

SRI VENKATESWARA UNIVERSITY, TIRUPATI
SVU COLLEGE OF ARTS

CENTRE FOR SOUTHEAST ASIAN AND PACIFIC STUDIES

**Re-Structured P.G. Programme (CBCS) as per NEP 2020,
National Higher Education Qualification Frame Work (NHEQF) and
Guidelines of APSCHE**

(With effect from the batch of Students admitted from the academic year 2024-25)

M.A. Tourism (SF)

SEMESTER - I								
S. No	Course	Code	Title of the Course	H/W	C	SEE	IA	Total Marks
1	*CC	T 101	Tourism Theories, Principles and Practices	6	4	70	30	100
2		T 102	Tourism Products	6	4	70	30	100
		T 103	Art, Architecture and Tourism					
3		T 104	Socio-Economic Dimensions of Tourism					
		T 105	Historical Perspectives of Tourism	6	4	70	30	100
4	*SOC	T 106	Tourism Skills and Opportunities (A) OR Transport Management (B)	6	4	70	30	100
5		T 107	Tour Packages and Itinerary planning (A) OR Advanced Tourism Practices & Digital Skills (B)	6	4	70	30	100
			Total	36	20	350	150	500
6	Audit Course	T 108	Indian Knowledge Systems - 1	6	0	0	100	0

- *CC (Core Courses) - Student can choose any Three out of Five Core Courses
- *SOC (Skill Oriented Courses) – Student can choose one from each code
- Audit Course – Zero Credits but mandatory with only a Pass

SEMESTER - II								
S. No	Course	Code	Title of the Course	H/W	C	SEE	IA	Total Marks
1	*CC	T 201	Tourism and Geography	6	4	70	30	100
2		T 202	Indian Cultural and Heritage Tourism	6	4	70	30	100
		T 203	Rural and Urban Tourism					
3		T 204	Environment, Sustainable Development and Tourism					
		T 205	Health and Medical Tourism	6	4	70	30	100
4	*SOC	T 206	Airline Ticketing and Information Management (A) OR Tourism Entrepreneurship (B)	6	4	70	30	100
5		T 207	Travel Agency and Tour Operations Management (A) OR Tour Guide (B)	6	4	70	30	100
6	*OOTC	T 208	Open Online Trans disciplinary Course – 1	-	2	-	100	100
			Total	36	22	350	250	600
7	Audit Course	T 209	Indian Knowledge System - 2	6	0	0	100	0

- *CC (Core Courses) - Student can choose any Three out of Five core courses
- *SOC (Skill Oriented Courses) – Student can choose one from each code
- *OOTC (Open Online Transdisciplinary Course) - Students can choose any relevant course of his / her choice from the online courses offered by governmental agencies like SWAYAM, NPTEL, etc.,
- Audit Course – Zero Credits but mandatory with only a Pass

SEMESTER - III								
S. No	Course	Code	Title of the Course	H/W	C	SEE	IA	Total Marks
1	*CC	T 301	Emerging Trends in Tourism	6	4	70	30	100
2		T 302	Tourism Marketing	6	4	70	30	100
		T 303	Destination Planning and Marketing					
3		T 304	Tourism and Hospitality Management					
		T 305	Conservation and Management in Tourism	6	4	70	30	100
4	*SOC	T 306	Tourism Research Methods (A) OR Event Management in Tourism (B)	6	4	70	30	100
5		T 307	Adventure Tourism (A) OR Customer service Management (B)	6	4	70	30	100
6	*OOTC	T 308	Open Online Trans disciplinary Course – 2	-	2	-	100	100
*	Seminar / Tutorials / Remedial Classes and Quiz as part of Internal Assessment			6	-	-	-	-
		Total		36	22	350	250	600

- *CC (Core Courses) - Student can choose any Three out of Five core courses
- *SOC (Skill Oriented Courses) – Student can choose one from each code
- *OOTC (Open Online Transdisciplinary Course) - Students can choose any relevant course of his / her choice from the online courses offered by governmental agencies like SWAYAM, NPTEL, etc.,

SEMESTER - IV								
S. No	Course	Code	Title of the Course	H/W	C	SEE	IA	Total Marks
1	OOSDC	T 401	Open Online Skill Development Courses	-	8	-	200	200
2	PW	T 402	Project Work	24	12	300	0	300
*	Conducting classes for competitive exams, communication skills, UGC / CSIR and NET / SLET examinations			12	-	-	-	-
		Total		36	20	300	200	500
Total Semesters				144	84	1350	850	2200

- Open Online Skill Development Course (OOSDC) - Students can choose any Two relevant courses of his / her choice from the online courses offered by governmental agencies like SWAYAM, NPTEL, etc., to get **8 credits** (with 4 credits from each course)

I SEMESTER Core Course		
T101	TOURISM THEORIES, PRINCIPLES AND PRACTICES	CREDITS - 4
Internal Marks 30		End semester Examinations Marks 70
Course Objectives:		
<ol style="list-style-type: none"> 1. Course offers to know the importance of Tourism Principles and Practices. 2. Student will also learn about Tourism industry and its forms 3. Gain knowledge on the Tourism policy models and Tourism Organizations 		
UNIT-I Tourism Theories: Concept of Tourism: Nature - Scope - Characteristics – 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 -- Typology of Tourism – Classification of Tourists		
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 -- Tourism network		
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:		
<ol style="list-style-type: none"> 1. Page J. Stephen & Brunt Paul (2007), <i>Tourism- a Modern Synthesis</i>, Thomson London. 2. Chuck Y. Gee, James C. Makens & Dexter J. L. Choy (1989), <i>The Ttravel Iindustry</i>, VanNostrand Reinhold, New York. 3. . Goeldner, C., & Ritchie, J.R. (2011), <i>Tourism, Principles, Practices, Philosophies</i>, New Jersey: John Wiley. 4. Swain, S.K. & Mishra, J.M. (2011). <i>Tourism Principles and Practices</i>. New Delhi: OUP. 5. Jamal, T., & Robinson, M. (Eds.). (2009). <i>The SAGE Handbook of Tourism Studies</i>. United Kingdom: Sage Publications. 6. Cooper, C. (2008). <i>Tourism Principles and Practice</i>. New Delhi: Prentice Hall. 7. Ray Youell (1998), <i>Tourism-An Introduction</i>, Addison Wesley Longman, Essex. 8. Burkart A.J., Medlik S. (1974), <i>Tourism- Past, Present and Future</i>, Heinemann, London. 9. Gupta, V.K., <i>Tourism in India</i>, Gyan Publishing House, Delhi 		
Course Outcomes:		
<ol style="list-style-type: none"> 1) Students gain knowledge on tourism principles and practices. 2) Evaluate Tourism forms and structure. 3) Interpret the dimension of tourism organizations role. 		

