



ROYAL GLOBAL UNIVERSITY
— GUWAHATI —

**ROYAL SCHOOL OF
TRAVEL & TOURISM MANAGEMENT**

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

FOR

MASTER'S IN TRAVEL & TOURISM MANAGEMENT

W.E.F.

AY 2025 - 2026

STRUCTURE OF THE SYLLABUS FOR 2-YEAR PG PROGRAMME

SCHOOL NAME - RSTTM
 DEPARTMENT NAME - Travel & Tourism Management
 PROGRAMME NAME - Master's in Travel & Tourism Management

1st SEMESTER				
COURSE CODE	COURSE TITLE	LEVEL	CREDIT	L-T-P
TTM204C104	Tourism Principles & Practices	400	3	2-1-0
TTM204C105	Global Tourism Geography	400	3	2-1-0
TTM204C103	Fundamentals of Management	400	2	1-1-0
TTM204C106	Medical & Wellness Tourism	400	3	2-1-0
TTM204C107	International Tourism	400	3	2-1-0
TTM204C108	Tourism & Travel Industry	400	3	2-1-0
TTM204C109	Contemporary Issues in Tourism	400	3	2-1-0
TTM204C1010	SWAYAM/MOOC	400	3	
TOTAL CREDIT FOR 1st SEMESTER				23
2nd SEMESTER				
COURSE CODE	COURSE TITLE	LEVEL	CREDIT	L-T-P
TTM204C202	Marketing in Tourism	500	4	3-1-0
TTM204C204	Human Resource Management & Organisational Behaviour	500	4	3-1-0
TTM204C205	Travel Agency and Tour Operation	500	4	3-1-0
TTM204C206	Regional Tourism Destination	500	4	3-1-0
TTM204C207	Hotel Operations Management	500	2	1-1-0
TTM204C221	Field Trip	500	2	
TTM204C208	SWAYAM/MOOC	400	3	
TOTAL CREDIT FOR 2nd SEMESTER				23
TOTAL CREDIT FOR 1st YEAR = 46				
3rd SEMESTER				
COURSE CODE	COURSE TITLE	LEVEL	CREDIT	L-T-P
TTM204C302	Tourism Entrepreneurship	500	4	3-1-0
TTM204C304	Event Planning and Management	500	4	3-1-0
TTM204C305	Tourism Business Environment	500	4	3-1-0
TTM204C306	Inbound & Outbound Tourism	500	3	2-1-0
TTM204C307	Special Interest Tour Operations	500	3	2-1-0
TTM204C322	Summer Internship	500	2	
TOTAL CREDIT FOR 3rd SEMESTER				
OR 3rd SEMESTER (For students with 3 rd and 4 th Semester Research)				
TTM204C308	Research Methodology-I	500	5	4-1-0
TTM204C309	Tourism Theories, Practices & Philosophies-I	500	5	4-1-0
TTM204C323	Research Project	500	10	
4th SEMESTER				
COURSE CODE	COURSE TITLE	LEVEL	CREDIT	L-T-P
TTM204C403	Culture & Heritage Tourism	500	4	3-1-0
TTM204C404	Tourist Behaviour	500	4	3-1-0
TTM204C405	MICE Management	500	4	3-1-0
TTM204C406	Destination Planning and Development	500	4	3-1-0
TTM204C407	E-Tourism	500	4	3-1-0
OR 4th SEMESTER (For students with 3 rd and 4 th Semester Research)				

TTM204C408	Research Methodology-II	500	5	4-1-0
TTM204C409	Computer Application & Research Publication Ethics	500	5	4-1-0
TTM204C421	Dissertation	500	10	
TOTAL CREDIT FOR 2nd YEAR = 40				

SYLLABUS (1st SEMESTER)

Subject Name: Tourism Principles and Practices Subject Code: TTM204C104		
L-T-P-C – 2-1-0-3	Credit Units: 3	Scheme of Evaluation: (T)

Course Objective: The objective of this paper is to provide a foundational understanding of tourism, its history, concepts, forms, and industry structure. It aims to familiarise students with the nature, scope, and significance of tourism, traveller motivations, current trends, and the role of national and international tourism organisations, enabling them to analyse and contribute to sustainable tourism development

Course Outcomes:

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

CO1:	To define the basic concepts, history, and significance of tourism.	BT 1
CO2:	To explain the forms and trends of domestic and international tourism.	BT 2
CO3:	To identify the structure and components of the tourism industry.	BT 3
CO4:	To evaluate the roles of key national and international tourism organizations	BT 5

