

**CENTRE FOR SOUTHEAST ASIAN & PACIFIC STUDIES**

**S.V.U. COLLEGE OF ATRS**

**SRI VENKATESWARA UNIVERSITY: TIRUPATI**



**RESTRUCTURED CURRICULUM FOR**

**M.A. TOURISM**

**WITH EFFECT FROM THE ACADEMIC YEAR 2021-2022**

**SYLLABUS**

**Choice Based Credit System (CBCS)**

**January 2022**

## **Centre for Southeast Asian & Pacific Studies**

**S.V. University College of Arts**

**Sri Venkateswara University :: Tirupati**

### **M.A. TOURISM**

M.A. Tourism course in SVU College of Arts, S.V. University, is designed in such a way to prepare the students for managerial positions in Consultancies, Policy making, Tour operations, Travel Agencies, Small and Medium Enterprises and the students should be able to work in travel and tourism related organizations.

#### **Vision**

Make the Tourism programme an excellent professional course in nurturing and building careers for students in the emerging area.

#### **Mission**

- Train the students in capacity building skills through teaching, research and extension activities with employability.
- Empowering the students to gain knowledge of Indian culture and various types of tourist destinations particular in India and general in the world.
- To train the students in managerial and marketing the tourism products

#### **Department Objectives**

1. To foster knowledge across the recent trends in global tourism and to become efficient professionals
2. Facilitate the students to understand the interrelation of culture and tourism sites
3. Develop sensitivity towards the nature and train the students in conservation activities.

## **Programme Outcomes**

- To equip students with a broad knowledge on the growth of tourism.
- To encourage understanding and applicability of changing trends in tourism.
- To describe the interrelationship between travel, tourism and hospitality industries.
- To develop management skills and to provide necessary Administrative, Communicative, IT, product and Resource skills to effectively handle Tourism activities.
- To acquire better and viable marketing and product innovation strategies.
- To communicate key ideas in written texts and oral presentations
- To adopt tourism practices locally and globally
- To respect Indian heritage and apply ethical principles and follow environmental responsibilities for tourism conservation.
- To develop socially, responsible business leaders in Tourism development.
- To Acquiring knowledge and develop the ability to work hard.
- To promote entrepreneurial skills among students, for promoting a better ecosystem of business.
- To recognize the need and use ability to engage in independent and life-long learning in the context of changing trends in tourism.

## **Programme Special Outcomes**

- Explain, apply and also demonstrate travel and tourism knowledge in a professional way for a successful career in the Tourism industry;
- Communicate effectively using written, oral and nonverbal techniques, including the use of technology in the gathering and presentation of information;
- Demonstrate their knowledge in launching Travel agency and usage of travel reservations and software skills.

**SRI VENKATESWARA UNIVERSITY: TIRUPATI**  
**SVU COLLEGE OF ARTS**  
**CENTRE FOR SOUTHEAST ASIAN AND PACIFIC STUDIES**  
(Syllabus Common for S V University College and affiliated by SVU Area)

**M.A. Tourism (SF)**

**Programme Code : 123**

**CBCS Pattern (With effect from 2021-22)**  
**The Course of Study and Scheme of Examinations**

**SEMESTER –I**

S.No.	Components of Study	Code	Title of the Course	Credit Hrs / Week	No. of Credits	IA	Sem End Exam	Total Marks
1.	Core	T- 101	<b>Theoretical Concepts of Tourism</b>	6	4	20	80	100
2.		T- 102	<b>Tourism Principles and Practices</b>	6	4	20	80	100
3.		T- 103	<b>Travel and Tourism</b>	6	4	20	80	100
4.		T- 104	<b>Art, Architecture and Tourism</b>	6	4	20	80	100
5.	Compulsory Foundation	T- 105 (a)	<b>Historical Perspectives of Tourism</b>	6	4	20	80	100
		T- 105 (b)	<b>Socio-Economic Dimensions of Tourism</b>	6	4	20	80	100
		T-105 (c)	<b>International Tourism and UNESCO Sites in India</b>	6	4	20	80	100
6.	Elective Foundation	T- 106 (a)	<b>Tourism Products in India (MP)</b>	6	4	20	80	100
		T- 106 (b)	<b>Transport Management</b>					
		<b>Total</b>		<b>36</b>	<b>24</b>	<b>120</b>	<b>480</b>	<b>600</b>
7.	Audit Course			0	0	100	---	--

**\* All CORE Papers are Mandatory**

- **Compulsory Foundation -- Choose one Paper**
- **Elective Foundation – Choose one paper**
- **Audit Course – 100 Marks (Internal) – Zero Credits under Self Study**
- **Interests Students may register for MOOC with the approval of the concerned DDC but it will be considered for the award of the grade as open elective only giving extra credits**

## SEMESTER –II

S.No.	Components of Study	Code	Title of the Course	Credit Hrs / Week	No. of Credits	IA	Sem End Exam	Total Marks
1.	Core	T-201	Tourism and Geography	6	4	20	80	100
2.		T-202	Indian 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.	Compulsory Foundation	T-205 a	Health and Medical Tourism	6	4	20	80	100
		T-205 b	Virtual and E-tourism	6	4	20	80	100
		T-205 c	Airline ticketing and Information management	6	4	20	80	100
6.	Elective Foundation	T-206 a	Travel Agency and Tour Operations Management	6	4	20	80	100
		T-206 b	Tour Packages and Itinerary planning	6	4	20	80	100
<b>Total</b>				<b>36</b>	<b>24</b>	<b>120</b>	<b>480</b>	<b>600</b>
7.	Audit Course			0	0	100	---	--

\* All CORE Papers are Mandatory

- Compulsory Foundation -- Choose one Paper
- Elective Foundation – Choose one paper
- Audit Course – 100 Marks (Internal) – Zero Credits under Self Study
- Interests Students may register for MOOC with the approval of the concerned DDC but it will be considered for the award of the grade as open elective only giving extra credits

### SEMESTER –III

S.No.	Components of Study	Code	Title of the Course	Credit Hrs / Week	No. of Credits	IA	Sem End Exam	Total Marks
1.	Core	T-301	Tourism Management	6	4	20	80	100
2.		T-302	Emerging Trends in Tourism	6	4	20	80	100
3.	Generic Elective	T-303a	Environment, Sustainable Development and Tourism	6	4	20	80	100
		T-303b	Tourism Research Methods	6	4	20	80	100
		T-303c	Tourism and Human Resource Management	6	4	20	80	100
		T-303d	Conservation and Management in Tourism	6	4	20	80	100
4	Skilled Oriented Course	T-304	Tourism Skills and Opportunities	6	4	20	80	100
5	Open Elective	T-305a	Tourism Industry in India	6	4	20	80	100
		T-305b	Adventure Tourism	6	4	20	80	100
<b>Total</b>				<b>36</b>	<b>24</b>	<b>120</b>	<b>480</b>	<b>600</b>

\* All CORE Papers are Mandatory

- Generic Elective – Choose Two
- Skilled Oriented course is Mandatory
- Open Electives 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
- Interests Students may register for MOOC with the approval of the concerned DDC.

