourism Systems, Visitor, Traveller, and Excursionist – Relative differences
- UNIT-II** **Tourism Theories:** Leiper's Geo-Spatial Model - Mill-Morrison's Tourism Policy Model - Butler's Tourism Area Life Cycle (TALC) Model – Doxey's Index Model – Crompton's Push and Pull Theory
- UNIT-III** **Elements of Tourism:** Primary elements - Transport – Different types – Types of Accommodation – Catering – Tour destinations: Natural and historical – Entertainment - Ancillaries of Tourism
- UNIT-IV** **Economic impact of Tourism:** Income generator -- Employment provider, different type of jobs -- Multiplier of tourism – Infrastructure -- Foreign exchange - Trade and commerce of handicrafts, metal, wood and textiles.
- UNIT-V** **Growth of Tourism:** Tourism Promotion: Central and State Governments – Opportunities – Growth in Travellers' visits – Receipts – Subsidiary avenues

SUGGESTED READINGS

1. Bhatia A. K., *Tourism Development*, Sterling Publishers, New Delhi, 2007.
2. Bhatia A.K., *International Tourism Management*, Sterling Publishers, New Delhi, 2006.
3. Biswanath Ghosh, *Tourism and Travel Management*, Vikas Publishing House, New Delhi, 1998.
4. Seth, P. N., *Successful Tourism Management*, Sterling Publishers, New Delhi, 1987.
5. Seth, P.N and Sushma Seth Bhat, *An Introduction to Travel and Tourism*, Sterling Publishers Pvt. Ltd, New Delhi, 2006.
6. Mario D'Souza (ed), *Tourism Development and Management*, Mangal Deep Publications, Jaipur, 1998.
7. Michael M. Coltman, *Introduction to Travel and Tourism: An International Approach*, Wiley, London, 1989.
8. Punia, B.K., *Tourism Management: Problems and Prospects*, Ashish Publishing house, New Delhi, 1997.
9. Vanama, P. K., *Trends in Tourism*, Prabhu Publishers, Chennai, 2005

T 102: TOURISM PRINCIPLES AND PRACTICES

Core Paper

- UNIT-I** **An overview of Tourism:** Concept of Tourism: Nature - Scope - Characteristics – Typology of Tourism – Classification of Tourists - Tourism network - Interdisciplinary approaches to tourism - Emerging Areas and Practices.
- UNIT-II** **Forms of Tourism:** Inbound, Outbound, National, International- Alternative Tourism – Inclusive Tourism, Current Trends in Domestic and Global Tourism: Tourism Statistics and Analysis – Emerging areas in Tourism
- UNIT-III** **Tourism Practices:** 5 A's – Introduction, Attraction, Accessibility, Accommodation, Amenities, Activities; Motivations and deterrents for travel - Push and pull factors in Tourism - National and International Tourism - Impact of Technological Advancements on tourism.
- UNIT-IV** **Tourism Industry:** Structure, Functions and Constituents - Direct, Indirect and Support Services -- Basic Components of Tourism: Transport – Accommodation -- Facilities & Amenities, Shopping, and Entertainment -- Horizontal and Vertical Integration in Tourism Business -- Present trends in Domestic and Global tourism – MNC's in Tourism Industry.
- UNIT-V** **Tourism Corporations:** Origin -- Institutional set up and functions of ITDC, ICPB, IATO, IRCTC, State Tourism Development Corporations -- Ministries of Tourism and Culture, Director General of Civil Aviation, Govt. of India

SUGGESTED READINGS

1. Page J. Stephen & Brunt Paul (2007), *Tourism- a Modern Synthesis*, Thomson London.
2. Chuck Y. Gee, James C. Makens & Dexter J. L. Choy (1989), *The Travel Industry*, VanNostrand Reinhold, New York.
3. Goeldner, C., & Ritchie, J.R. (2011), *Tourism, Principles, Practices, Philosophies*, New Jersey: John Wiley.
4. Swain, S.K. & Mishra, J.M. (2011). *Tourism Principles and Practices*. New Delhi: OUP.
5. Jamal, T., & Robinson, M. (Eds.). (2009), *The SAGE Handbook of Tourism Studies*, United Kingdom: Sage Publications.
6. Cooper, C. (2008). *Tourism Principles and Practice*. New Delhi: Prentice Hall.
7. Ray Youell (1998), *Tourism-An Introduction*, Addison Wesley Longman, Essex.
8. Burkart A.J., Medlik S. (1974), *Tourism- Past, Present and Future*, Heinemann, London.
9. Gupta, V.K., *Tourism in India*, Gyan Publishing House, Delhi

T 103: TRAVEL AND TOURISM
Core Paper

- UNIT-I** **Purpose of Tourism:** Leisure and Pleasure – Relaxation: Sun, Sea and Sand -
- Touring, Sightseeing and Pilgrimage - Visiting Friends and Relatives-
Business and Incentive Travel - Special Interest tours
- UNIT-II** **Modes of Transport:** Evolution and importance of Transportation- Early
trade roots - Voyages and the Discovery of Sea routes - Role of Transportation
in Tourism--Major Transport Systems: Rail, Road, Air and Water transport
- UNIT-III** **Tourism Regulations:** Inbound, Outbound and Intra-bound tourisms - Tour
Regulations: Foreign Exchange Management Act - Special Permits, Custom
regulations - Economic Regulations: Currency, Insurance and Foreign Travel
Tax
- UNIT-IV** **Passport, Visa Processing:** Passport act in brief – Passport Types, Procedure,
rules and regulations of eligibility - Visa: Types of Visa, Documents for
obtaining Visa, Health Check Documents – Rules and Regulations for foreign
travel
- UNIT-V** **Role of the Government:** Functions of the Ministry of Tourism - ITDC --
IRCTC - State Tourism Boards – District Tourism Boards - Campaigns:
Incredible India – Atidi Devobava.

SUGGESTED READINGS:

1. Mandal, V.K. (2008), *Travel and Transport Agency*, Cyber Tech Publication, Ansari Road, Daryaganj, New Delhi
2. Negi. J. (1998): *Travel Agency & Tour Operation, Concept and Principles*, Kanishka Publishers, Distributors, New Delhi.
3. Agarwal, R.D. (2008), *Organization and Management*, Tate McGraw-Hill Publishing Co., New Delhi.
4. Foster, D. (1985), *Travel and Tourism Management*, Macmillan Press Ltd., London.
5. Kotaler, P, (2001), *Tourism and Hospitality Management*, Pearson Education, India.
6. Kotahri, Anurage OL(2011), *A Textbook of Tourism Management*, Wisdom Press, New Delhi.
7. Kumar, Akshay (1997), *Tourism Management*, Commonwealth Publishers, New Delhi.

T 104: ART, ARCHITECTURE AND TOURISM
Core Paper

- UNIT-I Architectural Heritage of India:** Indus valley – Salient features of Indian Architecture - Schools of Art: Gandhara, Mathura and Amaravathi - Relationship between Architecture and Tourism -- Role of Architecture in Tourism Industry.
- UNIT-II Buddhist Architecture:** Stupa - Chaitya – Vihara – Buddhist Sites: Sanchi, Saranath, Bodh Gaya, Ajantha, Ellora, Amaravathi and Nagarjuna Konda.
- UNIT-III Hindu Temple Architecture:** Nagara – Dravida – Vesara and Kalinga – Famous Temples - Khajuraho – Modhera - Mahabalipuram – Thanjavur – Hampi - Belur- Halebidu - Puri and Cuttack
- UNIT-IV Indo-Islamic Architecture:** Qutub Minar - Fatehpur Sikri – Taj Mahal - Red Fort – Bijapur - Bidar and Gulbarga - **Colonial Architecture:** Victoria Memorial - Fort St. George - Gateway of India.
- UNIT-V Historical monuments of touristic significance:** Forts and Palaces: Jaipur – Jodpur – Udaipur – Jhansi – Bandhavgar - Raigad – Golkonda – Vellore - Gingee – Penukonda – Chandragiri – Gooty - Palaces: Mysore Palace - Umair Bhawan Palace Jodhpur- Hava Mahal, Jaipur- Lake Palace Udaipur.

SUGGESTED READINGS

1. Percy Brown, *Indian Architecture Buddhist and Hindu Architecture* - Volume I and II
2. C. V. Narayana Iyer, *Origin and History of Saivism*
3. T.V. Mahalingam, *Early Pandya Architecture*
4. K. A. N. Sastri, *A History of South India*, Oxford University Press, Chennai, 2000
5. T.V. Mahalingam, *Readings in South Indian History*, B.R. Publication, New Delhi, 2006.
6. Swamy Sadananda, *Origin and Early History of Saivism in South India*, University of Madras, Chennai, 1939.

T 105 (A) : HISTORICAL PERSPECTIVES OF TOURISM
Compulsory Foundation

- UNIT-I Development of Tourism Through Ages:** Historical Development of Tourism - Early and Medieval Periods - Renaissance and its Effects on Tourism - Birth of Mass Tourism - Modes of Transport - Modern Transport, Communication and Accommodation Systems
- UNIT-II Tourism in India** - Trends of Tourism Development: Gender, Age and Nations -- Seasonal Trend of Tourist Arrivals, Trend of Tourists Length of Stay - Functions of Tourism
- UNIT-III Tourism Industry & Its Linkages:** Meaning and Nature of Tourism Industry -- Basic Components of Tourism -- Input and Output of Tourism Industry -- Tourism Industry Network -- Direct, Indirect and Support Services : Transport-- Accommodation -- Facilities & Amenities
- UNIT-IV Tourism Business during Liberalization & Globalization:** Tourist administration - Tourist Publicity section - Tourist Information Centers: International and National - Tourist Development councils - Department of Tourism at National and State levels - Positive and Negative Impacts of Tourism
- UNIT-V Tourism Organizations:** Roles and Functions of United Nations World Tourism Organization (WTO), Pacific Asia Travel Association (PATA), World Tourism & Travel Council (WTTC) - International Hotel Association (IHA), Ministry of Tourism, Govt. of India, India Tourism Development Corporation (ITDC) and Andhra Pradesh Tourism Development Corporation (APTDC).

SUGGESTED READINGS

1. Swain, S.K. & Mishra, J.M.(2012). *Tourism Principles & Practices*, Oxford University Press, New Delhi.
2. Bhatia A.K. (2002), *International Tourism Management*, Sterling Publishers, New Delhi.
3. Gee, Chuck Y., James C. Makens,, and Dexter J.L. Choy. (1997). *The Travel Industry*, Van Nostrand Reinhold, New York.
4. Youell, R. (1998), *Tourism-An Introduction*. Addison Wesley Longman, Essex.
5. Michael M. Coltman (1989), *Introduction to Travel and Tourism- An International Approach*. Van Nostrand Reinhold, New York.
6. Roday. S, Biwal. A & Joshi. V. (2009), *Tourism Operations and Management*, Oxford University Press, New Delhi.