Detailed Syllabus:

Units	Topics / Course content	Periods
I	History and Concepts of Tourism Meaning and Definitions: Tourist, Visitor, Traveler, Excursionist. Historical Development of Tourism: Early and Medieval Travel, Renaissance and its Impact, Birth of Mass Tourism. Old and New Age Tourism: Traditional and Modern Forms of Tourism. Concept of Tourism: Nature, Scope, Characteristics, Components (Transportation, Accommodation, Attractions, Amenities, Ancillary Services). Significance of Tourism: Economic, Social, Cultural, and Environmental Importance. Emerging Areas and Practices: Eco-Tourism, Rural Tourism, Medical Tourism, Adventure Tourism, Wellness Tourism, Sustainable Tourism.	12

II	Forms of Tourism Types and Forms of Tourism: Inbound, Outbound, National, International. Alternative and Inclusive Tourism: Concept and Types. Current Trends in Domestic and Global Tourism. Tourism Statistics: Importance and Use. Need for Measurement of Tourism. Tourism Demand and Supply: Concepts and Factors Influencing Demand and Supply.	12
III	Tourism Industry Structure, Functions, and Constituents of the Tourism Industry. Direct, Indirect, and Support Services in Tourism. Basic Components of Tourism: Transport Accommodation Facilities and Amenities Horizontal and Vertical Integration in Tourism Business. Tourism Infrastructure and Superstructure: Concept and Importance.	12
IV	Tourism Organizations International Organizations: UNWTO, IATA, ICAO, WTTC, IHA. National Organizations: TAAI, FHRAI, IATO, ITDC, ICPB, IRCTC, State Tourism Development Corporations. Government and Regulatory Bodies: Ministry of Tourism, Ministry of Culture, Archaeological Survey of India (ASI), Directorate General of Civil Aviation (DGCA), Airport Authority of India (AAI).	12
Total		48

Text Books:

1. Seth, P. N., Successful Tourism Management, Sterling Publishers, New Delhi, 2011.
2. Swain, S.K. & Mishra, J.M. (2012). Tourism Principles & Practices, Oxford University Press, New Delhi.
3. Bhatia, A.K., International Tourism Management, Sterling Publishers, New Delhi, 2014

Reference Books:

1. Lea, J., Tourism and Development in the Third World, Methuen, New York, 1998
2. Walker, John R. & Walker, Josielyn T, Tourism: Concepts and Practices, Pearson, New Delhi, 2011.
3. Fennell, DA., Ecotourism, Routledge, London, 1999

Additional Readings:

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>)
3. Goeldner, Charles, R. And Ritchie, Brent, Tourism: Principles, Practices, Philosophies, J.R. John Wiley and Sons, New Jersey, 2013.

SYLLABUS (1st SEMESTER)

Subject Name: GLOBAL TOURISM GEOGRAPHY
Subject Code: TTM204C105

L-T-P-C – 2-1-0-3

Credit Units:3

Scheme of Evaluation: (T)

Course Objective: To provide students with an understanding of the geographical factors influencing global tourism, familiarize them with major world tourist destinations and patterns, and analyze contemporary issues, trends, and sustainable practices in global tourism.

Course Outcomes:

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

CO1:	To find the relationship between geography and tourism, and factors influencing global tourism.	BT 1
CO2:	To classify the major physical and cultural tourist attractions across the world.	BT 2
CO3:	To analyse the global tourism patterns, destinations, and transportation networks.	BT 4
CO4:	To evaluate the global tourism challenges and explore sustainable and cooperative tourism opportunities.	BT 5

Detailed Syllabus:

Units	Topics / Course content	Periods
I	Introduction to Tourism Geography Meaning, Nature, Scope, and Importance of Tourism Geography Relationship between Geography and Tourism Concept of Space, Place, and Environment in Tourism Geographical Factors Influencing Tourism: Physical, Cultural, Political, and Economic Role of Geography in Destination Planning and Development	12
II	Physical and Cultural Geography for Tourism Major Physical Features of the World: Mountains, Rivers, Lakes, Deserts, Islands, Beaches, and Forests as Tourist Attractions Climate and Weather Patterns: Impact on Tourism Seasonality World's Cultural Regions: Religion, Language, Heritage, Festivals, and Their Role in Tourism UNESCO World Heritage Sites and Their Geographical Significance Natural and Man-made Attractions: Classification and Importance	12