## SEMESTER –IV

S.No.	Components of Study	Code	Title of the Course	Credit Hrs / Week	No. of Credits	IA	Sem End Exam	Total Marks
1.	Core	T-401	Tourism Marketing	6	4	20	80	100
2.		T-402	Planning and Development of Tourism	6	4	20	80	100
3.	Generic Elective	T-403a	Tourism Entrepreneurship	6	4	20	80	100
		T-403b	Tourism and Hospitality Management	6	4	20	80	100
		T-403c	Understanding and Event Management	6	4	20	80	100
		T-403d	Destination Planning and Marketing					
4	Multidisciplinary Course/Project Work	T-404	Viva + Dissertation #	6	4	20	80	100
5	Open Elective	T-405 a	Globalization and Tourism	6	4	20	80	100
		T-405 b	Tourism Economics	6	4	20	80	100
<b>Total</b>				<b>36</b>	<b>24</b>	<b>120</b>	<b>480</b>	<b>600</b>

**\* All CORE Papers are Mandatory**

- Generic Elective – Choose Two
- Multidisciplinary Course / Project Work is Mandatory
- Open Electives 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
- Interests Students may register for MOOC with the approval of the concerned DDC.

**# Evaluation:** The Dissertation is for 80 Marks and the Viva- Voce Exam will be for 20 Marks.

Two Internal Tests will be held for each paper in each Semester.

The Average of the Two Tests will be taken.

<b>I SEMESTER</b>		
<b>T-101</b>	<b>THEORETICAL CONCEPTS OF TOURISM</b>	<b>CREDITS -4</b>
<b>Sessional Marks 20</b>		<b>End semester Examinations Marks 80</b>
<b>Objectives:</b>		
<ul style="list-style-type: none"> <li>➤ Students will learn the fundamentals of Tourism and its allied activities like Travel, Accommodation and Transport</li> <li>➤ Student will also learn about the noted international travel agencies</li> <li>➤ Develop the ability to know the functions and obligations of different Tourism organizations</li> </ul>		
<b>UNIT- I Tourism:</b> Definition, Meaning, Nature and Scope of Tourism – Tourism as an academic discipline – Interdisciplinary approaches to tourism -- Tourism Systems, Visitor, Traveller, and Excursionist – Relative differences		
<b>UNIT- II Tourism Theories:</b> 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		
<b>UNIT- III Elements of Tourism:</b> Primary elements -- Transport – Different types – Types of Accommodation – Catering – Tour destinations : Natural and historical – Entertainment -- Ancillaries of Tourism		
<b>UNIT- IV Economic impact of Tourism:</b> Income generator -- Employment provider, different type of jobs -- Multiplier of tourism – Infrastructure -- Foreign exchange -- Trade and commerce of handicrafts, metal, wood and textiles.		
<b>UNIT- V Growth of Tourism :</b> Tourism Promotion: Central and State Governments – Opportunities – Growth in Travellers’ visits – Receipts – Subsidiary avenues		
<b>Suggested Readings</b>		
<ol style="list-style-type: none"> <li>1. Bhatia A. K., <i>Tourism Development</i>, Sterling Publishers Pvt,Ltd, New Delhi, 2007</li> <li>2. Bhatia A.K., <i>International Tourism Management</i>, Sterling PublishersPvt,Ltd, New Delhi,2006</li> <li>3. BiswanathGhosh, <i>Tourism and Travel Management</i>, Vikas Publishing House PvtLtd., New Delhi, 1998</li> <li>4. Seth, P. N., <i>Successful Tourism Management</i>, Sterling PublishersPvt,Ltd, NewDelhi,1987</li> <li>5. Seth, P.N and Sushma Seth Bhat, <i>An Introduction to Travel and Tourism</i>, Sterling PublishersPvt, Ltd, New Delhi, 2006</li> <li>6. Mario D’Souza (ed), <i>Tourism Development and Management</i>, MangalDeepPublications, Jaipur, 1998</li> <li>7. Michael M. Coltman, <i>Introduction to Travel and Tourism: An International Approach</i>, Wiley, London, 1989</li> <li>8. Punia, B.K., <i>Tourism Management: Problems and Prospects</i>, Ashish Publishing house, New Delhi, 1997</li> <li>9. Vanama, P. K., <i>Trends in Tourism</i>, Prabhu Publishers, Chennai, 2005</li> </ol>		
<b>Course Outcomes:</b>		
1) Understand the Nature, Meaning and Scope of Tourism.		



- 2) Students understand the different aspects in tourism.  
3) Earn knowledge about national and international tourism organisations

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H						M					M
CO2	H	H			M							
CO3	H				H		M	L				L

H=High, M=Middle, L=Low

**I SEMESTER**

**T-102 TOURISM PRINCIPLES AND PRACTICES (VRB) CREDITS -4**

**Sessional Marks 20**

**End semester Examinations Marks 80**

**Objectives:**

- Course offers to know the importance of Tourism Principles and Practices.
- Student will also learn about Tourism industry and its forms
- Gain knowledge on the Tourism policy models and Tourism Organizations

**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 Ttravel Iindustry*, 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

**Course Outcomes:**

- 1) Students gain knowledge on tourism principles and practices.
- 2) Evaluate Tourism forms and structure.
- 3) Interpret the dimension of tourism organizations role.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H	M	M									
CO2	H	H	M				L					
CO3	H	H										H

H=High, M=Middle, L=Low

<b>I SEMESTER</b>	
<b>T-103</b>	<b>TRAVEL AND TOURISM</b>
<b>Sessional Marks 20</b>	<b>End semester Examinations Marks 80</b>
<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>➤ To gain knowledge on motivations of tourists to travel</li> <li>➤ To know the Tourism Regulations in detailed.</li> <li>➤ To learn the importance of transport in Tourism</li> </ul>	
<p><b>UNIT I –Purpose of Tourism:</b> Leisure and Pleasure – Relaxation: Sun, Sea and Sand -- Touring, Sightseeing and Pilgrimage - Visiting Friends and Relatives- Business and Incentive Travel -- Special Interest tours</p>	
<p><b>UNIT – II Modes of Transport:</b> 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</p>	
<p><b>UNIT – III Tourism Regulations:</b> Inbound, Outbound and Intra-bound tourisms- Tour Regulations : Foreign Exchange Management Act -- Special Permits, Custom regulations -- Economic Regulations: Currency, Insurance and Foreign Travel Tax</p>	
<p><b>UNIT – IV Passport, Visa Processing:</b> 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</p>	

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 (2011), *A Textbook of Tourism Management*, Wisdom Press, New Delhi.
7. Kumar, Akshay (1997), *Tourism Management*, Commonwealth Publishers, New Delhi.

