



**ROYAL SCHOOL OF  
TRAVEL & TOURISM MANAGEMENT**

**COURSE STRUCTURE & SYLLABUS  
(BASED ON NATIONAL EDUCATION POLICY 2020)**

**FOR**

**BA/ BSc. IN TRAVEL & TOURISM MANAGEMENT  
(4 YEARS SINGLE MAJOR)**

**W.E.F.**

**AY 2025 - 2026**

## STRUCTURE OF THE SYLLABUS FOR 4-YEAR UG PROGRAMME

**SCHOOL NAME** - RSTTM  
**DEPARTMENT NAME** - Travel & Tourism Management  
**PROGRAMME NAME** - BA/BSc in Travel & Tourism Management

<b>1<sup>st</sup> SEMESTER</b>					
<b>COMPONENT</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>LEVEL</b>	<b>CREDIT</b>	<b>L-T-P</b>
Major (Core)	TTM202M102	Introduction to Tourism	100	3	2-1-0
Major (Core)	TTM202M103	Principles of Management	100	3	2-1-0
Major (Core)	TTM202M104	SWAYAM/MOOC	100	3	
Minor	TTM202N101	Fundamentals of Tourism	100	3	2-1-0
Interdisciplinary (IDC)		IKS I	100	3	
Ability Enhancement course (AEC)	AEC982A101	Communicative English and Behavioural Science-I	100	2	2-0-0
Skill Enhancement Course (SEC)	TTM202S112	Computer Applications in Tourism	100	3	0-0-6
Value Added Course (VAC)		Will select one course from a basket of courses	100	3	
<b>TOTAL CREDIT FOR 1<sup>st</sup> SEMESTER</b>					<b>23</b>
<b>2<sup>nd</sup> SEMESTER</b>					
<b>COMPONENT</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>LEVEL</b>	<b>CREDIT</b>	<b>L-T-P</b>
Major (Core)	TTM202M202	Eco & Sustainable Tourism	100	3	2-1-0
Major (Core)	TTM202M203	Tourism Resources of India	100	3	2-1-0
Major (Core)	TTM202M203	SWAYAM/MOOC	100	3	
Minor	TTM202N201	Tourism Products of India	100	3	2-1-0
IDC		IKS II	100	3	
AEC	AEC982A201	Communicative English and Behavioural Science-II	100	2	2-0-0
SEC	TTM202S211	Guest Handling Skills in Hospitality	100	3	0-0-6
VAC		Will select one course	100	3	

		from a basket of courses			
<b>TOTAL CREDIT FOR 2<sup>nd</sup> SEMESTER</b>					<b>23</b>
<b>3<sup>rd</sup> SEMESTER</b>					
<b>COMPONENT</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>LEVEL</b>	<b>CREDIT</b>	<b>L-T-P</b>
Major (Core)	TTM202M303	Geography of Tourism	200	4	3-1-0
Major (Core)	TTM202M304	International Tourism Management	200	4	3-1-0
Major (Core)	TTM202M305	SWAYAM/MOOC	100	3	
Minor	TTM202N301	Fundamentals of Tourism Marketing	200	4	3-1-0
IDC (Open)	TTM202I301	Basis of Tour Operation & Ticketing	200	3	2-1-0
AEC	AEC982A301	Communicative English and Behavioural Science- III	200	2	2-0-0
SEC	TTM202S312	Itinerary Designing & Costing	200	3	0-0-6
<b>TOTAL CREDIT FOR 3<sup>rd</sup> SEMESTER</b>					<b>23</b>
<b>4<sup>th</sup> SEMESTER</b>					
<b>COMPONENT</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>LEVEL</b>	<b>CREDIT</b>	<b>L-T-P</b>
Major (Core)	TTM202M401	Entrepreneurship Management	200	4	3-1-0
Major (Core)	TTM202M402	Human Resource Management in Tourism	200	4	3-1-0
Major (Core)	TTM202M404	Cultural Tourism in India (IKS)	200	4	3-1-0
Major (Core)	TTM202M405	SWAYAM/MOOC	100	3	
Minor	TTM202N401	Quality Management in Tourism	200	3	2-1-0
Minor	TTM202N402	E-Tourism	200	3	2-1-0
AEC	AEC982A401	Communicative English and Behavioural Science- IV	200	2	
<b>TOTAL CREDIT FOR 4<sup>th</sup> SEMESTER</b>					<b>23</b>
<b>5<sup>th</sup> SEMESTER</b>					
<b>COMPONENT</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>LEVEL</b>	<b>CREDIT</b>	<b>L-T-P</b>
Major (Core)	TTM202M502	Destination Marketing	300	4	3-1-0
Major (Core)	TTM202M503	Adventure Tourism	300	4	3-1-0

Major (Core)	TTM202M504	Transport Services in Tourism	300	4	3-1-0
Minor	TTM202N501	Strategic Management in Tourism	300	4	3-1-0
Internship	TTM202M521	6 Weeks offline internship	300	4	
<b>TOTAL CREDIT FOR 5<sup>th</sup> SEMESTER</b>					<b>20</b>
<b>6<sup>th</sup> SEMESTER</b>					
<b>COMPONENT</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>LEVEL</b>	<b>CREDIT</b>	<b>L-T-P</b>
Major (Core)	TTM202M602	Map Work and Tourist Map Designing & Aviation Geography	300	4	3-1-0
Major (Core)	TTM202M603	Special Interest Tourism	300	4	3-1-0
Major (Core)	TTM202M604	Travel Agency Tour Operations Management	300	4	3-1-0
Major (Core)	TTM202M605	Tourism Planning & Policy	300	4	3-1-0
Minor	TTM202N601	Front Office Management	300	4	3-1-0
<b>TOTAL CREDIT FOR 6<sup>th</sup> SEMESTER</b>					<b>20</b>
<b>7<sup>th</sup> SEMESTER</b>					
<b>COMPONENT</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>LEVEL</b>	<b>CREDIT</b>	<b>L-T-P</b>
Major (Core)	TTM202M701	Destination Geography, History and Heritage	400	4	3-1-0
Major (Core)	TTM202M702	Tour Package Operation	400	4	3-1-0
Major (Core)	TTM202M703	Strategic Management	400	4	3-1-0
Major (Core)	TTM202M704	Legal and Ethical Issues in Tourism	400	4	3-1-0
Minor	TTM202N701	Emerging Trends in Tourism	400	4	3-1-0
<b>TOTAL CREDIT FOR 7<sup>th</sup> SEMESTER</b>					<b>20</b>
<b>8<sup>th</sup> SEMESTER</b>					
<b>COMPONENT</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>LEVEL</b>	<b>CREDIT</b>	<b>L-T-P</b>
Major	TTM202M801	Tour Guiding Skills	400	4	3-1-0
Minor	HMT192N801	Research Methodology	400	4	3-1-0
Project / Dissertation	HMT192M821	Dissertation/Research Project	400	12	
OR (For the students who do not qualify for a Dissertation of 12 credits)					

Major	TTM202M802	Customer Relationship & Service Management	400	4	3-1-0
Major	TTM202M803	Business Environment and Law	400	4	3-1-0
Major	TTM202M804	Ecology, Environment and Tourism	400	4	3-1-0
<b>TOTAL CREDIT FOR 8<sup>th</sup> SEMESTER</b>					<b>20</b>

**Semester – I**

**Subject Name: Introduction to Tourism**  
**Type of Course: Major**  
**Paper Code: TTM202M102**  
**Course Level: 100**  
**Course Credit: 3**  
**Scheme of Evaluation: Theory**  
**L-T-P-C – 2-1-0-3**

**Course Objective:** This course shall introduce beginners to the various basic concepts of the travel and tourism industry.

**Course outcomes:**

Having successfully completed this module, a student will be able –

CO 1	To <b>define and explain</b> the meaning, definition, components, and typologies of tourism.	BT 1
CO 2	To <b>describe</b> key tourism-related terms in the hospitality industry, including challenges and prospects.	BT 2
CO 3	To <b>apply</b> knowledge of tourism growth, barriers, and career opportunities in real-world contexts.	BT 3
CO 4	To <b>analyze</b> the linkages of tourism with other industries and assess its diverse impacts.	BT 4

**Detailed Syllabus:**

<b>Modules</b>	<b>Topics (if applicable) &amp; Course Contents</b>	<b>Periods</b>
<b>I.</b>	Meaning, definition, characteristics, importance, and types of Tourism. Elements & Components of Tourism. Tourism products typology & features. Tourism as an industry.	<b>15</b>
<b>II.</b>	Explaining the terms- Tour, Tourist, Visitor, Traveler, Travel, Transfer, Sightseeing, Excursionist, Leisure, Pleasure, Recreation, Resources, Attraction and Hospitality. W.T.O. classification of Tourists and its significance. Problem and Prospects of Tourism.	<b>15</b>
<b>III</b>	Factors influencing the growth of Tourism: Push & Pull forces. Travel Motivations and travel barriers. Approaches to the study of Tourism. Career opportunities in Travel Trade.	<b>15</b>

<b>IV</b>	Tourism through ages. Linkages of tourism with other industries. Impacts of tourism (Economic, Socio-cultural, and Environmental both positive and negative).	<b>15</b>
<b>Total</b>		<b>60</b>

<b>Credit Distribution</b>			
<b>Lecture/Tutorial</b>	<b>Practicum</b>		<b>Experiential Learning</b>
60 Hrs.	x		30 Hrs. 1. Group Project on Tourism Typology 2. Individual Assignments on Tourism Systems

#### **Text Books:**

1. Anand, M.M., Tourism and hotel Industry in India, Prentice Hall, New Delhi, 1976.
2. Bhatia, A. K., International Tourism, Sterling Publishers, New Delhi.
3. Bhatia, A. K., Tourism development: Principles, Practices and Philosophies, Sterling Publishers, New Delhi

#### **Reference Books:**

1. Understanding Tourism, Medlik, S. (1997)., Butterworth Heinemann, Oxford
2. McIntosh, Robert, W. Goldner, Charles, Tourism: Principles, practices and philosophies, John Wiley and Sons Inc. New York 1990 (9th Edition).

#### **Additional Reading:**

1. Tourism and Travel: A Research Guide (<https://guides.loc.gov/tourism-and-travel>)
2. Types of Tourists (<https://www.slideshare.net/1stborn31/types-of-tourist>)

<b>Semester – I</b>	
<b>Subject Name: Principles of Management</b>	
<b>Type of Course: Major</b>	
<b>Paper Code: TTM202M103</b>	
<b>Course Level: 100</b>	
<b>Course Credit: 3</b>	
<b>Scheme of Evaluation: Theory</b>	
<b>L-T-P-C: 2-1-0-3</b>	

**Course Objective:**

This course familiarises the students with the Principles of Management.

**Course Outcomes:**

Having successfully completed this module, a student will be able –

CO 1	<b>To define</b> and describe the various functional areas of Management	BT 1
CO 2	<b>To understand and classify</b> Planning, Organizing and Management by Objectives.	BT 2
CO 3	<b>To apply</b> knowledge to classify and assess the different concepts of Motivation.	BT 3
CO 4	<b>To analyze</b> knowledge from various forms of Effective Communication coupled with the different procedures of Managerial control.	BT 4

**Detailed Syllabus:**

<b>Modules</b>	<b>Topics (if applicable) &amp; Course Contents</b>	<b>Periods</b>
<b>I</b>	<b>Introduction to Management:</b> Concept, nature, process and significance of management; Managerial roles; An overview of functional areas of management; Development of management thought; Classical and neo-classical system; Contingency approaches.	<b>15</b>
<b>II</b>	<b>Planning:</b> Concepts, process, and types. Decision making – concept and process Bounded rationality; management by objectives; corporate planning; Environment analysis and diagnosis; Strategy formulation. <b>Organizing:</b> Concept, nature, process and significance; Authority and responsibility relationships; Centralization and decentralization; Department; Organization structure forms and contingency factors.	<b>15</b>
<b>III</b>	<b>Motivation:</b> Concept; Theories – Maslow’s Need Priority Model, Herzberg Two Factor Theory, McGregor’s X and Y Theories, Equity Theory, and Expectancy Theory; Financial and non-financial incentives. <b>Leadership:</b> Concept and leadership styles; Leadership theories, Likert’s System Management	<b>15</b>
<b>IV</b>	<b>Communication:</b> Nature, process, networks, and barriers to effective communication. <b>Managerial Control:</b> Concept and process; Effective control system; Techniques of control: Traditional and modern approaches.	<b>15</b>
	<b>Total</b>	<b>60</b>

<b>Credit Distribution</b>		
<b>Lecture/Tutorial</b>	<b>Practicum</b>	<b>Experiential Learning</b>
60 Hrs.	X	30 Hrs. 1. Assignments on different Managerial topics with Presentations.

**Text Books:**

1. Drucker, Peter F: Management Challenges for the 21st Century; Butterworth Heinemann, Oxford.
2. Weihrich and Koontz, et.al: Essential of Management, Tata McGraw Hill, New Delhi.
3. Louis A. Allen: Management and Organization, McGraw Hill New York

**Reference Books:**

1. Hampton, David R: Modern Management, McGraw Hill, New York.
2. Stoner and Freeman: Management; Prentice- Hall, New Delhi.
3. Ibancevish J.M. and Matleson M.T: Organization & Management, Irwin Homewood, Illinois.

**Semester – I**

**Subject Name: Fundamentals of Tourism**  
**Type of Course: Minor (Open)**  
**Subject Code: TTM202N101**  
**Course Level: 100**  
**Course Credit: 3**  
**Scheme of Evaluation: Theory**  
**L-T-P-C – 2-1-0-3**

**Course Objective:** This course shall introduce the learners to the various fundamental concepts of travel trade.

**Course outcomes:**

Having successfully completed this module, a student will be able –

CO 1	<b>To define</b> the basic concepts of tourism development	BT 1
CO 2	<b>To classify</b> and explain the history and evolution of tourism	BT 2
CO 3	<b>To identify</b> the typology of tourism	BT 3
CO 4	<b>To construct</b> various tourism systems along with tourism demand and travel motivators	BT 3

**Detailed Syllabus:**

Modules	Topics (if applicable) & Course Contents	Periods
<b>I.</b>	<b>Basic concepts &amp; development of tourism:</b> Tourism, excursion, leisure and recreation; tourist, visitor, traveler;  <b>History and evolution of tourism:</b> Roman Empire and early travel, trade routes, concept of annual holiday, social(paid)Tourism; Grand Tour, dark age, renaissance in Tourism; Thomas cook & early organized travel; Modern day Mass Tourism.	<b>15</b>
<b>II.</b>	<b>Typology and forms of tourism:</b> International Tourism, Inbound, Outbound, inter regional, intra-regional, domestic, internal, National Tourism; Types of Tourism, contemporary trends in Indian Tourism.	<b>15</b>
<b>III</b>	<b>Tourism system &amp; Environment:</b> 6A's - Components of tourism, Distribution, Inter-relation between various segments, travel industry network, Elements of tourism, Tourism environment, Manila Declaration.	<b>15</b>
<b>IV</b>	<b>Tourism Demand &amp; Travel Motivators:</b> basics of Tourism demand, Net travel propensity, Gross travel propensity, Travel Motivators, Physical Motivators, Inter personal Motivators, Status & Prestige. <b>Future growth and development of Indian tourism:</b> 5 Ts of Brand India; Major Tourism schemes of Govt. of India, Visa on Arrival (VoA), PRASAD Scheme, HRIDAY Scheme, Travel Circuits; Incredible India.	<b>15</b>
	<b>Total</b>	<b>60</b>

**Credit Distribution**

Lecture/Tutorial	Practicum	Experiential Learning
60 Hrs.	x	30 Hrs. 3. Group Project on Tourism Typology 4. Individual Assignments on Tourism Systems

**Text Books:**

3. The Business of Tourism, Holloway, J. C. (1994)., Pitman Publishing, London. “(L)”.
4. Tourism Principles and Practices, Swan, Sampad Kumar, and Mishra, Jitendra Mohan (2012)., Oxford Higher Education. “(L)”
5. An Introduction to Tourism, N. Jayapalan, Atlantic; Latest Edition (1 January 2013)

**Reference Books:**

2. Understanding Tourism, Medlik, S. (1997)., Butterworth Hinemann, Oxford
3. Leisure and Tourism, Hayward, Peter (2000), Hiennemann GNVQ Intermediate, Hiennemann Educational Publishers
4. Introduction to Tourism, Shailja Sharma, SAGE Publications Pvt. Ltd

**Additional Reading:**

3. Tourism and Travel: A Research Guide (<https://guides.loc.gov/tourism-and-travel>)
4. Types of Tourists (<https://www.slideshare.net/1stborn31/types-of-tourist>)

**Subject Name: Behavioural Sciences -1**

**UG 1<sup>st</sup> semester**

**Course code: BHS982A104**

**Credit: 1**

**Course objectives:** To increase one's ability to draw conclusions and develop inferences about attitudes and behaviour, when confronted with different situations that are common in modern organizations.

**Course Outcomes:** On completion of the course the students will be able to:

CO1: Understand self & process of self-exploration

CO2: Learn about strategies for development of a healthy self esteem

CO3: Apply the concepts to build emotional competencies.

**Detailed Syllabus:**

<b>Modules</b>	<b>Course Contents</b>	<b>Periods</b>
<b>I</b>	<b>Introduction to Behavioural Science</b> Definition and need of Behavioural Science, Self: Definition components, Importance of knowing self, Identity Crisis, Gender and Identity, Peer Pressure, Self-image: Self Esteem, Johari Window, Erikson's model.	<b>4</b>
<b>II</b>	<b>Foundations of individual behaviour</b> Personality- structure, determinants, types of personalities. Perception: Attribution, Errors in perception. Learning- Theories of learning: Classical, Operant and Social	<b>4</b>
<b>III</b>	<b>Behaviour and communication.</b> Defining Communication, types of communication, barriers to communication, ways to overcome barriers to Communication, Importance of Non-Verbal Communication/Kinesics, Understanding Kinesics, Relation between behaviour and communication.	<b>4</b>
<b>IV</b>	<b>Time and Stress Management</b> Time management: Introduction-the 80:20, sense of time management, Secrets of time management, Effective scheduling. Stress management: effects of stress, kinds of stress-sources of stress, Coping Mechanisms. Relation between Time and Stress.	<b>4</b>
<b>Total</b>		<b>16</b>

**Text books**

1. J William Pfeiffer (ed.) Theories and Models in Applied Behavioural Science, Vol 3, Management; Pfeiffer &Company
2. Blair J. Kolasa, Introduction to Behavioural Science for Business, John Wiley & Sons Inc
3. K.Alex, Soft skills; S.Chand.

**Type of Course: AEC (w.e.f. 2023-24)**  
**UG programmes Semester: 1st**  
**Course Code: CEN982A101**  
**Course Title: CEN I: Introduction to Effective Communication**  
**Total credits: 1**  
**Course level: 100**  
**L-T-P-C: 1-0-0-1**  
**Scheme of Evaluation: Theory and Practical**

**Course Objective:** To understand the four major aspects of communication by closely examining the processes and figuring the most effective ways to communicate with interactive activities.