	Core Course	
T 102	TOURISM PRODUCTS	CREDITS -4
Internal Marks 30		End semester Examinations Marks 70
<p>Course Objectives:</p> <ul style="list-style-type: none"> ➤ To know the concept of tourism products ➤ To learn about wildlife destinations in India ➤ To comprehend on modern technical available in tourism services 		
<p>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</p>		
<p>UNIT – II Culture as a Tourism Product: Developing Culture as a Tourism Product -- Life Style, Beliefs and Customs -- Characteristics of Religious Tourism -- Designing of Religious Tourism Products - Heterogeneous Products -- Learn about the different lifestyles, Unique places for variety and novelty</p>		
<p>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</p>		
<p>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 Centers -- Entertainment and Shopping malls – Food Beverages</p>		
<p>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.</p>		
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Bull, A. <i>The Economics of Travel and Tourism</i>, Longman: UK, 2002 2. Jagmohan Negi, <i>Travel Agency & Tour Operations</i>, New Delhi 2008 3. Bezbaruah, M.P. <i>Indian Tourism beyond the Millennium</i>, Gyan Publication, New Delhi, 1999 4. Manoj Dixit, <i>Tourism products</i>, New Royal Book Co., Lucknow, 2005 5. Norman Douglas. Ed., <i>Special Interest Tourism</i>, John Wiley & Sons, Australia, 1998 6. Robinet Jacob, <i>Indian Tourism Products</i>, Abhijeet Publications, Delhi, 2012. 		
<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1) Students learn about the roles of major tourism products in India 2) Identify different kinds of tourism destinations 3) Students are able to learn new technologies in tourism services 		

	Core Course	
T 103	ART, ARCHITECTURE AND TOURISM	CREDITS - 4
Internal Marks 30	End semester Examinations Marks 70	
Course Objectives:		
<ol style="list-style-type: none"> 4. Students will learn Evolution and developments of Indian Architecture from ancient to Mughal period. 5. Comprehend on the important schools of Art and Architecture evolved in India. 6. This course gives an opportunity to know about different forts and palaces in India 		
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 - Ginge – Penukonda – Chandragiri – Gooty -- Palaces : Mysore Palace -- Umaid Bhavan Palace Jodhpur- Hava Mahal, Jaipur- Lake Palace Udaipur.		
Suggested Readings:		
<ol style="list-style-type: none"> 1. Percy Brown, <i>Indian Architecture Buddhist and Hindu Architecture</i> - Volume I and II 2. C. V. Narayana Iyer, <i>Origin and History of Saivism</i> 3. T.V. Mahalingam, <i>Early Pandya Architecture</i> 4. K. A. N. Sastri, <i>A History of South India</i>, Oxford University Press, Chennai, 2000 5. T.V. Mahalingam, <i>Readings in South Indian History</i>, B.R, Publication, New Delhi, 2006. 6. Swamy Sadananda, <i>Origin and Early History of Saivism in South India</i>, University of Madras, Chennai, 1939. 		
Course outcomes:		
<ol style="list-style-type: none"> 1) Understand briefly the different art forms in India. 2) Students understand and distinguish different types of architecture. 3) Learn about most famous forts and palaces in India. 		

	Core Course	
T 104	SOCIO-ECONOMIC DIMENSIONS OF TOURISM	CREDITS - 4
Internal Marks 30		End semester Examinations Marks 70
Course Objectives:		
<ul style="list-style-type: none"> 7. To know the socio-economic dimensions of Tour operations 8. To comprehend on the global changes and their economic roles 9. To give a specific understanding on the social progress through tourism. 		
UNIT – I Introduction : Socio-economic dimensions of Tourism -- 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, Water ways and Air -- Tourism demand and forecasting -- Economic benefits-- Cross cultural exchange, creating employment opportunity -- Conservation of historic sites and improvement of infrastructures		
UNIT – III Socio-economic 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) –Tourism Finance Corporation of India (TFCI)		
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 behaviours -- Contribution of Community events to social sustainability – Community Participation -- Ethics and social responsibility of Tourist -- Development: Community awareness and Participants contribution		
Suggested Readings :		
<ul style="list-style-type: none"> 1. James Leigh, Craig Webster, Stanislav Ivanov (eds.), <i>Future Tourism: Political, Social and Economic Challenges</i>, (Routledge, London, 2013). 2. K. Sharma, <i>Tourism and Economic Development</i>, (Sarup & Sons, New Delhi, 2004). 3. Amedeo Fossati, Giorgio Panella (eds.), <i>Tourism and Sustainable Economic Development</i>, (Springer, New York, 2000). 4. Clement Allan Tisdell, Kartik Chandra Roy, <i>Tourism and Development: Economic, Social, Political and Environmental Issues</i>, (Nova Science, 1998). 5. K.K. Sharma, <i>Tourism and Regional Development</i>, (Sarup & Sons, Delhi, 2004). 6. S.B. Agarwarl, <i>Tourism for Sustainable Economic Development</i>, (SSS Publications, Delhi, 2003). 		
Course Outcomes:		
<ul style="list-style-type: none"> 1) Gain knowledge on socio-economic development through tourism 2) Learn the techniques for sustainable tourism 3) Comprehend on the environmental conservation 		

Core Course		
T 105	HISTORICAL PERSPECTIVES OF TOURISM	CREDITS - 4
Internal Marks 30		End semester Examinations Marks 70
Course Objectives:		
<p>10. This course gives a specific understand on the development of Tourism through ages</p> <p>11. Comprehensive grasp over the Tourism development in the Country</p> <p>12. Students also learn the Tourism policies and organizations in the country.</p>		
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 Centres : 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:		
<ol style="list-style-type: none"> 1. Swain, S.K. & Mishra, J.M.(2012). <i>Tourism Principles & Practices</i>, Oxford University Press, New Delhi. 2. Bhatia A.K. (2002), <i>International Tourism Management</i>, Sterling Publishers, New Delhi. 3. Gee, Chuck Y., James C. Makens,, and Dexter J.L. Choy. (1997). <i>The Travel Industry</i>, Van Nostrand Reinhold, New York. 4. Youell, R.(1998). <i>Tourism-An Introduction</i>. Addison Wesley Longman, Essex. 5. Michael M. Coltman. (1989), <i>Introduction to Travel and Tourism- An International Approach</i>. Van Nostrand Reinhold, New York. 6. Roday. S, Biwal. A & Joshi. V. (2009). <i>Tourism Operations and Management</i>, Oxford University Press, New Delhi. 		
Course Outcomes		
<ol style="list-style-type: none"> 1) Students know historical development of tourism in India 2) Categorize important tourism linkages and destinations. 3) Gain knowledge on functions of Tourism organizations 		

Skill Oriented Course - 1		
T 106 A	TOURISM SKILLS AND OPPORTUNITIES	CREDITS -4
Internal Marks 30		End semester Examinations Marks 70
<p>Course Objectives:</p> <ol style="list-style-type: none"> 1. Students will learn the skills and know the opportunities in the Tourism sector. 2. To demonstrate the learned skills on Tour commentary, destination interpretation and communication. 3. Students gain knowledge on the problem solving methods like crisis management, Loss of documents and Law and order issues. <p>UNIT-1 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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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</p> <p>Suggested Readings:</p> <ol style="list-style-type: none"> 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 Publications, New Delhi, 2017. 5. J K Sharma, Tourism Planning and Development: A New Perspective, Kanishka Publishers, New Delhi, 2020. <p>Course Outcomes</p> <ol style="list-style-type: none"> 1) Students learn role and responsibilities of a tour guide. 2) Equip with communication skills, language and posture in front of tourists. 3) Learn to deal effectively at the time of emergencies 		

OR	Skill Oriented Course - 1	
T 106 B	TRANSPORT MANAGEMENT	CREDITS -4
Internal Marks 30		End semester Examinations Marks 70
<p>Course Objective:</p> <ul style="list-style-type: none"> ➤ Students will learn different Modes of Transport and understand transport linkages to Tourism ➤ To learn to start a Tourist Transport Business ➤ To know about the Rules and Regulations of the Indian Motor Vehicle Act 		
<p>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</p>		
<p>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.</p>		
<p>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</p>		
<p>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.</p>		
<p>Unit – V Motor Vehicle Act: Motor Vehicles Act, 1988 - Registration of Vehicles- The Central Motor Vehicles Rules-Driving Licence- 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.</p>		
<p>Suggested Readings</p> <ol style="list-style-type: none"> 1. <i>Government Motor Vehicle Act</i>, Eastern Book Company, Lucknow, 1989 2. John Duke, <i>Fleet Management</i>, McGraw-Hill Co, New York, 1984. 3. Kitchin.L.D., <i>Bus Operation</i>, Illiffie and Sons Co., London, III edition, 1992 4. Cook, R.A; Marqua, J&Yale, L.J.(2006), <i>Tourism: The Business of Travel</i>. New York: Pearson Education 5. Fontgalland, B.De.(2010).<i>The World Railway System</i>. New York: Cambridge University Press 6. Pender,L.(2001), <i>Travel Trade and Transport</i>. Continuum, New York. 		
<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Students will understand the role of Transport in Tourism 2. Gain knowledge on the importance of manpower in Transport Business 3. Comprehend the students how Transport Management is essential in Tourism. 		