III	<p>World Tourism Destinations and Patterns Major Global Tourism Regions: Europe, North America, Asia, Africa, Oceania, and Latin America Popular Tourist Circuits and Destinations: Cultural, Historical, and Natural International Tourist Flows and Patterns: Factors Affecting Global Tourism Movements Role of Transportation in Global Tourism Geography: Air, Rail, Road, and Water Transport Regional Tourism Organizations and Agreements (e.g., European Union, ASEAN, SAARC, Schengen)</p>	12
IV	<p>Challenges and Opportunities in Global Tourism Geography Environmental and Socio-Cultural Impacts: Resource depletion, pollution, biodiversity loss, cultural impacts, and community issues. Over-Tourism and Under-Tourism: Causes, impacts, and management strategies. Cross-border Tourism and Regional Cooperation: Importance, barriers, and case studies. Opportunities: Sustainable and responsible tourism, technology in tourism, community-based tourism, and niche tourism development.</p>	12
Total		48

Text Books:

1. Boniface, B., Cooper, R. & Cooper, C. (2016). *Worldwide Destinations – The Geography of Travel and Tourism*. New York: Routledge.
2. Nelson, V. (2013). *An Introduction to the Geography of Tourism*. United Kingdom: Rowman and Littlefield Publisher.
3. Hall, M. (1999). *Geography of Travel and Tourism*. London: Routledge.

Reference Books:

1. *Tourism Geography*" by Stephen Williams – Routledge
2. *Geography of Travel and Tourism*" by Brian Boniface and Chris Cooper – Butterworth-Heinemann
3. *International Tourism: Cultures and Behaviour*" by Yvette Reisinger – Elsevier
4. *An Introduction to Human Geography*" by James M. Rubenstein – Pearson

Additional Readings:

1. Collins, Collins *World Atlas*, Essential edition, 2007.
2. *Geography of Tourism*, (https://www.researchgate.net/publication/351782669_Geography_of_Tourism)
3. Assessment of world tourism from a geographical perspective and a comparative view of leading destinations in the market (<https://pdf.sciencedirectassets.com/277811/1-s2.0-S1877042811X00125/1-s2.0-S1877042811012419/main.pdf>)

SYLLABUS (1ST SEMESTER)**Subject Name: Fundamentals of Management****Subject Code: TTM204C103****L-T-P-C – 1-1-0-2****Credit Units: 2****Scheme of Evaluation: (THEORY)**

Course Objective: To provide students with a foundational understanding of management principles, functions, and processes, and to develop managerial skills essential for effective decision-making, planning, organising, and controlling in the tourism and hospitality industry.

Course Outcomes:

Having completed this module, a student will be able –

CO1:	To define the basic concepts, principles, and functions of management.	BT 1
CO2:	To identify the planning and decision-making processes in tourism organisations.	BT 3
CO3:	To explain the organisational structures, staffing, and coordination in management.	BT 5
CO4:	To justify the directing and controlling techniques for effective management in tourism and hospitality.	BT 6

Detailed Syllabus:

Modules	Topics & Course Contents	Periods
I	Introduction to Management Meaning, Nature, and Importance of Management Principles and Functions of Management Evolution of Management Thought: Classical, Neo-Classical, and Modern Theories Roles and Responsibilities of Managers in Tourism and Hospitality Sector Management vs. Administration	12
II	Planning and Decision-Making Concept, Nature, and Importance of Planning Types of Planning: Strategic, Tactical, and Operational Planning Process and Steps Decision-Making: Concept, Types, and Process Tools and Techniques of Decision-Making in Tourism Organization	12
III	Organizing and Staffing Organizing: Concept, Nature, and Process Organizational Structure: Types and Importance Departmentation and Delegation of Authority Coordination and Communication in Management Staffing: Recruitment, Selection, Training, and Development in Tourism Sector	12
IV	Directing and Controlling Directing: Meaning, Nature, and Elements (Leadership, Motivation, Supervision, Communication) Leadership Styles and Theories Motivation: Theories and Techniques Controlling: Concept, Process, and Importance	12

	Techniques of Control in Tourism and Hospitality Organizations	
TOTAL		48

Text Books:

1. Prasad L. M., (2013), Principles & Practice of Management, Sultan Chand & Sons, New Delhi.
2. Koonz, H. & Heinz, W., Essentials of Management: An International & Leadership Perspective, McGraw Hill Education., New Delhi.
3. Singh B. P. & Singh A. K., (2002), Essentials of Management, Excel Books, New Delhi.