**Course Outcomes:**

- 1) Students learn the evolution of modes of transport
- 2) Understands the importance of travel Document
- 3) Comprehend the Role of Government in Tourism promotion

**CO-PO Mapping**

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H			M			M					
CO2	H			H								
CO3	H			H					L			

H=High, M=Middle, L=Low

	<b>I SEMESTER</b>		
<b>T-104</b>	<b>ART, ARCHITECTURE AND TOURISM</b>	<b>CREDITS -4</b>	
<b>Sessional Marks 20</b>		<b>End semester Examinations Marks 80</b>	

**Objectives:**

- Students will learn Evolution and developments of Indian Architecture from ancient to Mughal period.
- Comprehend on the important schools of Art and Architecture evolved in India.
- 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 Amaravthi -- 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 -- Umaid Bhavan 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.

**Course outcomes:**

- 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.

**CO-PO Mapping**

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H				L			H	M			
CO2	H							L				
CO3	H							M		M		

H=High, M=Middle, L=Low

I SEMESTER		
<b>CF T-105</b> <b>(a)</b>	<b>HISTORICAL PERSPECTIVES OF TOURISM</b>	<b>CREDITS -4</b>

**Objectives:**

- This course gives a specific understand on the development of Tourism through ages
- Comprehensive grasp over the Tourism development in the Country
- Students also learn the Tourism policies and organizations in the country.

**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:**

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.

**Course Outcomes**

- 1) Students know historical development of tourism in India
- 2) Categorize important tourism linkages and destinations.
- 3) Gain knowledge on functions of Tourism organizations

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H	L					M	M				
CO2	H						M			L		
CO3	H								M		L	

H=High, M=Middle, L=Low

I SEMESTER		
<b>CF T-105 (b)</b>	<b>SOCIO-ECONOMIC DIMENSIONS OF TOURISM</b>	<b>CREDITS -4</b>

**Sessional Marks 20**

**End semester Examinations Marks 80**

**Objectives:**

- To know the socio-economic dimensions of Tour operations
- To comprehend on the global changes and their economic roles
- To give a specific understanding on the social progress through tourism.

**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*, (Rutledge, 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).

**Course Outcomes:**

- 1) Gain knowledge on socio-economic development through tourism
- 2) Learn the techniques for sustainable tourism
- 3) Comprehend on the environmental conservation

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H	H					M		L			
CO2	H				M					L	M	
CO3	H											

H=High, M=Middle, L=Low

	<b>I SEMESTER</b>		
<b>CF T-105 (c)</b>	<b>INTERNATIONAL TOURISM AND UNESCO SITES IN INDIA</b>	<b>CREDITS -4</b>	
<b>Sessional Marks 20</b>	<b>End semester Examinations Marks 80</b>		

**Objectives:**

- Students will learn about trends in Global Tourism.
- Gain knowledge on the UNESCO Heritage sites
- Students know the importance of UNESCO sites in India

**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.
3. Cochrane, J., *Asian Tourism Growth and Change*, Elsevier, London, 2008.
4. UN World Tourism Organization, *Performance Indicators for Tourism Destinations in Asia and the Pacific Region*, Business & Economics 2002.
5. VellasFrançois, *International Tourism: An Economic Perspectives*. St. Martin's Press, 1995.
6. WTO, *International Tourism: A Global Perspective*, 1997
7. Charlotte Sullivan, *International Tourism: Planning and Development*, Willford Press, 2015.
8. Bhatia A.K, *International Tourism Management*, Sterling Publishers, New Delhi, 2019.
9. Shikha Jain, *India: UNESCO World Heritage Sites*, Hirmer Verlag, New Delhi, 2021.

**Course Outcomes:**

- 1) Students know changing trends in International tourism and in India
- 2) Categorize important UNESCO tourism sites.
- 3) Gain knowledge on UNESCO destinations in India.

**CO-PO Mapping**

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H								L			
CO2	H	M				M	H	M		M	L	
CO3	H						H					

H=High, M=Middle, L=Low

<b>I SEMESTER</b>		
<b>EFT-106(a)</b>	<b>TOURISM PRODUCTS</b>	<b>CREDITS -4</b>
<b>Sessional Marks 20</b>	<b>End semester Examinations Marks 80</b>	

**Objectives:**

- To know the concept of tourism products
- To learn about wildlife destinations in India
- To comprehend on modern technical available in tourism services

**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.

**Course Outcomes:**

- 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

**CO-PO Mapping**

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H	M			M				H		L	
CO2	H	H	M				M			M		
CO3	H	H			M			L				

H=High, M=Middle, L=Low

<b>EF T-106 (b)</b>	<b>TRANSPORT MANAGEMENT</b>	<b>CREDITS -4</b>
<b>Sessional Marks 20</b>		<b>End semester Examinations Marks 80</b>
<p><b>Objective:</b></p> <ul style="list-style-type: none"> <li>➤ Students will learn different Modes of Transport and understand transport linkages to Tourism</li> <li>➤ To learn to start a Tourist Transport Business</li> <li>➤ To know about the Rules and Regulations of the Indian Motor Vehicle Act</li> </ul> <p><b>Unit – I Transport Systems:</b> 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><b>Unit – II Transport Management:</b> 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><b>Unit – III Geography of transport systems :</b> 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><b>Unit – IV Setting up of Tourist Transport Business:</b> 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><b>Unit – V Motor Vehicle Act:</b> 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><b>Suggested Readings</b></p> <ol style="list-style-type: none"> <li>1. Government Motor Vehicle Act, Eastern Book Company, Lucknow, 1989</li> <li>2. John Duke, Fleet Management, McGraw-Hill Co, New York,1984.</li> <li>3. Kitchin.L.D., Bus Operation, Illiffie and Sons Co., London, III edition, 1992</li> <li>4. Cook, R.A; Marqua, J&amp;Yale, L.J.(2006), <i>Tourism: The Business of Travel</i>. New York: Pearson Education</li> <li>5. Fontgalland, B.De.(2010).<i>The World Railway System</i>. New York: Cambridge University Press</li> <li>6. Pender,L.(2001). <i>Travel Trade and Transport</i>. Coninum, New York.</li> </ol> <p><b>Course Outcomes:</b></p> <ol style="list-style-type: none"> <li>1. Students will understand the role of Transport in Tourism</li> <li>2. Gain knowledge on the importance of manpower in Transport Business</li> <li>3. Comprehend the students how Transport Management is essential in Tourism.</li> </ol>		