Skill Oriented Course - 2		
T 107 A	TOUR PACKAGES AND ITINERARY PLANNING	CREDITS -4
Internal Marks 30		End semester Examinations Marks 70
Course Objectives:		
<ul style="list-style-type: none"> ➤ To know about the formulations of tour packages ➤ To gain knowledge in Itinerary Planning ➤ To become known with the techniques in finance management and execution of Itinerary planning 		
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:		
<ol style="list-style-type: none"> 1. J.M.S, Negi, <i>Tourism and Travel -Concepts and Principles</i>, Gitanjali Publishing House, New Delhi, 1990. 2. P.N. Seth, <i>Successful Tourism Planning and Management</i>, Cross Section Publications, 2001 3. D.L. Foster, <i>The Business of Travel Agency Operations & Administration</i>, Mc Graw Hill, Singapore, 1990. 4. J.M.S, Negi, <i>Travel Agency and Tour Operation</i>, (Kanishka Publishing House, New Delhi, 2020) 5. Mohinder Chand, <i>Travel Agency Management</i>, (Anmol Publications, Delhi,2007). 		
Course Outcomes:		
<ol style="list-style-type: none"> 1) Students know the concept of tour packages and formulations 2) They gain knowledge in Itinerary Planning 3) Become familiar with the techniques and approaches for successful destinations visits. 		

OR	Skill Oriented Course - 2	
T 107-B	ADVANCED TOURISM PRACTICES & DIGITAL SKILLS	CREDITS -4
Internal Marks 30		End semester Examinations Marks 70
<p>Course Objectives:</p> <ul style="list-style-type: none"> ➤ To study the impact of Information Technology on tourism. ➤ To familiarize with digital tourism business concept. ➤ Students will understand emerging business models in E- tourism. <p>UNIT-I Digitalization of Tourism Services: 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 -- 3D Visual promotions</p> <p>UNIT-II Digital Marketing in Tourism: Consumers’ selection and decision on Tour Services / User-Generated Content (UGC) -- Online Reviews and Reputation management - Value of online customers — Creating a mock promotional campaign for a tourism destination -- Organizing Workshops</p> <p>UNIT-III Social Media and Virtual Tourism: Social Media Campaign for Tourism – Face book, Twitter, YouTube, Whatsapp - Travel Blogs – Managing of Social Media Activities -- Rising importance of Virtual Tourism : Live visits – New experiences – Visit of important sites, cultural and natural through Virtual</p> <p>UNIT-IV Payment Systems in E-tourism - Payment Gateway - Billing and Settlement Plan (BSP) - -Future of E-tourism - Travel Blogs - E-marketing and promotion of Tourism Products - Challenges for Conventional business models & Competitive strategies.</p> <p>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</p> <p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Buhalis D. (2004), E-tourism: Information Technology For Strategic Tourism Management, <i>Prentice Hall India</i>. 2. Poon A. (1998), Tourism, Technology And Competitive Strategies, <i>Cabi</i>. 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. New Delhi Pearson Education Limited, New Delhi. 5. HBR. (2014). Leading Digital: Turning Technology into Business Transformation. London: Harvard Business Review Press. 6. Rayport J.F. & Jaworski B.J. (2002), Introduction To Ecommerce, <i>McGraw- Hill</i>. 7. Malvino A.P (1995), Electronic Principles, <i>McGraw-Hill</i>. 8. Morabito, V. (2016). Trends and Challenges in Digital Business Innovation. London: Springer Publications. 9. Rogers, D.L. (2016). The Digital Transformation Playbook – Rethink Your Business for the Digital Age. Columbia: Columbia Business School Publishing. <p>Course Outcomes:</p> <ol style="list-style-type: none"> 1) Students will get familiarized with the advanced practices in Tourism. 2) Acquire proficiency in E-Commerce. 3) Students would have cognizance of digital commerce and its strategies. 		

	Audit Course - 1	
T 108	INDIAN KNOWLEDGE SYSTEM	
Course Objectives:		
<ol style="list-style-type: none"> 1) To bring to mind the rich heritage of Indian knowledge systems 2) To illustrate the contribution of Indian knowledge systems to the world 3) To apply traditional knowledge and techniques in day-to-day life 		
UNIT– I: Ancient India- Bharat Varsha: About Indian Knowledge System: Definition of Indigenous Knowledge; Scope -- The civilizations of the Sindhu-Ganga valley, and the Brahmaputra valley -- Forests and Minerals; Ancient Indian Traditional Knowledge and Wisdom about nature and climate.		
UNIT–II: Indian Heritage of Knowledge: Four Vedas and its components -- the Vedangas -- Ancient Indian books and treaty: The Sastras; The Great Indian Epics: The Ramayana and The Mahabharata Epics -- Translations in Telugu		
UNIT–III: Ancient Traditional Knowledge : The Agamas ; Mantras and Yantras -- External worship of God, in idols, temples -- Ancient Buddhist knowledge: Tripitaka: Vinaya, Sutta and Abhidhamma Pitaka		
UNIT–IV: Language studies in India: What is linguistics? -- Script and Language; Alphabet of the Indian languages -- Varnamala: Origin, Evolution, and phonetic features -- Important Languages of India – Grammar -- Vyakarana, Poetic rhythm-Chandas; Paninian Grammar		
UNIT– V: Fine Arts and Performing Arts of India: Ancient Indian classical music and dance forms: The Science of Dramas -- Science of Music-Gandharva-Veda -- Aesthetics in Indian Art and Culture -- Some Folk music and traditional dance forms of South India.		
Suggested Readings:		
<ol style="list-style-type: none"> 1. Mahadevan, B., Bhat Vinayak Rajat, Nagendra Pavan RN. (2022), <i>Introduction to Indian Knowledge System: Concepts and Applications</i>. PHI Learning Private Ltd. 2. Mukul Chandra Bora, <i>Foundations of Bharatiya Knowledge System</i>. Khanna Book Publishing 3. Baladev Upadhyaya, <i>Samskrta Śāstrom ka Itihās</i>, Chowkhambha, Varanasi, 2010. 4. D. M. Bose, S. N. Sen and B. V. Subbarayappa, Eds., <i>A Concise History of Science in India</i>, Universities Press, Hyderabad, 2010. 5. Astāngahrdaya, Vol. I, <i>Sūtrasthāna and Śarīrasthāna</i>, Translated by K. R. Srikantha Murthy, Vol. I, Krishnadas Academy, Varanasi, 1991. 6. Dharampal, <i>The Beautiful Tree: Indian Indigenous Education in the Eighteenth Century</i>, Dharampal Classics Series, Rashtrottana Sahitya, Bengaluru, 2021. 7. J. K. Bajaj and M. D. Srinivas, <i>Indian Economy, and Polity in Eighteenth-century Chengalpattu</i>, in J. K. Bajaj ed., <i>Indian Economy and Polity</i>, Centre for Policy Studies, Chennai, 1995. 		
Course Outcomes:		
<ol style="list-style-type: none"> 1) Students will demonstrate knowledge of sociocultural diversity that constitutes the soul of India 2) Distinguish knowledge traditions that originated in the Indian subcontinent 		