**Course Outcomes:** On successful completion of the course the students will be able to

SI No	Course Outcome	Blooms Taxonomy Level
CO 1	<b>Identify</b> the elements and processes that make for successful communication and <b>recognise</b> everyday activities that deserve closer attention in order to improve communication skills	<b>BT 1</b>
CO 2	<b>Contrast</b> situations that create barriers to effective communication and <b>relate</b> them to methods that are consciously devised to overcome such hindrance	<b>BT 2</b>
CO 3	<b>Use</b> language, gestures, and para-language effectively to avoid miscommunication and <b>articulate</b> one's thoughts and build arguments more effectively	<b>BT 3</b>

Detailed Syllabus		
Units	Course Contents	Periods
<b>I</b>	Introduction to Effective Communication Listening Skills The Art of Listening Factors that affect Listening Characteristics of Effective Listening  Guidelines for improving Listening skills	<b>5</b>
<b>II</b>	Speaking Skills The Art of Speaking Styles of Speaking Guidelines for improving Speaking skills Oral Communication: importance, guidelines, and barriers	<b>5</b>
<b>III</b>	Reading Skills the Art of Reading Styles of Reading: skimming, surveying, scanning  Guidelines for developing Reading skills	<b>5</b>
<b>IV</b>	Writing Skills the Art of Writing Purpose and Clarity in Writing Principles of Effective Writing	<b>5</b>

**Keywords:** Communication, Listening, Speaking, Reading, Writing

**Textbooks:**

1. *Business Communication* by Shalini Verma

**References:**

1. *Business Communication* by P.D. Chaturvedi and Mukesh Chaturvedi
2. *Technical Communication* by Meenakshi Raman and Sangeeta Sharma

<b>Credit Distribution</b>		
<b>Lecture/Tutorial</b>	<b>Practicum</b>	<b>Experiential Learning</b>
15 hours	-	10 hours - Movie/ Documentary screening - Peer teaching - Seminars - Field Visit

**Semester – I****Subject Name: Computer Applications in Tourism****Type of Course: SEC****Paper Code: TTM202S112****Course Level: 100****Course Credit: 3****Scheme of Evaluation: Practical****L-T-P-C – 0-0-6-3****Course objectives:**

This paper will demonstrate the skill of handling the computer software on MS Windows operations.

**Course Outcomes:**

Having successfully completed this module, a student will be able –

CO 1	<b>To define</b> the functions Windows Operations	BT 1
CO 2	<b>To demonstrate</b> and execute the application of software on computer.	BT 2
CO 3	<b>To experiment</b> with various MS Office tools	BT 3

<b>Module</b>	<b>Content</b>	<b>Periods</b>
I	WINDOWS OPERATIONS A. Creating Folders B. Creating Shortcuts C. Copying Files/Folders D. Renaming Files/Folders E. Deleting Files F. Exploring Windows G. Quick Menus	22
II	MS-OFFICE 2010 MS WORD CREATING A DOCUMENT A. Entering Text B. Saving the Document C. Editing a Document already saved to Disk D. Getting around the Document E. Find and Replace Operations F. Printing the Document FORMATTING A DOCUMENT A. Justifying Paragraphs B. Changing Paragraph Indents C. Setting Tabs and Margins D. Formatting Pages and Documents E. Using Bullets and Numbering F. Headers/Footers G.. Pagnation SPECIAL EFFECTS A. Print Special Effects e.g. Bold, Underline, Superscripts, Subscript B. Changing Fonts	23

	<p>C.. Changing Case  CUT, COPY AND PASTE OPERATION  A. Marking Blocks  B. Copying and Pasting a Block  C. Cutting and Pasting a Block  D. Deleting a Block  E. Formatting a Block  F. Using Find and Replace in a Block  USING MS-WORD TOOLS  A. Spelling and Grammar  B. Mail Merge  C.. Printing Envelops and Labels</p> <p>TABLES  A. Create  B. Delete  C. Format  GRAPHICS  A. Inserting Clip arts  B. Symbols (Border/Shading)  C. Word Art  PRINT OPTIONS  A. Previewing the Document  B. Printing a whole Document  C. Printing a Specific Page  D. Printing a selected set  E. Printing Several Documents  F. Printing More than one Copies</p>	
<p>III</p>	<p>MS OFFICE 2010  MS-EXCEL  A. How to use Excel  B. Starting Excel  C. Parts of the Excel Screen  D. Parts of the Worksheet  E. Navigating in a Worksheet  F. Getting to know mouse pointer shapes  CREATING A SPREADSHEET  A. Starting a new worksheet  B. Entering the three different types of data in a worksheet  C. Creating simple formulas  D. Formatting data for decimal points  E. Editing data in a worksheet  F. Using AutoFill  G. Blocking data  H. Saving a worksheet  I. Exiting excel  MAKING THE WORKSHEET LOOK PRETTY  A. Selecting cells to format  B. Trimming tables with Auto Format  C. Formatting cells for:  - Currency  - Comma  - Percent  - Decimal  - Date</p>	<p>23</p>

	<p>D. Changing columns width and row height</p> <p>E. Aligning text</p> <ul style="list-style-type: none"> <li>- Top to bottom</li> <li>- Text wrap</li> <li>- Re ordering Orientation</li> </ul> <p>F Using Borders</p> <p>GOING THROUGH CHANGES</p> <p>A. Opening workbook files for editing</p> <p>B. Undoing the mistakes</p> <p>C. Moving and copying with drag and drop</p> <p>D. Copying formulas</p> <p>E. Moving and Copying with Cut, Copy and Paste</p> <p>F. Deleting cell entries</p> <p>G. Deleting columns and rows from worksheet</p> <p>H. Inserting columns and rows in a worksheet</p> <p>I. Spell checking the worksheet</p> <p>PRINTING THE WORKSHEET</p> <p>A. Previewing pages before printing</p> <p>B. Printing from the Standard toolbar</p> <p>C. Printing a part of a worksheet</p> <p>D. Changing the orientation of the printing</p> <p>E. Printing the whole worksheet in a single page</p> <p>F. Adding a header and footer to a report</p> <p>G. Inserting page breaks in a report</p> <p>H. Printing the formulas in the worksheet</p> <p>ADDITIONAL FEATURES OF A WORKSHEET</p> <p>A. Splitting worksheet window into two four panes</p> <p>B. Freezing columns and rows on-screen for worksheet title</p> <p>C. Attaching comments to cells</p> <p>D. Finding and replacing data in the worksheet</p> <p>E. Protecting a worksheet</p> <p>F. Function commands</p> <p>MAINTAINING MULTIPLE WORKSHEET</p> <p>A. Moving from sheet in a worksheet</p> <p>B. Adding more sheets to a workbook</p> <p>C. Deleting sheets from a workbook</p> <p>D. Naming sheet tabs other than sheet 1, sheet 2 and so on</p> <p>E. Copying or moving sheets from one worksheet to another</p> <p>CREATING GRAPHICS/CHARTS</p> <p>A. Using Chart wizard</p> <p>B. Changing the Chart with the Chart Toolbar</p> <p>C. Formatting the chart's axes</p> <p>D. Adding a text box to a chart</p> <p>E. Changing the orientation of a 3-D chart</p> <p>F. Using drawing tools to add graphics to chart and worksheet</p> <p>G. Printing a chart with printing the rest of the worksheet data</p>	
IV	<p>MS OFFICE 2010</p> <p>MS-POWER POINT</p> <p>A. Making a simple presentation</p>	22

	B. Using Auto Content Wizards and Templates C. Power Points five views D. Slides - Creating Slides, re-arranging, modifying - Inserting pictures, objects - Setting up a Slide Show E Creating an Organizational Chart <b>Internet &amp; E-mail</b> Introduction to Internet; Accessing Web Sites; e-mail, Sending and Receiving, cc, bcc, e-mail Subscription, Search Engines, searching through various Search Engines, Chatting, Access to Sites; Online Messages etc.	
	<b>Total</b>	<b>90</b>

<b>Credit Distribution</b>		
<b>Lecture/Tutorial</b>	<b>Practicum</b>	<b>Experiential Learning</b>
x	90	45 Hrs. 1. Assignments on Various Computer Task

#### **Text Books:**

1. Computer Fundamentals: Concepts, Systems & Applications- 8th Edition, P K Sinha, BPB Publications; 6th edition
2. Computer Applications in Business | UGCF, Hem Chand Jain, H.N. Tiwari, Taxmann

#### **Reference Books:**

1. Applications in Management, Shrivastava, N., (2010), Computer: Publisher- Wiley India- 2010
2. Computer Application in Management, Goel, R., & Kakkar, N.D., (2018), New Age International Publishers
3. Computer Fundamentals, RS Salaria, Khanna Book Publishing
4. Introduction To Computer Application, Apoorv Ojas, Suyash Shrivastava, SBPD Publishing House

#### **Additional Reading:**

1. Evaluating the Effectiveness of Computer Applications in Developing English Learning (<https://files.eric.ed.gov/fulltext/EJ1126629.pdf>)
2. Research methods for computer applications, Jo W. Tombaugh (<https://link.springer.com/article/10.3758/BF03203553>)

## Semester – II

**Subject Name: Tourism Resources of India**

**Type of Course: Major**

**Paper Code: TTM202M203**

**Course Level: 100**

**Course Credit: 3**

**Scheme of Evaluation: Theory**

**L-T-P-C – 2-1-0-3**

### Course Objective:

To guide the students to identify and understand the various concepts and features of Heritage and explain about its role in Tourism development.

### Course Outcomes:

Having successfully completed this module, a student will be able –

CO 1	<b>To Understand</b> India's geography, climate, and their impacts on tourism.	BT 1
CO 2	<b>To Analyze</b> natural vegetation and wildlife tourism potential in India.	BT 2
CO 3	<b>To apply</b> knowledge of India's natural heritage sites like hill stations and mountains to promote sustainable tourism practices.	BT 3
CO 4	<b>To evaluate</b> the significance of heritage management and the roles of UNESCO and the Archaeological Survey of India (ASI) in conserving and preserving India's heritage for tourism.	BT 4

### Detailed Syllabus:

Modules	Topics (if applicable) & Course Contents	Periods
I	India: General introduction, states & capitals, physiographic units, seasons and climatic regions & their impacts on tourism. Natural vegetation & wild animals of India & wildlife tourism. India: a destination for all reasons & seasons.	15
II	The Northern Mountains: General introduction of the Himalayas & other ranges, their importance for religious, hill station & adventure tourism. A case study of Srinagar, Darjeeling & Gangtok.	15
III	World Cultural Heritage Sites of India: Cultural Heritage Sites of <b>Gujarat</b> (Champaner-Pavagadh Archaeological Park, Rani-Ki-Vav, Historic City of Ahmadabad & Dholavira: A <b>Harappan</b> City). Cultural Heritage Sites of <b>Madhya Pradesh</b> (Buddhist Monuments at Sanchi, Khajuraho Group of Monuments & Rock Shelters of Bhimbetka). Cultural Heritage Sites of <b>Tamil Nadu</b> (Great Living Chola Temples & Group of Monuments at Mahabalipuram). Cultural Heritage Sites of <b>Karnataka</b> (Group of Monuments at Hampi & Pattadakal).	15

<b>IV</b>	World Natural & Mixed Heritage Sites of India (Great Himalayan National Park, Kaziranga National Park, Keoladeo Ghana National Park, Manas National Park, Nanda Devi & Valley of Flowers National Park, Sunderbans National Park, Western Ghats and Khangchendzonga National Park). Indian Mountains Railways as a Cultural Heritage Site. Heritage Management & its significance in Tourism. Role of UNESCO & ASI for Heritage conservation & preservation.	<b>15</b>
<b>TOTAL</b>		<b>60</b>

<b>Credit Distribution</b>		
<b>Lecture/Tutorial</b>	<b>Practicum</b>	<b>Experiential Learning</b>
60 Hrs.	x	30 Hrs. 1. Individual projects and Assignments on various heritage tourism sites and natural tourist attractions in India.

#### **Text Books:**

1. Cultural Tourism & Development by Romila Chawla
2. Introduction to India: Culture and Traditions of India: India Guide Book Kindle Edition by Shalu Sharma
3. Ahmad, Aizaz: General Geography of India, NCERT, New Delhi

#### **Reference Books:**

1. Indian Cultural Heritage Perspective for Tourism by L. K. Singh.
2. Atlas of World Oxford Press, New Delhi.
3. The wonder that was India, (1200 – 1700 A.D) by Saiyid Athar Abbas Rizvi
4. Encyclopedia of Tourism, Ed. By Jafar Jafari

#### **Additional Readings ( E- Resources ):**

1. <https://whc.unesco.org/en/statesparties/in>
2. <https://tourism.gov.in/>

## Semester – II

**Subject Name: Eco & Sustainable Tourism**

**Type of Course: Major**

**Paper Code: TTM202M202**

**Course Level: 100**

**Course Credit: 3**

**L-T-P-C – 2-1-0-3**

**Scheme of Evaluation: Theory**

### Course Objective:

This course is designed to state the meaning and scope of eco-tourism

### Course Outcomes

Having successfully completed this module, a student will be able –

CO 1	<b>To define</b> the concept and components of Eco & Sustainable Tourism industry	BT 1
CO 2	<b>To illustrate</b> the objectives of eco-tourism	BT 2
CO 3	<b>To utilize</b> the dimensions of sustainable tourism development.	BT 3
CO 4	<b>To examine</b> the role of eco-tourism in conservation, community development, and policy-making.	BT 4

### Detailed Syllabus:

Modules	Topics (if applicable) & Course Contents	Periods
I	<b>Meaning &amp; definition of Eco-tourism</b> , terminology and history, nature and scope of ecotourism, principles of ecotourism, environmental hazards	15
II	<b>Objectives of Ecotourism</b> , Emerging Concepts: Eco / rural/ Agri/ farm/ green/ wilderness/ country side/special interest tourism	15
III	<b>Definition and meaning of sustainable tourism</b> , social and economic aspects, stake holders-governments, NGO's& local communities, sustainable tourism in developing nations, problems with sustainable tourism in third world countries, environmental impacts, responsible tourism	15
IV	<b>Dimensions of Sustainable Tourism Development:</b> ecological sustainability, social sustainability, cultural sustainability, economic sustainability	15
<b>TOTAL</b>		<b>60</b>

Credit Distribution		
Lecture/Tutorial	Practicum	Experiential Learning
60 Hrs.	x	30 Hrs. Projects and Assignments on various eco and sustainable practices in tourism around the world.

**Text Books:**

1. Tourism Principles and Practices Swain, K.S.& Mishra, M.J., (2012): *Oxford University Press*
2. International Tourism Management, Bhatia, K.A., (2012): *Sterling publishers*

**Reference Books:**

1. Redesign the World: A Global Call to Action, Sam Pitroda, Penguin Portfolio
2. Sustainable tourism by Covington Gareth, Apple Academic Press
3. Sustainable Cultural Tourism Small-Scale Solutions by Susan M Guyette , Bearpath Press
4. Sustainable Tourism: Principles, Contexts and Practices, Mateen Yousuf, Redshine Publication

**Additional Readings:**

1. Sustainable tourism: a comprehensive literature review on frameworks and applications (<https://www.tandfonline.com/doi/full/10.1080/1331677X.2014.995895>)
2. Is The Concept of Sustainable Tourism Sustainable ([https://unctad.org/system/files/official-document/ditctncd20065\\_en.pdf](https://unctad.org/system/files/official-document/ditctncd20065_en.pdf))

## Semester – II

**Subject Name: Tourism Products of India**

**Type of Course: Minor (Open)**

**Subject Code: TTM202N201**

**Course Level: 100**

**Course Credit: 3**

**Scheme of Evaluation: Theory**

**L-T-P-C – 2-1-0-3**

### Course Objective:

To guide students to understand different types of tourism resources of India - Physical, Natural, cultural Resources, UNESCO sites of India and how they are important for tourism industry.

### Course Outcomes:

Having successfully completed this module, a student will be able –

CO 1	<b>To know</b> the concepts and various classifications of tourism products	BT 1
CO 2	<b>To illustrate</b> the physical tourism products	BT 2
CO 3	<b>To identify</b> religious tourism in India	BT 3
CO 4	<b>To identify</b> about the Monuments and UNESCO World Heritage Sites	BT 3
CO 5	<b>To identify</b> the basic concept about performing arts	BT 3

### Detailed Syllabus:

Modules	Topics (if applicable) & Course Contents	Periods
I	Concept, classification and characteristics of tourism products, Peter's inventory of tourist attractions.	10
II	<b>Physical Tourism Products:</b> Mountain & Valleys- Indian Himalayas, Aravali Mountain Ranges, Western Ghats & Eastern Ghats; Deserts, Wetlands & Plains. Coastal Lands & Beaches; Islands; Waterfalls, Rivers & Canals; Lakes <b>Bio geographical Tourism Resources:</b> Flora and Fauna of India Wild Life Sanctuaries & National Parks, biosphere reserves. Conservation Projects - Project Tigers. Project Elephant, Project Rhino, Project Dolphins etc.	20
III	<b>Religious Tourism in India</b> – Hindu, Buddhist, Jain, Sikh, Islam and Christian pilgrim Centre  <b>UNESCO World Heritage Sites of India:</b> Cultural properties, Natural sites, and mix- properties of India in UNESCO heritage site list. Geographical Tags  <b>Built Up Structures- Monuments-</b> Forts, Palaces, Havelis,	15

	Cave, War Memorials	
<b>IV</b>	<b>Performing arts</b> –Indian Classical Dances and other form of dance, music and musical instruments, Painting in different region, Indian Handicrafts and Handlooms, fairs and festivals, Modern Theatre and Cinema. Indian Language and literature.	<b>15</b>
<b>TOTAL</b>		<b>60</b>

<b>Credit Distribution</b>		
<b>Lecture/Tutorial</b>	<b>Practicum</b>	<b>Experiential Learning</b>
60 Hrs.	x	30 Hrs. 1. Projects and Assignments on various tourism products of India and especially North East India.

**Text Books:**

1. Tourism in India, Dixit, M and Yadav, C S (2006), New Royal Publisher, Lucknow
2. Cultural Tourism in India DK Print Gupta, SP, Lal, K, Bhattacharya, M. (2002), New Delhi

**Reference Books:**

1. Tourism in North-East India, 301pp., 2013, Dr. S Ram R Kumar, Commonwealth Publishers; 1st edition (1 January 2012)
2. Historical Tourism in North East India, Mahaveer Publications (1 January 2020)
3. Geography of India, Husain, M (2013), Tata McGraw Hill, New Delhi

**Additional Reading:**

1. Tourism Operations & Management, Roday, S., Biwal, A., & Joshi, V., (2017), Oxford University Press
2. Tourism Studies – MID Sweden University  
(<https://www.miun.se/en/education/courses/business-law-social-sciences-and-tourism/tourism-studies/>)

**Subject Name: Behavioural Sciences -II**  
**UG 2nd semester**  
**Course code: BHS982A204**  
**Credit: 1**

**Course objectives:** To increase one's ability to draw conclusions and develop inferences about attitudes and behaviour, when confronted with different situations that are common in modern organizations.

**Course outcomes:** On completion of the course the students will be able to:

CO1: Develop an elementary level of understanding of culture and its implications on personality of people.

CO2: Understand the concept of leadership spirit and to know its impact on performance of employees.

CO3: Understand and apply the concept of Motivation in real life.