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H	M	H								H	
CO2	H			H	M		L			M		
CO3	H	M	H	H					M		H	L

H=High, M=Middle, L=Low

**II SEMESTER**

**T-201**

**TOURISM AND GEOGRAPHY**

**CREDITS -4**

**Sessional Marks 20**

**End semester Examinations Marks 80**

**Objectives:**

- Students will learn relationship between Geography and Tourism.
- Gain knowledge on the use of map reading and other tools
- 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** 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

### Outcomes

- 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.

### CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H						M			L		
CO2	H									M		
CO3	H		M									L

H=High, M=Middle, L=Low

<b>II SEMESTER</b>		
<b>T-202</b>	<b>INDIAN CULTURAL AND HERITAGE TOURISM</b>	<b>CREDITS -4</b>

**Sessional Marks 20**

**End semester Examinations Marks 80**

### Objectives:

- Students learn the brief Indian history from Ancient to Modern times
- Understand the importance of unique Indian Heritage architecture of different religions
- 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:** -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

**NIT – 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. (2004) *The Wonder That Was India*. Rupa & Co. New Delhi
2. Thapar, Romila, (1990) *A History of India: Volume 1*. Penguin Book, New Delhi,
3. Basham, A.L. (1997) *A Cultural History of India*. Oxford University Press, USA.
4. Singh, Upinder, (2008) *A History Of Ancient and Early Medieval India: From The Stone Age to the 12th Century*, Pearson Education India, New Delhi.
5. Chandra, B., (2009) *History of Modern India*. Orient Blackswan, New Delhi
6. Brown, P., (2013) *Indian Architecture (Buddhist and Hindu Period)*, Tobey Press, New York
7. Brown, P., (2010) *Indian Architecture (the Islamic Period)*, Palmer Press, New York
8. Allchin, B., Allchin, F.R. et al. (1989) *Conservation of Indian Heritage*, Cosmo Publishers, New Delhi.
9. New Inskip, Edward, (1991) *Tourism Planning: An Integrated and Sustainable Development Approach*, VNR, New York.
10. V.K. Semph, (2001) *Historical and Cultural Tourism in India*, Andi Publications 2008.

### Course Outcomes

- 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.

### CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H							H		L		
CO2	H							H				L
CO3	H			M				H				

H=High, M=Middle, L=Low

II SEMESTER		
T-203	RURAL AND URBAN TOURISM	CREDITS -4
<b>Sessional Marks</b> 20	<b>End semester Examinations Marks</b> 80	

### Objectives:

- To understand, analyse and evaluate the importance of Rural and Urban Tourism
- Students will be able to learn the need of infrastructure and economic benefits
- Student will also learn about urban tourism concepts.

**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, Rajastan – 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

**Course Outcomes**

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

**CO-PO Mapping**

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H	H						H				M
CO2	H			H	M		H	H	M		M	
CO3	H	M			L		L	H			M	

H=High, M=Middle, L=Low

	<b>II SEMESTER</b>	
<b>T-204</b>	<b>ECOTOURISM</b>	<b>CREDITS -4</b>
<b>Sessional Marks 20</b>	<b>End semester Examinations Marks 80</b>	
<p><b>Objectives:</b></p> <ol style="list-style-type: none"> <li>1. To make the students understand the importance of Ecology and sustainability</li> <li>2. Various laws pertaining to ecology will be taught</li> <li>3. To make them realize how community based tourism is conducted</li> </ol>		
<p><b>UNIT-I Ecotourism:</b> 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</p>		
<p><b>UNIT- II Ecotourism in India :</b> 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</p>		
<p><b>UNIT-III Environmental Conservation :</b> 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</p>		
<p><b>UNIT-IV Tourism Legislations and Ecotourism Guidelines :</b> 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</p>		
<p><b>UNIT -V Threats and obstacles to Ecotourism:</b> Urbanisation - Transportation -- Expansion of permanent structures -- Land taken out of primary production - Trampling of vegetation and soils - Disturbance and destruction of species</p>		
<p><b>Suggested Readings</b></p> <ol style="list-style-type: none"> <li>1. Ratandeeep Singh, <i>Indian Ecotourism</i>, 1990.</li> <li>2. Jaime A, Seba, <i>Ecotourism and Sustainable Tourism</i>, 2012.</li> <li>3. Anil Sharma, <i>Wildlife Tourism in India</i>, 2015.</li> <li>4. Aradhana Salpekar, <i>Indian Tourism, Wildlife Tourism and Ecotourism</i>, 2009.</li> <li>5. Bhatt, <i>Ecotourism development in India, communities, capital and conservation</i>, 2008.</li> </ol>		
<p><b>Course outcomes</b></p>		

- 1 Students will be in a position to assess the importance of Ecology in tourism sector.
- 2 Sustainable development its significance will be realized.
- 3 Students will learn about Game parks and various ecotourism places in India

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H							H		M	H	
CO2	H							H		L	M	
CO3	H							H		L	L	

H=High, M=Middle, L=Low

	<b>II SEMESTER</b>	
<b>CF T-205</b> <b>(a)</b>	<b>HEALTH AND MEDICAL TOURISM</b>	<b>CREDITS -4</b>

**Sessional Marks 20** **End semester Examinations Marks 80**

**Objectives:**

- To gain broad knowledge on the significance of Medical Tourism and Medical Tourism Destinations in India.
- Students comprehend on the various Medical Treatments available in India and strategy to attract Global medical Tourists.
- To identify and describe the Medical Tourism impact on national economy and the role of Government, Private and Voluntary organizations in tourism promotion.