T 105 (B): SOCIO-ECONOMIC DIMENSIONS OF TOURISM
Compulsory Foundation

- UNIT-I** **Introduction:** Meaning, definition and scope of social dimensions, community development -- Place and role of tourism -- Tourism in the national economy - interdependence of tourism and economic development.
- UNIT-II** **Globalisation and the world economy:** Liberalisation – Opening of economies – Globalisation -- Enhanced Connectivity: Road, Rail and Air -- Tourism demand and forecasting -- Economic benefits -- Cross cultural exchange, creating employment opportunity - Conservation of historic sites and improvement of infrastructures -- TFCI
- UNIT-III** **Importance of Economy:** Economic and Social development -- Economic functions of tourism - Employment, Improvement of foreign exchange reserves -- Economic development of underdeveloped areas – Upliftment and integration of local communities
- UNIT-IV** **Economic Impacts of Tourism:** Types of economic impact: Positive Impact: Improved tax revenue and Personal income, Increased standards of living and Employment opportunities, and Negative impacts – Role of Tourism Councils: World Travel and Tourism Council (WTTC) – Tourism Satellite Account (TSA)
- UNIT-V** **Social Impact of Tourism:** Commodification of Culture - Demonstration effects - Local communities – Case studies - Defining Social sustainability – Interactions between people with different cultural backgrounds, attitudes and behaviors - Contribution of Community events to social sustainability – Community Participation - Ethics and social responsibility of Tourist -- Development: Community awareness and Participants contribution

SUGGESTED READINGS

1. James Leigh, Craig Webster, Stanislav Ivanov (eds.), *Future Tourism: Political, Social and Economic Challenges*, (Routledge, London, 2013).
2. K. Sharma, *Tourism and Economic Development*, (Sarup & Sons, New Delhi, 2004).
3. Amedeo Fossati, Giorgio Panella (eds.), *Tourism and Sustainable Economic Development*, (Springer, New York, 2000).
4. Clement Allan Tisdell, Kartik Chandra Roy, *Tourism and Development: Economic, Social, Political and Environmental Issues*, (Nova Science, 1998).
5. K.K. Sharma, *Tourism and Regional Development*, (Sarup & Sons, Delhi, 2004).
6. S.B. Agarwal, *Tourism for Sustainable Economic Development*, (SSS Publications, Delhi, 2003).

T 105(C): INTERNATIONAL TOURISM AND UNESCO SITES IN INDIA
Compulsory Foundation

- UNIT-I** **International Tourism:** Meaning, Definition and Types -- Global Tourism Trends, Tourist Arrivals, Tourism Receipts and GDP shares in leading Countries -- India in International Tourism -- Factors Contributing for the growth of Global Tourism -- Motivations, Growing purchasing power and modern transport systems
- UNIT-II** **Diversification of Tourism** -- New Global Emerging Tourism Destinations -- Changing Dimensions of Tourism Products -- International Tourists -- Factors affecting Global and Regional tourist movements
- UNIT-III** **UNESCO World Heritage Programme** -- The natural heritage features, geological and physiographical formations – Classification through several cases -- India's major International attractions – Promotion Characteristics of different States
- UNIT-IV** **UNESCO World Heritage sites in India:** Cultural, Natural, Mixed -- Agra Fort - Ajanta Caves - Buddhist Monuments - Churches and Convents of Goa -- Dholavira: a Harappan City -- Elephanta Caves -- Ellora Caves -- Jaipur City - Group of Monuments at Hampi, Mahabalipuram and Pattadakal.
- UNIT-V** **Natural sites** – Kaziranga National Park - Keoladeo National Park - Manas Wildlife Sanctuary - Nanda Devi and Valley of Flowers - National Parks Sundarbans National Park

SUGGESTED READINGS

1. Reisinger Y, *International Tourism – Cultures and Behaviour*, Butterworth-Heinemann, 2009.Oxford, UK.
2. William F. Theobald, W.F., *Global Tourism*, Elsevier Science, London, 2013.
Cochrane, J., *Asian Tourism Growth and Change*, Elsevier, London, 2008.
3. UN World Tourism Organization, *Performance Indicators for Tourism Destinations in Asia and the Pacific Region*, Business & Economics 2002.
4. Vellas François, *International Tourism: An Economic Perspectives*. St. Martin's Press, 1995.
5. WTO, *International Tourism: A Global Perspective*, 1997.
6. Charlotte Sullivan, *International Tourism: Planning and Development*, Willford Press, 2015.
7. Bhatia A.K, *International Tourism Management*, Sterling Publishers, New Delhi, 2019.
8. Shikha Jain, *India: UNESCO World Heritage Sites*, Hirmer Verlag, New Delhi, 2021.

T 106 (A) : TOURISM PRODUCTS
Elective Foundation

- UNIT-I** **Tourism Products:** Definition, Characteristics and Elements -- Tangible and Intangible - Classifications - Natural, Cultural, Religious, Man-made resources – Attractions, Facilities, Services and activities; Seasonality and Diversities - Indigenous and Colonial
- UNIT-II** **Purchasing of Tourism Products:** - Tourism Product Life Cycle – Purchasing tourism products – Heterogeneous Products -- Unique places for variety and novelty – Go to the service is being produced – Learn about the different lifestyles – Viewing wildlife and wilderness – Outdoor visits with family and friends – Photograph in natural settings
- UNIT-III** **Tourism Oriented Products (TOP):** Accommodations - Hotels and Resorts - - Taj, ITC and Chain of Hotels; Surface Transportation – Public services, Own, Private taxis, luxury buses and boats – Trains -- Luxury coaches -- Air transport – Charter flights
- UNIT-IV** **Tourism Intangible Products:** Travel Agents, Tour Operators - Bookings of accommodations at various sites, Shifting of luggage from one place to another – Tourism information Centres - Entertainment and Shopping malls – Food Beverages.
- UNIT-V** **Diversify Tourism Products:** Created Tourist Destinations: Academic, Scientific and Industrial institutions - Tourism development strategies -- Market India - Special Interest Tourism Products (SITP) - Developing SITP -- Understanding Market -- Analysing Potential - SITP Attractions – Cultural Roots and Nature Oriented: Farm tourism, Bird watching, Dark tourism, and Adventure Tourism.

SUGGESTED READINGS

1. Bull, A. *The Economics of Travel and Tourism*, Longman: UK, 2002
2. Jagmohan Negi, *Travel Agency & Tour Operations*, New Delhi 2008
3. Bezbaruah, M.P. *Indian Tourism beyond the Millennium*, Gyan Publication, New Delhi, 1999.
4. Manoj Dixit, *Tourism products*, New Royal Book Co., Lucknow, 2005
5. Norman Douglas. Ed., *Special Interest Tourism*, John Wiley & Sons, Australia, 1998
6. Robinet Jacob, *Indian Tourism Products*, Abhijeet Publications, Delhi, 2012.

T 106 (B) : TRANSPORT MANAGEMENT
Elective Foundation

- UNIT-I** **Transport Systems:** Concept of Transport -- Linkages between Transport and Tourism – Characteristics of Transport -- Role of Transport in Tourism -- Various transport systems: Road, Rail, Water and Air Transport -- Advantages of Motor Transport.
- UNIT-II** **Transport Management:** Work Patterns in Tourist Transport Business: Patience, Management, Mechanical and Technical awareness -- Rules and Regulations: Economic and Infrastructural regulations - Awareness of the destination sites – Customer care.
- UNIT-III** **Geography of transport systems:** Transportation and Physical environment Transport Networks – Terminals – Urban Transport – Rural Transport — Mechanised transport systems used in different environments – Deserts - Hilly terrains – Snow clad mountains – Under water
- UNIT-IV** **Setting up of Tourist Transport Business:** Entrepreneurial Qualities -- Forecasting Tourist Demand, Preparation of Business Plan - Considerations for Setting Up of Tourist Transport Business -- Infrastructure: Vehicles, Well-equipped Office, Trained Manpower, Parking and Garage, Maintenance Facilities, Communication Facilities and Selling Network.
- UNIT-V** **Motor Vehicle Act:** Motor Vehicles Act, 1988 - Registration of Vehicles- The Central Motor Vehicles Rules-Diving License -- Tourist Transport Permits: Local and National Permits -- Insurance of Motor Vehicles Rent-a-Cab Scheme- The Motor Vehicles Rules, 1993: Traffic signs, Fitness certificate - Offences Penalties and Procedure.

SUGGESTED READINGS

1. *Government Motor Vehicle Act*, Eastern Book Company, Lucknow, 1989
2. John Duke, *Fleet Management*, McGraw-Hill Co, New York, 1984.
3. Kitchin.L.D., *Bus Operation*, Illiffie and Sons Co., London, III edition, 1992
4. Cook, R.A; Marqua, J&Yale, L.J., *Tourism: The Business of Travel*. New York: Pearson Education, 2006.
5. Fontgalland, B.De, *The World Railway System*. New York: Cambridge University Press, 2010.
6. Pender,L., *Travel Trade and Transport*, Coninnum, New York 2001.

T 107: HUMAN VALUES AND PROFESSIONAL ETHICS – I

Audit Course

Objectives:

- The ethos of Indian culture has been value-oriented throughout the ages.
- The rich literary heritage of India is a treasure of values and ethics to be acquired, pursued and imparted to the future generations of the present day.
- An enquiry into varying dimensions of human values may lead to furtherance of our knowledge and to ethical values suited for the modern world.

UNIT- I:

Definition and Nature of Ethics- Its relation to Religion, Politics, Business, Legal, Medical and Environment. Need and Importance of Professional Ethics - Goals - Ethical Values in various Professions.

UNIT-II:

Nature of Values- Good and Bad, Ends and Means, Actual and potential Values, Objective and Subjective Values, Analysis of basic moral concepts- right, ought, duty, obligation, justice, responsibility and freedom. Good behavior and respect for elders, Character and Conduct.

UNIT-III:

Ahimsa (Non- Violence), Satya (Truth), Brahmacharya (Celibacy), Asteya (Non-possession) and Aparigraha (Non- stealing). Purusharthas (Cardinal virtues) - Dharma (Righteousness), Artha (Wealth), Kama (Fulfillment Bodily Desires). Moksha (Liberation).