	II SEMESTER Core Course	
T 201	TOURISM AND GEOGRAPHY	CREDITS -4
Internal Marks 30		End semester Examinations Marks 70
Course Objectives:		
<ol style="list-style-type: none"> 1. Students will learn relationship between Geography and Tourism. 2. Gain knowledge on the use of map reading and other tools 3. Students know the important tourism attractions in the world 		
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 Meaning and Definition of Oceanography; Growing Significance of Maritime Tourism; Case Studies – Maldives, Singapore and Caribbean Islands; Blue Economy and Tourism.		
UNIT-IV Major Tourism Destination and Attractions in Asia: East Asia: Japan – China – Hong Kong – South Korea. Southeast Asia: Singapore – Indonesia – Malaysia – Thailand – Cambodia. South Asia and its Tourism potential		
UNIT-V Tourism around the World: Geography and Travel -- UNESCO Sites and Important Tourist Attractions in : America, Europe, Africa and Australia.		
Suggested Reading:		
<ol style="list-style-type: none"> 1. Alan, A. Law, <i>World Geography of Travel and Tourism: A Regional Approach</i>, Butterworth, London, 2004. 2. Boniface, B & Chris Cooper, <i>World Wide Destinations: The Geography of Travel and Tourism</i>, 2009 3. Burton, R., <i>The Geography of Travel and Tourism Guide to Places of the World</i>, Reader's Digest, 2008. 4. Hudman, L & Richard Jackson, <i>Geography of Travel and Tourism</i>, Thomson, 2003. 5. Husain, M., <i>World Geography</i>, Rawat publications, New Delhi, 2011. 6. Stephen Williams, <i>Tourism Geography</i>, Routledge, London, 1998. 7. Sinha, P. C., <i>Tourism Geography</i>, Anmol Publications, New Delhi, 2000. 8. Lloyd E, Hudman, Richard, <i>Geography of Travel and Tourism</i>, Thomson Learning, USA, 2003 		
Course Outcomes:		
<ol style="list-style-type: none"> 1) Gain knowledge on the influence of geography on Tourism. 2) Examine and learn the use of geographical tools. 3) Know the important definitions and destinations. 		

	Core Course	
T 202	INDIAN CULTURAL AND HERITAGE TOURISM	CREDITS -4
Internal Marks 30	End semester Examinations Marks 70	
Course Objectives:		
<ol style="list-style-type: none"> 1. Students learn the brief Indian history from Ancient to Modern times 2. Understand the importance of unique Indian Heritage architecture of different religions 3. Distinguish the festivals of North India and South India 		
UNIT- I Glimpses of Indian History- Brief Understanding of Indian History-- Cultural Heritage with special references of Ancient: Mouryas, Gupta dynasties – Medieval : Delhi Sultanate and Mughals; and Modern India : Europeans		
UNIT-II Indian Culture: General Features of Indian Culture — Components and Evolution— Structure of Indian Society -- Faiths and Practices: Unity in Diversity, Religious Tolerance -- Major 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		
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:		
<ol style="list-style-type: none"> 1. Basham, A.L. (2004)<i>The Wonder That Was India</i>. Rupa& Co. New Delhi 2. Thapar, Romila,(1990) <i>A History of India: Volume 1</i>. Penguin Book, New Delhi, 3. Basham, A.L. (1997) <i>A Cultural History of India</i>. Oxford University Press, USA. 4. Singh, Upinder, (2008) <i>A History Of Ancient and Early Medieval India: From The Stone Age to the 12th Century</i>, Pearson Education India, New Delhi. 5. Chandra, B., (2009) <i>History of Modern India</i>. Orient Blackswan, New Delhi 6. Brown, P.,(2013)<i>Indian Architecture (Buddhist and Hindu Period)</i>, Tobey Press, New York 7. Brown, P , (2010) <i>Indian Architecture (the Islamic Period)</i>, Palmer Press, New York 8. Allchin, B., Allchin, F.R. et al. (1989) <i>Conservation of Indian Heritage</i>, Cosmo Publishers, New Delhi. 9. New Inskip, Edward, (1991) <i>Tourism Planning: An Integrated and Sustainable Development Approach</i>, VNR, New York. 10. V.K. Semph, (2001) <i>Historical and Cultural Tourism in India</i>, Andi Publications 2008. 		
Course Outcomes:		
<ol style="list-style-type: none"> 1 Students will be in a position to distinguish between different art forms in India. 2 Colonial Heritage of India is one of the important aspects in Indian Tourism. 3 Importance of different religions in India and tourist Places related to them. 		

	Core Course	
T 203	RURAL AND URBAN TOURISM	CREDITS -4
Internal Marks 30	End semester Examinations Marks 70	
<p>Course Objectives:</p> <ol style="list-style-type: none"> 1. To understand, analyse and evaluate the importance of Rural and Urban Tourism 2. Students will be able to learn the need of infrastructure and economic benefits 3. Student will also learn about urban tourism concepts. 		
<p>UNIT-I Rural Tourism: Concept, Meaning, and Definition -- Rural Tourism Resources- Village as primary resource – Showcasing rural life – Art – Culture and Heritage</p>		
<p>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</p>		
<p>UNIT -III Rural Tourism Promotion: Feasibility and Execution – Infrastructure - Marketing and Financial Assistance Requisites - Intervention of Professional Agencies – Linkages for development of Rural tourism</p>		
<p>UNIT -IV Case Studies: Hodka, Gujarath – Mawynnog, Meghalaya – Pipli, Odisha – Samode, Rajastan – Naggar, Himacal Pradesh – Munsiyari, Uttarakhand-- Karaikudi, Tamil Nadu – Madhavamala, Andhra Pradesh</p>		
<p>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.</p>		
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Sivasankar Reddy, P., <i>Rural Tourism and Promotion of Handicrafts in India</i>, Kanishka Publishers, New Delhi, 2012 2. Lesley Roberts, Derek Hall, <i>New Directions in Rural Tourism</i>, Rutledge, London, 2017 3. Bernard Lene & Elesabeath, Eds., <i>Rural Tourism : New Concept, Research and Practice</i>, Rutledge, London, 2018 4. Bonita M. Kolb., <i>Tourism Marketing for Cities and Towns</i>, Butterworth – Heinemann, Oxford, 2006 		
<p>Course Outcomes</p> <ol style="list-style-type: none"> 1. Students learn the benefits of Rural Tourism 2. Acquire knowledge on different Rural Tourism case studies 3. Gain knowledge on urban tourism sites and smart cities 		

	Core Course	
T 204	ENVIRONMENT, SUSTAINABLE DEVELOPMENT AND TOURISM	CREDITS -4
Internal Marks 30		End semester Examinations Marks 70
Course Objectives:		
<ol style="list-style-type: none"> 1) Enables Students to learn the importance of environment in tourism 2) Know about the different environmental declarations 3) To gain knowledge on alternative tourism 		
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: Pollution Challenges -- 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		
<ol style="list-style-type: none"> 1. Buckley, R., <i>Environmental Impacts of Eco-tourism</i>, CABI, London, 2004 2. Chandana, <i>Environmental Awareness</i>, Kalyani Publishers, New Delhi, 1998 3. Chaudhury, S. K., <i>Culture, Ecology and Sustainable Development</i>, Mittal, New Delhi, 2006 4. Chawala, R., <i>Ecology and Tourism Development</i>, Sumit International, New Delhi, 2006 5. Helen Briassoulis, Jan Van der Straaten, <i>Tourism and Environment : Regional, Economic, Cultural and Policy Issues</i>, Kluwer Academic Publishers, Netherlands, 2000 6. Martin Mowforth, Lan Munt, <i>Tourism and Sustainability Development and New Tourism in the Third World</i>, Routledge, 2003 7. Mowforth, M. and Munt, I. <i>Tourism and Sustainability. Development and New Tourism in the Third World</i>. Routledge, London. 8. Singh, L.K., <i>Ecology, Environment and Tourism</i>, Gayan Publishing House, New Delhi, 2008 9. Sinha, P. C., <i>Guidelines for Human Environmental Sustainable Development, Global Environment Law, Policy and Action Plan</i>, SBS Publications, New Delhi, 2006 10. Trevor, Sofield H.B., <i>Empowerment for Sustainable Tourism Development</i>, Elsevier, London, 2003. 		
Course Outcomes		
<ol style="list-style-type: none"> 1. Learn about the wildlife Sanctuaries 2. Gain knowledge on environment and management of Eco Systems. 3. Comprehend the Global climate policies 		