**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 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.

**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 Handbook*, 2002.
9. Raj Pruthi (2006), *Medical Tourism in India*, New Delhi: Arise Pub.

**Course Outcomes**

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.

**CO-PO Mapping**

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H							H		M		M
CO2	H	M			M							L
CO3	H	M	M		L			M				L

H=High, M=Middle, L=Low

	<b>II SEMESTER</b>	
<b>CF T-205 (b)</b>	<b>VIRTUAL AND E-TOURISM</b>	<b>CREDITS -4</b>
<b>Sessional Marks 20</b>		<b>End semester Examinations Marks 80</b>
<b>Objectives:</b>		
<ul style="list-style-type: none"> <li>• To study the impact of Information Technology on tourism.</li> <li>• To familiarize with digital tourism business concept.</li> <li>• Students will understand emerging business models in E- tourism.</li> </ul>		
<b>UNIT-I Introduction to E-tourism:</b> 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.		
<b>UNIT-II Online Consumer Behaviour:</b> Consumer selection on Tour packages – User-Generated Content (UGC) - Online reviews and reputation management - Value of online customers — Sentiment analysis for decision-making.		
<b>UNIT-III Social Media and E-tourism:</b> 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		
<b>UNIT-IV Payment Systems in E-tourism -</b> 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.		
<b>UNIT-V Digital Marketing Analytics:</b> Tools, Technology and Data Integration -- Process for Products & Services – Online Segmentation -- Targeting-Positioning – Inbound Vs Outbound Marketing – Uses of Search Engines in Tourism advertising		
<b>Suggested Readings:</b>		
<ol style="list-style-type: none"> <li>1. Buhalis D. (2004), <i>Etourism: Information Technology For Strategic Tourism Management</i>, Prentice Hall India.</li> <li>2. Poon A. (1998), <i>Tourism, Technology And Competitive Strategies</i>, Cabi.</li> <li>3. Bones, C., &amp; Hammersley, J. (2015). <i>Leading Digital Strategy: Driving Business Growth through Effective E-commerce</i>. Kogan Page Limited.</li> <li>4. Chaffey, D. (2014). <i>Digital Business and E-Commerce Management</i>, (Pearson Education Limited, New Delhi).</li> <li>5. HBR. (2014). <i>Leading Digital: Turning Technology into Business Transformation</i>, Harvard Business Review Press, London).</li> <li>6. Rayport J.F. &amp; Jaworski B.J. (2002), <i>Introduction To Ecommerce</i>, McGraw- Hill.</li> <li>7. Morabito, V. (2016). <i>Trends and Challenges in Digital Business Innovation</i>,</li> </ol>		

Springer Publications, London.

8. Rogers, D.L. (2016). *The Digital Transformation Playbook – Rethink Your Business for the Digital Age*, Columbia Business School Publishing, Columbia.

### COURSE OUTCOMES

- Students will get familiarized with the concepts of E-Tourism.
- They will acquire proficiency in E-Commerce.
- Students would have cognizance of E-business and its strategies.

### CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H	L					M	M				
CO2	H						M			L		
CO3	H								M		L	

H=High, M=Middle, L=Low

	<b>II SEMESTER</b>		
<b>CF T-205 (c)</b>	<b>AIRLINE TICKETING AND INFORMATION MANAGEMENT</b>	<b>CREDITS -4</b>	
<b>Sessional Marks 20</b>	<b>End semester Examinations Marks 80</b>		

### Objectives:

- Examine the Air travel polices, Airfare Calculations and IATA
- Comprehend on the necessary Travel services in Air travel
- Student will also learn the use of gadgets and information technology in Tourism

### 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 (Edt), *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

**Course Outcomes**

- 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.

**CO-PO Mapping**

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H			H	M		L				L	
CO2	H			H					L			
CO3	H		M									M

H=High, M=Middle, L=Low

EF T-206 (a)	TRAVEL AGENCY AND TOUR OPERATIONS MANAGEMENT	CREDITS -4
Sessional Marks	20	End semester Examinations Marks 80
<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>➤ Students will learn the role of travel agencies in Tourism and its linkages with other agencies.</li> <li>➤ Gain the skill of Itinerary preparation and Tour formulation process.</li> <li>➤ Comprehend the functions of a travel agency and Rules and Regulations of the agency approval besides domestic travel operators</li> </ul> <p><b>UNIT – I</b> 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><b>UNIT- II</b> 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><b>UNIT- III</b> 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><b>UNIT- IV</b> <b>Setting up of a Travel Agency:</b> Essential Requirements for Starting Travel Agency &amp; Tour Operation Business - Cost Management - Procedures for Obtaining Recognition - Travel Agency Organization Structure - Sources of Revenue - Threats in Travel Agency Business.</p> <p><b>UNIT-V</b> <b>Programme Preparations:</b> 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 &amp; Kings and SITA Travels</p> <p><b>Suggested Readings</b></p> <ol style="list-style-type: none"> <li>1. Bhatia A.K., <i>The Business of Travel Agency and Tour Operations Management</i>, Sterling Publishers, New Delhi, 2012.</li> <li>2. Chand, M., <i>Management of Travel Agency and Tour Operation</i>, Anmol Publications, New Delhi, 2002.</li> <li>3. Holloway, J. C., <i>The Business of Tourism</i>, Macdonald &amp; Evans, London, 1982</li> <li>4. Negi, J. M. S., <i>Travel Agency Operation, Concepts and Principles</i>, Kanishka, New Delhi, 2005.</li> <li>5. Negi, J., <i>Tourist Guide and Tour Operation: Planning and Organization</i>, Kanishka, New Delhi, 2005.</li> <li>6. Singh, L.K., <i>Management of Travel Agency</i>, Anmol Publications, New Delhi, 2009</li> <li>7. Victor, T. C., <i>Marketing and Selling of Airline Products</i>, London, 2004.</li> </ol> <p><b>Course Outcomes</b></p> <ol style="list-style-type: none"> <li>1) Gain knowledge of history of travel agency, nature, and form of travel.</li> <li>2) Build an understanding of functions performed by the Travel agency and tour operator.</li> </ol>		

3) Comprehend the International rules and regulations of travel agencies.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H	M		H		M						
CO2	H			M								
CO3	H				M				M			L

H=High, M=Middle, L=Low

II SEMESTER		
<b>EF T-206 (b)</b>	<b>TOUR PACKAGES AND ITINERARY PLANNING</b>	<b>CREDITS -4</b>
<b>Sessional Marks 20</b>	<b>End semester Examinations Marks 80</b>	

**Objectives:**

- 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:**

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).