UNIT-IV:

Bhagavad Gita- (a) Niskama karma. (b) Buddhism- The Four Noble Truths – AryaAstangamarga, (c) Jainism- mahavratas and anuvratas. Values Embedded in Various Religions, Religious Tolerance, Gandhian Ethics.

UNIT -V:

Crime and Theories of punishment- (a) Reformatory, Retributive and Deterrent. (b) Views on manu and Yajnavalkya.

Course Outcome:

- Students can understand the need and importance of human values and professional ethics which are essential for positive human behavior and actions in our daily lives.
- They inspire the fundamental goodness of human beings and society at large.

Suggested Readings:

John S Mackenjie: *A manual of ethics*.

Larue Tone Hosmer, Richard D., *The Ethics of Management*.

Joseph A. Petrick and John F. Quinn, *Management Ethics' integrity at work*, Response Books: New Delhi.

S.A. Sherlekar, *Ethics in Management*, Himalaya Publishing House.

Harold H. Titus, *Ethics for Today*

Maitra, S.K, *Hindu Ethics*

William Lilly, *Introduction to Ethics*

Sinha, *A Manual of Ethics*

SEMESTER – II

T 201: TOURISM AND GEOGRAPHY

Core Paper

- UNIT-I** Introduction to Tourism Geography: Meaning and Definition of Tourism Geography; Nature and Scope; Importance of Tourism Geography; Tourism a Multidisciplinary Subject – Physical Geography, Economic Geography, Cultural Geography and Historical Geography; Recent Trends in Tourism Geography
- UNIT-II** Factors Affecting Tourism: Physical Factors – Relief (Mountains, Rivers, Deserts, Plains and Islands), Climatic Zones; Temperate Zones and Vegetation; Important Geographical Locations of Tourism: Hill stations, Sea Beaches, Sanctuaries and National Parks, Lakes, Waterfalls and Snow fields
- UNIT-III** Maps and Map Reading: Meaning and Definition of Maps; Maps and Globes – Distinction between Maps and Globes; Types of Maps – General Maps, Thematic Maps, Tourism Maps and Topographic Maps; Latitude and Longitude, GMT, Equator, Tropic of Cancer and Tropic of Capricorn, International Date Line.
- UNIT-IV** Meaning and Definition of Oceanography; Growing Significance of Maritime Tourism; Case Studies – Maldives, Singapore and Caribbean Islands; Blue Economy and Tourism.
- UNIT-V** Geography and Travel, Important Tourist Attractions: South Asia, Southeast Asia, East Asia, West Asia, Americas, Europe and Africa

SUGGESTED READING

1. Alan, A. Law, *World Geography of Travel and Tourism: A Regional Approach*, Butterworth, London, 2004.
2. Boniface, B & Chris Cooper, *World Wide Destinations: The Geography of Travel and Tourism*, 2009.
3. Burton, R., *The Geography of Travel and Tourism Guide to Places of the World*, Reader's Digest, 2008.
4. Hudman, L & Richard Jackson, *Geography of Travel and Tourism*, Thomson, 2003.
5. Husain, M., *World Geography*, Rawat publications, New Delhi, 2011.
6. Stephen Williams, *Tourism Geography*, Routledge, London, 1998.
7. Sinha, P. C., *Tourism Geography*, Anmol Publications, New Delhi, 2000.
8. Lloyd E, Hudman, Richard, *Geography of Travel and Tourism*, Thomson Learning, USA, 2003

T 202: CULTURAL AND HERITAGE TOURISM
Core Paper

- UNIT-I** **Glimpses of Indian History-** Brief Understanding of Indian History - Cultural Heritage with special references of Ancient period: Mouryas, Gupta dynasties – Medieval Delhi Sultanate and Mughals; and Modern India: Europeans
- UNIT-II** **Indian Culture:** Definition of culture - General Features of Indian Culture -- Components and Evolution -- Structure of Indian Society -- Faiths and Practices: Unity in Diversity, Religious Tolerance - Chief Indian Religions: Hinduism, Buddhism, Jainism, Christianity, Islam, Sikhism -- Folk & tribal culture – Scope of Cultural tourism in India: Khumba Mela and other important festivals -- Religious Centers – Shrines, Pilgrimages – Centers of Yoga and Meditation – Tribal culture
- UNIT-III** **Indian Architecture:** Indian Art and Sculptures, Archaeological sites – Monuments – Ancient Temples of India – Forts - Palaces and Museums – Buddhist heritage sites of India, Islamic Art & Architecture
- UNIT-IV** **Colonial Heritage:** Colonial powers: British, French, Dutch & Portuguese -- Influence of Colonial Powers on Indian Society and Culture: Churches -- Synagogues architecture in India – Special reference to Goa and Pondicherry -- Multipurpose Projects
- UNIT-V** **Cultural Diversities of India:** Indian Music and Dance, Musical Instruments – Languages – Dress and Indian Handicrafts: Cane Work – Pottery – Terra-cotta – Carpets – Textiles and Costumes – Kalamkari -- Brass – Silver – Stone cutting – Sculpture — Ornaments – Different Theatrical forms -- Indian Cinema -- Role in Tourism Development - Indian Cuisines.

SUGGESTED READINGS

1. Basham, A.L. *The Wonder That Was India*. Rupa& Co. New Delhi, 2004.
2. Thapar, Romila, *A History of India: Volume 1*. Penguin Book, New Delhi, 1990.
3. Basham, A.L., *A Cultural History of India*. Oxford University Press, USA, 1997.
4. Singh, Upinder, *A History Of Ancient and Early Medieval India: From The Stone Age to the 12th Century*, Pearson Education India, New Delhi.
5. Chandra, B., *History of Modern India*. Orient Blackswan, New Delhi, 2009.
6. Brown, P., *Indian Architecture (Buddhist and Hindu Period)*, Tobey Press, New York, 2013.
7. Brown, P , *Indian Architecture (the Islamic Period)*, Palmer Press, New York, 2010.
8. Allchin, B., Allchin, F.R. et al., *Conservation of Indian Heritage*, Cosmo Publishers, New Delhi, 1989.
9. New Inskeep, Edward, *Tourism Planning: An Integrated and Sustainable Development Approach*, VNR, New York, 1991.
10. V.K. Semph, *Historical and Cultural Tourism in India*, Andi Publications 2008.

T 203: RURAL AND URBAN TOURISM

Core Paper

- UNIT-I** **Rural Tourism:** Concept, Meaning, and Definition - Rural Tourism Resources - Village as primary resource – Showcasing rural life – Art - Culture and Heritage
- UNIT-II** **Benefits of Rural Tourism:** Holistic benefit on Rural Community – Society and culture: Revive and Preserve Local Tradition, Craft, Traditional festivals and Unique Practices – Economic benefits for Artisans and Local Community – Development of Infrastructure and sustainable development
- UNIT-III** **Rural Tourism Promotion:** Feasibility and Execution – Infrastructure - Marketing and Financial Assistance Requisites - Intervention of Professional Agencies – Linkages for development of Rural tourism
- UNIT-IV** **Case Studies:** Hodka, Gujarath – Mawynnog, Meghalaya – Pipli, Odisha – Samode, Rajasthan – Naggar, Himacal Pradesh – Munsiyari, Uttarakhand-- Karaikudi, Tamil Nadu – Madhavamala, Andhra Pradesh
- UNIT-V** **Urban Tourism:** Concept – Definition -- History and growth – City as a tourism product -- Analyzing the City's Tourism potential – Heritage, Culture, Unique Architecture, Art galleries, Emporiums and Theme Parks – Infrastructure: Express ways, Metro networks and Smart cities.

SUGGESTED READINGS

1. Sivasankar Reddy, P., *Rural Tourism and Promotion of Handicrafts in India*, Kanishka Publishers, New Delhi, 2012.
2. Lesley Roberts, Derek Hall, *New Directions in Rural Tourism*, Rutledge, London, 2017
3. Bernard Lene & Elesabeath, Eds., *Rural Tourism : New Concept, Research and Practice*, Rutledge, London, 2018
4. Bonita M. Kolb., *Tourism Marketing for Cities and Towns*, Butterworth – Heinemann, Oxford, 2006

T 204: ECOTOURISM
Core Paper

- UNIT-I** **Ecotourism:** Concepts and Definitions - Evolution and Characteristics of Ecotourism - Components of Ecosystem - Environment - Biomes - Major biomes of the world and biomes of India - Biodiversity and ecological balance - Watching most pristine form of Mother Nature
- UNIT-II** **Ecotourism in India:** Travellers to spend much time in nature - Ecosystem more sustainable and supportive to native culture - Preservation of wildlife and animal's natural habitat - Activities in Ecotourism: Trekking and cycling, Nature study and Bird watching, Village homestay – Famous Ecotourism destinations in India: Munnar, Thenmala, Thodupuzha, Eravikulam National Park, Periyar National Park, Coorg, Nagarhole National Park, Bandipur National Park, Galgibaga Beach, Tyda, Maredumilli and Chilika
- UNIT-III** **Environmental Conservation:** Impact of Tourism on environment - Environmental degradation - Environmental movements - Environment management - Principles and Practices - Ecotourism as a tool for Conservation - Ecotourism and natural resource management
- UNIT-IV** **Tourism Legislations and Ecotourism Guidelines:** Legislations and guidelines of Ecotourism at National and State level - Major environmental acts and regulations - Tourism bill of rights and code for environment and responsible tourism - World Ecotourism Summit – Global Concerns - Environmental Planning - UN Initiatives on Ecology and Environment - UNWTO – UNDP – WWF
- UNIT-V** **Threats and obstacles to Ecotourism:** Urbanisation - Transportation - Expansion of permanent structures - Land taken out of primary production - Trampling of vegetation and soils - Disturbance and destruction of species

Suggested Readings

1. Ratandeep Singh, *Indian Ecotourism*, 1990.
2. Jaime A, Seba, *Ecotourism and Sustainable Tourism*, 2012.
3. Anil Sharma, *Wildlife Tourism in India*, 2015.
4. Aradhana Salpekar, *Indian Tourism, Wildlife Tourism and Ecotourism*, 2009.
5. Bhatt, *Ecotourism development in India, communities, capital and conservation*, 2008.