	Core Course	
T 205	HEALTH AND MEDICAL TOURISM	CREDITS -4
Internal Marks 30	End semester Examinations Marks 70	
<p>Course Objectives:</p> <ol style="list-style-type: none"> 1. To gain broad knowledge on the significance of Medical Tourism and Medical Tourism Destinations in India. 2. Students comprehend on the various Medical Treatments available in India and strategy to attract Global medical Tourists. 3. To identify and describe the Medical Tourism impact on national economy and the role of Government, Private and Voluntary organizations in tourism promotion. 		
<p>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.</p>		
<p>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.</p>		
<p>NIT– III Medical Tourism as Industry: Medical Tourism Destinations – Types and flow of Medical Tourists- Factors Influencing Choice of Medical Tourism Destinations.</p>		
<p>NIT–IV Medical Tourism in India: Strategy formulation to attract and retain National and Global Medical Tourists –Indian Medical Services –Traditional and Nontraditional – 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.</p>		
<p>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).</p>		
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Gupta, Ambuj & Sharma, Vinay, <i>Medical Tourism: On the Growth Track in India</i> 2. Michael D. et.al., <i>Medical Tourism – Health Care in The Global Economy (Trends)</i>, American College of Physician Executive, 2007. 3. Milica Z.,et. Al., <i>Medical Tourism in Developing Countries</i>, Palgrave Macmillan, 2007. 4. <i>Opportunities in Medical Tourism in India</i>, RNCOS E-Services Pvt. Ltd, 2007 5. Raj Pruthi., <i>Medical Tourism in India</i> , Arise Publishers & Distributors, 2006. 6. Todd, Maria, <i>Handbook of Medical Tourism Programme Development ASSOCHM, Health Tourism : The Great Indian Advantage</i>,2001 7. Todd, Maria, <i>Medical Tourism Facilitator’s Handbook</i>, 2007. 8. Watson, Stephanie & Stolley, Kathy S., <i>Medical Tourism : A Reference Hand book</i>, 2002. 9. Raj Pruthi (2006), <i>Medical Tourism in India</i>, New Delhi: Arise Pub. 		
<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Develop understanding of medical tourism, its development over ages as an industry 2. Learn the role of government and private sectors in promotion of Medical Tourism 3. Identify various issues related to Medical Tourism and Emerging Trends. 		

Skill Oriented Course - 3		
T 206 A	AIRLINE TICKETING AND INFORMATION MANAGEMENT	CREDITS - 4
Internal Marks 30		End semester Examinations Marks 70
<p>Course Objectives:</p> <ol style="list-style-type: none"> 1. Examine the Air travel polices, Airfare Calculations and IATA 2. Comprehend on the necessary Travel services in Air travel 3. Student will also learn the use of gadgets and information technology in Tourism <p>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</p> <p>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.</p> <p>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</p> <p>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</p> <p>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)</p> <p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Bhatia, A. K., <i>Tourism Development: Principles and Practices</i>, Sterling Publishers Pvt. Ltd., New Delhi, 1982 2. Seth,PranNath, <i>Successful Tourism Management</i>, Sterling Publishers Pvt. Ltd., New Delhi, 1998 3. Sing, L.K., <i>Foreign Exchange Management and Airline Ticketing</i>, ISHA Books, Delhi, 2008 4. Diederiks, H. <i>An Introduction to Air Law</i>, Kluwer Law International, Netherlands, 2006 5. Pablo Mendes De Leon (Edt), <i>Air Transport Law and Policy in the 1990s</i>, MartinusNijhoff Publishers, London, 1991 6. Epstein, A Gerald, <i>Capital Flight and Capital Controls in Developing Countries: An Introduction</i>, Edward Elgar Publishing Ltd, UK, 2005 7. Bhatia, A.K., <i>International Tourism Management</i>, Sterling Publishers Private Ltd, New Delhi, 2001 <p>Course Outcomes:</p> <ol style="list-style-type: none"> 1) Students know about IATA and its functions 2) Gain knowledge and use of information technology in tourism industry 3) To know about tour office management skills and tour desks. 		

OR	Skill Oriented Course - 3	
T 206-B	TOURISM ENTREPRENEURSHIP	CREDITS -4
Internal Marks 30		End semester Examinations Marks 70
Course Objectives:		
<ol style="list-style-type: none"> 1. To gain broad knowledge on the Entrepreneurial roles in tourism. 2. Students comprehend on the setting up of Enterprises in the tourism industry. 3. To gain knowledge on business strategies and diversifications in tourism 		
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:		
<ol style="list-style-type: none"> 1. Bedi, Kanishika, <i>Management & Entrepreneurship</i>, Oxford, New Delhi. 2. Bird B.J. <i>Entrepreneurial Behavior</i>, New York: John Wiley & Sons 3. Peter F., Drucker, <i>Innovation and Entrepreneurship</i>, 1985, Harper; NY 4. Vasant Desai, <i>Entrepreneurship & Small Business Management</i> 5. S. S Khanna, <i>Entrepreneurial Development</i> 6. C B Gupta, N P Srinivasan, <i>Entrepreneurial Development</i> 7. D N Mishra, <i>Entrepreneur and Entrepreneur Development & Planning in India.</i> 8. Lall & Sahai: <i>Entrepreneurship</i> (Excel Books 2 edition) 9. A.K.Rai, <i>Entrepreneurship Development</i>, (Vikas Publishing) 		
Course Outcomes		
<ol style="list-style-type: none"> 1. Develop understanding of enterprises 2. Learn the role of entrepreneurship in Tourism industry. 3. Identify various challenges and revival techniques relevant of enterprises. 		

Skill Oriented Course - 4		
T207 A	TRAVEL AGENCY AND TOUR OPERATIONS MANAGEMENT	CREDITS - 4
Internal Marks 30		End semester Examinations Marks 70
<p>Course Objectives:</p> <ol style="list-style-type: none"> 1) Students will learn the role of travel agencies in Tourism and its linkages with other agencies. 2) Gain the skill of Itinerary preparation and Tour formulation process. 3) Comprehend the functions of a travel agency and Rules and Regulations of the agency approval besides domestic travel operators <p>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</p> <p>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</p> <p>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</p> <p>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.</p> <p>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</p> <p>Suggested Readings</p> <ol style="list-style-type: none"> 1. Bhatia A.K., <i>The Business of Travel Agency and Tour Operations Management</i>, Sterling Publishers, New Delhi, 2012. 2. Chand, M., <i>Management of Travel Agency and Tour Operation</i>, Anmol Publications, New Delhi, 2002. 3. Holloway, J. C., <i>The Business of Tourism</i>, Macdonald & Evans, London, 1982 4. Negi, J. M. S., <i>Travel Agency Operation, Concepts and Principles</i>, Kanishka, New Delhi, 2005. 5. Negi, J., <i>Tourist Guide and Tour Operation: Planning and Organization</i>, Kanishka, New Delhi, 2005. 6. Singh, L.K., <i>Management of Travel Agency</i>, Anmol Publications, New Delhi, 2009 7. Victor, T. C., <i>Marketing and Selling of Airline Products</i>, London, 2004. <p>Course Outcomes</p> <ol style="list-style-type: none"> 1) Gain knowledge of history of travel agency, nature, and form of travel. 2) Build an understanding of functions performed by the Travel agency and tour operator. 3) Comprehend the International rules and regulations of travel agencies. 		