<b>Modules</b>	<b>Course Contents</b>	<b>Periods</b>
<b>I</b>	<b>Culture and Personality</b> Culture: Definition, Effect, relation with Personality, Cultural Iceberg, Overview of Hofstede's Framework, Discussion of the four dimensions of Hofstede's Framework.	<b>4</b>
<b>II</b>	<b>Attitudes and Values</b> Attitude's definition: changing our own attitudes, Process of cognitive dissonance Types of Values, Value conflicts, Merging personal and Organisational values	<b>4</b>
<b>III</b>	<b>Motivation</b> Definition of motivation with example, Theories of Motivation (Maslow, McClelland's theory & Theory X and Y)	<b>4</b>
<b>IV</b>	<b>Leadership</b> Definition of leadership, Leadership continuum, types of leadership, Importance of Leadership, New age leaderships: Transformational & transactional Leadership, Leaders as role models.	<b>4</b>
<b>Total</b>		<b>16</b>

**Text books:**

1. J William Pfeiffer (ed.) Theories and Models in Applied Behavioural Science, Vol 3, Management; Pfeiffer & Company
2. Blair J. Kolasa, Introduction to Behavioural Science for Business, John Wiley & Sons Inc. Organizational Behaviour by Kavita Singh (Vikas publishers, 3rd Edition).

**Type of Course: AEC (w.e.f. 2023-24)**  
**UG programmes Semester: 2nd**  
**Course Code: CEN982A201**  
**Course Title: CEN II: Approaches to Verbal and Non-Verbal Communication**  
**Total credits: 1**  
**Course level: 100**  
**L-T-P-C: 1-0-0-1**

**Scheme of Evaluation: Theory and Practical**

### Course Objectives

To introduce the students to the various forms of technical communication and enhance their knowledge in the application of both verbal and non-verbal skills in communicative processes.

### Course Outcomes

<b>On successful completion of the course the students will be able to:</b>		
<b>SI No</b>	<b>Course Outcome</b>	<b>Blooms Taxonomy Level</b>
<b>CO 1</b>	<b>Identify</b> the different types of technical communication, their characteristics, their advantages and disadvantages.	BT 1
<b>CO 2</b>	<b>Explain</b> the barriers to communication and ways to overcome them.	BT 2
<b>CO 3</b>	<b>Discover</b> the means to enhance conversation skills.	BT 3
<b>CO 4</b>	<b>Determine</b> the different types of non-verbal communication and their significance.	BT4

### Detailed Syllabus

<b>Modules</b>	<b>Topics (if applicable) &amp; Course Contents</b>	<b>Periods</b>
I	<b>Technology Enabled Communication</b> Communicating about technical or specialized topics, Different forms of technology-enabled communication tools used in organisations Telephone, Teleconferencing, Fax, Email, Instant messaging , Blog, podcast, Videos, videoconferencing, social media	4
II	<b>Communication Barriers</b> Types of barriers: Semantic, Psychological, Organisational, Cultural, Physical, and Physiological. Methods to overcome barriers to communication.	4
III	<b>Conversation skills/Verbal Communication</b> Conversation – Types of Conversation, Strategies for Effectiveness, Conversation Practice, Persuasive Functions in Conversation, Telephonic	4

	Conversation and Etiquette Dialogue Writing, Conversation Control.	
IV	<b>Non-verbal Communication</b> Introduction; Body language- Personal Appearance, Postures, Gestures, Eye Contact, Facial expressions Paralinguistic Features-Rate, Pause, Volume, Pitch/Intonation/ Voice/ modulation Proxemics , Haptics, Artifacts, Chronemics	<b>4</b>
Total		<b>16</b>

**Textbooks:**

1. Rizvi, M. Ashraf. (2017). *Effective Technical Communication*. McGraw-Hill.
2. Chaturvedi, P. D. and Chaturvedi, Mukesh. (2014). *Business Communication*. Pearson.
3. Raman, Meenakshi and Sharma, Sangeeta. (2011). *Technical Communication: Principles and Practice* (2nd Edition): Oxford University Press.

**References:**

1. Hair, Dan O., Rubenstein, Hannah and Stewart, Rob. (2015). *A Pocket Guide to Public Speaking*. (5th edition). St. Martin's. ISBN-13:978-1457670404
  2. Koneru, Aruna. (2017) *Professional Communication*. New Delhi: Tata McGraw Hill ISBN-13: 978-0070666021
  3. Raman, Meenakshi and Singh, Prakash. (2012). *Business Communication* (2nd Edition): Oxford University Press
- Sengupta, Sailesh. (2011) *Business and Managerial Communication*. New Delhi: PHI Learning Pvt. Ltd.

<b>Semester – II</b>	
<b>Subject Name: Guest Handling Skills in Hospitality</b>	
<b>Type of Course: SEC</b>	
<b>Subject Code: TTM202S211</b>	
<b>Course Level: 100</b>	
<b>Course Credit: 3</b>	
<b>Scheme of Evaluation: Practical</b>	
<b>L-T-P-C – 0-0-6-3</b>	

**Course objectives:**

This is a practical skill enhancement course which is focused on dealing with various type of guests in the field of tourism and hospitality as a whole.

**Course Outcomes:**

After completion of the course learners will be able –

CO 1	<b>To define</b> the definition of guest handling and guest communication	BT 1
CO 2	<b>To explain</b> the needs of good guest service and other allied services in a hospitality organization	BT 2
CO 3	<b>To identify</b> Guest service and guest handling techniques	BT 3
CO 4	<b>To demonstrate</b> practical guest-handling skills through role-plays, case studies, and real-time service interactions.	BT 4

**Detailed Syllabus:**

<b>Module</b>	<b>Content</b>	<b>Periods</b>
<b>I</b>	Communicate with Guest and Colleagues: <ul style="list-style-type: none"> <li>• Interact with Superior</li> <li>• Communicate with Colleagues</li> <li>• Communicate Effectively with Customers.</li> </ul>	<b>22</b>
<b>II</b>	Maintain Standard of Etiquette and Hospitable Conduct: <ul style="list-style-type: none"> <li>• Follow Behavioural, Personal and Telephone Etiquettes</li> <li>• Treat Customers with High Degree of Respect and Professionalism</li> <li>• Achieve Customer Satisfaction</li> </ul>	<b>23</b>
<b>III</b>	Follow Gender and Age Sensitive Service Practices: <ul style="list-style-type: none"> <li>• Educate customer on specific facilities and services available for different categories of guests</li> <li>• Provide gender and age specific services as per their unique and collective requirements</li> <li>• Follow standard etiquette with women at workplace.</li> </ul>	<b>23</b>
<b>IV</b>	Maintain IPR of Organization and Guest: <ul style="list-style-type: none"> <li>• Secure company's IPR</li> <li>• Respect guests' copyright</li> </ul>	<b>22</b>
<b>Total</b>		<b>90</b>

Credit Distribution		
Lecture/Tutorial	Practicum	Experiential Learning
x	90 Hrs.	30 Hrs. 1. Projects and Assignments on various guest handling techniques. 2. Role play on different situation handlings

### Text Books:

1. Hotel Front Office: A Training Manual, Andrews, S., (2015), Tata McGraw Hill
2. Hotel Front Office Operations & Management Tewari, J, (2016), Oxford University Press

### Reference Books:

1. Hospitality Reception & Front Office-Procedures & Systems, Negi, J., (2009), Publisher S. Chand
2. The Art of Dealing with People, Les Giblin, Embassy Books; First Editions (1 January 2001)
3. Human Psychology, Dr. Mukta Goyal, Notion Press (21 July 2021)
4. Food And Beverage Service 2e, Singaravelavan, R, Oxford University Press; Second edition (17 June 2016)

### Additional Reading:

1. An Assessment of Key Hotel Guest Contact Personnel in Handling Guest Complaints ([https://www.researchgate.net/publication/233019082\\_An\\_Assessment\\_of\\_Key\\_Hotel\\_Guest\\_Contact\\_Personnel\\_in\\_Handling\\_Guest\\_Complaints](https://www.researchgate.net/publication/233019082_An_Assessment_of_Key_Hotel_Guest_Contact_Personnel_in_Handling_Guest_Complaints))
2. How To Handle Hotel Guest Complaints ([https://www.academia.edu/27244168/How\\_To\\_Handle\\_Hotel\\_Guest\\_Complaints\\_doc](https://www.academia.edu/27244168/How_To_Handle_Hotel_Guest_Complaints_doc))

### Semester – III

**Subject Name: Geography of Tourism**

**Type of Course: Major**

**Subject Code: TTM202M303**

**Course Level: 200**

**Course Credit: 4**

**Scheme of Evaluation: Theory**

**L-T-P-C – 3-1-0-4**

#### Course objectives:

The objectives of the course are to introduce the students to basic concepts of Geography and Tourism, along with the impacts of Geography upon the Tourism Industry.

#### Course Outcomes:

After completion of the course learners will be able –

CO 1	<b>To demonstrate</b> comprehensive knowledge of the geography of tourism, including all fundamental concepts, key tourism destinations like India, USA, Brazil, France and Australia.	BT 1
CO 2	<b>To apply</b> geographical principles to analyze the significance of geography in tourism, interpret tourism models, and evaluate the tourism potential of different physical features and climatic conditions worldwide.	BT 2
CO 3	<b>To synthesize</b> information to develop strategies for leveraging geographical attributes for tourism development, assess the impact of geographical factors on tourism patterns, and propose solutions for sustainable tourism practices based on geographical insights.	BT 3
CO 4	<b>To develop</b> professional skills essential for careers in tourism, including map interpretation, climate analysis, and geographical knowledge application in tourism planning and management.	BT 4

#### Detailed Syllabus:

Module	Content	Periods
I	Concept, scope and contents of geography of Tourism. Fundamentals of Geography. Importance of Geography in Tourism. Tourism Models.	12
II	Concept, typology & importance of maps. Latitude, Longitude & International Date Line. Regional distribution of temperature. Climatic regions of the world.	12
III	Indian Geography: Physical features of Indian Subcontinent & their tourist attractions. Climatic conditions prevailing in India: Diversity in the unity of Indian Monsoon Climate, factors influencing the climate of India with climatic regions of India. Drainage system of India.	12
IV	Physical features of USA, Brazil, France and Australia as tourism resources along with Map work.	12
	<b>Total</b>	<b>48</b>

<b>Credit Distribution</b>		
<b>Lecture/Tutorial</b>	<b>Practicum</b>	<b>Experiential Learning</b>
48 hrs	x	30 hrs. 1. Projects and Assignments on Map reading, map interpretation and location of different geographic landscapes. 2. Location of tourist destinations in the political maps of different countries.

**Text Books:**

1. Robinson, HA, 'A Geography of Tourism'
2. Burton, Rosemary, 'The Geography of Travel & Tourism'
3. Boniface B. and Cooper C, 'Geography of Travel and Tourism'

**Reference Books:**

1. McDonalds and Evans, 'A geography of Tourism'
2. Michael Hall, 'Geography Travel & Tourism', Routledge, London, 1999
3. Encyclopedia of World Geography

**Additional Reading:**

1. India, Lonely Planet Publication
2. Travel Information Manual, IATA, Netherland, 2006
3. ATLAS

Semester – III
<b>Subject Name: International Tourism Management</b> <b>Type of Course: Major</b> <b>Subject Code: TTM202M304</b> <b>Course Level: 200</b> <b>Course Credit: 4</b> <b>Scheme of Evaluation: Theory</b> <b>L-T-P-C – 3-1-0-4</b>

### Course Objective:

The course will cover a comprehensive understanding of international tourism management by means of describing various aspects of tourism holistically.

### Course Outcomes:

Having successfully completed this module, a student will be able to –

CO 1	To <b>define</b> the concept of International Tourism	BT 1
CO 2	To <b>explain</b> about the assessment and problems of International Tourism Management	BT 2
CO 3	To <b>identify</b> the different international hotel chains	BT 3
CO 4	To <b>analyze</b> the role of human resources and cultural diversity	BT 4

### Detailed Syllabus:

Modules	Topics (if applicable) & Course Contents	Periods
I.	International Tourism Meaning and Significance – Globalisation & tourism sector Globalisation & the business world, the tourism industry, challenges, Factors affecting Global & regional tourist movements, Demand and origin factors, destination & resource factors. Contemporary trends in international tourist movements.	12
II.	Political aspects of international travel, tourism Barriers to travel, tourism investment & business, regulations, international organisations dealing with barriers viz : WTO, IMF, IHA, need for government support of tourism, national tourism organizations, political stability, travel advisories, political risk, crisis management	12
III.	International hotels, balancing global & local perspectives Operating in a multinational environment.	12
IV	Human resources & cultural diversity Understanding cultural diversity, cultural perceptions, business protocol, cultural considerations in negotiations	12
<b>TOTAL</b>		48

### Text Books:

- Hollinshead, K. (2006). Tourism and Globalization: Cultural Challenges in the Tourism Sector. Routledge.
- Sharpley, R. & Telfer, D.J. (2015). Tourism and Development: Concepts and Issues. Channel View Publications.
- Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2008). Tourism: Principles and Practice. Pearson.
- Glaesser, D. (2006). Crisis Management in the Tourism Industry. Butterworth-Heinemann.

## Reference Books:

1. Dwyer, L., Forsyth, P., & Dwyer, W. (2010). *Tourism Economics and Policy*. Channel View Publications.
2. Hall, C.M. (2005). *Tourism: Rethinking the Social Science of Mobility*. Pearson.
3. Harrison, D. (2001). *Tourism and the Less Developed World: Issues and Case Studies*. CABI Publishing.
4. Williams, S. & Lew, A.A. (2014). *Tourism Geography: Critical Understandings of Place, Space and Experience*. Routledge.

### Semester – III

**Subject Name: Fundamentals of Tourism Marketing**

**Type of Course: Minor (Open)**

**Subject Code: TTM202N301**

**Course Level: 200**

**Course Credit: 4**

**Scheme of Evaluation: Theory**

**L-T-P-C – 3-1-0-4**

#### Course objectives:

The objectives of the course are to introduce the students to basic concepts of marketing and tourism marketing, along with marketing mix.

#### Course Outcomes:

After completion of the course learners will be able –

CO 1	<b>To define</b> the concept of Marketing, its nature and scope for tourism marketing	BT 1
CO 2	<b>To classify</b> various segments of market and the issues related to it	BT 2
CO 3	<b>To identify</b> the concept of promotion and communication	BT 3

#### Detailed Syllabus:

Module	Content	Periods
I	<b>Marketing:</b> Introduction to tourism marketing: Definition; nature & scope of tourism marketing; process growth of tourism marketing. Understanding the needs, want, demands, value and satisfaction, evolution of marketing.	12
II	<b>Market targeting:</b> Concept of market segmentation; targeting and positioning. Types of segmentation; Marketing mix. <b>Product issues:</b> Types of products; product mix dimensions; product strategies, product life cycle.	12
III	<b>Pricing:</b> Concept of price, factor influencing tourism pricing, method of price fixation; pricing strategies. <b>Distribution channels:</b> Nature importance distribution system. Marketing intermediaries.	12
IV	<b>Promotion:</b> Concept of Promotion and Communication; objectives and components of promotion mix; factor affecting promotion mix, types of marketing promotion and communication tools. importance of marketing promotion and communication; promotion mix; Service Characteristics of Tourism. Green Marketing, Consumer Protection Act	12
	<b>Total</b>	<b>48</b>

Credit Distribution		
Lecture/Tutorial	Practicum	Experiential Learning
48 hours	x	30 Hrs. 3. Projects and Assignments on various guest handling techniques. 4. Role play on different situation handlings

### Text Books:

4. Tourism Principles & Practices, Swain, S.K. & Mishra, J.M. (2012)., Oxford University Press, New Delhi.
5. The Business of Tourism, Holloway, J. C. (1994)., Pitman Publishing, London. “(L)”.
6. Principles of Management of Management, Neeru Vasishth & Vibhuti Vasishth (2014). Taxmann Publications, New Delhi

### Reference Books:

3. Medlik, S. (1997). Understanding Tourism, Butterworth Hinemann, Oxford
4. Hayward, Peter (2000). Leisure and Tourism, Hiennemann GNVQ Intermediate, Hiennemann Educational Publishers
5. Butler, R.W. (2006). Tourism Area Life Cycle: Applications and Modifications, Channel View Publications.

### Additional Reading:

4. E-Gyankosh – Tourism Marketing (<https://egyankosh.ac.in/handle/123456789/67267>)
5. Tourism Studies – MID Sweden University (<https://www.miun.se/en/education/courses/business-law-social-sciences-and-tourism/tourism-studies/>)

**Subject Name:** Behavioural Sciences -III  
**UG 3rd semester**  
**Course code:** BHS982A304  
**Credit: 1**

**Course objectives:** To increase one's ability to draw conclusions and develop inferences about attitudes and behaviour, when confronted with different situations that are common in modern organizations. To enable the students to understand the process of problem solving and creative thinking.

**Course outcomes:** On completion of the course the students will be able to:

CO1: Understand the process of problem solving and creative thinking.

CO2: Develop and enhance of skills required for decision-making.

**Detailed Syllabus:**

Modules	Course Contents	Periods
I	<b>Problem Solving Process</b> Defining problem, the process of problem solving, Barriers to problem solving (Perception, Expression, Emotions, Intellect, surrounding environment)	4
II	<b>Thinking as a tool for Problem Solving</b> What is thinking: The Mind/Brain/Behaviour Critical Thinking and Learning: -Making Predictions and Reasoning. -Memory and Critical Thinking. - Emotions and Critical Thinking.	4
III	<b>Creative Thinking</b> Definition and meaning of creativity, The nature of creative thinking: Convergent and Divergent thinking, Idea generation and evaluation (Brain Storming) Image generation and evaluation.  - The six-phase model of Creative Thinking: ICEDIP model	4
IV	<b>Building Emotional Competence</b> Emotional Intelligence – Meaning, components, Importance and Relevance Positive and Negative emotions Healthy and Unhealthy expression of emotions	4
<b>Total</b>		<b>16</b>

**Text books:**

1. J William Pfeiffer (ed.) Theories and Models in Applied Behavioural Science, Vol 3, Management; Pfeiffer & Company
2. Blair J. Kolasa, Introduction to Behavioural Science for Business, John Wiley & Sons Inc.

**Type of Course: AEC (w.e.f. 2023-24)**  
**UG programmes Semester: 3rd**  
**Course Code: CEN982A301**  
**Course Title: CEN III – Fundamentals of Business Communication**  
**Total credits: 1**  
**Course level: 200**  
**L-T-P-C: 1-0-0-1**  
**Scheme of Evaluation: Theory and Practical**

**Course Objective:** The aim of the course is to develop essential business communication skills, including effective writing, speaking, and interpersonal communication, to enhance professional interactions, collaboration, and successful communication strategies within diverse corporate environments.