T 205(A): HEALTH AND MEDICAL TOURISM

Compulsory Foundation

- UNIT-I** **Introduction to Health Tourism:** Significance, Origin and development over ages: Ancient centres of healing - Health as a motivator to travel -- Health: Concept, Definitions and Importance of health to People, Business and Government.
- UNIT-II** **Medical Tourism:** Genesis and growth of Medical Tourism - benefits of medical tourism, Factors responsible for growth of health and medical tourism -- Medical Tourism Business - Global medical tourism scenario, Stakeholders, countries promoting medical tourism – Health and Medical Tourism markets at global level.
- UNIT-III** **Medical Tourism as Industry:** Medical Tourism Destinations – Types and flow of Medical Tourists- Factors Influencing Choice of Medical Tourism Destinations.
- UNIT-IV** **Medical Tourism in India:** Strategy formulation to attract and retain National and Global Medical Tourists – Indian Medical Services – Traditional and Non-traditional – Pricing of Medical Services - Centres/Destinations, Current and futuristic trends, Potentials, Issues and Challenges – Role of Government – Private Sector – Voluntary Agencies in Promotion of Medical Tourism.
- UNIT-V** **Medical Tour Operations:** Tour operations and post-tour management, Health Insurance, Claiming Health Insurance – Certification and Accreditation in medical tourism – legal, economic and environmental issues - National Accreditation Board for Hospitals & Healthcare (NABH) and Joint Commission International (JCI).

SUGGESTED READINGS

1. Gupta, Ambuj & Sharma, Vinay, *Medical Tourism: On the Growth Track in India*.
2. Michael D. et.al., *Medical Tourism – Health Care in The Global Economy (Trends)*, American College of Physician Executive, 2007.
3. Milica Z., et. Al., *Medical Tourism in Developing Countries*, Palgrave Macmillan, 2007.
4. *Opportunities in Medical Tourism in India*, RNCOS E-Services Pvt. Ltd, 2007
5. Raj Pruthi., *Medical Tourism in India*, Arise Publishers & Distributors, 2006.
6. Todd, Maria, *Handbook of Medical Tourism Programme Development ASSOCHM, Health Tourism: The Great Indian Advantage*, 2001.
7. Todd, Maria, *Medical Tourism Facilitator's Handbook*, 2007.
8. Watson, Stephanie & Stolley, Kathy S., *Medical Tourism: A Reference Hand book*, 2002.
9. Raj Pruthi (2006), *Medical Tourism in India*, New Delhi: Arise Pub.

T 205 (B) : VIRTUAL AND E-TOURISM

- UNIT-I Introduction to E-tourism:** Historical Development – Digitalisation of Tourism and infrastructure - New technologies - Role of Information Technology in tourism – ICT in Travel related services - Strategic, Tactical and operational use of IT in Tourism.
- UNIT-II Online Consumer Behaviour:** Consumer selection on Tour packages – User - Generated Content (UGC) - Online reviews and reputation management - Value of online customers - Sentiment analysis for decision-making.
- UNIT-III Social Media and E-tourism:** Social Media Campaign for Tourism – Face book, Twitter, YouTube, Whatsapp – Travel Blogs – Rising importance of Virtual Tourism: Live visits – New experiences – Visit of important sites, cultural and natural through virtual
- UNIT-IV Payment Systems in E-tourism** - Payment Gateway – Billing and Settlement Plan (BSP) – Security Issues and Certification – Future of E-tourism – E-marketing and promotion of Tourism Products – Challenges for Conventional business models and Competitive strategies.
- UNIT-V Digital Marketing Analytics:** Tools, Technology and Data Integration – Process for Products & Services – Online Segmentation – Targeting – Positioning – Inbound Vs Outbound Marketing – Uses of Search Engines in Tourism advertising

SUGGESTED READINGS

1. Buhalis D. (2004), *Etourism: Information Technology For Strategic Tourism Management*, Prentice Hall India.
2. Poon A. (1998), *Tourism, Technology And Competitive Strategies*, Cabi.
3. Bones, C., & Hammersley, J. (2015). *Leading Digital Strategy: Driving Business Growth through Effective E-commerce*. Kogan Page Limited.
4. Chaffey, D. (2014). *Digital Business and E-Commerce Management*, (Pearson Education Limited, New Delhi).
5. HBR. (2014). *Leading Digital: Turning Technology into Business Transformation*, Harvard Business Review Press, London).
6. Rayport J.F. & Jaworski B.J. (2002), *Introduction To Ecommerce*, McGraw- Hill.
7. Morabito, V. (2016). *Trends and Challenges in Digital Business Innovation*, Springer Publications, London.
8. Rogers, D.L. (2016). *The Digital Transformation Playbook – Rethink Your Business for the Digital Age*, Columbia Business School Publishing, Columbia.

T 205 (C): AIRLINE TICKETING AND INFORMATION MANAGEMENT
Compulsory Foundation

- UNIT-I** **Introduction** - Increasing role of Air transport in Tourism - Information Technology to enhance air travel experience - New airline business models gaining strength - Fast expansion of air transport infrastructure - Airports: A destination for travelers – Electronic distribution – Disintermediation – Reintermediation
- UNIT-II** **Airport Operations:** Tourism and importance of Airlines - Significance of an airport - Structure of an airport – Airside –Terminal - Land Side (Ground side) - Functions and operations in an Airport - Ground handling - Passenger handling - Departure area - Arrival procedures - Safety and Security Issues.
- UNIT-III** **Air Travel Policies:** Passenger Care -- Passenger Capacity and Seating – Food Beverages Service – Air policies – Reservation Policies Towards Children – Disabled Passengers – Standard of Travel, Cancellation and Delays – Baggage Allowance – Weight Concept – Pet Transport Policy – Special Meals – Class of Service
- UNIT-IV** **Tour operation and Ticket Reservations** -- Guidelines for International Tariff Rules – Basic Elements of Airfare – Fare Basis – Minimum stay – Validity Dates – Horizontal and Vertical Fare Structures – Special Air Fares – Mileage System – Round Trip Calculation – Back Haul One Day Tours – Mixed Class Travel Fare – Class Differential – Re-issuance – Refunds – Agency Commission – Machine and manual Ticketing -- Fill of Flight Coupons – Air Cargo Rules – Alterations —Stop over Indicators – Minimum Connecting Times
- UNIT-V** Introduction: IATA – Aims and objectives – International Aviation Organization - IATA Traffic Conference – Areas – Their Codes –International Time Calculation International Dateline – Standard Time – Local Time – International Civil Aviation Organization (ICAO)

SUGGESTED READINGS

1. Bhatia, A. K., *Tourism Development: Principles and Practices*, Sterling Publishers Pvt. Ltd., New Delhi, 1982.
2. Seth,PranNath, *Successful Tourism Management*, Sterling Publishers Pvt. Ltd., New Delhi, 1998.
3. Sing, L.K., *Foreign Exchange Management and Airline Ticketing*, ISHA Books, Delhi, 2008.
4. Diederiks, H. *An Introduction to Air Law*, Kluwer Law International, Netherlands, 2006
5. Pablo Mendes De Leon (Ed.), *Air Transport Law and Policy in the 1990s*, MartinusNijhoff Publishers, London, 1991.
6. Epstein, A Gerald, *Capital Flight and Capital Controls in Developing Countries: An Introduction*, Edward Elgar Publishing Ltd, UK, 2005.
7. Bhatia, A.K., *International Tourism Management*, Sterling Publishers Private Ltd, New Delhi, 2001.

T 206 (A): TRAVEL AGENCY AND TOUR OPERATIONS MANAGEMENT
Elective Foundation

- UNIT-I** Travel Agency: History and Growth – Emergence of Thomas Cook and American Express –Types of Travel Agency and Tour Operation Wholesale and Retail Travel Agency - Setting up of a Travel Agency – Linkages with different Transport Systems
- UNIT-II** Functions of a Travel Agency: Tour Operations Planning – Domestic and international – Types of Tours: Independent Tour, Escorted Tour, Hosted Tour, Incentivized Tour - Tour Wholesalers and Retailers - Diversified Role of Tour Operators -Tour Formulation and Design Process – Group Tour Planning
- UNIT-III** Tour Packages: Meaning - Types and forms of Tour Packages – Tariffs – Vouchers – Hotel and Airline Exchange Order –Merits and Demerits of Package Tours – Special Tour Packages
- UNIT-IV** **Setting up of a Travel Agency:** Essential Requirements for Starting Travel Agency & Tour Operation Business - Cost Management - Procedures for Obtaining Recognition - Travel Agency Organization Structure - Sources of Revenue - Threats in Travel Agency Business.
- UNIT-V** **Programme Preparations:** Sample Tours – General and Personalized Itinerary -- Domestic and International – Preparation of common interest - Tour Itinerary and costing – Tour Regulations – Preparation models of Thomas Cook, Cox & Kings and SITA Travels

SUGGESTED READINGS

1. Bhatia A.K., The Business of Travel Agency and Tour Operations Management, Sterling Publishers, New Delhi, 2012.
2. Chand, M., *Management of Travel Agency and Tour Operation*, Anmol Publications, New Delhi, 2002.
3. Holloway, J. C., *The Business of Tourism*, Macdonald & Evans, London, 1982.
4. Negi, J. M. S., *Travel Agency Operation, Concepts and Principles*, Kanishka, New Delhi, 2005.
5. Negi, J., *Tourist Guide and Tour Operation: Planning and Organization*, Kanishka, New Delhi, 2005.
6. Singh, L.K., Management of Travel Agency, Anmol Publications, New Delhi, 2009.
7. Victor, T. C., *Marketing and Selling of Airline Products*, London, 2004.

T 206 (B): TOUR PACKAGES AND ITINERARY PLANNING

Elective Foundation

- UNIT-I** **Tour Packages:** Meaning – Types - Components and significance of tour packages - Destinations and tour companies - Public and Private Tourism organizations - Promotion of tour packages.
- UNIT-II** **Tour Formulation** – Influencing factors - Stages in tour formulation – Primary research (destination and market) - Brochure designing, Printing and distribution - Product Oriented Package tour: Health tourism, Yoga, Meditation and Nature Cure – Beach holidays - Pilgrim Tours - Different Packages: Desert Safaris, Mountaineering, Skiing, White Water Rafting, and Scuba Diving, Golf Tours, Theme tours and Cruise
- UNIT-III** **Defining the 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 - Accommodation Cost - Transportation Cost – Dining Plans
- UNIT-IV** **Itinerary Preparation:** Concept – Typology - Duration, Custom made itinerary and Readymade itinerary - Basic factors in Itinerary preparation
- UNIT-V** **Different Itinerary Plans** – Seasonal itinerary - Product based itinerary – All inclusive Itinerary – Do's and don'ts of itinerary preparation - Limitations and Constraints

SUGGESTED READINGS:

1. J.M.S, Negi, *Tourism and Travel -Concepts and Principles*, Gitanjali Publishing House, New Delhi, 1990.
2. P.N. Seth, *Successful Tourism Planning and Management*, Cross Section Publications, 2001.
3. D.L. Foster, *The Business of Travel Agency Operations & Administration*, Mc Graw Hill, Singapore, 1990.
4. J.M.S, Negi, *Travel Agency and Tour Operation*, (Kanishka Publishing House, New Delhi, 2020).
5. Mohinder Chand, *Travel Agency Management*, (Anmol Publications, Delhi, 2007).