**Course Outcomes:**

- 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.

**CO-PO Mapping**

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H	M		M	M							
CO2	H					M			M			L
CO3	H	M		L			M		M			

H=High, M=Middle, L=Low

	<b>III SEMESTER</b>		
<b>T-301</b>	<b>TOURISM MANAGEMENT</b>		<b>CREDITS -4</b>
<b>Sessional Marks 20</b>	<b>End semester Examinations Marks 80</b>		

**Objectives:**

- Students will learn the importance of management skills in Tourism.
- To comprehend on the financial management based on the market environment.
- Students will learn the abilities of Human Resource management in Tourism industry.

**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

**Course outcomes**

- 1) Demonstrate managerial skills and to manage the Tourism environment
- 2) Apply the marketing skills and understanding demand and supply.
- 3) Acquire skills of using Human Resources in Tourism Development

**CO-PO Mapping**

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H		M	M	L			L				
CO2	H				M					H		
CO3	H											

H=High, M=Middle, L=Low

III SEMESTER		
T-302	EMERGING TRENDS IN TOURISM	CREDITS -4
<b>Sessional Marks</b> 20	<b>End semester Examinations Marks</b> 80	
<b>Objectives:</b>		
<ul style="list-style-type: none"> <li>➤ This course enables Students to learn the emerging concepts like Adventure Tourism, Eco- tourism and Theme Parks etc.</li> <li>➤ Student will also learn the Socio, Economic and Environmental impacts of tourism.</li> <li>➤ Students will know different kinds of Acts passed towards Tourism in the country</li> </ul>		



**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. RobinetJacob&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, Jennieffer Hill (Edt), *Eco-Tourism and Environmental Sustainability: Principles and Practies*, 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

**Outcomes**

- 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.

**CO-PO Mapping**

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H	M		M						L		
CO2	H								L			

CO3	H			H			L						
-----	---	--	--	---	--	--	---	--	--	--	--	--	--

H=High, M=Middle, L=Low

	<b>III SEMESTER</b>	
<b>GE T-303 (a)</b>	<b>ENVIRONMENT, SUSTAINABLE DEVELOPMENT AND TOURISM</b>	<b>CREDITS -4</b>

**Sessional Marks 20** **End semester Examinations Marks 80**

**Objectives:**

- 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 :** -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, Lan 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.

### Course Outcomes

1. Learn about the wildlife Sanctuaries
2. Gain knowledge on environment and management of Eco Systems.
3. Comprehend the Global climate policies

### CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H	M						H	L			
CO2	H						M				M	
CO3	H						M			L		

H=High, M=Middle, L=Low

<b>III SEMESTER</b>	
<b>T-303 (b)</b>	<b>TOURISM RESEARCH METHODS</b>
<b>Sessional Marks 20</b>	<b>End semester Examinations Marks 80</b>

### Objectives:

- Students will learn the Research methods in Tourism and Specific problems in Tourism
- Evaluate the difference between qualitative and quantitative methods
- 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**

1. Artinah, Zainal, SallehMohdRadzi etl (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*, Rinechart & 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

**Course Outcomes**

- 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.

**CO-PO Mapping**

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H					H				M		
CO2	H					H						
CO3	H		L							M		

H=High, M=Middle, L=Low

T-303 (c)	TOURISM AND HUMAN RESOURCE MANAGEMENT	CREDITS -4
Sessional Marks 20		End semester Examinations Marks 80
<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>➤ Through the course students know the Human resources policies, functions and importance.</li> <li>➤ Student will also learn the skills of HRM challenges and opportunities.</li> <li>➤ Students will learn the group management and communication skills.</li> </ul> <p><b>UNIT – I Human Resources Management:</b> 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</p> <p><b>UNIT – II Need for human resource Management in tourism--</b> 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</p> <p><b>UNIT – III Roles and Duties of Tour Manager :</b> 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</p> <p><b>UNIT – IV Group management and situation handling --</b> 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</p> <p><b>UNIT – V Other roles and functions:</b> 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</p> <p><b>Suggest Readings</b></p> <ol style="list-style-type: none"> <li>1. Chowdhary, Nimit (2013). <i>Handbook for Tour Guides</i>. New Delhi: Matrix Publishers.</li> <li>2. Mitchell, G.E. (2005). <i>How to Start a Tour Guiding Business</i>. Charleston: The GEM Group Ltd. Pond, K.L. (1993). <i>The Professional Guide</i>. New York: Van Nostrand Reinhold.</li> </ol> <p><b>Course Outcomes</b></p> <ol style="list-style-type: none"> <li>1) Learn the uses of Human resources and methods of training.</li> <li>2) Comprehend knowledge on handling conflict resolutions.</li> <li>3) Will gain knowledge about professional tools.</li> </ol> <p>CO-PO Mapping</p>		

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H			H		M			L			
CO2	H									M		
CO3	H				M	M						

H=High, M=Middle, L=Low

<b>III SEMESTER</b>		
<b>T-303 (d)</b>	<b>CONSERVATION AND MANAGEMENT IN TOURISM</b>	<b>CREDITS -4</b>

**Sessional Marks 20**

**End semester Examinations Marks 80**

**Objectives:**

- Students will understand the importance of conservation of historic sites, heritage material and natural heritage and analyse their tangible and intangible factors.
- Students know about conservation, preservation, restoration and management
- 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**

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.

### Course Outcomes

- Students know the heritage value of the past
- Learn the skills and methods of conservation in tourism.
- Understand the role of Conservation organizations at national and international level

### CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H							H				
CO2	H							H			M	
CO3	H						M	H				

H=High, M=Middle, L=Low

	<b>III SEMESTER</b>		
<b>SOC T-304</b>	<b>TOURISM SKILLS AND OPPORTUNITIES</b>	<b>CREDITS -4</b>	
<b>Sessional Marks 20</b>		<b>End semester Examinations Marks 80</b>	

### Objectives:

- Students will learn the skills and know the opportunities in the Tourism sector.
- To demonstrate the learned skills on Tour commentary, destination interpretation and communication.
- Students gain knowledge on the problem solving methods like crisis management, Loss of documents and Law and order issues.