OR	Skill Oriented Course - 4	
T207 B	TOUR GUIDE	CREDITS - 4
Internal Marks 30		End semester Examinations Marks 70
Course Objectives:		
<ul style="list-style-type: none"> ➤ To provide an in-depth understanding of the history, dimensions, and current status of tour guiding, including the roles, responsibilities ➤ To enhance the communication and Interpretation skills ➤ To equip students with the knowledge and skills needed to manage emergencies 		
Unit- I Tour Guiding: Concept –History-Dimensions and present status - Role and Responsibilities of Tour Guide-Tour Guide Code of Conduct - Personal hygiene and grooming checklist for tour guides- Principles of Tour Guide-How to develop tour guiding skill.		
Unit- II Communication for Tour Guide: Language-Posture and Presentation, Roadblocks in Communication-Speaking - faults-body language for speaking, Tour commentary-Composition and Contains Microphones Technique- Sense of Humour - How to deal with awkward questions - Timing and indications - Apology and Pausing. Linking commentary with what to be seen.		
Unit- III Visitor Interpretation: Concept-Principles and types - How to develop good interpretation skill-Popular understanding of a place - Principles of good interpretive practices. Reconstructive and Recreative Interpretation-Personal stereo type.		
Unit- IV Interpretation of Nature: Concept-perspective-Approach-Principles of Nature Interpretation - Intrinsic quality of a Resource Hierarchy of Interpretation - Heritage Interpretation.		
Unit- V Dealing with Emergencies: Accidents - Law and Order - Theft - Loss of documents - First Aid - Importance - General Procedures -Evaluation of Situation - First aid Procedure-Artificial ventilation-Bleeding Control-Treating Wounds. Principles of bandaging- Treating Burns-Treating Snake Bite-Dealing with Fractures - Complaint Handling.		
Suggested Readings:		
<ol style="list-style-type: none"> 1. Ap, J. & Wong, K. K. F. 2001. <i>Case study on tour guiding: professionalism, issues and problem</i>. Tourism Management, 22(5): 551-563. 2. Armstrong, E.K. & Weiler, B. 2003. <i>Improving the tourist experience: Evaluation of Interpretation components of guided tours in national parks</i>. Queensland: CRC for Sustainable Tourism 3. Ballantyne, R. & Hughes, K. 2001. <i>Interpretation in ecotourism settings: Investigating tour guides' perceptions of their roles and responsibilities and training needs</i>. The Journal of Tourism Studies, 12(2): 2-9 4. Black, R. 2007. <i>Professional certification: A mechanism to enhance ecotour guide performance</i>. In: Black, R. & Crabtree, A. quality assurance and certification in ecotourism. Oxfordshire, Ox: CABI. 5. Black, R., Ham, S. & Weiler, B. 2001. <i>Ecotour guide training in less developed countries: Some preliminary research findings</i>. Journal of Sustainable Tourism, 9(2): 147-156 		
Course Outcomes:		
<ol style="list-style-type: none"> 1) Apply Tour Guiding Principles 2) Communicate and Interpret Effectively 3) Manage Emergencies 		

	OOTC - 1	
T 208	OPEN ONLINE TRANSDISCIPLINARY COURSE	CREDITS -2
OOTC (Open Online Transdisciplinary Course) - Students can choose any relevant course of his / her choice from the online courses offered by governmental agencies like SWAYAM, NPTEL, etc.,		

	Audit Course - 2	
T 209	INDIAN KNOWLEDGE SYSTEMS	
<p>Course objectives:</p> <ol style="list-style-type: none"> 1) To present an overall introduction to all the streams of Indian Knowledge System 2) To enable students to explore the most fundamental ideas that have shaped Indian Knowledge Traditions 		
<p>UNIT – I Diversity and Indian Culture: Diversity and Indian Culture; Indigenous Faith and Religion; Preservation of culture and indigenous knowledge -- Ayurveda; Yoga and Meditation</p>		
<p>UNIT – II Indian Architecture and Town Planning: Ancient Indian architecture; Sthapatya-Veda: An Introduction; Indigenous tools & techniques for town planning & Temple Architecture. Lothal, Mohan Jo Daro; Temple Art: Lepakshi Temple, Jagannath Puri Temple, Konark Sun Temple</p>		
<p>UNIT – III Health, Wellness & Psychology : Ayurveda Sleep and Food, Role of water in wellbeing -- Indian approach to Psychology -- the Triguna System Body-Mind-Intellect Consciousness Complex -- Governance, Public Administration & Management reference to Ramayana, Artha Sastra, Kauṭilyan State</p>		
<p>UNIT – IV Indian Textiles: Tradition of cotton and silk textiles in India; The historical contribution of textile and weaving to the Indian economy -- Varieties of textiles and dyes developed in different regions of India</p>		
<p>UNIT – V Indian Polity and Economy: Understanding Kingdom and Chiefdom; Role of a King; The Indian idea of a well-organized polity and flourishing economy; The Chakravarti System: Administrative System of Ancient India</p>		
<p>Suggested Readings :</p> <ol style="list-style-type: none"> 1. Mahadevan, B., Bhat Vinayak Rajat, Nagendra Pavan RN. (2022), <i>Introduction to Indian Knowledge System: Concepts and Applications</i>. PHI Learning Private Ltd. 2. Mukul Chandra Bora, <i>Foundations of Bharatiya Knowledge System</i>, Khanna Book Publishing. 3. Baladev Upadhyaya, <i>Sanskṛta Śāstrom ka Itihās</i>, Chowkhambha, Varanasi, 2010. 4. D. M. Bose, S. N. Sen and B. V. Subbarayappa, Eds., <i>A Concise History of Science in India</i>, Universities Press, Hyderabad, 2010. 5. Nair, Shantha N., <i>Echoes of Ancient Indian Wisdom</i>, New Delhi: Hindology Books, 2008. 6. SK Das, <i>The Education System of Ancient Hindus</i>, Gyan publication house, India. 7. BL Gupta, <i>Value and Distribution System in India</i>, Gyan publication house, India. 8. Reshmi Ramdhoni, <i>Ancient Indian Culture and Civilisation</i>, Star publication , 2018. 		
<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Recall traditional Indian knowledge traditions constituting Indian culture 2. Summarize differences between classical literature in Sanskrit and other Indian languages 3. Appreciate the contribution of Indian Knowledge Systems to the world 		

III SEMESTER		
Core Course		
T 301	EMERGING TRENDS IN TOURISM	CREDITS - 4
Internal Marks 30		End semester Examination Marks 70
Course Objectives:		
<ol style="list-style-type: none"> 1) This course enables Students to learn the emerging concepts like Adventure Tourism, Eco-tourism and Theme Parks etc. 2) Student will also learn the Socio, Economic and Environmental impacts of tourism. 3) Students will know different kinds of Acts passed towards Tourism in the country 		
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		
<ol style="list-style-type: none"> 1. Steve Taylor (ed) <i>Adventure Tourism: Meaning, Experience and Learning</i>, Rutledge, New York, 2013 2. RobinetJacob&P. Mahadevan, <i>Tourism Products of India</i>, Abijeet Publishers, New Delhi, 2012 3. Mountains of India: <i>Tourism, Adventure and Pilgrimage</i>, Indus Publications, New Delhi, 2000 4. Tim Gale, Jenniefer Hill (Edt), <i>Eco-Tourism and Environmental Sustainability: Principles and Practies</i>, Ashis Publications, New Delhi, 2004 5. Hall, CM & S. J. Page, <i>The Geography of Tourism and Recreation</i>, Rutledge 6. Pearce, D. G. & R. W. Butler, <i>Contemporary Issues in Tourism Development</i>, Rutledge 		
Outcomes		
<ol style="list-style-type: none"> 1) Students will learn about different types of Tourism. 2) Build an Understanding of socio, cultural and economic impacts of tourism. 3) To learn Tourism related laws, responsibilities and different acts related to tourism. 		