T 207: HUMAN VALUES AND PROFESSIONAL ETHICS – II

Audit Course

Objectives:

- The ethos of Indian culture has been value-oriented throughout the ages.
- The rich literary heritage of India is a treasure of values and ethics to be acquired, pursued and imparted to the future generations of the present day.
- An enquiry into varying dimensions of human values may lead to furtherance of our knowledge and to ethical values suited for the modern world.

UNIT I

Value Education- Definition - relevance to present day - Concept of Human Values - self introspection – Self-esteem - Family values-Components, structure and responsibilities of family Neutralization of anger - Adjustability - Threats of family life - Status of women in family and society - Caring for needy and elderly - Time allotment for sharing ideas and concerns.

UNIT II

Medical ethics- Views of Charaka, Sushruta and Hippocrates on moral responsibility of medical practitioners. Code of ethics for medical and healthcare professionals. Euthanasia, Ethical obligation to animals, Ethical issues in relation to health care professionals and patients. Social justice in health care, human cloning, problems of abortion. Ethical issues in genetic engineering and Ethical issues raised by new biological technology or knowledge.

UNIT III

Business ethics- Ethical standards of business-Immoral and illegal practices and their solutions. Characteristics of ethical problems in management, ethical theories, causes of unethical behavior, ethical abuses and work ethics.

UNIT IV

Environmental ethics- Ethical theory, man and nature- Ecological crisis, Pest control, Pollution and waste, Climate change, Energy and population, Justice and environmental health.

UNIT V

Social ethics- Organ trade. Human trafficking. Human rights violation and social disparities, Feminist ethics. Surrogacy/pregnancy. Ethics of media- Impact of Newspapers, Television, Movies and Internet.

Course Outcome:

- Students can understand the need and importance of human values and professional ethics which are essential for positive human behavior and actions in our daily lives.
- They inspire the fundamental goodness of human beings and society at large.

SUGGESTED READINGS:

1. John S Mackenjie, *A manual of ethics*.
1. Larue Tone Hosmer, Richard D., *The Ethics of Management*, Irwin Inc.
2. Joseph A. Petrick and John F. Quinn., *Management Ethics' integrity at work*, Response Books: New Delhi.
3. S.A. Sherlekar, *Ethics in Management*, Himalaya Publishing House.
4. Harold H. Titus, *Ethics for Today*.
5. Maitra, S.K, *Hindu Ethics*.
6. William Lilly, *Introduction to Ethics*.

SEMESTER III

T 301: TOURISM MANAGEMENT

Core Paper

- UNIT-I** **Concept of Management** – Concept, Nature, Process and Significance of Management – Nature and Levels of Management in Tourism Industry – Functions of Management –Skills and Responsibilities of a Manager – Components of Tourism – Accommodation – Accessibility – Attractions (3A's) – Management of Environment.
- UNIT-II** **Management Skills:** Interpersonal – Informational – Decision Making Roles – Planning skill – organizing skill- Leading and Controlling skills – Managerial Skills at various Levels: Technical skill, Human skill, Conceptual skill.
- UNIT-III** **Management of Human Capital:** Recruitment: Office Management, Marketing and Operational staff – Selection - Training – Guide Services – Event Management
- UNIT-IV** **Financial Management:** Accounting – Book Keeping – Requirement of Finance for Development – Promotion and Administration – Sources of Finance – Public and Private Investments - Sectoral Investment and Foreign Investment.
- UNIT-V** **Tourism Planning** – Role of Government and Non Government organizations – Approaches and levels of Tourism Planning – Tourism Policies and Issues – Tourism and Regional Development – Indian and International Tourism Organizations.

SUGGESTED READINGS

1. Cooper, Fletcher and others, *Tourism principles and practices*, (Pearson, 2017)
2. Robert Christie Mill, Alastair M. Morrison, *The Tourism system: An Introductory Text*, (Prentice- Hall International), 1985.
3. Philip Kotler: *Marketing Management*, 2017
4. Pran Nath Seth: *Successful Tourism Management*. Vol., - I & II, 2006
5. Ram Acharya: *Civil Aviation and Tourist Administration in India*, 1978
6. Harold Koontz & Heinsz Weirich, *Essential of Management*, 1982
7. V.S.P. Rao, *Management Concepts*, Konark Publishers
8. R. D. Agarwal: *Organization & Management*, Tata McGraw Hill. 1982
9. L.M. Prasad: *Principles & Practice of Management*, S. Chand, New Delhi, 2019

T 302: EMERGING TRENDS IN TOURISM

Core Paper

- UNIT-I** **Changing Trends:** Globalization – Economic viability – Infrastructure – Accessibility - Leisure travel - Motivations of Tourism Demand – International Tourism – Emerging Trends – Causes of variation in Tourism Trends
- UNIT-II** **Various Types of Tourism:** Adventure and Sports Tourism – Land based Adventure – Trekking, Mountaineering, Rock Climbing – Water based Adventure – Water Surfing, White Water Rafting, Para-sailing and Air based Adventure – Parachute Jumping, Gliding, Para-gliding
- UNIT-III** **Sustainable Tourism:** Concept of Eco-Tourism and Sustainable Tourism - Management – Impacts of eco-Tourism – Best Practised Eco-Tourism sites in the World – Theme Parks – MICE
- UNIT-IV** **Tourism Impacts:** Socio-Cultural Impacts of Tourism – Economic Impact and Environmental Impact and Assessment – Control Measures – Measuring Economic Costs and Benefits
- UNIT-V** **Emerging Trends:** Solo Travel – Safety and Hygiene – Digitalized Guest Experiences – Personalization – Sustainability – Shift from International to Local – Growth of contactless payments – Virtual reality tourism trends: Eco travel – Robo mania – Artificial Intelligence – Recognition Technology – Augmented reality – Healthy and organic food – Recent Changes: Covid-19 and its effects on Tourism.

SUGGESTED READINGS

1. Steve Taylor (ed) *Adventure Tourism: Meaning, Experience and Learning*, Rutledge, New York, 2013.
2. Robinet Jacob & P. Mahadevan, *Tourism Products of India*, Abijeet Publishers, New Delhi, 2012.
3. Mountains of India: *Tourism, Adventure and Pilgrimage*, Indus Publications, New Delhi, 2000.
4. Tim Gale, Jennifer Hill (Edt), *Eco-Tourism and Environmental Sustainability: Principles and Practices*, Ashis Publications, New Delhi, 2004.
5. Hall, CM & S. J. Page, *The Geography of Tourism and Recreation*, Rutledge.
6. Pearce, D. G. & R. W. Butler, *Contemporary Issues in Tourism Development*, Rutledge.

T 303 (A): ENVIRONMENT, SUSTAINABLE DEVELOPMENT AND TOURISM

Generic Elective

- UNIT-I Tourism and Environment:** Relationship between Tourism & Ecology – Community Participation and its types – Socio- Economic and Cultural Conditions – Evaluation of Scenic Beauty – Wild Life – Bird Sanctuaries – Species Project – Theme Park – Amusement Park – Types of Resorts
- UNIT-II Eco-friendly Practices:** Basic Laws & ideas in Ecology – Biodiversity and its Conservation – Pollution- Ecological Foot Prints - Sustainable Tourism and Poverty Alleviation -- Tourism and Community Participation.
- UNIT-III Analysis of Local Resources:** - Approaches in Sustainable Tourism – Tourism and Poverty Alleviation - Environmental Information System (EIS) – Environmental Management System (EMS) & Impact of Tourism Sites – Global Warming and Climate Change.
- UNIT-IV Climate Declarations:** - Meaning – Principles - Agenda 21 for Travel and Tourism Industry - World Conference on Sustainable Tourism 1995 – Globe 90 Conference - Berlin Declarations - Bali Declarations 2005 - Cape Town Declarations 2002 and Kerala Declarations, Ecotourism- Quebec Declaration 2002 - Kyoto Protocol 1997 - Oslo Declaration 2007.
- UNIT-V Environmental Policy and Alternative tourism:** Environmental Policy – Tourism Policy in India – Alternative Tourism: Extreme agriculture, Spa and Health tourism and Wine tourism – Potentials and Constraints - Major Eco tourism destinations of India.

SUGGESTED READINGS

1. Buckley, R., *Environmental Impacts of Eco-tourism*, CABI, London, 2004.
2. Chandana, *Environmental Awareness*, Kalyani Publishers, New Delhi, 1998.
3. Chaudhury, S. K., *Culture, Ecology and Sustainable Development*, Mittal, New Delhi, 2006.
4. Chawala, R., *Ecology and Tourism Development*, Sumit International, New Delhi, 2006
5. Helen Briassoulis, Jan Van der Straaten, *Tourism and Environment : Regional, Economic, Cultural and Policy Issues*, Kluwer Academic Publishers, Netherlands, 2000.
6. Martin Mowforth, Ian Munt, *Tourism and Sustainability Development and New Tourism in the Third World*, Routledge, 2003.
7. Mowforth, M. and Munt, I. *Tourism and Sustainability. Development and New Tourism in the Third World*. Routledge, London.
8. Singh, L.K., *Ecology, Environment and Tourism*, Gayan Publishing House, New Delhi, 2008.
9. Sinha, P. C., *Guidelines for Human Environmental Sustainable Development, Global Environment Law, Policy and Action Plan*, SBS Publications, New Delhi, 2006.
10. Trevor, Sofield H.B., *Empowerment for Sustainable Tourism Development*, Elsevier, London, 2003.