**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.

**Course Outcomes**

- 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

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H								M			
CO2	H			H	M				M			
CO3	H								M			M

H=High, M=Middle, L=Low

III SEMESTER		
T-305 (a)	TOURISM INDUSTRY IN INDIA	CREDITS -4
Sessional Marks 20	End semester Examinations Marks 80	
<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>➤ To gain knowledge on the Tourism industry in India.</li> <li>➤ To learn about the growing hospitality, transport industries and their activities</li> <li>➤ Students to gain knowledge on the government policies</li> </ul>		
<p><b>UNIT–I</b> 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.</p>		
<p><b>UNIT–II</b> 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</p>		



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 - Ginge – Penukonda – Chandragiri – Gooty -- Palaces : Mysore Palace -- Umaid Bhavan 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 bhoj 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.
6. Planning commission Report, *India 2007*.
7. P.B. Das Nageshwar Rao, *Journal of Services Research*, ( September 2002).

**Course Outcomes:**

- 1) Students will know the basic features of Tourism industry.
- 2) Gain knowledge on the geographical locations and transport sector.
- 3) Students will know the public policies in strengthening the tourism sector.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H	M	H				M	M	M			
CO2	H		M	M					H	L		
CO3	H		H				H		M			M

H=High, M=Middle, L=Low

III SEMESTER	
T-305 (b)	ADVENTURE TOURISM
Sessional Marks 20	End semester Examinations Marks 80
<b>Objectives:</b>	

- Gain broad knowledge on the diversified adventure tourism in India.
- Students will learn the minimum standards to be followed in Adventure tourism in land based, water based and Aerial based activities
- 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:

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.

### Course Outcomes:

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.

### CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H				M				M	M		

CO2	H										M
CO3	H			L			M			L	

H=High, M=Middle, L=Low

	<b>IV SEMESTER</b>	
<b>T-401</b>	<b>TOURISM MARKETING</b>	<b>CREDITS -4</b>

**Sessional Marks 20**

**End semester Examinations Marks 80**

**Objectives:**

- To learn about the concepts, market management in Tourism.
- Gain broad knowledge on the various departments in Tourism marketing.
- To acquaint with the effective marketing skills for tourism industry.

**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). Bristol: Channel View Publications.
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?csno=1827> Select- P-14.

**Course Outcomes**

- 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

**CO-PO Mapping**

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H				M		M			L		
CO2	H				H		M		M			
CO3	H	M				L				L		

H=High, M=Middle, L=Low

<b>IV SEMESTER</b>		
<b>T-402</b>	<b>PLANNING AND DEVELOPMENT OF TOURISM</b>	<b>CREDITS -4</b>
<b>Sessional Marks 20</b>		<b>End semester Examinations Marks 80</b>

**Objectives:**

- To know the importance of concepts and planning of tourism.
- Students comprehend the linkages with government and private sectors in Tourism
- Develop analytical views on policies of national governments and international bodies.

**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. Inskip, 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.

### Course Outcomes

1. Learn about organized planning in the tourism industry.
2. Gain knowledge on the resolutions of state governments towards tourism in their states.
3. Know the significance of planning policies of international institutions.

### CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H	M	H	M		M					M	
CO2	H	M	M	H	M		M		M			M
CO3	H			H		H	H					L

H=High, M=Middle, L=Low

IV SEMESTER	
<b>T-403 (a)</b>	<b>TOURISM ENTREPRENEURSHIP</b>
<b>Sessional Marks 20</b>	<b>End semester Examinations Marks 80</b>

### Objectives:

- To gain broad knowledge on the Entrepreneurial roles in tourism.
- Students comprehend on the setting up of Enterprises in the tourism industry.
- 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:**

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)

**Course Outcomes**

1. Develop understanding of enterprises
2. Learn the role of entrepreneurship in Tourism industry.
3. Identify various challenges and revival techniques relevant of enterprises.

**CO-PO Mapping**

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H	L					M	M				
CO2	H						M			L		M
CO3	H								M		L	

H=High, M=Middle, L=Low

<b>IV SEMESTER</b>		
<b>T-403 (b)</b>	<b>TOURISM AND HOSPITALITY MANAGEMENT</b>	<b>CREDITS -4</b>
<b>Sessional Marks 20</b>	<b>End semester Examinations Marks 80</b>	
<p><b>Course Objectives</b></p> <ul style="list-style-type: none"> <li>➤ To make the students understand about the importance of Hospitality in the tourism sector.</li> <li>➤ Students will get familiar with the management techniques in the accommodation sector.</li> <li>➤ Food services and operation of restaurants are important for the student</li> </ul>		
<p><b>UNIT-I Introduction:</b> Overview of Tourism Industry – Concept of Tourism –Economic Importance of Tourism - Impact of Tourism</p>		
<p><b>UNIT-II Hospitality :</b> 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</p>		
<p><b>UNIT-III Functions of the Front Office:</b> 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)</p>		
<p><b>UNIT-IV Housekeeping :</b> 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</p>		
<p><b>UNIT-V Restaurant Management:</b> 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.</p>		
<p><b>Suggested Readings</b></p> <ol style="list-style-type: none"> <li>1. Abraham Pizam (ed.), <i>International Encyclopaedia of Hospitality Management</i>, Routledge, London, 2009.</li> <li>2. Andrews, <i>Hotel Front Office Training Manual</i>, Tata Mcgraw Hill, Bombay, 1980</li> <li>3. Arthur &amp; Gladwell, <i>Hotel Assistant Manager</i>, Jenkins, London, 1982</li> <li>4. Bhatia, A. K., <i>Tourism Development: Principles and Practices</i>, Sterling Publications Pvt. Ltd., New Delhi, 2012</li> <li>5. John C, Crotts, Dimitrios Buhalis, Roger March (ed.), <i>Tourism and Hospitality Management</i>, Routledge, New York, 2012</li> <li>6. Prideaus, Gianna Moscardo (ed.), <i>Managing Tourism and Hospitality Services: Theory and International Applications</i>, Biddles Ltd., London, 2005</li> <li>7. Seth, P. N., <i>Successful Tourism Management</i>, Sterling Publications Pvt. Ltd., New Delhi, 2000</li> </ol>		

8. Stephen Ball, Susan Horner, Kevin Nield, *Contemporary Hospitality and Tourism Management Issues in China and India*, Elsevier, London, 2007