	Core Course	
T 302	TOURISM MARKETING	CREDITS - 4
Internal Marks 30		End semester Examination Marks 70
<p>Course Objectives:</p> <ol style="list-style-type: none"> 4) To learn about the concepts, market management in Tourism. 5) Gain broad knowledge on the various departments in Tourism marketing. 6) To acquaint with the effective marketing skills for tourism industry. 		
<p>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.</p>		
<p>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.</p>		
<p>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.</p>		
<p>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.</p>		
<p>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.</p>		
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Chaudhary, M. (2010). <i>Tourism Marketing</i>, New Delhi: Oxford University Press. 2. Fyall, A., & Garrod, B. (2005). <i>Tourism Marketing: A Collaborative Approach</i> (Vol. 18). Bristol: Channel View Publications. 3. Kotler, P. (2006). <i>Marketing Management</i>. Delhi: PHI. 4. Stanton, W. J. (1999). <i>Fundamentals of Marketing</i>, New York: McGraw Hill. 5. Neelamegham, S. (1998), <i>Marketing in India: Cases & Readings</i>. New Delhi: Vikas. 6. Ramasamy, V.S., & Namakumari, S. (1990), <i>Marketing Management: Planning & Control</i> 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. 		
<p>Course Outcomes</p> <ol style="list-style-type: none"> 1) Students acquire knowledge on the tourism needs and demands. 2) To know different types of marketing strategies related to the tourism industry. 3) Students acquire different types of skills pertaining to tourism sector 		

	Core Course		
T 303	DESTINATION PLANNING AND MARKETING	CREDITS - 4	
Internal Marks 30		End semester Examination Marks 70	
Course Objectives:			
7) Gain broad knowledge on the concepts of Destination planning. 8) Students know the importance resource analysis and Destination marketing 9) Students comprehend on the Destination promotions.			
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). <i>Destination Branding: Creating the Unique Proposition</i> , Butterworth and Heinemann, 2. Butler, R.W. (2006). <i>Tourism Area Life Cycle: Applications and Modifications</i> , Channel View Publications. 3. Tang, C.H. & Jones, E.E. (2005). <i>Tourism SMEs, Service Quality and Destination Competitiveness</i> , CABI Publishing, 4. Singh, S. Timothy, D.J. & Dowling, R.K. (2003). <i>Tourism in Destination Communities</i> , CABI Publishing, 5. Crouch, D.I. J.R. Ritchie, B. & Kossatz, H.G. (2003). <i>Competitive Destination: A Sustainable Tourism Perspective</i> , CABI Publishing, 6. Murphy, P. E. (1986). <i>Tourism: A Community Approach</i> . Methuen, New York. 7. Inskeep, E. (1991). <i>Tourism Planning: An Integrated and Sustainable Development Approach</i> . Van Nostrand Reinhold, New York.			
Course Outcomes:			
1. Know the different tourism policies. 2. Analyse the resources in the Destination promotion tours. 3. Learn about Destination marketing.			

	Core Course	
T 304	TOURISM AND HOSPITALITY MANAGEMENT	CREDITS - 4
Internal Marks 30		End semester Examination Marks 70
Course Objectives		
<ul style="list-style-type: none"> ➤ To make the students understand about the importance of Hospitality in the tourism sector. ➤ Students will get familiar with the management techniques in the accommodation sector. ➤ Food services and operation of restaurants are important for the student 		
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:		
<ol style="list-style-type: none"> 1. Abraham Pizam (ed.), <i>International Encyclopaedia of Hospitality Management</i>, Routledge, London, 2009. 2. Andrews, <i>Hotel Front Office Training Manual</i>, Tata Mcgraw Hill, Bombay, 1980 3. Arthur & Gladwell, <i>Hotel Assistant Manager</i>, Jenkins, London, 1982 4. Bhatia, A. K., <i>Tourism Development: Principles and Practices</i>, Sterling Publications Pvt. Ltd., New Delhi, 2012 5. John C, Crotts, Dimitrios Buhalis, Roger March (ed.), <i>Tourism and Hospitality Management</i>, Routledge, New York, 2012 6. Prideaus, Gianna Moscardo (ed.), <i>Managing Tourism and Hospitality Services: Theory and International Applications</i>, Biddles Ltd., London, 2005 7. Seth, P. N., <i>Successful Tourism Management</i>, Sterling Publications Pvt. Ltd., New Delhi, 2000 8. Stephen Ball, Susan Horner, Kevin Nield, <i>Contemporary Hospitality and Tourism Management Issues in China and India</i>, Elsevier, London, 2007 		
Course Outcomes		
<ol style="list-style-type: none"> 1 Student will be in a position to distinguish between different types of accommodations in the hotel industry. 2 Will realize the importance of hospitality in the tourism sector. 3 He or she will be familiar with various types of cuisines in the hotel industry 		

Core Course		
T 305	CONSERVATION AND MANAGEMENT IN TOURISM	CREDITS - 4
Internal Marks 30		End semester Examination Marks 70
Course Objectives:		
<ol style="list-style-type: none"> 1. Students will understand the importance of conservation of historic sites, heritage material and natural heritage and analyse their tangible and intangible factors. 2. Students know about conservation, preservation, restoration and management 3. Gain knowledge in the podium of world heritage. 		
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 through the case.		
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		
<ol style="list-style-type: none"> 1. J. J. Plenderlauth, (1971), <i>The Conservation of Antiques And Work of Art</i>, Oxford University Press, London. 2. O.P. Agarwal, (2004), <i>Conservation of Cultural Property of India</i>, National Museum, New Delhi. 3. S. S. Bishvash, (1999) <i>Protecting the Cultural Heritage</i>, Aryan Book Publication, New Delhi. 4. Inaugural issue of INTACH (2016) <i>Journal of Heritage Studies</i>, INTACH, New Delhi. 5. <i>Heritage Management Plan</i>, (2012), INTACH, New Delhi. 6. Shyamchainani, (2016) <i>Heritage Conservation Legislative and Organisational Policies of India</i>, INTACH. 		
Course Outcomes		
<ol style="list-style-type: none"> 1) Students know the heritage value of the past 2) Learn the skills and methods of conservation in tourism. 3) Understand the role of Conservation organizations at national and international level 		

	Skill Oriented Course - 5	
T 306 A	TOURISM RESEARCH METHODS	CREDITS - 4
Internal Marks 30	End semester Examination Marks 70	
Course Objectives:		
<ol style="list-style-type: none"> 1. Students will learn the Research methods in Tourism and Specific problems in Tourism 2. Evaluate the difference between qualitative and quantitative methods 3. Students will able to learn the skills of report writing and questionnaire design. 		
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		
<ol style="list-style-type: none"> 1. Artinah, Zainal, SallehMohdRadziatl (ed.), <i>Current Issues in Hospitality and Tourism Research and Innovations</i>, CRC Press, London, 2012 2. Bhatia, A.K., <i>International Tourism Management</i>, Sterling Publishers Private Ltd, New Delhi, 2001 3. Brent, W. Richie (ed.), <i>Tourism Research Methods: Integrating Theory with Practice</i>, CABI Publishing House, London, 2005 4. Brunt, P., <i>Market Research in Travel and Tourism</i>, Butterworth Heinemann, London, 1997 5. Engel, J. F. (ed.), <i>Market Segmentation: Concepts & Application</i>, Rinechart & Winston, New York, 1972 6. Jennings, G., <i>Tourism Research</i>, John Wiley & Sons, London, 2001 7. Michael, V. P., <i>Research Methodology in Management</i>, Himalayan Publishing House, New Delhi 8. Ritchie, J. R. B., and Goeldner (eds.), <i>Tourism and Hospitality Research: A Handbook for Managers and Researchers</i>, Wiley, London, 1994 		
Course Outcomes		
<ol style="list-style-type: none"> 1) To make the student understand the scope of research in tourism sector. 2) Students learn different techniques used in Research for tourism sector. 3) Gain knowledge in presentation of research findings and prepare projects. 		