T 303 (B) : TOURISM RESEARCH METHODS

Generic Elective

- UNIT-I** Introduction to Research: Nature, Scope and Purpose of Tourism Research – Foundations of Research – Meaning, Objectives, Motivation, Utility, Concept of Theory – Theoretical Perspectives – Tourism Management Information Systems – Conceptual and Operational Definitions – Specific Problems in Tourism Research
- UNIT-II** Purpose of Tourism Statistics: Role and Scope of Tourism Statistics; Measurement of Tourist Consumption, Demand and Supply and Measuring Tourism Resources. Basics Tools of Statistics: Mean, Median, Mode, Standard Deviation.
- UNIT-III** Quantitative Techniques: Meaning and Definition of Quantitative Methods, Types of Quantitative Research – Survey, Correlation Research, Comparative Research and Experimental Research.
- UNIT-IV** Qualitative Techniques: Meaning and Definition of Qualitative Research; Types of Qualitative Research – Ethnographic, Narrative, Case Study, Phenomenological and Grounded Theory Research.
- UNIT-V** Writing Research Proposal – Introduction, Literature Review, Objectives and Hypotheses, Research Methods, Sampling Methods and Size, Data Analysis and Tabulation, Results and Discussions, Conclusion, References.

SUGGESTED READINGS

1. Artinah, Zainal, SallehMohdRadzietl (ed.), *Current Issues in Hospitality and Tourism Research and Innovations*, CRC Press, London, 2012.
2. Bhatia, A.K., *International Tourism Management*, Sterling Publishers Private Ltd, New Delhi, 2001.
3. Brent, W. Richie (ed.), *Tourism Research Methods: Integrating Theory with Practice*, CABI Publishing House, London, 2005.
4. Brunt, P., *Market Research in Travel and Tourism*, Butterworth Heinemann, London, 1997.
5. Engel, J. F. (ed.), *Market Segmentation: Concepts & Application*, Rinehart & Winston, New York, 1972.
6. Jennings, G., *Tourism Research*, John Wiley & Sons, London, 2001.
7. Michael, V. P., *Research Methodology in Management*, Himalayan Publishing House, New Delhi.
8. Ritchie, J. R. B., and Goeldner (eds.), *Tourism and Hospitality Research: A Handbook for Managers and Researchers*, Wiley, London, 1994.

T 303 (C): TOURISM AND HUMAN RESOURCE MANAGEMENT
Generic Elective

- UNIT-I Human Resources Management:** Introduction – Meaning, Definition, Importance of Human Resources – Functions - Human Resource Policies: Need, type and scope and work Culture - Understanding cross cultural differences - Qualities of a good Personnel Manager
- UNIT-II Need for human resource Management in tourism** - Man power recruitment Approach - HRM – Challenges and Opportunities - Training and development – Placement, induction and performance appraisal - Advantages and disadvantages of choosing tour escorting as a profession - Skills and competencies required to be a tour manager - Challenges faced by a tour manager
- UNIT-III Roles and Duties of Tour Manager:** Pre-trip Duties / Preparation; Understanding tour client profile, Tour Escort File- Responsibilities at the Airport - Airport Check-In Procedures, Customs and Immigration; Responsibilities at the hotel-Check In, Check out, Meal requests -- On-Tour Operation; Destination Briefing, Time Schedule; Points of Interests; Routing, Distance - Working with the Local Guide
- UNIT-IV Group management and situation handling** - Group control and Setting Limits, Handling difficult tourists, Communication Skills; Typical Day-to-Day Problems; Listening Skills; Conflict Resolution - Handling emergency situations - Tools of the trade for the tour manager
- UNIT-V Other roles and functions:** The Professional Daily Briefing; Dealing with FAQ's; Taking care of logistics: Dine Around, Shopping - Safety of guests, Arrival preparations: Briefing instructions and feedback - Tour Conclusion

SUGGEST READINGS

1. Chowdhary, Nimit (2013). *Handbook for Tour Guides*. New Delhi: Matrix Publishers.
2. Mitchell, G.E. (2005). *How to Start a Tour Guiding Business*. Charleston: The GEM Group Ltd.
3. Pond, K.L. (1993). *The Professional Guide*. New York: Van Nostrand Reinhold.
4. Michael Riley, *Human Resource Management in the Hospitality and Tourism Industry*, Rutledge, 2014.
5. Tom Baum (Ed.), *Sustainable Human Resource Management in Tourism*, Springer, 2020.

T 303 (D): CONSERVATION AND MANAGEMENT IN TOURISM
Generic Elective

- UNIT-I General Principles of Conservations:** Conservation, Preservation, Restoration, Reconstruction, Reproduction and Translocation - Analysis of Conservation material; Rules and regulations regarding antiquity and heritage; Conservation policy- Visitors Management: Infrastructure, Carrying Capacity, Information centers.
- UNIT-II Heritage Conservation:** Introduction and Types; Identification, Demarcation and Documentation of Heritage Zone; Community-based heritage conservation; Community engagement and stakeholder participation in heritage conservation -- Uncovering the community participation.
- UNIT-III Conservation Maintenance:** Basic conservation handlings – Tourism Eco-sites, temperature, humidity, pollution, light, bio – deterioration, proper environmental conditions, care and handling.
- UNIT-IV Preservation and Restoration Organizations:** Heritage of National importance, Conservation organizations – Indian National Trust for Art and Cultural Heritage (INTACH), International Centre for the Study of the Preservation and Restoration of Cultural Property (ICCROM) and Indian Trust for Rural Heritage and Development (ITRHD)
- UNIT-V Heritage Management Plan:** Significance; Steps – Hardware component and software component; Promotion and public display of conserved site; Analysing working of Heritage management plans - Case study of Heritage Tourism Village Raghurajpur.

SUGGESTED READINGS

1. J. J. Plenderlauth, (1971), *The Conservation of Antiques And Work of Art*, Oxford University Press, London.
2. O.P. Agarwal, (2004), *Conservation of Cultural Property of India*, National Museum, New Delhi.
3. S. S. Bishvash, (1999) *Protecting the Cultural Heritage*, Aryan Book Publication, New Delhi.
4. Inaugural issue of INTACH (2016) *Journal of Heritage Studies*, INTACH, New Delhi.
5. *Heritage Management Plan*, (2012), INTACH, New Delhi.
6. Shyamchainani, (2016) *Heritage Conservation Legislative and Organisational Policies of India*, INTACH.

T 304: TOURISM SKILLS AND OPPORTUNITIES
Skill Oriented

- UNIT-I** **Definition of Tourism skills;** Importance of Skills in Tourism and Hospitality; Basic Issues of Tourism Customers: Different Types of Complaints – Attitudinal, Service-related; Issues in Hotels, Travel Organizations and Airlines; Reasons for Dissatisfaction; Resolving Complaints; Need for Special Skills – Types of Skills.
- UNIT-II** **Definition and Importance of Hard Skills;** Types of Hard Skills – Accounting and Auditing -- Budgeting and Banking, Legal Awareness, Social Media Marketing, Marketing Research, Market Affiliations, Business Analysis and Sales.
- UNIT-III** Definition and Importance of Soft Skills; Types of Soft Skills – Communication, Language skills, Customer service skills, Team Work, Stress and Management, Networking, Organization, Multitasking, Cultural Awareness, Strategy and Innovation.
- UNIT-IV** Meaning and Definition of Leadership Skills; Types of Skills – Adaptability, Team-oriented, Entrepreneurial, Passionate, Listening and Negotiation Skills; Challenges of Leadership; Important Keys to Successful Leadership.
- UNIT-V** Career in Tourism and Hospitality; Career Goals and Expectations; Role of Training and Training Institutions; Important Institutions in India; Career Opportunities in Hospitality and Tourism

SUGGESTED READINGS

1. Miriam Firth, *Employability and Skills Handbook for Tourism, Hospitality and Events Students*, Routledge, London, 2020.
2. Anukrati Sharma (ed.), *Sustainable Tourism Development: Futuristic Approaches* (Advances in Hospitality and Tourism, CRC Press, London, 2019).
3. UNWTO, *The Future of Work and Skills Development in Tourism*, Policy Paper, 2019.
4. Saurabh Dixit, *Tourism Development*, ESS ESS Publications, New Delhi, 2017.
5. J K Sharma, *Tourism Planning and Development: A New Perspective*, Kanishka Publishers, New Delhi, 2020.

T 305 (A): TOURISM INDUSTRY IN INDIA
Open Elective

- UNIT-I** Tourism Industry: Definition, Nature and Scope – Tourism as an Industry - Economic Contribution - India's Share in World Tourist Arrivals and Receipts - Foreign Exchange Earnings - Employment - Foreign Investment - Basic Components of Tourism - Transport - Accommodation- Facilities and Amenities - Emerging trends in tourism industry.
- UNIT-II** Hospitality Industry: Essentials and Components - Conventional and Non-conventional Hotels – Major International and Indian Hotel Chains - Food and beverages - Housekeeping Department: Executive Housekeeper, Asst Executive Housekeeper – Hotel Management Skills
- UNIT-III** **Tourist Destinations:** Geographical locations - Mountains – Hill stations: Kashmir, Sri Nagar, Shimla, Manali, Kulu Valley, Nainital, Darjeeling Mt. Abu, Mahabaleswar, Ooty, Kodaikanal - Beaches: Gopalpur, Juhu, Goa, Visakhapatnam, Chennai, Mahabalipuram, Pondichery and Kovalam
- UNIT-IV** **Heritage Centres :** Forts and Palaces: Jaipur – Jodpur – Udaipur – Jhansi – Bandhavgar - Raigad – Golkonda – Vellore - Gingee – Penukonda – Chandragiri – Gooty - Palaces: Mysore Palace -- Umair Bhawan Palace Jodhpur- Hava Mahal, Jaipur- Lake Palace Udaipur.
- UNIT-V** **Responsible Tourism:** Role of Public and Private sectors in Tourism - Ministry of Tourism, Government of India and State Tourism Corporations - Sustainable Tourism development – Conservation and Ecotourism.

SUGGESTED READINGS:

1. A bhoy Das Jhangi, *Tourism industry in India*, Pacific book international publishers, 2019.
2. Robinet Jacob, Mahadevan, Sindhu Josep, *Tourism products of India*, Abhijeet Publications, 2012.
3. Media Transasia India, *Discover India*, Burda Media publication, 1988.
4. A. Satish Babu, *Tourism Development in India*, APH Publication, 2008.
5. Planning commission Report, *India 2007*.
6. P.B. Das Nageshwar Rao, *Journal of Services Research*, (September 2002).