**Course Outcomes:** On successful completion of the course the students will be able to:

SI No	Course Outcome	Blooms Taxonomy Level
CO 1	Define and list business documents using appropriate formats and styles, demonstrating proficiency in written communication for various business contexts.	BT 1
CO 2	Demonstrate confident verbal communication skills through persuasive presentations, active listening, and clear articulation to	BT 2
CO 3	Define and identify different life skills and internet competencies required in personal and professional life.	BT 3

Detailed Syllabus		
Modules	Course Contents	Periods
I	<b>Presentation Skills</b> Importance of presentation skills, Essential characteristics of a good presentation, Stages of a presentation, Visual aids in presentation, Effective delivery of a presentation	5
II	<b>Business Writing</b> Report writing: Importance of reports, Types of reports, Format of reports, Structure of formal reports Proposal writing: Importance of proposal, Types of proposal, structure of formal proposals Technical articles: Types and structure	5
III	<b>Preparing for jobs</b> Employment Communication and its Importance, Knowing the four-step employment process, writing resumes, Guidelines for a good resume, Writing cover letters Interviews: Types of interviews, what does a job interview assess, strategies of success at interviews, participating in group discussions.	5

IV	<p><b>Digital Literacy and Life Skills</b></p> <p><b>Digital literacy:</b> Digital skills for the '21st century', College students and technology, information management using Webspaces, Dropbox, directory, and folder renaming conventions. Social Media Technology and Safety, Web 2.0.</p> <p><b>Life Skills:</b> Overview of Life Skills: Meaning and significance of life skills, Life skills identified by WHO: self-awareness, Empathy, Critical thinking, Creative thinking, Decision making, problem-solving, Effective communication, interpersonal relationship, coping with stress, coping with emotion.</p> <p>Application of life skills: opening and operating bank accounts, applying for pan, passport, online bill payments, ticket booking, gas booking</p>	5
<b>Total</b>		20

**Keywords:** Employability, business writing, presentation skills, life skills

**Textbooks:**

1. *Business Communication* by PD Chaturvedi and Mukesh Chaturvedi

### Semester – III

**Subject Name: Itinerary Designing & Costing**

**Type of Course: SEC**

**Subject Code: TTM202S312**

**Course Level: 200**

**Course Credit: 3**

**Scheme of Evaluation: Practical**

**L-T-P-C – 0-0-6-3**

#### Course objectives:

To equip students with the knowledge and practical skills necessary for successful Itinerary Designing & Costing, including planning, implementation, and evaluation, in order to meet the needs and preferences of diverse clientele and ensure memorable travel experiences.

#### Course Outcomes:

After completion of the course learners will be able –

CO 1	To <b>analyze</b> market trends and consumer preferences to develop compelling travel itineraries.	BT 1
CO 2	To <b>demonstrate</b> an understanding of the principles of pricing, costing, and legal considerations.	BT 2
CO 3	To <b>negotiate</b> contracts with suppliers and effectively manage logistics for tour package implementation.	BT 3
CO 4	To <b>evaluate</b> client feedback and satisfaction levels to identify areas for improvement in tour packaging strategies.	BT 4

#### Detailed Syllabus:

Module	Content	Periods
I	<b>Itinerary Meaning, Nature and Scope:</b> Itinerary and Travel Plan: Definition, Differentiation, Scope and Significance Components and Elements of an Effective Tour Itinerary. Information and Research Input Required in Preparation of Tour Itineraries Systematic Approach for Itinerary Preparation; Constraints and Grey Areas involved in Preparation of Innovative Itineraries	12
II	<b>Tour Package Planning and Management:</b> Types of Itineraries Pre-designed, 'Tailor Made' and 'flexible' Itineraries: Scope and Differentiation  Pricing and Costing Strategies <ul style="list-style-type: none"><li>- Factors influencing tour package pricing (e.g., seasonality, destination, duration)</li><li>- Cost estimation for various components of the tour package</li><li>- Determining profit margins and pricing structures</li></ul>	12

	<ul style="list-style-type: none"> <li>- Strategies for pricing competitiveness while maintaining profitability</li> </ul> <p>Legal and Regulatory Considerations</p> <ul style="list-style-type: none"> <li>- Understanding legal requirements and regulations related to tour packaging</li> <li>- Contracting with suppliers (hotels, transportation companies, activity providers)</li> <li>- Ensuring compliance with industry standards and consumer protection laws</li> <li>- Managing liability and risk through insurance and waivers</li> </ul>	
<b>III</b>	<p><b>Tour Package Implementation</b></p> <p>Supplier Negotiation and Contracting</p> <ul style="list-style-type: none"> <li>- Contacting and negotiating with suppliers for accommodations, transportation, and activities</li> <li>- Drafting and finalizing contracts, including terms and conditions</li> <li>- Ensuring quality standards and service levels meet the requirements of the tour package</li> </ul> <p>Itinerary Execution and Logistics Management</p> <ul style="list-style-type: none"> <li>- Coordination of transportation, accommodation, and activity bookings</li> <li>- Managing changes and adjustments to the itinerary as needed</li> <li>- Providing clear instructions and information to clients regarding the tour package</li> <li>- Handling unexpected challenges or disruptions during the tour</li> </ul>	<b>12</b>
<b>IV</b>	<p><b>Client Feedback and Satisfaction Analysis</b></p> <ul style="list-style-type: none"> <li>- Collecting feedback from clients regarding their tour experience</li> <li>- Analyzing feedback to identify areas of strength and areas for improvement</li> <li>- Implementing changes and enhancements based on client suggestions</li> <li>- Monitoring customer satisfaction levels over time</li> </ul> <p>Continuous Improvement Strategies</p> <ul style="list-style-type: none"> <li>- Conducting post-tour evaluations with suppliers to assess performance</li> <li>- Identifying opportunities for cost savings or efficiency improvements</li> <li>- Staying updated on market trends and customer preferences</li> <li>- Innovating and developing new tour packages to meet evolving demands</li> </ul>	<b>12</b>
	<b>Total</b>	<b>48</b>

<b>Credit Distribution</b>		
<b>Lecture/Tutorial</b>	<b>Practicum</b>	<b>Experiential Learning</b>
x	48 Hrs.	30 Hrs. 1. Projects and Assignments on tour packaging. 2. Real-life assignment on client feedback and satisfaction analysis

### **Textbooks:**

1. Goeldner, C. R., & Ritchie, J. R. B. (2019). *Tourism: Principles, Practices, Philosophies* (13th ed.). Wiley.
2. Beirman, D. (2018). *Restoring Tourism Destinations in Crisis: A Strategic Marketing Approach*. CABI.
3. Weaver, D. B., & Lawton, L. J. (2014). *Tourism Management* (5th ed.). Wiley.

### **Reference Books:**

1. Prideaux, B., & Cooper, M. (Eds.). (2017). *Destination Marketing: An Integrated Marketing Communication Approach*. CABI.
2. Page, S. J. (2019). *Tourism Management: An Introduction* (6th ed.). Routledge.
3. Boniface, B. G., & Cooper, C. P. (2012). *Worldwide Destinations: The Geography of Travel and Tourism* (6th ed.). Routledge.

### **Additional Reading:**

1. Hamdan, H., & Yuliantini, T. (2021). Purchase behavior: online tour package. *Dinasti International Journal of Management Science*, 2(3), 420-434.
2. Rahman, S. A., Benjamin, A. M., & Bakar, E. M. N. E. A. (2014, July). Economic tour package model using heuristic. In *AIP Conference Proceedings* (Vol. 1605, No. 1, pp. 1160-1165). American Institute of Physics.

**Semester – IV**

**Subject Name: Entrepreneurship Management**

**Type of Course: Major**

**Subject Code: TTM202M401**

**Course Level: 200**

**Course Credit: 4**

**Scheme of Evaluation: Theory**

**L-T-P-C – 3-1-0-4**

**Course Objective:**

The objectives of the course are to introduce students to the basic concepts of Entrepreneurship and Management.

**Course Outcomes:**

Having successfully completed this module, a student will be able to –

CO 1	To <b>define</b> the concept of entrepreneurship	BT 1
CO 2	To <b>explain</b> the concept of management and various level of the same.	BT 2
CO 3	To <b>identify</b> the concept of proprietorship	BT 3
CO 4	To <b>identify</b> the characteristics of an entrepreneur	BT 3

**Detailed Syllabus:**

<b>Modules</b>	<b>Topics / Course content</b>	<b>Periods</b>
<b>I</b>	<b>Introduction:</b> The entrepreneur: Definition, Emergence of entrepreneurial class; Theories of entrepreneurship; role of social economic environment; characteristics of entrepreneur. leadership; risk taking; decision making and business planning.	12
<b>II</b>	<b>Management:</b> Concept, understanding management, management levels and skills, managers: roles, tasks & responsibilities, management functions, characteristics of an efficient manager	12
<b>III</b>	<b>Sole proprietorship:</b> meaning, salient features, advantages& disadvantages Partnership: meaning, salient features, advantages& disadvantages Company: meaning, salient features, types of companies, Franchise	12

<b>IV</b>	<p><b>Characteristics of an entrepreneur:</b> vision, knowledge, desire to succeed, independence, optimism, value addition, initiative, goal setting, problem solver, good human relations &amp; communication skills</p> <p>Process of entrepreneurship: identifying an opportunity, establishing a vision, persuading others, gathering resources, create new venture, changing/adapting with time.</p> <p>Barriers to entrepreneurship: environmental, financial, personal, societal &amp; political</p>	12
<b>Total</b>		48

#### **Text Books:**

1. Management and Entrepreneurship, T. Krishna Rao N.V.R. Naidu, Dreamtech Press (1 January 2019)
2. Entrepreneurship Development & Management, R.K. Singal, S K Kataria and Sons; Reprint 2013 edition
3. Principles of Management of Management, Neeru Vasishth & Vibhuti Vasishth (2014). Taxmann Publications, New Delhi

#### **Reference Books:**

1. Entrepreneurship | 11th Edition, Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd, Sabyasachi Sinha, McGraw Hill; Eleventh edition (6 August 2020)
2. Leisure and Tourism, Hayward, Peter (2000), Hiennemann GNVQ Intermediate, Hiennemann Educational Publishers

#### **Additional Reading:**

1. Current Research on Entrepreneurship and SME Management ([https://ecsb.org/wp-content/uploads/2014/06/inter-rent\\_2010.pdf](https://ecsb.org/wp-content/uploads/2014/06/inter-rent_2010.pdf))
2. Entrepreneurship, Research And Business Management. Remedies For Unemployment And Poverty Reduction In Botswana (<https://www.grin.com/document/453320>)

**Semester – IV****Subject Name: Human Resource Management in Tourism****Type of Course: Major****Paper Code: TTM202M402****Course Level: 200****Course Credit: 4****L-T-P-C – 3-1-0-4****Scheme of Evaluation: Theory****Course Objective:**

This course is designed to understand the concepts of human resource management and refer the same in managing, planning and controlling human resource. The objective of this course is to acquaint the participants with concepts and techniques used in HRM

**Course Outcomes**

Having successfully completed this module, a student will be able –

CO 1	<b>To define</b> the fundamental concepts of Human Resource Management and its role in the tourism industry	BT 1
CO 2	<b>To explain</b> key HRM functions such as recruitment, selection, training, and development in tourism organizations.	BT 2
CO 3	<b>To identify</b> the importance of motivation, leadership, and employee retention strategies in hospitality and tourism.	BT 3
CO 4	<b>To analyze</b> the challenges and best practices in human resource planning for sustainable tourism workforce management.	BT 4

**Detailed Syllabus:**

<b>Modules</b>	<b>Topics (if applicable) &amp; Course Contents</b>	<b>Periods</b>
<b>I</b>	<b>Human resource management</b> – Scope – functions and objectives – personnel management and HRM evolution – HRM – requirement of HRM in tourism	<b>15</b>
<b>II</b>	<b>Human resource planning</b> – meaning and definition – information of HRP – process of HRP – requisites for successful HRP – barriers to HRP – job analysis – job design	<b>15</b>
<b>III</b>	<b>Recruitment</b> – Recruitment process – selection – selection process – methods selection – induction – placement  <b>Training and Development</b> – Nature and importance of training and development – HRD in tourism – techniques of training	<b>15</b>
<b>IV</b>	<b>Performance Appraisal</b> – appraisal process – job evaluation – job evaluation process – compensation influencing factors – components of remuneration – Absenteeism and Labour turn over – labour welfare – wage and salary Administration	<b>15</b>
<b>TOTAL</b>		<b>60</b>

Credit Distribution		
Lecture/Tutorial	Practicum	Experiential Learning
60 Hrs.	x	30 Hrs. 1. Projects and Assignments on various eco and sustainable practices in tourism around the world.

**Text Books:**

1. K. Aswathappa (1999); Human Resources and Personnel management – text and cases; Tata McGraw-Hill, New Delhi
2. Aswathappa K (2008), Organisational behaviour, Himalaya Publishing. New Delhi
3. Management of Human Resources - text and cases; Rakesh. K. Chopra

**Reference Books:**

1. Human Resources Management; C.B. Gupta 5. Human Resources Development; Dr. P. C. Tripathi.
2. Railey M (2014), Human Resource Management, Butterworth Heinemann.London.
3. M Boella, S Goss-Turner, Human Resource Management in the Hospitality Industry: An introductory guide, Butterworth-Heinem

**Additional Readings:**

1. A Research Paper on Human Resources Planning, Process and Developing (<https://www.ijrte.org/wp-content/uploads/papers/v8i6/F7550038620.pdf>)
2. A Study on Contribution of Digital Human Resource Management towards Organizational Performance (<https://researchleap.com/a-study-on-contribution-of-digital-human-resource-management-towards-organizational-performance/>)

**Semester – IV****Subject Name: Cultural Tourism in India****Type of Course: Major (IKS)****Paper Code: TTM202M404****Course Level: 200****Course Credit: 4****Scheme of Evaluation: Theory****L-T-P-C: 3-1-0-4****Course Objective:**

This course aims to provide a comprehensive understanding of the rich and diverse art heritage of India, spanning various historical periods and regions. Students will explore the evolution of Indian art, its cultural significance, and the key organizations contributing to the preservation and promotion of this heritage.

**Course Outcomes:**

Having successfully completed this module, a student will be able –

CO 1	<b>To Recall</b> the evolution of Indian art and culinary heritage through different historical periods.	BT 1
CO 2	<b>To Synthesize</b> knowledge of modern and contemporary Indian art movements and culinary traditions.	BT 2
CO 3	<b>To Develop</b> historical perspectives to understand the development of Indian traditions.	BT 3
CO 4	<b>To Discover</b> diverse regional culture of India and their significance.	BT 4

**Detailed Syllabus:**

Modules	Topics / Course content	Periods
I	<b>Introduction:</b> Sources Literary and Archaeological Cultural Resources - Important Religions and Religious Centers – Shrines Pilgrimages Fairs and Festivals - Centers of Yoga and Meditation - Indian Dance Forms - Music - Classical and Folk.	12
II	<b>Modern and Contemporary Art:</b> Handicrafts and Modern Centers - Various Types of Handicrafts - Cane Work - Pottery - Terra-cotta – Carpets - Textiles - Kalankari Brass – Silver - Stone Cutting - Sculpture – Costumes – Ornaments - Art of Cookery	12
III	<b>Cultural Tourism Resource:</b> Fairs, Festivals, culinary traditions, crafts, Melas, Emporia, Folklores and traditions of the states of Southeastern and Central India – Classical traditions of music and Dance of India Performing arts and Yoga.	12
IV	<b>Religious Tourism:</b> Hindu-Char Dham, Kasi, Varanasi, Mathura, Rishikesh, Tirupati, Puri, Kamakhya, Vaishno Devi, Akshar Dham and other Important Hindu temples of all regions of India.  Buddhist-Buddhist Circuit (Lumbini, Bodhgaya, Sarnath, Kushinagar, Vaishali, Rajgir, Sankisa, Sravasti; Christians -	12

Churches & Convents of Goa, Kerala and other States - Islamic-Ajmer Sharif, Fatehpur Sikri, Haji Ali and important.	
Masjids of India Jain- Rajgir, Pavapuri, Dilwara temples, Gomateshwara Temple, Sikh - Golden Temple and other Gurudwars; Lotus Temple.	
<b>Total</b>	60

Credit Distribution		
Lecture/Tutorial	Practicum	Experiential Learning
60	x	30 Hrs.

#### **Text Books:**

1. Indian Art by Partha Mitter, Oxford University Press
2. Indian Art and Culture by Nitin Singhania, McGraw Hills
3. The Story of Art in India by Ratan Parimoo
4. Indian Food: A Historical Companion by KT Acharya, Oxford University Press, 1994
5. The Bloomsbury Handbook of Indian Cuisine by Colleen Taylor Sen, Sourish Bhattacharyya, Helen Saberi, Bloomsbury

#### **Reference Books:**

1. Elements of Indian Art: Including Temple Architecture, Iconography and Iconometry by SP Gupta and SP Asthana, DK Printwood
2. 5000 Years of Indian Art by Sushma Bahl, Roli Books

#### **Additional Readings:**

1. Lorenzetti, T., & Scialpi, F. (Eds.). (2013). Glimpses of Indian History and Art: Reflections on the past, perspectives for the future. Sapienza Università editrice.
2. Mosteller, J. F. (1990). The problem of proportion and style in Indian art history: or why all Buddhas in fact do not look alike. Art Journal, 49(4), 388-394.
3. Agarwal V.S. The Heritage of Indian Art, Publications Divisions, Govt. of India, New Delhi
4. Basham A.L., The Wonder That Was India, 3rd Edition, London.
5. Basham A.L., (ed.) A Cultural History of India, Oxford University Press, New Delhi Division, Reb., Tourism Pitman, London.

### Semester – IV

**Subject Name: Quality Management in Tourism**

**Type of Course: Minor (Open)**

**Subject Code: TTM202N401**

**Course Level: 200**

**Credit Units: 3**

**Scheme of Evaluation: Theory**

**L-T-P-C – 2-1-0-3**

#### Course Objective:

After the completion of the course, the students are expected to be familiar and learn about importance and role of quality management in tourism.

#### Course Outcomes:

Having successfully completed this module, a student will be able to –

CO 1	To <b>define</b> the concept of quality management	BT 1
CO 2	To <b>explain</b> the application of service quality in managing tourist destinations	BT 2
CO 3	To <b>identify</b> various types of services, in future societies and impact of service in daily life	BT 3
CO 4	To <b>analyze</b> quality assurance frameworks and strategies for enhancing customer experience in tourism	BT 4

#### Detailed Syllabus:

Modules	Topics / Course content	Periods
I	<b>Quality Management:</b> Concept, need & importance Quality Management in Tourism, seasonality in tourism: Problems & Measurement, improving the tourist experience.	12
II	Application of service quality in managing tourist destination. Tourist destination life cycle and quality management. Total Quality Management & Tourism	12
III	Concept of Guest service: Definitions & Meaning Types of service, Classifications of services Growing importance of services in Future Societies & impact of service in daily life	12

<b>IV</b>	Deterioration of quality, Productivity & quality improvement, Management's challenges in service sector, Key elements of Managerial skill in Tourism & hospitality Industry, Tourism and crises Management	12
<b>Total</b>		48

**Text Book:**

1. Beverley Sparks, Connie Mok, Jay Kadampully (2001), Service Quality Management in Hospitality, Tourism, and Leisure, Routledge Member of the Taylor and Francis Group; 1st edition
2. O.N. Pandey, Bhupesh Aneja (2013), Quality Management, S.K. Kataria & Sons; Reprint 2013 edition
3. Sneha Tripathi, Aditya Tripathi (2016), A Textbook on Quality Management in Libraries (Quality Assurance in Libraries), Ess Ess Pubns (5 October 2016)

**Reference Books:**

1. Cases on Quality Initiatives for Organizational Longevity (Advances in Logistics, Operations, and Management Science), Archana Krishnan (Editor), IGI Global (20 June 2018)
2. Mukesh Sud, Priyank Narayan (2022), Leapfrog: Six Practices to Thrive at Work: Leapfrog Book | A Self Help Book to help you find success at the workplace, Penguin Viking (18 November 2022); Penguin Random House India

**Additional Readings:**

1. Goetsch, D. L., & Davis, S. B. (2000). Quality management. *Introduction to Total Quality Management for Production, Processing, and Services*.
2. Saraph, J. V., Benson, P. G., & Schroeder, R. G. (1989). An instrument for measuring the critical factors of quality management. *Decision sciences*, 20(4), 810-829.
3. Claver, E., Tari, J. J., & Molina, J. F. (2003). Critical factors and results of quality management: an empirical study. *Total quality management & business excellence*, 14(1), 91-118.