Reference Books:

1. Vasishth Neeru, (2014), *Principles of Management*, Taxmann, New Delhi.
2. Tripathi P. C. & Reddy P N, (2008), *Principles of Management*, Tata McGraw Hill, New Delhi.
3. Robbins (2016), *Fundamentals of Management*, Pearson Education India; Ninth edition

Additional Readings:

1. Fundamentals of Management Question Bank
(https://www.academia.edu/19994100/fundamentals_of_management_question_bank)
2. Fundamentals of Management
(https://www.academia.edu/2767976/Fundamentals_of_Management)
3. Principles of Management(<https://www.scribd.com/document/350128052/Principles-of-Management-Research-Paper>)

SYLLABUS (1st SEMESTER)

Subject Name: Medical and Wellness Tourism
Subject Code: TTM204C106

L-T-P-C – 2-1-0-3

Credit Units: 3

Scheme of Evaluation: (T)

Course Objective: To provide students with a comprehensive understanding of medical and wellness tourism, including its concepts, global and national trends, key stakeholders, challenges, and sustainable practices for effective industry engagement.

Course Outcomes:

Having completed this module, a student will be able –

CO1:	To define the medical and wellness tourism's concepts, scope, and significance.	BT 1
CO2:	To explain the global and national trends, destinations, and stakeholders in industry.	BT 3
CO3:	To analyse the challenges, ethical issues, and risks associated with medical and wellness tourism.	BT 4
CO4:	To elaborate the sustainable and innovative strategies for developing medical and wellness tourism.	BT 6

Detailed Syllabus:

Units	Topics / Course content	Periods
I	Introduction to Medical and Wellness Tourism Concept and Definition: Medical tourism, wellness tourism, health tourism. Historical Evolution and Growth of medical and wellness tourism. Types of Medical Tourism: Elective surgeries, critical treatments, alternative therapies. Types of Wellness Tourism: Spa tourism, yoga retreats, Ayurveda, naturopathy, meditation, wellness resorts. Motivating Factors for Medical & Wellness Tourists: Cost, quality, expertise, waiting time, privacy. Difference between Medical and Wellness Tourism: Focus, services, and clientele.	12

	Global Overview: Leading destinations (India, Thailand, Singapore, Turkey, UAE, USA).	
II	<p>Medical Tourism: Healthcare Systems, Stakeholders, and Market Trends</p> <p>Healthcare Infrastructure and Accreditation: JCI, NABH, ISO certifications.</p> <p>Stakeholders in Medical Tourism: Hospitals, doctors, facilitators, travel agents, insurance companies.</p> <p>Key Services in Medical Tourism: Pre-arrival and post-care services, accommodation, translator services.</p> <p>Market Size and Growth Potential: Global and Indian scenario.</p> <p>Medical Tourism Clusters in India: Major cities and hospitals.</p> <p>Policies and Government Initiatives: India's Medical Visa (M-Visa), promotional campaigns (Incredible India Health Tourism).</p>	12
III	<p>Wellness Tourism: Concepts, Practices, and Industry Trends</p> <p>Wellness Concepts and Global Perspectives: WHO definitions, global wellness economy.</p> <p>Core Components of Wellness Tourism: Spa, Yoga, Meditation, Ayurveda, Siddha, Unani, Naturopathy.</p> <p>Wellness Destinations in India: Kerala, Uttarakhand, Goa, Karnataka, Himachal Pradesh.</p> <p>Role of Traditional Indian Systems: Ayurveda, Yoga, and alternative medicine.</p> <p>Global Wellness Trends: Detox, stress management, holistic healing.</p> <p>Role of Hospitality Industry in Wellness Tourism: Resorts, wellness retreats, boutique hotels.</p>	12
IV	<p>Challenges, Ethical Issues, and Sustainable Practices in Medical and Wellness Tourism</p> <p>Ethical and Legal Issues: Patient rights, medical malpractice, privacy, organ transplant tourism.</p> <p>Risk Factors and Complications: Medical risks, post-treatment care, insurance coverage issues.</p> <p>Cultural Sensitivity and Communication: Addressing patient expectations.</p> <p>Challenges in Indian Context: Infrastructure, quality assurance, pricing, perception.</p> <p>Sustainability and Responsible Tourism: Eco-friendly practices in wellness tourism, community involvement, preserving traditional knowledge.</p> <p>Future Prospects and Innovations: Digital health, telemedicine, AI in medical tourism.</p>	12
Total		48