T 305 (B): ADVENTURE TOURISM
Open Elective

- UNIT-I** **Adventure Tourism:** Definition, Scope and Nature of adventure Tourism - Emerging trends of adventure tourism -- Popular Tourist Destinations - Land based trekking, Skiing, Mountaineering, Desert Safaris, Car Rallies. Water based rafting, kayaking, canoeing, surfing, water skiing, scuba diving and Air based parasailing, paragliding, Bungee Jumping, ballooning, hand gliding and micro lighting.
- UNIT-II** **Minimum requirements for Adventure Tourism:** Tools and Equipments used in land-based, water-based and air-based adventure tourism - Popular tourist destinations in India with special reference to Jammu and Kashmir, Uttarakhand and Himachal Pradesh - Indian Mountaineering Foundation - Rules for mountain expeditions, cancellation of permits and bookings.
- UNIT-III** **Adventure Tourism Impacts:** Social, Cultural, Economic and Environmental Impacts - Issues from the Perspective of Different Stakeholders - Government, Local people, tourists and tourism businesses
- UNIT-IV** **Adventure Tourism Products and Infrastructure:** Marketing and promotional strategies - Problems and issues relevant to the adventure travel and tourism industry - Risk Management - Future prospects of adventure tourism in India.
- UNIT-V** **Training organizations in Adventure Tourism:** Adventure tourism organizations and training institutes in J&K - Jawaharlal Institute of Mountaineering and Winter Sports (JIM & NIWS) - Indian Institute of skiing & mountaineering - Challenges of adventure tourism – Conservation: Litter, Waste, pollution, overbuilding, destruction of flora and fauna.

SUGGESTED READINGS

1. Buckley.R. *Adventure Tourism Management*. Rutledge Publishers, 2010.
2. Geoff Crowther, et.al., *India - A Travel Survival Kit*. Lonely Planet Publication, 1990.
3. Gillan Wright, *Hill Stations of India*, Penguin Books, New Delhi, 1991.
4. Gupta, V.K., *Tourism in India*, Gyan Publishing House, Delhi, 2013.
5. I.C. Gupta & Sushama Kasbekar, *Tourism Products of India*, 1995.
6. Malik, S.S, *Potential of adventure Tourism in India*, Agam Kala Prakashan Publishers, 2006.
7. Negi.J. *Adventure Tourism and Sports: Risks and Challenges*, Kanishka Publications, 2010.
8. Pran Nath Seth, *India - A Travellers Companion*, 1996.

SEMESTER –IV

T 401: TOURISM MARKETING **Core Paper**

- UNIT-I Marketing:** Core Concepts in Marketing – Needs, Wants, Demands, Products, Markets, Marketing Management Philosophies - Marketing for Tourism– Tourism Products – Features of Tourism Marketing and its Uniqueness- Marketing Functions – Market Research- Tourism Marketing Mix.
- UNIT-II Understanding the Market and the Consumer:** Marketing Environment- Consumer Behavior - Buyer Decision Process – Tourism Demand Forecasting – Market Segmentation – Targeting – Market Positioning – Niche Marketing.
- UNIT-III 5P's of Tourism Marketing:** Product Designing – Branding and Packaging – New Product Development – Product Life Cycle – Tourist Destination Life Cycle - Price: Strategies and Approaches; Place: Channels of Distribution, Promotion: Advertising – Sales Promotion – Publicity – Personal Selling; Other P's – Competitive Differentiation – Customer Satisfaction and Relationship Marketing.
- UNIT-IV Marketing of Tourism and Related Activities:** Global Marketing, Direct Marketing, Social Media & Digital Marketing, Green Marketing, Corporate Social Responsibility, Ethics & Consumerism - Trends in Tourism Marketing – Marketing of Destinations, Airlines, Hotels, Resorts, Travel Agencies, Events and other Tourism Sub Sectors and Products – Challenges and Strategies.
- UNIT-V Developing Marketing Skills for Tourism:** Self-Motivation-Team Building- Personality Development- Communication - Creativity & Innovation- Innovative Products in Tourism-International Perspective and Contemporary Trends.

SUGGESTED READINGS

1. Chaudhary, M. (2010). *Tourism Marketing*, New Delhi: Oxford University Press.
2. Fyall, A., & Garrod, B. (2005). *Tourism Marketing: A Collaborative Approach* (Vol. 18).
3. Kotler, P. (2006). *Marketing Management*. Delhi: PHI.
4. Stanton, W. J. (1999). *Fundamentals of Marketing*, New York: McGraw Hill.
5. Neelamegham, S. (1998), *Marketing in India: Cases & Readings*. New Delhi: Vikas.
6. Ramasamy, V.S., & Namakumari, S. (1990), *Marketing Management: Planning & Control* New Delhi: Macmillan.
7. E-Pathshala. (2018). Retrieved from E-Pathshala an MHRD Project Website: <http://epgp.inflibnet.ac.in/ahl.php?csrno=1827> Select- P-14.

T 402: PLANNING AND DEVELOPMENT OF TOURISM
Core Paper

- UNIT-I** **Introduction:** Concept and formulation of tourism policy: Understanding Tourism Planning: Conceptual meaning of Tourism Planning, Evolution of Tourism Planning, General Concepts of Planning, Levels and Types of Tourism Planning, Background Approach and planning scale.
- UNIT-II** **Need for Tourism Planning** – Role of government, public and private sectors, Role of international, multinational, state and local tourism organizations in carrying out tourism policies – Planning for Sustainable development- Forces which promote Sustainable Tourism
- UNIT-III** **Linkage between planning and Tourism Development** - Role of Public and Private sectors in Tourism Development - Their role in Tourism Development - Analysis of an individual Tourism Project (Development of the Buddhist circuit)
- UNIT-IV** **Tourism Policy of India:** National Action Plan on Tourism (1992) – Draft National Tourism Policy (1997) – Concept of National Tourism Board – Tourism in the states of India – Case study of Tourism policies of State Governments – Andhra Pradesh, Rajasthan, Himachal Pradesh and Goa -- Tourism Policy of India 2015 -- Environment Planning
- UNIT-V** Agreements: Chicago Convention, Warsaw Convention, Open Sky Policy, Bermuda Convention, Euro Agreement, Schengen Agreement

SUGGESTED READINGS

1. Bhatia, A.K. (2009), *Tourism Development: Principles and Practices*, Sterling Publishers.
2. Gunn, Clare A., *Tourism Planning: Basics, Concepts, Cases*, Taylor and Francis, London, 1994.
3. Hollaway J.C., *The Business of Tourism*, Financial Times Prentice Hall, New Jersey, 2006.
4. Inskeep, Edward, *Tourism Planning: An Integrated and Sustainable Development Approach*, VNR, New York, 1991.
5. Mill and Morrison, *The Tourism System: An Introductory Text*, Prentice-Hall, New Jersey, 1992.
6. Poynter James M., *Tour Design – Marketing and Management*, Prentice Hall, New Jersey, 1993.
7. Swain, K.S., & Mishra, M.M. (2012). *Tourism Principles and Practices*. Delhi: Oxford University Press.

T 403 (A) : TOURISM ENTREPRENEURSHIP
Generic Elective

- UNIT-I Entrepreneurship:** Theories & Approaches; Types of Entrepreneurs – entrepreneur and Intrapreneur - Entrepreneurial Motivation – Entrepreneurial Climate – Myths about Entrepreneurship – Role of Entrepreneurship in Economic Development – Entrepreneurial opportunities for tourism - Growth and Challenges of Entrepreneurship in Tourism Industry.
- UNIT-II Creativity and Innovation:** Process of Creativity and Roadblocks – Innovation – Types of Innovation – Role of Creativity and Innovations in Travel and Tourism Industry – Contemporary Trends – Competencies of an Entrepreneur- Role of Technology in Tourism Entrepreneurship.
- UNIT-III Entrepreneurship in Tourism:** Opportunity Identification – Sources of Ideas - New Product Development – Writing a Business Plan – Feasibility Report – Technical Feasibility vs. Economic Viability. Setting up an Enterprise – Steps, Procedures, Licenses, Registration etc.
- UNIT-IV Sources of Funding:** Sources of Finance for Tourism Enterprises, Subsidies and Incentives – Promotion and Development of Tourism – Institutional Framework – Banks, Institutions including IFCI, ICICI, IDBI, SIDBI – Role of Government in promoting Tourism Entrepreneurship – MSME Policy, EDII, NIESBUD, NEDB.
- UNIT-V Managing Growth:** Business Integration – Diversification-Mergers and Acquisitions-Business Failure-Causes for failure – Revival of Sick Enterprises – Strategies for revival-Women Empowerment in Tourism

SUGGESTED READINGS

1. Bedi, Kanishika, *Management & Entrepreneurship*, Oxford, New Delhi.
2. Bird B.J. *Entrepreneurial Behavior*, New York: John Wiley & Sons.
3. Peter F., Drucker, *Innovation and Entrepreneurship*, 1985, Harper; NY.
4. Vasant Desai, *Entrepreneurship & Small Business Management*.
5. S. S Khanna, *Entrepreneurial Development*.
6. C B Gupta, N P Srinivasan, *Entrepreneurial Development*.
7. D N Mishra, *Entrepreneur and Entrepreneur Development & Planning in India*.
8. Lall & Sahai, *Entrepreneurship* (Excel Books 2 edition).
9. A.K.Rai, *Entrepreneurship Development*, (Vikas Publishing)

T 403 (B): TOURISM AND HOSPITALITY MANAGEMENT
Generic Elective

- UNIT-I** **Introduction:** Overview of Tourism Industry – Concept of Tourism – Economic Importance of Tourism - Impact of Tourism
- UNIT-II** **Hospitality:** Types of Accommodation – Classification – Accommodation Management – Evolution and Growth of Hotel Industry - Hotels and their Categories - Concept of Heritage Hotels - Classification Heritage Hotels, Dept. of Tourism Incentives
- UNIT-III** **Functions of the Front Office:** Structure - Front-of-the-House Operations - Back-of-the-House Operations - The Reservation Office - Types of Reservation System - Accepting or Denying Reservation - Generating Reservation Reports - Managing Reservations - Check-in Process - Front Office Accounting - Check-out Process - The Electronic Front Office (EFO)
- UNIT-IV** **Housekeeping:** Layout of the Housekeeping Department and its Functions - Management of Guest Amenities - Importance of Grooming - Specifications for Men and Women – Personal Hygiene - The Security Division
- UNIT-V** **Restaurant Management:** Hotel Operations – The Food and Beverage Division – Food Services: Retail, Industrial, Healthcare and Club Food – Bar and Restaurant - Future Trends in Hospitality management - Role of Associations in Hospitality sector.