### Semester – IV

**Subject Name: E-Tourism**  
**Type of Course: Minor (Open)**  
**Paper Code: TTM202N402**  
**Course Level: 200**  
**Course Credit: 3**  
**Scheme of Evaluation: Theory**  
**L-T-P-C: 2-1-0-3**

#### Course Objective:

The purpose of this course is to acquaint the learner with the basics of e-tourism in general and its significance.

#### Course Outcomes:

Having successfully completed this module, a student will be able –

CO 1	<b>To define</b> the concept and meaning of e-tourism and its significance	BT 1
CO 2	<b>To explain</b> the typology of e-tourism of e-tourism and its functioning	BT 2
CO 3	<b>To identify</b> e-tourism business processes	BT 3
CO 4	<b>To analyze</b> the impact of emerging technologies such as AI, IoT, and blockchain on e-tourism.	BT 4

#### Detailed Syllabus:

Modules	Topics (if applicable) & Course Contents	Periods
<b>I</b>	<b>Introduction to E-Tourism</b> , History of e-tourism, Scope of e-Tourism, ecommerce versus e-tourism, Basics of ICT and Challenges in the Tourism Industry induced by ICTs	<b>15</b>
<b>II</b>	<b>Typology of E-Tourism</b> - B2B e-tourism: Intermediary centric, Supplier centric, Buyer centric; B2C e-tourism; C2B e-Tourism; C2C e-Tourism; B2E e-Tourism Case studies on Online Travel Portal - Orbitz, Expedia, Priceline, Travelocity, MakeMyTrip, TripAdvisor, Booking.com, Airbnb, GDS etc	<b>15</b>
<b>III</b>	<b>Introduction to Application Program Interfaces (API)</b> , Role of Application Program Interfaces (API) in Hospitality and Tourism industry Payment system in E-tourism - mode of online payment - payment cards, electronic cash, software wallets and smart cards, Payment	<b>15</b>

	gateway API; Block of E-providers for billing and settlement. Issues in Online Payments, Case studies on PayPal, UPI and other leading online payment companies Security for e-Tourism, Security Certificates Marketing	
<b>IV</b>	<b>Social Media Marketing in Tourism</b> – Social Media Marketing in Tourism (Case Studies), Basics of Management Information Systems (MIS) in Tourism, Basics of Consumer Relationship Management (CRM) Software in tourism & hospitality, Impacts of online travel business on established marketing channels, Future of Etourism	<b>15</b>
	<b>Total</b>	<b>60</b>

<b>Credit Distribution</b>		
<b>Lecture/Tutorial</b>	<b>Practicum</b>	<b>Experiential Learning</b>
60 Hrs.	x	30 Hrs. 1. Group Project on E-Tourism 2. Individual Assignments on E-Tourism

#### **Text Books:**

1. Tourism Principles & Practices, Swain, S.K. & Mishra, J.M. (2012)., Oxford University Press, New Delhi.
2. The Business of Tourism, Holloway, J. C. (1994)., Pitman Publishing, London. “(L)”.
3. Principles of Management of Management, Neeru Vasishth & Vibhuti Vasishth (2014). Taxmann Publications, New Delhi

#### **Reference Books:**

1. Understanding Tourism, Medlik, S. (1997), Butterworth Hinemann, Oxford
2. Leisure and Tourism, Hayward, Peter (2000), Hiennemann GNVQ Intermediate, Hiennemann Educational Publishers

#### **Additional Reading:**

1. Tourism Operations & Management, Roday, S., Biwal, A., & Joshi, V., (2017), Oxford University Press
2. Hand Book on E-tourism  
(<https://books.google.co.in/books?id=8PGGEAAAQBAJ&printsec=frontcover#v=onepage&q&f=false>)

**Subject Name: Behavioural Sciences -IV**  
**UG 4th semester**  
**Course code: BHS982A404**  
**Credit: 1**

**Course objectives:** To increase one's ability to draw conclusions and develop inferences about attitudes and behaviour, when confronted with different situations that are common in modern organizations.

**Course outcomes:** On completion of the course the students will be able to:

CO1: Understand the importance of individual differences

CO2: Develop a better understanding of self in relation to society and nation

CO3: Facilitation for a meaningful existence and adjustment in society

**Detailed Syllabus:**

Modules	Course Contents	Periods
I	<b>Managing Personal Effectiveness</b> Setting goals to maintain focus, Dimensions of personal effectiveness (self-disclosure, openness to feedback and perceptiveness), Integration of personal and organizational vision for effectiveness, A healthy balance of work and play, Defining Criticism: Types of Criticism, Destructive vs Constructive Criticism, Handling criticism and interruptions.	4
II	<b>Positive Personal Growth</b> Understanding & developing positive emotions, Positive approach towards future, Impact of positive thinking, Importance of discipline and hard work, Integrity and accountability, Importance of ethics in achieving personal growth.	4
III	<b>Handling Diversity</b> Defining Diversity, Affirmation Action and Managing Diversity, Increasing Diversity in Work Force, Barriers and Challenges in Managing Diversity.	4
IV	<b>Developing Negotiation Skills</b> Meaning and Negotiation approaches (Traditional and Contemporary) Process and strategies of negotiations. Negotiation and interpersonal communication. Rapport Building – NLP.	4
<b>Total</b>		<b>16</b>

**Text books:**

- 1 J William Pfeiffer (ed.) Theories and Models in Applied Behavioural Science, Vol 3, Management; Pfeiffer & Company
- 2 Blair J. Kolasa, Introduction to Behavioural Science for Business, John Wiley & Sons Inc.

**Type of Course: AEC (w.e.f. 2023-24)**  
**UG programmes Semester: 4th**  
**Course Code: CEN982A401**  
**Course Title: CEN IV – Employability and Communication**  
**Total credits: 1**  
**Course level: 200**  
**L-T-P-C: 1-0-0-1**  
**Scheme of Evaluation: Theory and Practical**

**Course Objectives:** This course is designed to enhance employability and maximize the students' potential by introducing them to the principles that determine personal and professional success, thereby helping them acquire the skills needed to apply these principles in their lives and careers.

**Course Outcomes:** After the successful completion of the course, the students will be able to -

SI No	Course Outcome	Blooms Taxonomy Level
CO 1	<b>Demonstrate</b> understanding the importance of verbal and non-verbal skills while delivering an effective presentation.	<b>BT 2</b>
CO 2	<b>Develop</b> professional documents to meet the objectives of the workplace	<b>BT 3</b>
CO 3	<b>Define and identify different life skills and internet competencies required in personal and professional life.</b>	<b>BT 3</b>

Detailed Syllabus		
Units	Course Contents	Periods
I	<b>Presentation Skills</b> Importance of presentation skills, Essential characteristics of a good presentation, Stages of a presentation, Visual aids in presentation, Effective delivery of a presentation	5
II	<b>Business Writing</b> Report writing: Importance of reports, Types of reports, Format of reports, Structure of formal reports Proposal writing: Importance of proposal, Types of proposal, structure of formal proposals Technical articles: Types and structure	5
III	<b>Preparing for jobs</b> Employment Communication and its Importance, Knowing the four-step employment process, writing resumes, Guidelines for a good resume, Writing cover letters Interviews: Types of interviews, what does a job interview assess, strategies of success at interviews, participating in group discussions.	5
IV	<b>Digital Literacy and Life Skills</b> <b>Digital literacy:</b> Digital skills for the '21st century', College students and technology, information management using Webspaces, Dropbox, directory, and folder renaming conventions. Social Media Technology and Safety, Web 2.0. <b>Life Skills:</b> Overview of Life Skills: Meaning and significance of life skills, Life skills identified by WHO: self-awareness, Empathy, Critical thinking, Creative thinking, Decision making, problem-	5

	solving, Effective communication, interpersonal relationship, coping with stress, coping with emotion. Application of life skills: opening and operating bank accounts, applying for pan, passport, online bill payments, ticket booking, gas booking	
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**Keywords:** Employability, business writing, presentation skills, life skills

**Textbook:**

1. *Business Communication* by PD Chaturvedi and Mukesh Chaturvedi

**References:**

1. *Business Communication* by Shalini Verma
2. *Technical Communication* by Meenakshi Raman and Sangeeta Sharma

<b>Credit Distribution</b>		
<b>Lecture/Tutorial</b>	<b>Practicum</b>	<b>Experiential Learning</b>
15 hours		10 hours Movie/ Documentary screening Field visits Peer teaching Seminars Library visits

**Semester – V**

**Subject Name: Transport Services in Tourism**

**Type of Course: Major**

**Paper Code: TTM202M504**

**Course Level: 300**

**Course Credit: 4**

**Scheme of Evaluation: Theory**

**L-T-P-C – 3-1-0-4**

**Course Objective:** This course aims to provide an understanding of transportation modes, their development, infrastructure, and role in tourism promotion through key organizations and technology.

**Course outcomes:**

Having successfully completed this module, a student will be able –

CO 1	<b>To understand</b> the concept, typology, history of different transportation modes and role of organizations.	BT 1
CO 2	<b>To analyze</b> the resources, infrastructure, and role of road transportation in tourism.	BT 2
CO 3	<b>To evaluate</b> the development of railway transport in India, including tourist luxury and toy trains.	BT 3
CO 4	<b>To assess</b> the role of air transportation, cruise tourism, and technology in promoting travel and tourism.	BT 4

**Detailed Syllabus:**

<b>Modules</b>	<b>Topics (if applicable) &amp; Course Contents</b>	<b>Periods</b>
<b>I.</b>	<b>Concept, typology &amp; History</b> of different modes of Transportation. Factors affecting the development of different modes of transport. Road Transport & Tourism: Resources & infrastructure of road transportation. Merits & demerits of road transportation.	<b>15</b>
<b>II.</b>	<b>Growth and development of Railway Transport in India:</b> Resources & infrastructure of railway transportation. Merits & demerits of railway transportation. Major Railways in India: especially emphasis on Tourist Luxury Trains & Toy Trains.	<b>15</b>
<b>III</b>	<b>Airlines &amp; Tourism:</b> Resources & infrastructure of air transportation. Merits & demerits of air transportation. Potential of Cruise Tourism in India. Role of ports in tourism promotion.	<b>15</b>
<b>IV</b>	<b>Contributions</b> of NHAI, IRCTC, DGCA, & Travel Apps in growth & promotion of Travel & Tourism. Significance of EURO Train for travel trade growth in Europe.	<b>15</b>

	<b>Total</b>		<b>60</b>
	<b>Credit Distribution</b>		
<b>Lecture/Tutorial</b>	<b>Practicum</b>		<b>Experiential Learning</b>
60 Hrs.	x		30 Hrs.

**Text Books:**

- Jagmohan Negi – Travel Agency and Tour Operations.
- Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text Bhatia, A.K., - International Tourism.
- Seth, P.N., (1999) Successful Tourism Management (Vol 1 &2).

**Reference Books:**

- Medlik, S. (1997), *Understanding Tourism*, Butterworth-Heinemann, Oxford.
- McIntosh, Robert W. & Goldner, Charles, *Tourism: Principles, Practices, and Philosophies*, John Wiley and Sons Inc., New York, 1990 (9th Edition).

**Additional Reading:**

- [www.indianrailways.gov.in](http://www.indianrailways.gov.in)
- [www.irctc.co.in](http://www.irctc.co.in)
- [www.dorth.gov.in](http://www.dorth.gov.in)
- [www.morth.nic.in](http://www.morth.nic.in)

**Semester – V**

**Subject Name: Destination Marketing**  
**Type of Course: Major**  
**Paper Code: TTM202M502**  
**Course Level: 300**  
**Course Credit: 4**  
**Scheme of Evaluation: Theory**  
**L-T-P-C: 3-1-0-4**

**Course Objective:**

This course aims to provide students with an understanding of destination marketing, including techniques and strategic approaches for promoting tourism destinations effectively.

**Course Outcomes:**

Having successfully completed this module, a student will be able –

CO 1	<b>To define</b> tourism attractions, their typology, and criteria for tourist attractiveness.	BT 1
CO 2	<b>To explain</b> various strategy formulation approaches in destination marketing.	BT 2
CO 3	<b>To identify</b> destination marketing mix components and understand tourism distribution strategies.	BT 3
CO 4	<b>To analyze</b> the role of digital marketing, branding, and stakeholder collaboration in destination promotion.	BT 4

**Detailed Syllabus:**

<b>Modules</b>	<b>Topics (if applicable) &amp; Course Contents</b>	<b>Periods</b>
<b>I</b>	<b>Tourism Attractions &amp; Destination Analysis:</b> Definition, characteristics, typology, and criteria for tourist attractiveness. Development and design of tourist attractions. Destination Life Cycle and its phases. Destination Resource & Market Analysis, Environmental Scanning.	<b>16</b>
<b>II</b>	<b>Regional Goal Formulation &amp; Market Strategy:</b> Strategy formulation, Product Portfolio Strategies. Tourism Portfolio Model, Analysis of portfolio approaches. Market Segmentation in tourism – Basis, Steps. Target Marketing – targeting options, Positioning Strategy for destinations.	<b>16</b>
<b>III</b>	<b>Destination Marketing Mix &amp; Product Strategy:</b> Components of the Destination Marketing Mix. Product Strategy – Nature & Characteristics, Managing existing tourism products. New Product Development in regional tourism. Pricing Strategies – Tourists' perception of price.	<b>16</b>

<b>IV</b>	<b>Tourism Distribution Strategy &amp; Promotional Campaigns:</b> Selection of distribution channels. Developing an effective Promotional Strategy for destinations. Evaluation and Control of Tourism Campaigns. Role of Tourism Organizations in Destination Development – Best Practices and Case Studies of National & International Destinations.	<b>16</b>
	<b>Total</b>	<b>64</b>

<b>Credit Distribution</b>		
<b>Lecture/Tutorial</b>	<b>Practicum</b>	<b>Experiential Learning</b>
64 Hrs.	x	24 Hrs.

#### **Assignments & Practical Work:**

1. Case study on **destination branding and marketing strategies**.
2. Group project on **market segmentation of a tourism destination**.
3. SWOT analysis of a **famous international or Indian tourism destination**.

#### **Textbooks:**

1. Roday, S., Biwal, A., & Joshi, V. (2017). *Tourism Operations & Management*. Oxford University Press.
2. Bhatia, K.A. (2012). *International Tourism Management*. Sterling Publishers.

#### **Reference Books:**

1. Kotler, P., Bowen, J., & Makens, J. (2009). *Marketing for Hospitality and Tourism*. New Delhi: Prentice Hall/Pearson Education.
2. Dasgupta, D. (2010). *Tourism Marketing*. Pearson India.

#### **Additional Readings:**

1. Tsiotsou, R., & Ratten, V. (2010). *Future research directions in tourism marketing*. *Marketing Intelligence & Planning*, 28(4), 533-544.
2. Dolnicar, S., & Ring, A. (2014). *Tourism marketing research: Past, present, and future*. *Annals of Tourism Research*, 47, 31-47.
3. Koc, E., & Boz, H. (2014). *Psychoneurobiochemistry of tourism marketing*. *Tourism Management*, 44, 140-148.

**Semester – V**

**Subject Name: Adventure Tourism**  
**Type of Course: Major**  
**Paper Code: TTM202M503**  
**Course Level: 300**  
**Course Credit: 4**  
**Scheme of Evaluation: Theory**  
**L-T-P-C: 3-1-0-4**

**Course Objective:**

The purpose of this course is to introduce students to adventure tourism, its types, safety measures, and its impact on the tourism industry.

**Course Outcomes:**

Having successfully completed this module, a student will be able –

CO 1	<b>To define</b> the concept and significance of adventure tourism.	BT 1
CO 2	<b>To explain</b> the classification and functioning of adventure tourism activities.	BT 2
CO 3	<b>To identify</b> various safety measures and regulatory guidelines in adventure tourism.	BT 3
CO 4	<b>To analyze</b> the economic, environmental, and social impacts of adventure tourism	BT 4

**Detailed Syllabus:**

<b>Modules</b>	<b>Topics (if applicable) &amp; Course Contents</b>	<b>Periods</b>
<b>I</b>	<b>Introduction to Adventure Tourism</b> –Concept, features, nature, scope and different types. List of recognized organizations and institutions associated with adventure tourism in India. Popular Adventure Sports of Uttarakhand, Govt. recognized institutes offering different Adventure sports Courses in Uttarakhand. Existing trends and places of import	<b>16</b>
<b>II</b>	<b>Types of Adventure Tourism</b> – Land-Based (Trekking, Mountaineering, Rock Climbing, Desert Safaris, Skiing), Water-Based (Rafting, Scuba Diving, Kayaking, Surfing), Air-Based (Paragliding, Skydiving, Bungee Jumping, Hot Air Ballooning); Case Studies of Adventure Tourism Companies	<b>16</b>
<b>III</b>	<b>Safety, Regulations, and Training</b> – Safety Standards, Risk Management, Equipment and Gear, Role of Government and Private Organizations (IMF, ATOAI, PADI, Aero Club of India); Case Studies on Safety Incidents in Adventure Tourism. Adventure tourism impacts- social, cultural, economic and environmental impacts of air-based adventure tourism. Issues from the perspective of different stakeholders (government, local	<b>16</b>

	people, tourists and tourism businesses).	
<b>IV</b>	<b>Marketing and Future of Adventure Tourism</b> – Role of Social Media and Digital Marketing in Adventure Tourism, Adventure Tour Planning, Customer Relationship Management, Emerging Trends in Adventure Tourism, Sustainability and Responsible Adventure Tourism	<b>16</b>
	<b>Total</b>	<b>64</b>

<b>Credit Distribution</b>		
<b>Lecture/Tutorial</b>	<b>Practicum</b>	<b>Experiential Learning</b>
64 Hrs.	x	24 Hrs.