### Course Outcomes

- 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

### CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H	M	M				H					
CO2	H	H	H	M			M		H	M	M	M
CO3	H	L	H				M		M		L	

H=High, M=Middle, L=Low

IV SEMESTER		
T-403 (c)	UNDERSTANDING AND EVENT MANAGEMENT	CREDITS -4
Sessional Marks	20	End semester Examinations Marks 80
<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>➤ Gain broad knowledge on different types of Tourism events</li> <li>➤ Students know the importance of MICE along with Event Planning, organizing and Marketing.</li> <li>➤ Students comprehend on the popular events organized around the world.</li> </ul> <p><b>UNIT I Introduction to Events:</b> 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</p> <p><b>UNIT II MICE --</b> 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</p> <p><b>UNIT III Event Operations:</b> Registration -- Seating Arrangements -- Documentation, Press Relations -- Audio-Visual Arrangements: Films, Videos, CDs -- Video-Conferencing -- Service quality management. Managing Events - Corporate Events</p>		



- 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.
8. Robinson, P., Wale, D., & Dickson, G. (2010). *Events Management* London: CABI.
9. Shone, A & Parry, B. *Successful Event Management*, Cengage Learning.Chawala, R., *Ecology and Tourism Development*, Sumit International, New Delhi, 2006.
10. Watt. D.C.. *Event Management in Leisure and Tourism*. Pearson, UK.

### Course Outcomes

- 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.

### CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H	M		M					M		H	

CO2	H	H		H	H		M		H	M	M	
CO3	H	M		H	M		M		M	M		

H=High, M=Middle, L=Low

	<b>IV SEMESTER</b>										
<b>T-403 (d)</b>	<b>DESTINATION PLANNING AND MARKETING</b>										<b>CREDITS -4</b>

**Sessional Marks 20** **End semester Examinations Marks 80**

**Objectives:**

- Gain broad knowledge on the concepts of Destination planning.
- Students know the importance resource analysis and Destination marketing
- 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). *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. Inskeep, E. (1991). *Tourism Planning: An Integrated and Sustainable Development Approach*. 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.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H			M	H				M			
CO2	H	M	H		M		H	H			M	M
CO3	H			M	H	M		M		M	M	

H=High, M=Middle, L=Low

**IV SEMESTER**

**T-404**

**Project : Dissertation + Viva**

**CREDITS -4**

**Sessional Marks 20**

**End semester Examinations Marks 80**

**Objectives:**

- Gain broad knowledge on the topic selection and research methods.
- Students will learn the minimum standards in the preparation of the Dissertation
- Student gain knowledge on the topic of their research and recent trends.

**Course Outcomes**

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.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H					H						
CO2	H	H		M		M	M			M		M
CO3	H	M		M		M		M	M		M	

H=High, M=Middle, L=Low

<b>IV SEMESTER</b>		
<b>T-405 (a)</b>	<b>GLOBALIZATION AND TOURISM</b>	<b>CREDITS -4</b>
<b>Sessional Marks 20</b>	<b>End semester Examinations Marks 80</b>	
<b>Objectives:</b>		
<ul style="list-style-type: none"> <li>➤ Gain knowledge on the effects of Globalization and opportunities in Tourism.</li> <li>➤ Students know the importance of people moments and new destinations.</li> <li>➤ Students comprehend on the International institutions in Tourism.</li> </ul>		
<b>UNIT-I</b>	<b>Globalization and Tourism</b> : Meaning and Definition -- Historical Development of Globalization, Challenges and Opportunities of Globalization, Significance of Tourism and Hospitality Industry.	
<b>UNIT-II</b>	<b>Effects of Globalization</b> : 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.	
<b>UNIT-III</b>	<b>Globalization and Hospitality Industry</b> : 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.	
<b>UNIT-IV</b>	<b>Challenges of International Tourism</b> – Inter-Cultural Issues, Drug Trafficking, Human Trafficking and Non-Traditional Security Threats	
<b>UNIT-V</b>	<b>Global Changes:</b> 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	
<b>Suggested Readings</b>		
<ol style="list-style-type: none"> <li>1. Fredy González Fonseca, Challenges and Opportunities in the World of Tourism From the Point of View of Ecotourism, <i>Higher Learning Research Communications</i>, December 2012 Volume 2, Number 4, <a href="https://www.researchgate.net/publication/325409129_Globalization_in_tourism/citation/download">https://www.researchgate.net/publication/325409129_Globalization_in_tourism/citation/download</a></li> <li>2. Haiyan Song, Gang Li, Zheng Cao, Tourism and Economic Globalization: An Emerging Research Agenda, <i>Journal of Travel Research</i>, October 23, 2017, <a href="https://doi.org/10.1177/0047287517734943">https://doi.org/10.1177/0047287517734943</a></li> <li>3. Introduction to Globalization and Tourism and Hospitality, <a href="http://lib.unipune.ac.in:8080/jspui/bitstream/123456789/3869/11/11_chapter%201.pdf">http://lib.unipune.ac.in:8080/jspui/bitstream/123456789/3869/11/11_chapter%201.pdf</a></li> <li>4. Iryna Mykhailivna Trunina, Olena Anatoliivna Sushchenko, Viktoriia Valeriiivna Druzhynina and Olena Leonidivna, Zahorianska1 Globalization impact on the world travel market development, <a href="https://www.shs-">https://www.shs-</a></li> </ol>		

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)

### Course Outcomes

1. Know the intercultural challenges in the improvement Globalization
2. Understand the benefits of employment in the Globalization process.
3. Learn the skills to deal with different challenges like safety and security in the world

### CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H	M		M		H	M					M
CO2	H	H	H				H		H		M	
CO3	H	M			M				M		L	

H=High, M=Middle, L=Low

IV SEMESTER	
T-405 (b)	TOURISM ECONOMICS CREDITS -4
Sessional Marks 20	End semester Examinations Marks 80
<b>Course Objectives</b>	
<ul style="list-style-type: none"> <li>➤ Students will learn the principles of Demand and Supply in Tourism chain</li> <li>➤ Student will also learn the cost benefit analysis of each tourism products.</li> <li>➤ Students will also understand how tourism helps to develop the global economy in general and Indian economy in particular.</li> </ul>	
<b>UNIT-I Concept of Economics in Tourism:</b> 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	
<b>UNIT-II Pricing in Tourism:</b> 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.	
<b>UNIT- III Impact of Tourism:</b> 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.

**Course Outcomes**

- 1) Students learn the concepts of demand and supply in tourism.
- 2) Assess the impact of tourism on environment, social and political.
- 3) To evaluate the role of public and private sectors and sources of finances

**CO-PO Mapping**

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H	H				H	H	H			M	H
CO2	H	M	H	M		M			M			M
CO3	H		M	M		M		M			H	H

H=High, M=Middle, L=Low