SUGGESTED READINGS

1. Abraham Pizam (ed.), *International Encyclopaedia of Hospitality Management*, Routledge, London, 2009.
2. Andrews, *Hotel Front Office Training Manual*, Tata Mcgraw Hill, Bombay, 1980
3. Arthur & Gladwell, *Hotel Assistant Manager*, Jenkins, London, 1982
4. Bhatia, A. K., *Tourism Development: Principles and Practices*, Sterling Publications Pvt. Ltd., New Delhi, 2012.
5. John C, Crotts, Dimitrios Buhalis, Roger March (ed.), *Tourism and Hospitality Management*, Routledge, New York, 2012.
6. Prideaus, Gianna Moscardo (ed.), *Managing Tourism and Hospitality Services: Theory and International Applications*, Biddles Ltd., London, 2005.
7. Seth, P. N., *Successful Tourism Management*, Sterling Publications Pvt. Ltd., New Delhi, 2000.

T 403(C): UNDERSTANDING AND EVENT MANAGEMENT

Generic Elective

- UNIT-I** **Introduction to Events:** Nature, Importance and Scope – Types of Events – Unique features and similarities – Practices in Event Management - The Dynamics of Event Management: Event Planning and organizing - Key steps to a successful event management – Checklists for different types of Event - Planning schedule and Action Agenda
- UNIT-II** **MICE** - Nature, Importance and Scope – Events in MICE - Unique Features and Similarities – Practices in MICE Management - Economic and Social Significance of MICE - Events for promotion of tourism under MICE: Cultural, festivals, religious and business - Impact of conventions on communities
- UNIT-III** **Event Operations:** Registration - Seating Arrangements - Documentation, Press Relations - Audio-Visual Arrangements: Films, Videos, CDs - Video-Conferencing - Service quality management. Managing Events - Corporate Events - Trade and Exhibitions - Events in Educational Institutions.
- UNIT-IV** **Trade Fairs:** Nature, Scope and Function - Benefits of Fairs – Unique Selling Propositions - International Trade Fairs: World Tourism Mart (WTM), Berlin Trade Fair (BTF), TTW, FITUR, Pacific Asia Travel Association (PATA) Travel Mart.
- UNIT-V** **HR in Event Management:** Interactions in Event service management - Event service and programme quality - Planning of Human resources in Events – Leadership and Participants Management – Managing People and Time – Site and Infrastructure Management **Logistics:** Event Networks and Supply Chain - Handling Vendors and Service Contractors - Negotiating With Vendors and Service Contractors - Problem Solving and Crisis Management

SUGGESTED READINGS

1. Bhatia A.K. (2001), *Event Management*, Sterling Publishers, New Delhi.
2. Blatt, J.G. *Special Events- Best Practices in Modern Event Management*. John Wiley and Sons, New York.
3. Editorial Data Group USA (2018). *Exhibition & Conference Organizers United States: Market Sales in the United States* Kindle Edition.
4. Fenich, G.G. (2014). *Production and Logistics in Meeting, Expositions, Events and Conventions*. Edinburgh: Pearson.
5. Johnson, N. (2014). *Event Planning Tips: The Straight Scoop on How to Run a Successful Event (Event Planning, Event Planning Book, Event Planning Business)*. MCJ Publishing. Kindle Edition.
6. Joe Gold Blatt (1997), *Special Events- Best Practices In Modern Event Management*, John Wiley and Sons, New York.
7. Mittal, S. (2017). *Event Management: Ultimate Guide to Successful Meetings, Corporate Events, Conferences, Management & Marketing for Successful Events: Become an event planning pro & create a successful event series*. Alex Genadinik Publication. Kindle Edition.

T 403 (D): DESTINATION PLANNING AND MARKETING
Generic Elective

- UNIT-I** **Destination Development:** Concept, Meaning, Types and Characteristics of Destination Tourism – Destination Development: Products, Lifecycle – Destination Management Systems: Destination Zone, Planning Guidelines and Model
- UNIT-II** **Need for Tourism Policy:** Destination Planning – Approaches to Policy Implementation – Minimization of Policy Gap – Levels of Tourism Planning: International, National, Regional and Local – Role of Implementing Agencies, Stakeholder-Driven Policy, Hurdles in Formulating and Implementing Tourism Policies – Linking Tourism Policy with Planning.
- UNIT-III** **Recourse Analysis:** Destination Potentiality – Unique features – Carrying Capacity – Infrastructure Analysis – Regional Environmental Analysis, Market Analysis and Competitor Analysis
- UNIT-IV** **Destination Marketing:** Six ‘A’s for Tourism Destinations - Dynamic Wheel of Tourism Stakeholders – Destination Marketing Mix – Destination Competitiveness – Distribution Channels - Marketing Communication and Strategies- Target Marketing – Positioning strategy.
- UNIT-V** **Destination Promotion:** Destination Image Formation Process - Unstructured Image – Destination Appraisal, Tangible and Intangible Attributes of Destination – Measurement of Destination Image – Case Study of Incredible India and God’s Own Country, Vibrant Gujarat.

SUGGESTED READINGS

1. Morgan, N, Pritchard, A & Pride, R. (2011). *Destination Branding: Creating the Unique Proposition*, Butterworth and Heinemann.
2. Butler, R.W. (2006). *Tourism Area Life Cycle: Applications and Modifications*, Channel View Publications.
3. Tang, C.H. & Jones, E.E. (2005). *Tourism SMEs, Service Quality and Destination Competitiveness*, CABI Publishing.
4. Singh, S. Timothy, D.J. & Dowling, R.K. (2003). *Tourism in Destination Communities*, CABI Publishing.
5. Crouch, D.I. J.R. Ritchie, B. & Kossatz, H.G. (2003). *Competitive Destination: A Sustainable Tourism Perspective*, CABI Publishing.
6. Murphy, P. E. (1986). *Tourism: A Community Approach*. Methuen, New York.
7. Inskip, E. (1991). *Tourism Planning: An Integrated and Sustainable Development Approach*. Van Nostrand Reinhold, New York.

T 404: Project: Dissertation + Viva
Project Work

Project : 80 marks
Viva voce : 20 Marks

T 405 (A) : GLOBALIZATION AND TOURISM

Open Elective

- UNIT-I Globalization and Tourism:** Meaning and Definition – Historical Development of Globalization, Challenges and Opportunities of Globalization, Significance of Tourism and Hospitality Industry.
- UNIT-II Effects of Globalization:** Global Mobility and Ease of Travel, Free flow of Information, Terrorism, Safety, and Security – Increased Awareness of New Destinations; Impact of Globalization on Tourism – Tourism as a Force for Peace, Tourism as Cultural Homogenizer.
- UNIT-III Globalization and Hospitality Industry:** Transnational Migration, Diasporic Identities and Media Flows; The effects of Globalization on the Hospitality industry – Exposure to different cultures, Advancement of technology, Greater Opportunities for Developing Nations and Seasonal Employment.
- UNIT-IV Challenges of International Tourism** – Inter-Cultural Issues, Drug Trafficking, Human Trafficking and Non-Traditional Security Threats
- UNIT-V Global Changes:** Aviation Geography: Important Tourist Circuits: Middle East – Far East – Asia Pacific - Tourism in Developed Countries: USA, Japan and Germany – Under Developed Countries – Kyrgyzstan, Mexico and Somalia

SUGGESTED READINGS

1. Fredy González Fonseca, Challenges and Opportunities in the World of Tourism From the Point of View of Ecotourism, *Higher Learning Research Communications*, December 2012 Volume 2, Number 4, https://www.researchgate.net/publication/325409129_Globalization_in_tourism/citation/download
2. Haiyan Song, Gang Li, Zheng Cao, Tourism and Economic Globalization: An Emerging Research Agenda, *Journal of Travel Research*, October 23, 2017, <https://doi.org/10.1177/0047287517734943>.
3. Introduction to Globalization and Tourism and Hospitality, http://lib.unipune.ac.in:8080/jspui/bitstream/123456789/3869/11/11_chapter%201.pdf
4. Iryna Mykhailivna Trunina, Olena Anatoliivna Sushchenko, Viktoriia Valeriivna Druzhynina and Olena Leonidivna, Zahorianska1Globalization impact on the world travel market development, https://www.shs-conferences.org/articles/shsconf/pdf/2020/01/shsconf_ies_2019_01029.pdf.
5. Dallen J. Timothy (ed.), *Handbook of Globalization and Tourism*, (Arizona State University, 2019).

T 405 (B): TOURISM ECONOMICS
Open Elective

- UNIT-I** **Concept of Economics in Tourism:** Demand and Supply in Tourism - Consumer Decision Making Process - Determinants and indicators of Demand - Measurement of Demand - Law of Marginal Utility, Law of Demand and Supply - Tourism product - Process of Product Development - Tourism and economic development- Indian perspective
- UNIT-II** **Pricing in Tourism:** Determinants of Price - Types of Price in Tourism - Pricing a New Product - Pricing under different Market conditions - Factors influence tourism supply - Project Feasibility Study. Cost Benefits Analysis - SWOT Analysis - check list.
- UNIT-III** **Impact of Tourism:** Economic impacts - Social Impacts - Environmental Impacts - Multiplier Effects in Tourism, Environment Impact Assessment (EIA) - Impact on employment - Impact and Contribution of Tourism Sector in National Economy.
- UNIT-IV** **Public and Private Sector in Tourism:** Government Role in Tourism - Community and Tourism. Need for Public – Private Sector Co- Operation in tourism - Investment Appraisal in Public and Private Sector - Regular Role of Government in Tourism.
- UNIT-V** **Tourism's Contribution:** Role of Tourism in the global economy and in Indian Economy - Tourism Demand Forecasting - Sources of Finance For Tourism – TFCI - Economic Contribution, Impact and Net Benefits of Tourism.

SUGGESTED READINGS

1. Baskota, K., *Impact of Tourism Local Employment and Income in Three Selected Destinations; Case Studies of Sauraha, Nagarkot and Bhaktapur*. Nepal Tourism and Development Review. Vol (2) No. 1, 2012.
2. Bull, A., *The Economics of Travel and Tourism*. Harlow: Longman, 1995
3. Gautam, B.P., *Tourism and Economic Growth in Nepal*. NRB Economic Review. Vol-23-2, 2012.
4. Mankiw, N. Gregory, *Macroeconomics*, (3rd ed.), New York: Worth Publishers, 1997.
5. Sinclair, M. & Stabler, M., *The Economics of Tourism*, (1st ed.), Routledge, 1997.
6. Tribe, J., *The Economics of Recreation, Leisure and Tourism*, (4th ed.), Elsevier Ltd, 2011.
7. Vanhove, N., *The Economics of Tourism Destinations*, (1st ed.), Elsevier Limited, 2005.
8. Williams, A.M., *Towards a Political Economy of Tourism*, In Lew, 2004.
9. Hall, C.M. & Williams, A.M. (Eds.) *A Companion to Tourism*, Blackwell Publishing, 2003.