#### **Text Book:**

1. Buckley, R. (2006). *Adventure tourism*. Cabi.
2. Gupta, V. K. (1987). *Tourism in India*. Gyan Publishing House.

#### **Reference Books:**

1. I.C. Gupta & Kasbekar. S. *Tourism Products of India*.
2. Malik, S.S, *Potential of adventure Tourism in India*, Agam Kala Prakashan Publishers.
3. Negi. J. *Adventure Tourism and Sports: Risks and Challenges*. Kanishka Publications.
4. Wright. G. *Hill Stations of India*. Penguin Books, New Delhi

#### **Additional Readings:**

1. Weber, K. (2001). Outdoor adventure tourism: A review of research approaches. *Annals of tourism research*, 28(2), 360-377.
2. Swarbrooke, J., Beard, C., Leckie, S., & Pomfret, G. (2003). *Adventure tourism: The new frontier*. Routledge.
3. Rantala, O., Rokenes, A., & Valkonen, J. (2018). Is adventure tourism a coherent concept? A review of research approaches on adventure tourism. *Annals of Leisure Research*, 21(5), 539-55

**Semester – V**

**Subject Name: Strategic Management in Tourism**

**Type of Course: Minor (Open)**

**Paper Code: TTM202N501**

**Course Level: 300**

**Course Credit: 4**

**Scheme of Evaluation: Theory**

**L-T-P-C: 3-1-0-4**

**Course Objective:**

The purpose of this course is to acquire an in-depth knowledge about the various managerial skills and their application the real-world scenario.

**Course Outcomes:**

Having successfully completed this module, a student will be able –

CO 1	<b>To define</b> the fundamental concepts of strategy and strategic management.	BT 1
CO 2	<b>To explain</b> different levels of strategy and their significance in business operations.	BT 2
CO 3	<b>To identify</b> various strategic decision-making processes and their role in strategic management.	BT 3
CO 4	<b>To analyze</b> contemporary strategic challenges and the impact of emerging trends on tourism businesses.	BT 4

**Detailed Syllabus:**

<b>Modules</b>	<b>Topics (if applicable) &amp; Course Contents</b>	<b>Periods</b>
<b>I</b>	Definition and Importance of Strategy Evolution of Strategic Management Mission, Vision, Goals, and Objectives The Role of Strategy in Business Success Competitive Advantage and Core Competencies	<b>16</b>
<b>II</b>	<b>Levels of Strategy and Strategic Planning:</b> Corporate-Level Strategy: Meaning, Scope, and Characteristics Business-Level Strategy: Competitive and Cooperative Strategies Functional & Operational Strategies: Integration across Departments. Strategic Planning: Definition, Importance, and Process Tools for Strategic Planning: SWOT Analysis, PESTEL Analysis, BCG Matrix, GE Matrix, Porter's Five Forces	<b>16</b>
<b>III</b>	<b>Strategic Decision-Making and Implementation:</b> Decision-Making Process in Strategy Formulation Mintzberg's Modes of Strategic Decision-Making Role of Leadership in Strategic Decisions Strategic Implementation: Meaning and Importance Challenges in Strategy Execution and Overcoming Barriers	<b>16</b>

<b>IV</b>	<b>Strategy Formulation and Contemporary Issues:</b> Major Strategic Options: Stability, Growth, Retrenchment, and Combination Strategies Corporate Restructuring and Turnaround Strategies Business Ethics and Corporate Social Responsibility (CSR) in Strategic Management, Emerging Trends in Strategic Management: Digital Transformation, Sustainability, and Globalization	<b>16</b>
	<b>Total</b>	<b>64</b>

<b>Credit Distribution</b>		
<b>Lecture/Tutorial</b>	<b>Practicum</b>	<b>Experiential Learning</b>
64 Hrs.	x	24 Hrs.

**Text Books:**

1. Ansoff, H. (2007). *Strategic management*. Springer.
2. Miller, A., & Dess, G. G. (1996). *Strategic management*.

**Reference Books:**

1. Ansoff, H. I., Kipley, D., Lewis, A. O., Helm-Stevens, R., & Ansoff, R. (2018). *Implanting strategic management*. Springer.
2. Saloner, G., Shepard, A., & Podolny, J. (2005). *Strategic management*. John Wiley & Sons.
3. Sadler, P. (2003). *Strategic management*. Kogan Page Publishers.

**Additional Readings:**

1. Igor Ansoff, H. (1987). Strategic management of technology. *Journal of Business Strategy*, 7(3), 28-39.
2. Bracker, J. (1980). The historical development of the strategic management concept. *Academy of management review*, 5(2), 219-224.
3. Rumelt, R. P., Schendel, D., & Teece, D. J. (1991). Strategic management and economics. *Strategic management journal*, 12(S2), 5-29.

**Semester – V**

**Subject Name: Internship**  
**Type of Course: Internship**  
**Paper Code: TTM202M521**  
**Course Level: 300**  
**Course Credit: 4**  
**Scheme of Evaluation: Practical**  
**L-T-P-C: 0-0-8-4**

**Course Objective:**

The purpose of this internship is to provide students with hands-on exposure to the travel, tourism, aviation, hospitality, or related sectors. The training will help students understand real-world industry practices and enhance their professional competencies.

**Course Outcomes:**

Having successfully completed this module, a student will be able –

CO 1	<b>To apply</b> theoretical knowledge to practical situations in the tourism and hospitality industry.	BT 3
CO 2	<b>To analyze</b> the operational functions of travel agencies, tour operators, airlines, hotels, NGOs, DMOs, or DoT.	BT 4
CO 3	<b>To evaluate</b> industry challenges and propose solutions based on their internship experience.	BT 5

**Internship Guidelines:**

- Students of **TTM 5<sup>th</sup> semester** must undergo a **6-week (45 days) industrial training** at reputed tourism and travel organizations under the guidance of a faculty advisor.
- The internship should provide **complete functional exposure** to operations in travel, aviation, hospitality, NGOs, DMOs, or DoT.
- At the end of the internship, students must submit a **Summer Training Report** and give a **presentation** within **three weeks** after completing the training.
- The **Summer Training Report and Viva-Voce Examination** will be evaluated by both an **external examiner** and an **internal faculty guide**.
- The **Dean, School of Travel and Tourism Management** will approve the external examiners from a panel submitted by the **Head of the Department**.

<b>Credit Distribution</b>		
<b>Lecture/Tutorial</b>	<b>Practicum</b>	<b>Experiential Learning</b>
x	x	6 Weeks of Offline Industrial Training in a Travel Agency or Tour Operator

**Semester – VI****Subject Name: Special Interest Tourism****Type of Course: Minor (Open)****Subject Code:****Course Level: 300****Course Credit: 4****Scheme of Evaluation: Theory****L-T-P-C – 3-1-0-4**

**Course Objective:** This course shall introduce the learners to the various concepts of Special Interest Tourism.

**Course outcomes:**

Having successfully completed this module, a student will be able –

CO 1	<b>To define</b> the basic concepts of Special Interest Tourism	BT 1
CO 2	<b>To classify</b> and explain the nature of Special Interest Tourism	BT 2
CO 3	<b>To identify</b> the typologies of Special Interest Tourism	BT 3
CO 4	<b>To construct</b> various travel itineraries based upon Special Interest Tourism in India	BT 4

**Detailed Syllabus:**

<b>Modules</b>	<b>Topics (if applicable) &amp; Course Contents</b>	<b>Periods</b>
<b>I.</b>	<b>Definition and Concept</b> Special interest tourism -concept, definition, importance; classification of special interest tourism; determinants of special interest tourism; trends in special interest tourism development. Culture and heritage tourism –definition, concept, benefits, challenges, forms of cultural heritage; culture and heritage tourism products; institutional framework – UNESCO, ASI, INTACH, ICCROM, ITRHD; educational tourism- definition, forms, importance and global trends	<b>15</b>
<b>II.</b>	<b>Nature of Special Interest Tourism:</b> concept, benefits, trends, classification; major sporting events and destinations. Medical tourism - concept, definition, benefits, trends, global scenario of medical tourism, major destinations; health and wellness tourism in India; Aboriginal cultures and Indigenous tourism, Educational tourism, Sports Tourism	<b>15</b>
<b>III</b>	<b>Dark and doom tourism</b> -Definition and types, motivation for dark and doom tourism, famous dark and doom tourism destinations; Rural tourism- definition, types, opportunities and challenges, major destinations; Avitourism - Definition, types and benefits of birding travel, top birding travel destinations	<b>15</b>

<b>IV</b>	<b>Special interest tourism itineraries in India</b> Educational, Dark, Slum, CBT, Indigenous Tourism, Health Tourism, Food and Wine Tourism, Film Tourism, Senior Tourism, Urban Tourism, Ayurveda and Spiritual Tourism.	<b>15</b>
<b>Total</b>		<b>60</b>
<b>Credit Distribution</b>		
<b>Lecture/Tutorial</b>	<b>Practicum</b>	<b>Experiential Learning</b>
60 Hrs.	x	30 Hrs. 1. Group Project on Special Interest Tourism Typology 2. Individual Assignments on Special Interest Tourism Systems

#### **Text Books:**

1. Agarwal, S., Busby, G., & Huang, R. (Eds.). (2018). Special Interest Tourism: Concepts, Contexts and Cases. CABI. ·
2. Douglas, N., & Derrett, R. (2001). Special interest tourism. John Wiley and Sons Australia, Ltd. ·
3. Hall, C. (2013). Medical Tourism: The Ethics, Regulation, and Marketing of Health Mobility. Routledge. ·

#### **Reference Books:**

1. Beeton, S. (2016). Film-induced tourism. Channel view publications.
2. Timothy, D. J. (2005). Shopping tourism, retailing and leisure. Channel View Publications.
3. Lennon, J. J., & Foley, M. (2000). Dark tourism. Cengage Learning EMEA.

**Semester – VI****Subject Name: Map Work and Tourist Map Designing & Aviation Geography****Type of Course: Major****Paper Code: TTM202M602****Course Level: 300****Course Credit: 4****Scheme of Evaluation: Theory****L-T-P-C: 3-1-0-4****Course Objective:**

This course essentially aims to make learners understand the basic concept of mapping and routing with special reference to tourism destinations; also create a base on aviation geography - IATA TC areas, city, country, currency codes, global indicators, airline ticketing and fare calculation.

**Course Outcomes:**

Having successfully completed this module, a student will be able –

CO 1	<b>To define</b> the basic concepts of latitude, longitude, and other map related terminologies	BT 1
CO 2	<b>To explain</b> the concepts of aviation geography	BT 2
CO 3	<b>To identify</b> methods of planning itinerary by air	BT 3
CO 4	<b>To analyze</b> tourist map designs and transportation connectivity for different destinations.	BT 4

**Detailed Syllabus:**

<b>Modules</b>	<b>Topics (if applicable) &amp; Course Contents</b>	<b>Periods</b>
<b>I</b>	<b>Exercises on basic concepts of maps:</b> latitude, longitude, international date line, IST (Indian Standard Time), GMT (Greenwich Mean Time), Time calculation: GMT variation. Concept of standard time and daylight-saving time; calculation of elapsed time and flying time.  Scale of the map and measurement of the distance on map, use of conventional signs and symbols in maps and signs especially significant for tourism sector.	<b>16</b>
<b>II</b>	<b>Tourist map design:</b> maps showing national parks and wildlife sanctuaries; cultural, historical and religious tourist spots with their transport connectivity	<b>16</b>
<b>III</b>	<b>Introduction: Aviation Geography:</b> IATA areas; sub-areas; sub-regions. Freedom of Air.	<b>16</b>

	<b>Familiarisation with OAG:</b> 3 letters city code; airport code; airline designated code; country and currency codes; global indicators. Hubs and Gateways; Flight and Routing Terms. Aircraft types	
<b>IV</b>	<b>Planning itinerary by Air:</b> Itinerary terms, types of journey and fares; <b>Introduction to fare construction;</b> Fare-Basis Codes; Fare Rules; International mileage and routing systems and principle, fare construction with Extra Mileage Allowance (EMA), Extra Mileage Surcharge (EMS). <b>Familiarisation with Air Tariff:</b> currency regulation, NUC conversion factors, general rules.	<b>16</b>
	<b>Total</b>	<b>64</b>

<b>Credit Distribution</b>		
<b>Lecture/Tutorial</b>	<b>Practicum</b>	<b>Experiential Learning</b>
64 Hrs.	x	24 Hrs.

#### **Text Books:**

1. Singh, R.L. and Singh Rana P.B., 1908, Elements of Practical Geography, Kalyani Publishers, New Delhi
2. Gupta, S.K. (2007). International Airfare and Ticketing- Methods and Techniques. New Delhi: UDH Publishers and Distributors (P) Ltd.
3. Davidoff, D.S. and Davidoff, P.G. (1995). Air Fares and Ticketing. New York: Prentice Hall.

#### **Reference Books:**

1. Semer-Purzycki, J. (2000). A Practical Guide to Fares and Ticketing. Delmar Thomson Learning
2. Ministry of Tourism: Brochures published covering physical cultural attractions of India including brochures published under Incredible India campaign, Govt of India
3. Websites of National and International tourism organization

#### **Additional Readings:**

1. Robinson, A. H. (2003). *Basics of Map Reading and Interpretation*. Oxford University Press.
2. Goh, C., & Law, R. (2011). *Tourist Maps: Design and Usability*. Journal of Tourism Studies, 22(1), 45-59.
3. Shaw, G., & Williams, A. M. (2004). *Tourism and Transport: Issues and Agenda for the New Millennium*. Elsevier.
4. Khanna, S. K. (2005). *Transport Geography: Fundamentals and Applications*. S. Chand Publishin

**Semester – VI****Subject Name: Travel Agency and Tour Operations Management****Type of Course: Major****Paper Code:****Course Level: 300****Course Credit: 4****Scheme of Evaluation: Theory****L-T-P-C: 3-1-0-4****Course Objective:**

The objective of this course is to introduce the fundamental concepts of tour guiding and tour operations, emphasizing their role, functions, and significance in the tourism industry and develop students' practical knowledge of tourism organizations, travel agency operations, situation handling, and tour management techniques.

**Course Outcomes:**

Having successfully completed this module, a student will be able –

CO 1	<b>To define</b> the concepts of tourism organizations, travel agencies, and tour operators.	BT 1
CO 2	<b>To explain</b> the functions and operations of tourism organizations, travel agencies, and tour operators.	BT 2
CO 3	<b>To identify</b> various travel agency services such as ticketing, documentation, and tour planning	BT 3
CO 4	<b>To analyze</b> the business models and strategies of major travel agencies and tour operators through case studies.	BT 4

**Detailed Syllabus:**

<b>Modules</b>	<b>Topics (if applicable) &amp; Course Contents</b>	<b>Periods</b>
<b>I</b>	<b>Tourism Organisations:</b> Need of Tourism Organisations Functions of UNWTO, TAAI, IATO and PATA National Tourist Organisation/Administration (NTA)- Functions of Indian Tourism Development Corporation (ITDC) and Assam Tourism Development Corporation (ATDC)	<b>16</b>
<b>II</b>	<b>Basics of Travel Agency/Tour Operator</b> - Definition, Types Functions and Source of Income. Tour Operator– Definition and Types. Regulation for setting up a Travel Agency/Tour Operators– Department of Tourism (DOT) and IATA regulation.	<b>16</b>
<b>III</b>	<b>Core areas of Travel Agency:</b> Ticketing, Travel Facilitation, Documentation, Marketing etc). Departmentalization of a Travel Agency and Organizational Structure of a Standard Travel Agency. Organizational Structure and Functions of a Tour Operator	<b>16</b>

	(Negotiating & Contracting with Suppliers, Tour Planning & Execution, Marketing etc)	
<b>IV</b>	<b>Case Study-</b> Various travel agencies like MakeMyTrip, Yatra.com and Local Travel Agencies.	<b>16</b>
	<b>Total</b>	<b>64</b>

<b>Credit Distribution</b>		
<b>Lecture/Tutorial</b>	<b>Practicum</b>	<b>Experiential Learning</b>
64 Hrs.	x	24 Hrs.

#### **Textbooks:**

1. Holloway, J.C. & Humphreys, C. (2016). *The Business of Tourism* (10th ed.). Pearson Education.
2. Bhatia, A.K. (2012). *Tourism Development: Principles and Practices*. Sterling Publishers Pvt. Ltd.
3. Negi, J. (2005). *Travel Agency and Tour Operations: Concepts and Principles*. Kanishka Publishers.
4. Chuck Y. Gee, James C. Makens & Dexter J.L. Choy. (1997). *The Travel Industry*. Van Nostrand Reinhold.

#### **Reference Books:**

1. Laws, E. (1997). *Managing Packaged Tourism: Relationships, Responsibilities, and Service Quality in the Inclusive Holiday Industry*. Thomson Learning.
2. Syrratt, G. & Archer, J. (2003). *Manual of Travel Agency Practice* (3rd ed.). Butterworth-Heinemann.
3. Medlik, S. (2003). *Dictionary of Travel, Tourism and Hospitality*. Routledge.
4. Dwyer, L., Forsyth, P., & Dwyer, W. (2010). *Tourism Economics and Policy*. Channel View Publications.
5. Dale, C. (2012). *ICT for Travel and Tourism*. Routledge.

#### **Additional Readings:**

1. Inkson, C. & Minnaert, L. (2018). *Tourism Management: An Introduction* (2nd ed.). SAGE Publications.
2. Page, S.J. (2019). *Tourism Management* (6th ed.). Routledge.
3. Pender, L. & Sharpley, R. (2005). *The Management of Tourism*. SAGE Publications.
4. Sheldon, P. (1997). *Tourism Information Technology*. CAB International.
5. Holloway, J.C. (2006). *The Business of Tourism*. FT Prentice Hall.

**Semester – VI****Subject Name: Tourism Planning & Policy****Type of Course: Major****Paper Code:****Course Level: 300****Course Credit: 4****Scheme of Evaluation: Theory****L-T-P-C: 3-1-0-4****Course Objective:**

This course aims to provide students with an in-depth understanding of tourism planning, its significance, and its role in sustainable tourism development. It will explore different planning approaches for various tourism forms, the impact of tourism policies, and the importance of regional planning in tourism development.

**Course Outcomes:**

Having successfully completed this module, a student will be able –

CO 1	To <b>define</b> the fundamental concepts of tourism planning, its significance, and the factors influencing it.	BT 1
CO 2	To <b>explain</b> different planning approaches for various forms of tourism and their implementation.	BT 2
CO 3	To <b>identify</b> tourism policies at national and state levels, including their objectives and impact on tourism development.	BT 3
CO 4	To <b>analyze</b> the role of regional planning in tourism development across different levels.	BT 4

**Detailed Syllabus:**

Modules	Topics (if applicable) & Course Contents	Periods
I	<b>Tourism Planning:</b> Concept, Nature and Type of Tourism Planning. Significance of Planning in Tourism Industry. Factors Influencing Tourism Planning. Actors in tourism planning- causes and results of poor planning- principles of planning	16
II	<b>Approaches of Planning in Tourism:</b> Tourism Planning Approaches, Planning Approaches for different forms of Tourism : Eco-Tourism, Adventure Tourism, Urban Tourism and Rural Tourism.	16
III	<b>Tourism Policy:</b> Concept, Objective and Significance of Tourism Policy, Procedure for Formulating Tourism Policy, National Tourism Policy 1982 and 2002 of India, National Action Plan of 1992- Objectives and Strategies. Tourism Policy of Assam.	16
IV	<b>Regional Planning:</b> Development planning layers: international, national, regional, and local - National Tourism Board- State Tourism Departments	16
	<b>Total</b>	<b>64</b>

Credit Distribution		
Lecture/Tutorial	Practicum	Experiential Learning
64 Hrs.	x	24 Hrs.