OR	Skill Oriented Course - 5	
T 306 B	EVENT MANGEMENT IN TOURISM	CREDITS - 4
Internal Marks 30		End semester Examination Marks 70
Course Objectives:		
<ol style="list-style-type: none"> 1. Gain broad knowledge on different types of Tourism events 2. Students know the importance of MICE along with Event Planning, organizing and Marketing. 3. Students comprehend on the popular events organized around the world. 		
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 Meetings, Incentives, Conferencing and Exhibitions (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: Organizational structure of MICE - Meeting and convention Venue -- Exhibition planning from the exhibitors' perspective -- Exhibition design principles for MICE -- Marketing of Exhibition / Conference		
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:		
<ol style="list-style-type: none"> 1. Bhatia A.K. (2001), <i>Event Management</i>, Sterling Publishers, New Delhi. 2. Blatt, J.G. <i>Special Events- Best Practices in Modern Event Management</i>. John Wiley and Sons, New York. 3. Editorial Data Group USA (2018). <i>Exhibition & Conference Organizers United States: Market Sales in the United States</i> Kindle Edition. Fenich, G.G. (2014). <i>Production and Logistics in Meeting, Expositions, Events and Conventions</i>. Edinburgh: Pearson. Johnson, N. (2014). <i>Event Planning Tips: The Straight Scoop on How to Run a Successful Event (Event Planning, Event Planning Book, Event Planning Business)</i>. MCJ Publishing. Kindle Edition. 4. Joe Gold Blatt (1997), <i>Special Events- Best Practices In Modern Event Management</i>, John Wiley and Sons, New York. 5. Mittal, S. (2017). <i>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</i>. Alex Genadinik Publication. Kindle Edition. 6. Robinson, P., Wale, D., & Dickson, G. (2010). <i>Events Management</i> London: CABI. 7. Shone, A & Parry, B. <i>Successful Event Management</i>, Cengage Learning. Chawala, R., <i>Ecology and Tourism Development</i>, Sumit International, New Delhi, 2006. 8. Watt. D.C.. <i>Event Management in Leisure and Tourism</i>. Pearson, UK. 		
Course Outcomes:		
<ol style="list-style-type: none"> 1) Know the types and importance of event management. 2) Understand the managerial and operational aspects pertaining to the MICE industry. 3) Learn about customer care, marketing equipment and tools. 		

	Skill Oriented Course - 6	
T 307 A	ADVENTURE TOURISM	CREDITS - 4
Internal Marks 30		End semester Examination Marks 70
Course Objectives:		
<ol style="list-style-type: none"> 1. Gain broad knowledge on the diversified adventure tourism in India. 2. Students will learn the minimum standards to be followed in Adventure tourism in land based, water based and Aerial based activities 3. Student gain knowledge on the Adventure Tourism Destinations in India and also Problems and Prospects of the sector 		
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:		
<ol style="list-style-type: none"> 1. Buckley.R. <i>Adventure Tourism Management</i>. Rutledge Publishers, 2010. 2. Geoff Crowther , et.al., <i>India - A Travel Survival Kit</i>. Lonely Planet Publication, 1990. 3. Gillan Wright, <i>Hill Stations of India</i>, Penguin Books, New Delhi, 1991. 4. Gupta, V.K., <i>Tourism in India</i>, Gyan Publishing House, Delhi, 2013. 5. I.C. Gupta & Sushama Kasbekar, <i>Tourism Products of India</i>, 1995. 6. Malik, S.S, <i>Potential of adventure Tourism in India</i>, Agam Kala Prakashan Publishers,2006. 7. Negi.J. <i>Adventure Tourism and Sports: Risks and Challenges</i>, Kanishka Publications, 2010. 8. Pran Nath Seth, <i>India - A Travellers Companion</i>, 1996. 		
Course Outcomes:		
<ol style="list-style-type: none"> 1. Explain the status and scope for adventure tourism in India. 2. Learn different types of adventure tourism 3. Evaluate the role of government and other stakeholders in adventure tourism. 		

OR	Skill Oriented Course - 6	
T 307-B	CUSTOMER SERVICE MANAGEMENT	CREDITS - 4
Internal Marks 30		End semester Examination Marks 70
Course Objectives:		
<ul style="list-style-type: none"> ➤ To provide a comprehensive understanding of Customer Service Management within the tourism industry ➤ To gain knowledge on managing customer data ➤ To identify causes, analyze service quality gaps and develop strategies 		
UNIT-I Customer Relationship Management in Tourism, Customer Acquisition, Retention, Loyalty, Customer Profitability and Value Modeling. Customer Satisfaction Measurement, Feedback and Service Recovery		
UNIT – II Tourism as a Component of the Service Sector - Service Design and Development - Technology as an enabler of service		
UNIT-III Service Delivery: Service Quality Gaps – Types And Causes- Measuring And Improving Service Quality - Strategies to Resolve Service Quality Gaps		
UNIT- IV Customer Data- Processing, Management and Applications- Data Warehousing and Data Mining- Data Analysis in Customer Relationship Management (CRM) - Perspectives and Methodologies.		
UNIT- V Choosing the right CRM Solution - Framework for Implementing CRM & 5 Phases of CRM- Four steps in delivering exceptional service- Provide after sales service and support- Protect customer’s interests		
Suggested Readings		
<ol style="list-style-type: none"> 1. Aydın, B. P. (2015). <i>Customer Relations Management Applications in the Tourism Industry</i>. In B.P. Aydın (Ed.) <i>Hospitality, travel, and tourism: concepts, methodologies, tools, and applications</i>, IGI Global. 2. Rahimi, R., Köseoglu, M. A., Ersoy, A. B., & Okumus, F. (2017). <i>Customer relationship management research in tourism and hospitality: a state-of-the-art</i>. <i>Tourism review</i>. 3. Vogt, C. A. (2011). <i>Customer relationship management in tourism: Management needs and research applications</i>. <i>Journal of Travel Research</i>. 4. Joowon Ban, J. & Roshnee Ramsaran, R. (2017) <i>An Exploratory Examination of Service Quality Attributes in the Ecotourism Industry</i>, <i>Journal of Travel & Tourism Marketing</i>. 5. Lesar, L., Weaver, D. & Gardiner, S. (2020). <i>From Spectrum to Multiverse: A New Perspective on the Diversity of Quality Control Tools for Sustainable Tourism Theory and Practice</i>. <i>Journal of Travel Research</i>. 6. Kafel, P., Simon, A., Nowicki, P. & Casadesus, M. (2017). <i>Quality promises. Do companies follow a standard code of conducts model? The case of Spas</i>. <i>Humanities and Social Sciences</i>. 		
Course Outcomes		
<ol style="list-style-type: none"> 1) Analyze Customer Service Management Concepts 2) Assess the importance of service design and the role of technology in enhancing the tourism service experience. 3) Develop and implement CRM frameworks that include delivering exceptional service 		

	OOTC - 2	
T 308	OPEN ONLINE TRANSPDISCIPLINARY COURSE	CREDITS -2
<p>OOTC (Open Online Transdisciplinary Course) - Students can choose any relevant course of his / her choice from the online courses offered by governmental agencies like SWAYAM, NPTEL, etc.,</p>		

	IV SEMESTER OOSDC	
T 401	OPEN ONLINE SKILL DEVELOPMENT COURSES	CREDITS -8
<p>Open Online Skill Development Course (OOSDC) - Students can choose any Two relevant courses of his / her choice from the online courses offered by governmental agencies like SWAYAM, NPTEL, etc., to get 8 credits (with 4 credits from each course)</p>		

	IV SEMESTER	
T 402	PROJECT WORK	CREDITS -12
End semester Examinations Marks 300		
<p>Objectives:</p> <ol style="list-style-type: none"> 4. Gain broad knowledge on the topic selection and research methods. 5. Students will learn the minimum standards in the preparation of the Dissertation 6. Student gain knowledge on the topic of their research and recent trends. <p>Course Outcomes</p> <ol style="list-style-type: none"> 1. Explain the results of their project. 2. Learn in detail on the broad knowledge of their topic 3. Students leave their suggestions for the development of tourism in the country. 		