**Textbooks:**

1. Gunn, C.A., & Var, T. (2002). *Tourism Planning: Basics, Concepts, Cases* (4th ed.). Routledge.
2. Inskip, E. (1991). *Tourism Planning: An Integrated and Sustainable Development Approach*. Van Nostrand Reinhold.
3. Hall, C.M. (2008). *Tourism Planning: Policies, Processes and Relationships* (2nd ed.). Pearson Education.
4. Goeldner, C.R., & Ritchie, J.R.B. (2012). *Tourism: Principles, Practices, Philosophies* (12th ed.). Wiley.

**Reference Books:**

1. Edgell, D.L. (2019). *Tourism Policy and Planning: Yesterday, Today, and Tomorrow* (3rd ed.). Routledge.
2. Pearce, D.G. (1995). *Tourism Today: A Geographical Analysis*. Longman.
3. Page, S.J., & Connell, J. (2020). *Tourism: A Modern Synthesis* (5th ed.). Cengage Learning.

**Additional Readings:**

1. Tosun, C., & Jenkins, C.L. (1998). *The Evolution of Tourism Planning in Third-World Countries: A Critique*. *Progress in Tourism and Hospitality Research*, 4(2), 101-114.
2. Dredge, D., & Jenkins, J. (2007). *Tourism Planning and Policy*. Wiley.
3. Hall, C.M. & Page, S.J. (2016). *The Routledge Handbook of Tourism in Asia*. Routledge.

**Semester – VI****Subject Name: Front Office Management****Type of Course: Minor (Open)****Paper Code: TTM202N601****Course Level: 300****Course Credit: 4****Scheme of Evaluation: Theory****L-T-P-C: 3-1-0-4****Course Objective:**

To equip the students about the details of front office management as a career opportunity.

**Course Outcomes:**

Having successfully completed this module, a student will be able –

CO 1	<b>To define</b> the various concepts of hotel industry and its types	BT 1
CO 2	<b>To explain</b> the various processes that are involved in reservation and registration process	BT 2
CO 3	<b>To identify</b> etiquettes involved in telephone and guest handling	BT 3
CO 4	<b>To analyze</b> guest account settlement and checkout procedures for smooth front office operations.	BT 4

**Detailed Syllabus:**

<b>Modules</b>	<b>Topics (if applicable) &amp; Course Contents</b>	<b>Periods</b>
<b>I</b>	<b>Introduction to Hotel Industry</b> – Types of Hotels – office operations – Front office equipment – study Introduction to Front Office – Front of various systems	<b>16</b>
<b>II</b>	Reservation – Registration – Technology – Method of Payment – Room Rate – Front Office Communication	<b>16</b>
<b>III</b>	Check Out and Guest Account Settlement	<b>16</b>
<b>IV</b>	General Telephone Etiquettes and Telephone Handling	<b>16</b>
	<b>Total</b>	<b>64</b>

Credit Distribution		
Lecture/Tutorial	Practicum	Experiential Learning
64 Hrs.	x	24 Hrs.

**Text Book:**

1. Sudhir Andrews (2007); Front Office Management & Operations, Tata McGrawHill Education, New Delhi
2. Rakesh Puri, Front Office Operations & Management:
3. Jatashankar R. Tiwari (2009); Hotel Front Office Operations & Management, OUP India, New Delhi
4. Colin Dix, Chris Baird (2006); Front Office Operations, Pearson Education India, New Delhi

**Reference Books:**

1. Gary K.Vallen, Jerome J.Vallen (2013); Check-In Check-Out Managing Hotel operations: Pearson, New Delhi
2. Sue Baker, Jeremy Huyton, Pam Bradley (2001); Principles of Hotel Front-Office Opeartions: Cengage Learning EMEA, New Delhi
3. Sushil Kumar Bhatnagar; Front Office Management:

**Additional Readings:**

1. Frye, W. D. (2012). An examination of job satisfaction of hotel front office managers according to extrinsic, intrinsic, and general motivational factors. *International Journal of Business and Social Science*, 3(18).
2. Hai-yan, K., & Baum, T. (2006). Skills and work in the hospitality sector: The case of hotel front office employees in China. *International Journal of Contemporary Hospitality Management*.
3. Safizadeh, M. H., Field, J. M., & Ritzman, L. P. (2003). An empirical analysis of financial services processes with a front-office or back-office orientation. *Journal of Operations Management*, 21(5), 557-576.

**Semester – VII**

**Subject Name: Destination Geography, History and Heritage**

**Type of Course: Core**

**Paper Code: TTM202M701**

**Course Level: 400**

**Course Credit: 4**

**Scheme of Evaluation: Theory**

**L-T-P-C: 3-1-0-4**

**Course Objective:**

To equip students with knowledge of important domestic and international tourist destinations, geographical attributes, and heritage resources in order to enhance destination awareness and cultural understanding.

**Course Outcomes:**

Having successfully completed this module, a student will be able –

CO 1	<b>To define</b> the physical geography, cultural aspects, and tourism potential of various destinations.	BT 1
CO 2	<b>To explain</b> the significance of heritage and historical attractions in tourism.	BT 2
CO 3	<b>To identify</b> key world and Indian heritage sites, natural wonders, and tourism circuits	BT 3
CO 4	<b>To analyze</b> how geography and heritage influence tourism flows and destination development	BT 4

**Detailed Syllabus:**

<b>Modules</b>	<b>Topics (if applicable) &amp; Course Contents</b>	<b>Periods</b>
<b>I</b>	<b>Introduction to Destination Geography</b> - Meaning, scope, and relevance to tourism - Physical geography: mountains, rivers, climate zones, and how they affect tourism - Time zones and international travel	<b>16</b>
<b>II</b>	<b>Indian Tourism Geography</b> - Major tourism regions of India (North, South, East, West, Northeast) - Important tourism circuits: Golden Triangle, Desert Circuit, Buddhist Circuit, etc. - Role of physical features and heritage in destination development	<b>16</b>
<b>III</b>	<b>World Destinations</b> - Major international tourist regions: Europe, Americas, Asia, Africa, Oceania - Iconic heritage sites: Pyramids, Machu Picchu, Eiffel Tower, Great Wall, etc. - Natural wonders and world heritage sites (UNESCO)	<b>16</b>

<b>IV</b>	<b>History and Heritage</b> - Concept of heritage (tangible & intangible) - Types of heritage: cultural, natural, mixed - Indian heritage: temples, palaces, forts, museums, music, festivals - Conservation of heritage: role of ASI, UNESCO, INTACH	<b>16</b>
	<b>Total</b>	<b>64</b>

<b>Credit Distribution</b>		
<b>Lecture/Tutorial</b>	<b>Practicum</b>	<b>Experiential Learning</b>
64 Hrs.	x	24 Hrs.

**Text Book:**

1. Hussain, M. (2019). *Geography of India*. McGraw Hill Education.
2. Boniface, B., & Cooper, C. (2009). *Worldwide Destinations: The Geography of Travel and Tourism*. Routledge.
3. Ratna, D. (2007). *Tourism Geography*. Kanishka Publishers.

**Reference Books:**

1. Sharma, J. K. (2009). *Tourism Planning and Development*. Kanishka Publishers.
2. Hall, C. M. (2005). *Tourism and Cultural Heritage in Asia and the Pacific*. World Tourism Organization.
3. Dixit, M. & Sheela, C. (2001). *Tourism Products*. New Royal Publishers.

**Additional Readings:**

1. UNESCO World Heritage Centre (<https://whc.unesco.org/>)
2. INTACH – Indian National Trust for Art and Cultural Heritage (<https://www.intach.org/>)
3. ASI – Archaeological Survey of India (<http://asi.nic.in>)
4. Ministry of Tourism, Government of India (<https://tourism.gov.in/>)

**Semester – VII**

**Subject Name: Tour Package Operations**

**Type of Cours: Core**

**Paper Code: TTM202M702**

**Course Level: 400**

**Course Credit: 4**

**Scheme of Evaluation: Theory**

**L-T-P-C: 3-1-0-4**

**Course Objective:**

To equip students with comprehensive knowledge and practical skills in designing, costing, marketing, and managing tour packages, preparing them for effective roles in the tourism industry.

**Course Outcomes:**

Having successfully completed this module, a student will be able –

CO 1	<b>To define</b> the fundamental concepts of tour operations and distinguish between various types of tour packages.	BT 1
CO 2	<b>To explain</b> the processes involved in itinerary planning and tour costing.	BT 2
CO 3	<b>To identify</b> principles of tour packaging to design customized itineraries for different market segments	BT 3
CO 4	<b>To analyze</b> the operational aspects and challenges in managing tour packages, including documentation and crisis management.	BT 4

**Detailed Syllabus:**

<b>Modules</b>	<b>Topics (if applicable) &amp; Course Contents</b>	<b>Periods</b>
<b>I</b>	<b>Introduction to Tour Operations</b> - Definition and scope of tour operations - Types of tour operators: inbound, outbound, domestic, specialist - Types of tour packages: FIT, GIT, escorted, independent, customized - Linkages with service providers: airlines, hotels, transport agencies	<b>16</b>
<b>II</b>	<b>Itinerary Planning and Tour Packaging</b> - Steps in itinerary preparation - Components of a tour package - Designing packages for different themes: cultural, adventure, wellness, MICE - Do's and don'ts in itinerary planning	<b>16</b>
<b>III</b>	<b>Tour Costing and Pricing Strategies</b> - Elements of tour costing: fixed and variable costs - Preparation of cost sheets - Pricing strategies and factors affecting pricing - Commission structures and mark-ups	<b>16</b>

<b>IV</b>	<b>Tour Operations and Management</b> - Pre-tour arrangements: bookings, confirmations, documentation - On-tour management: coordination, problem-solving, client handling - Post-tour activities: feedback collection, evaluation - Crisis management in tour operations	<b>16</b>
	<b>Total</b>	<b>64</b>

<b>Credit Distribution</b>		
<b>Lecture/Tutorial</b>	<b>Practicum</b>	<b>Experiential Learning</b>
64 Hrs.	x	24 Hrs.

**Text Book:**

1. Negi, J.M.S. (2005). *Travel Agency and Tour Operation: Concepts and Principles*. Kanishka Publishers, New Delhi.
2. Chand, M. (2002). *Travel Agency Management: An Introductory Text*. Anmol Publications Pvt. Ltd., New Delhi.

**Reference Books:**

1. Foster, D.L. (1991). *The Business of Travel: Agency Operations and Administration*. Glencoe Division, Macmillan/McGraw-Hill.
2. Bhatia, A.K. (2012). *The Business of Travel Agency and Tour Operations Management*. Sterling Publishers, New Delhi.
3. Roday, S., Biwal, A., & Joshi, V. (2009). *Tourism: Operations and Management*. Oxford University Press, New Delhi.

**Additional Readings:**

1. Cook, R.A., Yale, L.J., & Marqua, J.J. (2006). *Tourism: The Business of Travel*. Pearson Education.
2. Gee, C.Y., & Makens, J.C. (2000). *Professional Travel Agency Management*. Prentice Hall, New York.
3. Sharma, L. (2010). *Travel Agency and Tour Operation: Concepts and Principles*. Centrum Press, New Delhi.

**Semester – VII**

**Subject Name: Strategic Management in Tourism**

**Type of Cours: Core**

**Paper Code: TTM202M703**

**Course Level: 400**

**Course Credit: 4**

**Scheme of Evaluation: Theory**

**L-T-P-C: 3-1-0-4**

**Course Objective:**

To provide students with a foundational understanding of strategic management principles and their application in the tourism and hospitality industry, enabling them to make informed decisions and develop effective strategies in a dynamic environment.

**Course Outcomes:**

Having successfully completed this module, a student will be able –

CO 1	<b>To define</b> key concepts and terminologies in strategic management within the context of tourism.	BT 1
CO 2	<b>To explain</b> the process of strategic planning and its significance in tourism enterprises.	BT 2
CO 3	<b>To identify</b> strategic tools to assess the internal and external environment of tourism organizations.	BT 3
CO 4	<b>To analyze</b> various strategic options and recommend suitable strategies for tourism businesses.	BT 4

**Detailed Syllabus:**

<b>Modules</b>	<b>Topics (if applicable) &amp; Course Contents</b>	<b>Periods</b>
<b>I</b>	<b>Introduction to Strategic Management</b> - Definition and importance of strategic management - Levels of strategy: corporate, business, and functional - Vision, mission, and objectives in tourism organizations	<b>16</b>
<b>II</b>	<b>Environmental Analysis</b> - External environment: PESTEL analysis - Internal environment: SWOT analysis - Competitive analysis: Porter's Five Forces model	<b>16</b>
<b>III</b>	<b>Strategy Formulation</b> - Strategic planning process - Business-level strategies: cost leadership, differentiation, focus - Corporate-level strategies: growth, stability, retrenchment - Case studies on tourism enterprises	<b>16</b>
<b>IV</b>	<b>Strategy Implementation and Evaluation</b> - Organizational structure and strategy alignment - Resource allocation and budgeting - Strategic control and performance measurement	<b>16</b>

	- Challenges in strategy implementation in tourism	
	<b>Total</b>	<b>64</b>

<b>Credit Distribution</b>		
<b>Lecture/Tutorial</b>	<b>Practicum</b>	<b>Experiential Learning</b>
64 Hrs.	x	24 Hrs.

**Text Book:**

1. David, F.R. (2011). *Strategic Management: Concepts and Cases*. Prentice Hall, New Jersey.
2. Kazmi, A. (2014). *Business Policy and Strategic Management*. Tata McGraw-Hill Publishing Company, New Delhi.

**Reference Books:**

1. Hitt, M.A., Ireland, R.D., & Hoskisson, R.E. (2015). *Strategic Management: Concepts, Competitiveness and Globalization*. Cengage Learning.
2. Thompson, A.A., & Strickland, A.J. (2002). *Strategic Management: Concepts and Cases*. Tata McGraw-Hill Publishing Company, New Delhi.
3. Srivastava, R.M. (2015). *Business Policy and Strategic Management*. Himalaya Publishing House, Bombay.

**Additional Readings:**

1. Clegg, S., Carter, C., Kornberger, M., & Schweitzer, J. (2011). *Strategy: Theory and Practice*. Sage Publications.
2. Wheelen, T.L., Hunger, J.D., Hoffman, A.N., & Bamford, C.E. (2014). *Strategic Management and Business Policy: Globalization, Innovation and Sustainability*. Pearson Education.
3. Prasad, L.M. (2014). *Business Policy and Strategic Management*. Sultan Chand & Sons.

## Semester – VII

**Subject Name: Legal and Ethical Issues in Tourism**

**Type of Course: Core**

**Paper Code: TTM202M704**

**Course Level: 400**

**Course Credit: 4**

**Scheme of Evaluation: Theory**

**L-T-P-C: 3-1-0-4**

### Course Objective:

To provide students with a comprehensive understanding of the legal frameworks and ethical considerations pertinent to the tourism industry, enabling them to navigate and address legal obligations and ethical dilemmas effectively.

### Course Outcomes:

Having successfully completed this module, a student will be able –

CO 1	<b>To define</b> key legal terminologies and principles relevant to the tourism sector.	BT 1
CO 2	<b>To explain</b> the legal frameworks governing tourism operations, including contracts, consumer rights, and environmental regulations.	BT 2
CO 3	<b>To identify</b> legal and ethical principles to real-world scenarios in tourism management.	BT 3
CO 4	<b>To analyze</b> ethical dilemmas and propose solutions that uphold professional integrity and social responsibility in tourism.	BT 4

### Detailed Syllabus:

Modules	Topics (if applicable) & Course Contents	Periods
I	<b>Introduction to Legal Frameworks in Tourism</b> - Overview of laws affecting tourism - Importance of legal compliance in tourism operations - Role of government and regulatory bodies in tourism	16
II	<b>Contract and Consumer Protection Laws</b> - Essentials of a valid contract - Breach of contract and remedies - Consumer Protection Act and its implications for tourism services	16
III	<b>Environmental and Cultural Heritage Laws</b> - Environmental protection laws relevant to tourism - Laws related to the preservation of cultural heritage sites - Sustainable tourism practices and legal obligations	16

<b>IV</b>	<b>Ethical Issues in Tourism</b> - Understanding ethics and its importance in tourism - Common ethical dilemmas in tourism (e.g., cultural sensitivity, exploitation, environmental concerns) - Corporate Social Responsibility (CSR) in tourism - Case studies on ethical practices in tourism	<b>16</b>
	<b>Total</b>	<b>64</b>

<b>Credit Distribution</b>		
<b>Lecture/Tutorial</b>	<b>Practicum</b>	<b>Experiential Learning</b>
64 Hrs.	x	24 Hrs.

**Text Book:**

1. Downes, J., & Tricia, P. (2011). *Travel and Tourism Law* (5th ed.). ELM Publications.
2. Murugan, A. (2021). *Tourism and Hospitality Laws*. Himalaya Publishing House.

**Reference Books:**

1. Grant, D., & Stephen, M.M. (2012). *Holiday Law* (5th ed.). Sweet and Maxwell.
2. Singh, A. (2008). *Contract and Specific Relief*. Eastern Book Company.
3. Bhatia, A.K. (2012). *Tourism Development: Principles and Practices*. Sterling Publishers

**Additional Readings:**

1. EQUATIONS. (n.d.). *Equitable Tourism Options*. Retrieved from [https://en.wikipedia.org/wiki/Equitable\\_Tourism\\_Options](https://en.wikipedia.org/wiki/Equitable_Tourism_Options)
2. Desklib. (n.d.). *Legal and Ethical Issues in Travel and Tourism: Report*. Retrieved from <https://desklib.com/study-documents/travel-tourism-law-ethics-10/>
3. Christ University. (2023). *BBA (Tourism and Travel Management) Syllabus*. Retrieved from [https://christuniversity.in/School%20of%20Business%20and%20Management/TOURISM%20MANAGEMENT/BBA%20\(Tourism%20and%20Travel%20Management\)/syllabus/27/2023](https://christuniversity.in/School%20of%20Business%20and%20Management/TOURISM%20MANAGEMENT/BBA%20(Tourism%20and%20Travel%20Management)/syllabus/27/2023)

**Semester – VII**

**Subject Name: Emerging Trends in Tourism**

**Type of Course: Minor (Open)**

**Paper Code: TTM202N701**

**Course Level: 400**

**Course Credit: 4**

**Scheme of Evaluation: Theory**

**L-T-P-C: 3-1-0-4**

**Course Objective:**

To provide students with insights into the evolving patterns and innovations in the tourism industry, enabling them to understand and adapt to contemporary trends shaping global and Indian tourism landscapes.

**Course Outcomes:**

Having successfully completed this module, a student will be able –

CO 1	<b>To define</b> and describe the latest trends influencing the tourism sector.	BT 1
CO 2	<b>To explain</b> the impact of technological advancements on tourism experiences and operations.	BT 2
CO 3	<b>To identify</b> knowledge of emerging tourism forms to design innovative tourism products.	BT 3
CO 4	<b>To analyze</b> the implications of emerging trends on sustainable tourism development	BT 4

**Detailed Syllabus:**

<b>Modules</b>	<b>Topics (if applicable) &amp; Course Contents</b>	<b>Periods</b>
<b>I</b>	<b>Introduction to Emerging Trends</b> - Understanding the dynamic nature of tourism - Factors driving change in tourism trends - Overview of current global and Indian tourism trends	<b>16</b>
<b>II</b>	<b>Technological Innovations in Tourism</b> - Impact of Artificial Intelligence and Machine Learning on tourism services - Role of Virtual Reality (VR) and Augmented Reality (AR) in enhancing tourist experiences - Use of blockchain technology in tourism operations	<b>16</b>
<b>III</b>	<b>New Forms of Tourism</b> - Rise of wellness and medical tourism - Growth of adventure and sports tourism - Emergence of dark tourism and its ethical considerations	<b>16</b>

<b>IV</b>	<b>Sustainable and Responsible Tourism Practices</b> - Principles of sustainable tourism - Community-based tourism initiatives - Role of tourism in achieving Sustainable Development Goals (SDGs)- Corporate Social Responsibility (CSR) in tourism - Case studies on ethical practices in tourism	<b>16</b>
	<b>Total</b>	<b>64</b>

<b>Credit Distribution</b>		
<b>Lecture/Tutorial</b>	<b>Practicum</b>	<b>Experiential Learning</b>
64 Hrs.	x	24 Hrs.

**Text Book:**

1. Bhatia, A.K. (2012). *Tourism Development: Principles and Practices*. Sterling Publishers.
2. Goeldner, C.R., & Ritchie, J.R.B. (2012). *Tourism: Principles, Practices, Philosophies*. Wiley.

**Reference Books:**

1. Seth, P.N. (2011). *Successful Tourism Management*. Sterling Publishers.
2. Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2008). *Tourism: Principles and Practice*. Pearson Education.
3. Mason, P. (2015). *Tourism Impacts, Planning and Management*. Routledge.

**Additional Readings:**

1. Caddeo, F., & Pinna, A. (2021). Opportunities and challenges of Blockchain-Oriented systems in the tourism industry. *arXiv preprint arXiv:2107.06732*.
2. Paul, A.J., Ghose, S., Aggarwal, K., Nethaji, N., Pal, S., & Purkayastha, A.D. (2021). Machine Learning Advances aiding Recognition and Classification of Indian Monuments and Landmarks. *arXiv preprint arXiv:2107.14070*.
3. Duarte, L., Torres, J., Ribeiro, V., & Moreira, I. (2020). Artificial Intelligence Systems applied to tourism: A Survey. *arXiv preprint arXiv:2010.14654*.

**Semester – VIII**

**Subject Name: Tour Guiding Skills**

**Type of Course: Core**

**Paper Code: TTM202M801**

**Course Level: 400**

**Course Credit: 4**

**Scheme of Evaluation: Theory**

**L-T-P-C: 3-1-0-4**

**Course Objective:**

To equip students with essential tour guiding knowledge and communication skills to effectively lead and manage tourists.

**Course Outcomes:**

Having successfully completed this module, a student will be able –

CO 1	<b>To define</b> concept, scope, and types of tour guiding.	BT 1
CO 2	<b>To explain</b> the responsibilities and code of conduct of a tour guide.	BT 2
CO 3	<b>To identify</b> guiding techniques, commentary skills, and group handling.	BT 3
CO 4	<b>To analyze</b> challenges faced by guides and propose solutions	BT 4

**Detailed Syllabus:**

<b>Modules</b>	<b>Topics (if applicable) &amp; Course Contents</b>	<b>Periods</b>
<b>I</b>	<b>Introduction to Tour Guiding</b> - Definition and scope of tour guiding - History and evolution of tour guiding - Types of tour guides (e.g., city, adventure, cultural) - Roles and responsibilities of a tour guide	<b>16</b>
<b>II</b>	<b>Communication and Interpersonal Skills</b> - Verbal and non-verbal communication techniques - Active listening and feedback mechanisms - Cultural sensitivity and handling diverse groups - Storytelling and interpretation skills - Use of technology in guiding (e.g., audio guides, virtual tours)	<b>16</b>
<b>III</b>	<b>Tour Planning and Execution</b> - Reading and understanding itineraries - Time management and scheduling - Coordination with service providers - Safety protocols and emergency procedures	<b>16</b>

<b>IV</b>	<b>Practical Guiding Scenarios</b> - Guiding at historical monuments and cultural sites - Conducting nature and adventure tours - Museum and gallery guiding techniques - Designing and leading heritage walk - Destination-based guiding: religious sites, natural parks, heritage monuments - Challenges in tour guiding profession	<b>16</b>
	<b>Total</b>	<b>64</b>

<b>Credit Distribution</b>		
<b>Lecture/Tutorial</b>	<b>Practicum</b>	<b>Experiential Learning</b>
64 Hrs.	x	24 Hrs.

**Text Book:**

1. Pond, K. L. (1993). *The Professional Guide: Dynamics of Tour Guiding*. Van Nostrand Reinhold.
2. Chowdhary, N. & Prakash, M. (2008). *Tour Guiding: A Travel Career*. Matrix Publishers.
3. Mitchell, G. E. (2005). *How to Start a Tour Guiding Business*. GEM Group Ltd.
4. Wynn, J. R. (2011). *The Tour Guide: Walking and Talking New York*. University of Chicago Press.

**Reference Books:**

1. Mitchell, G. E. (2005). *How to Start a Tour Guiding Business*. The GEM Group Ltd.
2. Negi, J. (2004). *Tourist Guide and Tour Operation: Planning and Organising*. Kanishka Publishers, New Delhi.
3. Sracooh, C., & Passah, K. (2021). *Tour Guiding: The Ultimate Guide to Theory and Practices*. Dakpabli & Associates.

**Additional Readings:**

1. Black, R., & Weiler, B. (2019). *Tour Guiding Research: Insights, Issues and Implications*. Channel View Publications.
2. Cohen, E., & Cohen, S. A. (2018). *Contemporary Tourist Experience: Concepts and Consequences*. Routledge India.
3. Singh, R. (2019). *Sustainable Tourism Development*. APH Publishing Corporation

**Semester – VIII**

**Subject Name: Research Methodology**  
**Type of Course: Minor**  
**Paper Code: TTM202N801**  
**Course Level: 400**  
**Course Credit: 4**  
**Scheme of Evaluation: Theory**  
**L-T-P-C: 3-1-0-4**

**Course Objective:**

To equip students with the fundamental principles and practices of research methodology, enabling them to design, conduct, analyze, and present research effectively within the domain of tourism and travel management.

**Course Outcomes:**

Having successfully completed this module, a student will be able –

CO 1	<b>To define</b> key concepts and types of research applicable to tourism studies.	BT 1
CO 2	<b>To explain</b> the research process, including problem formulation and research design.	BT 2
CO 3	<b>To identify</b> appropriate data collection and sampling techniques in tourism research contexts.	BT 3
CO 4	<b>To analyze</b> and interpret research data using suitable analytical tools and present findings coherently	BT 4

**Detailed Syllabus:**

<b>Modules</b>	<b>Topics (if applicable) &amp; Course Contents</b>	<b>Periods</b>
<b>I</b>	<b>Introduction to Research Methodology</b> - Meaning, objectives, and significance of research - Types of research: basic, applied, exploratory, descriptive - Research process and its steps - Characteristics of good research - Ethical considerations in research - Scope of research in tourism and hospitality management	<b>16</b>

<b>II</b>	<b>Research Problem and Design</b> - Identification and formulation of research problem - Review of literature: purpose, sources, and methods - Hypothesis: definition, types, and formulation - Research design: meaning, features, and types - Sampling design: concepts, techniques, and determination of sample size	<b>16</b>
<b>III</b>	<b>Data Collection and Analysis</b> - Data types: primary and secondary - Methods of data collection: observation, interview, questionnaire, and survey - Tools for data collection: design and testing - Data processing: editing, coding, classification, and tabulation - Data analysis: descriptive statistics, inferential statistics (t-tests, chi-square, ANOVA), and use of software tools like SPSS and Excel	<b>16</b>
<b>IV</b>	<b>Report Writing and Presentation</b> - Structure and components of a research report - Writing the research report: language, style, and formatting - Referencing styles: APA, MLA, etc. - Presentation of research findings: tables, graphs, and charts - Common challenges in report writing and strategies to overcome them	<b>16</b>
<b>Total</b>		<b>64</b>

<b>Credit Distribution</b>		
<b>Lecture/Tutorial</b>	<b>Practicum</b>	<b>Experiential Learning</b>
64 Hrs.	x	24 Hrs.

**Text Book:**

1. Kumar, R. (2014). *Research Methodology: A Step by Step Guide for Beginners*. Sage Publications.
2. Kothari, C. R. (2011). *Research Methodology: Methods and Techniques*. New Age International Publishers.
3. Chawla, D., & Sondhi, N. (2011). *Research Methodology: Concepts and Cases*. Vikas Publishing House.

**Reference Books:**

1. Cooper, D. R., & Schindler, P. S. (2014). *Business Research Methods*. McGraw-Hill Education.
2. Veal, A. J. (2011). *Research Methods for Leisure and Tourism: A Practical Guide*. Pearson Education.
3. Malhotra, N. K. (2010). *Marketing Research: An Applied Orientation*. Pearson Education.

**Additional Readings:**

1. Patton, M. Q. (2015). *Qualitative Research & Evaluation Methods*. Sage Publications.
2. Saunders, M., Lewis, P., & Thornhill, A. (2016). *Research Methods for Business Students*. Pearson Education.
3. Robson, C., & McCartan, K. (2016). *Real World Research*. Wiley.

<b>Semester – VIII</b>
<b>Subject Name: Customer Relationship and Service Management</b> <b>Type of Cours: Major</b> <b>Paper Code: TTM202M803</b> <b>Course Level: 400</b> <b>Course Credit: 4</b> <b>Scheme of Evaluation: Theory</b> <b>L-T-P-C: 3-1-0-4</b>

**Course Objective:**

To equip students with the knowledge and skills necessary to understand and implement effective customer relationship and service management strategies, particularly within the tourism and hospitality industry.

**Course Outcomes:**

Having successfully completed this module, a student will be able –

CO 1	<b>To define</b> key concepts and theories related to customer relationship and service management	BT 1
CO 2	<b>To explain</b> the role of customer relationship management (CRM) in enhancing service quality and customer satisfaction.	BT 2
CO 3	<b>To identify</b> CRM tools and techniques to real-world scenarios in the tourism and hospitality sectors.	BT 3
CO 4	<b>To analyze</b> customer data to develop strategies for customer retention and loyalty	BT 4

**Detailed Syllabus:**

<b>Modules</b>	<b>Topics (if applicable) &amp; Course Contents</b>	<b>Periods</b>
<b>I</b>	<b>Introduction to Customer Relationship Management (CRM)</b> - Definition and importance of CRM - Evolution of CRM in the service industry - Key components of CRM - CRM in the context of tourism and hospitality - Benefits and challenges of implementing CRM systems	<b>16</b>

<b>II</b>	<b>Service Quality and Customer Satisfaction</b> - Understanding service quality dimensions - Measuring service quality: SERVQUAL model - Relationship between service quality and customer satisfaction - Strategies to enhance service quality - Role of employee training and development in service delivery	<b>16</b>
<b>III</b>	<b>CRM Tools and Technologies</b> - Overview of CRM software and platforms - Data collection and analysis for customer insights - Personalization and customization techniques - Integration of CRM with other business systems - Ethical considerations in customer data management	<b>16</b>
<b>IV</b>	<b>Customer Retention and Loyalty Programs</b> - Importance of customer retention in the service industry - Designing effective loyalty programs - Measuring customer lifetime value - Strategies for handling customer complaints and feedback - Case studies on successful customer retention initiatives in tourism and hospitality	<b>16</b>
	<b>Total</b>	<b>64</b>

<b>Credit Distribution</b>		
<b>Lecture/Tutorial</b>	<b>Practicum</b>	<b>Experiential Learning</b>
64 Hrs.	x	24 Hrs.

**Text Book:**

1. Alok Kumar Rai. *Customer Relationship Management: Concepts and Cases*. PHI Learning.
2. Francis Buttle. *Customer Relationship Management: Concepts and Technologies*. Elsevier.
3. Adrian Payne. *Handbook of CRM: Achieving Excellence in Customer Management*. Butterworth-Heinemann.

**Reference Books:**

1. Kristin Anderson & Carol Kerr. *Customer Relationship Management*. McGraw-Hill Professional.
2. Jill Dyche. *The CRM Handbook: A Business Guide to Customer Relationship Management*. Addison-Wesley.
3. Paul Greenberg. *CRM at the Speed of Light: Essential Customer Strategies for the 21st Century*. McGraw-Hill.

**Additional Readings:**

1. Wolfgang Seidel & Bernd Stauss. *Complaint Management: The Heart of CRM*. Thomson/South-Western.
2. V. Kumar & Werner Reinartz. *Customer Relationship Management: Concept, Strategy, and*

*Tools*. Springer.

- Mohammed H. Peeru & A. Sagadevan. *Customer Relationship Management*. Vikas Publishing House.

<b>Semester – VIII</b>	
<b>Subject Name: Business Environment and Law</b>	
<b>Type of Cours: Major</b>	
<b>Paper Code: TTM202M803</b>	
<b>Course Level: 400</b>	
<b>Course Credit: 4</b>	
<b>Scheme of Evaluation: Theory</b>	
<b>L-T-P-C: 3-1-0-4</b>	

### Course Objective:

To familiarize students with the dynamic business environment and the legal framework affecting tourism and travel operations, enabling informed decisions and compliance with regulatory requirements.

### Course Outcomes:

Having successfully completed this module, a student will be able –

CO 1	<b>To define</b> key components of business environment and basic legal principles in India.	BT 1
CO 2	<b>To explain</b> micro/macro environmental factors and relevant Indian business laws.	BT 2
CO 3	<b>To identify</b> environmental scanning tools and legal norms to operational management in tourism.	BT 3
CO 4	<b>To analyze</b> the implications of legal acts relevant to tourism and trade..	BT 4

### Detailed Syllabus:

Modules	Topics (if applicable) & Course Contents	Periods
<b>I</b>	<b>Business Environment</b> - Nature, scope, and significance-Micro vs. macro environment -PESTLE analysis and environmental scanning -Government policies and their impact on tourism	<b>16</b>
<b>II</b>	<b>Economic &amp; Legal Environment</b> - Economic systems: Capitalist, Socialist, Mixed economies - Industrial Policy 1991, Foreign Investment, FEMA, NITI Aayog, MRTP, Competition Act - Monetary & fiscal policy, EXIM policy	<b>16</b>

<b>III</b>	<b>Natural &amp; Technological Environment</b> - Ecology's impact on business, Environmental Protection Act 1986, National Green Tribunal Act 2010, Paris Agreement - Technological evolution, AI, IoT, Big Data—impact on tourism and hospitality -CSR, business ethics, corporate governance, social audits	<b>16</b>
<b>IV</b>	<b>Global Environment &amp; Tourism-Specific Laws</b> - Globalization, WTO, trade blocs, foreign trade policies - Tourism-specific regulations: Licensing, accreditation, environmental tourism regulations, Consumer Protection, -Competition Act, Company Law -Government policies: Make in India, Start-Up India	<b>16</b>
	<b>Total</b>	<b>64</b>

<b>Credit Distribution</b>		
<b>Lecture/Tutorial</b>	<b>Practicum</b>	<b>Experiential Learning</b>
64 Hrs.	x	24 Hrs.

**Text Book:**

1. K. Ashwathappa, *Essentials of Business Environment*, Himalaya Publishing
2. Francis Cherunilam, *Business Environment: Text and Cases*, Himalaya Publishing
3. P.C. Tulsian & Bharat Tulsian, *Business Law*, McGraw Hill Education

**Reference Books:**

1. M.C. Kuchhal & Vivek Kuchhal, *Business Law*, Vikas Publishing
2. N.D. Kapoor, *Elements of Mercantile Law*, Sultan Chand
3. M.G. Velasquez, *Business Ethics: Concepts & Cases*, Prentice Hall

**Additional Readings:**

1. Pearce, D. G., & Butler, R. W. (2002). *Contemporary Issues in Tourism Development*. Routledge.
2. Singh, L. K. (2008). *Trends in Travel & Tourism Laws*. Isha Books.
3. R. Chawla (2010). *Law and Tourism Development*. Sonali Publications.

**Semester – VIII**

**Subject Name: Ecology, Environment and Tourism**

**Type of Course: Major**

**Paper Code: TTM202M804**

**Course Level: 400**

**Course Credit: 4**

**Scheme of Evaluation: Theory**

**L-T-P-C: 3-1-0-4**

**Course Objective:**

To sensitize students to ecological principles and environmental issues, exploring their interrelationship with tourism, and to foster sustainable and ethically responsible tourism practices.

**Course Outcomes:**

Having successfully completed this module, a student will be able –

CO 1	<b>To define</b> key ecological concepts, environmental systems, and their role in tourism.	BT 1
CO 2	<b>To explain</b> ecological processes, carrying capacity, environmental impacts of tourism, and legal frameworks.	BT 2
CO 3	<b>To identify</b> ecological tools (e.g., EIA, LAC) and promote conservation and sustainable tourism strategies.	BT 3
CO 4	<b>To analyze</b> case studies of ecotourism initiatives and evaluate their ecological and socio-economic impacts.	BT 4

**Detailed Syllabus:**

<b>Modules</b>	<b>Topics (if applicable) &amp; Course Contents</b>	<b>Periods</b>
<b>I</b>	<b>Fundamentals of Ecology &amp; Environment Ecology</b> ecosystem principles, structure, function, services Environmental factors: climate, soil, water, biotic components	<b>16</b>
<b>II</b>	<b>Environmental Systems &amp; Tourism Interactions</b> Biodiversity: classification, conservation, threats Carrying capacity: types, resilience, multifunctionality Environmental pollution and its sources in tourism	<b>16</b>
<b>III</b>	<b>Legal &amp; Policy Frameworks, EIA Tools</b>	<b>16</b>

	International agreements: Kyoto, Rio, earth summits Indian environmental laws: CRZ, Wildlife Protection, Forest Conservation, EIA procedures Tools: Environmental Impact Assessment, Limits of Acceptable Change, Visitor Impact Management	
<b>IV</b>	<b>Ecotourism &amp; Sustainable Approaches</b> Ecotourism definitions, principles, certification (eco-labels, Blue Flag) Alternative tourism forms: geotourism, heritage, community-based tourism Case studies: Thenmala (Kerala), Kaziranga (Assam), protected-area tourism	<b>16</b>
	<b>Total</b>	<b>64</b>

<b>Credit Distribution</b>		
<b>Lecture/Tutorial</b>	<b>Practicum</b>	<b>Experiential Learning</b>
64 Hrs.	x	24 Hrs.

**Text Book:**

1. Tyler, J., & Miller, D. L. *Living in the Environment*. Cengage Learning.
2. Nigam, S. C. *Ecotourism & Sustainable Development*. Rajat Publications.
3. Fennel, D. A. *Ecotourism: An Introduction*. Routledge.

**Reference Books:**

1. Butler, R. W. *Tourism, Environment and Sustainable Development*. Routledge.
2. Inskeep, E. *Tourism Planning: An Integrated Sustainable Approach*. Wiley.
3. Weaver, D. *Ecotourism: The Encyclopedia*. CABI Publishing

**Additional Readings:**

1. Cat é r, E., & Lowman, G. *Ecotourism: A Sustainable Option*. Wiley.
2. Mowforth, M., & Munt, I. *Tourism and Sustainability: Development in the Third World*. Routledge.
3. Singh, L. K. *Environmental History and Policy*, Isha Books.