Textbooks:

1. Medical Tourism by John Connell, CABI Publications.
2. Health, Tourism and Hospitality: Spas, Wellness and Medical Travel by Melanie Smith and Laszlo Puczko, Routledge.
3. Medical Tourism: Global outlook and Indian scenario by Percy K. Singh, Kanishka Publication

Reference Books:

1. Medical Tourism and Wellness: Hospitality Bridging Healthcare (Advances in Hospitality and Tourism) by M. G. Zeng, Apple Academic Press.
2. Patients with Passports: Medical Tourism, Law, and Ethics by I. Glenn Cohen, Oxford University Press.
3. Medical tourism In India by Raj Pruthi, Arise Publishers

Additional Books:

1. Wellness Tourism: A Destination Perspective by Cornelia Voigt and Christof Pforr, Routledge.
2. Medical and Wellness Tourism: Emerging Markets and Future Prospects by Nadda, Vipin, Palacios Florencio, Beatriz, and Shah, Mohammed, Apple Academic Press.
3. The Routledge Handbook of Health Tourism by László Puczko, Routledge.

SYLLABUS (1st SEMESTER)

Subject Name: International Tourism
Subject Code: TTM204C107

L-T-P-C – 2-1-0-3

Credit Units: 3

Scheme of Evaluation: (T)

Course Objective: To develop a comprehensive understanding of international tourism dynamics, including global trends, markets, organisations, and emerging developments, while exploring sustainable practices and future opportunities in a rapidly changing global tourism landscape

Course Outcomes:

Having completed this module, a student will be able –

CO1:	To find the concepts, nature, and significance of international tourism and its role in global economic development.	BT 1
CO2:	To interpret the trends, patterns, and factors influencing international tourist flows and destination development.	BT 2
CO3:	To analyse the challenges, policies, and international regulations governing global tourism	BT 4
CO4:	To justify the approaches for sustainable international tourism development and promotion.	BT 5

Detailed Syllabus:

Units	Topics / Course content	Periods
I	Introduction to International Tourism Definition, Nature, and Scope of International Tourism. Growth and Development of International Tourism: Historical overview. Factors influencing international tourism demand and flow. Major international tourism destinations and generating regions. The role of transport and technology in international tourism development.	12
II	Patterns, Trends, and Impacts of International Tourism International tourism statistics and market trends (with focus on UNWTO reports).	12

	<p>Tourist motivation and behavior in international travel.</p> <p>Economic impacts: Contribution to GDP, foreign exchange, employment.</p> <p>Socio-cultural impacts: Cross-cultural interactions, cultural diffusion, and commodification.</p> <p>Environmental impacts: Positive and negative consequences of international tourism.</p> <p>Case studies of popular international destinations (e.g., France, Thailand, USA, Maldives).</p>	
III	<p>International Tourism Organizations, Policies, and Agreements</p> <p>Role and functions of international tourism organizations: UNWTO, WTTC, PATA, IATA, ICAO.</p> <p>International tourism policies and agreements: Bilateral and multilateral agreements, Visa regimes, Open Skies Policy.</p> <p>International tourism marketing and promotion strategies.</p> <p>Role of governments and tourism boards in international tourism promotion.</p> <p>Global tourism standards and certifications: GSTC, Green Globe, Blue Flag.</p>	12
IV	<p>Current Developments and Future Prospects in International Tourism</p> <p>Global Developments Affecting International Tourism: Impact of health crises (e.g., pandemics), geopolitical tensions, economic shifts, and global events on international travel patterns.</p> <p>Sustainable and Inclusive Tourism Models: Global initiatives for sustainable tourism, responsible travel, and inclusive tourism practices that benefit local communities.</p> <p>Emerging International Tourism Markets and Products: Growth of niche tourism such as Digital Nomadism, Medical and Wellness Tourism, Space Tourism, and Experiential Travel.</p> <p>Technology-driven Innovations: Application of Smart Tourism, Artificial Intelligence (AI), Virtual and Augmented Reality (VR/AR), and Big Data in shaping international tourism experiences and management.</p> <p>Global Future Trends and Opportunities: Prospects for international tourism in a changing world — adaptation to climate change, evolving tourist preferences, and the role of international cooperation in tourism development.</p>	12
Total		48

Text Books:

1. Gunn, C. (2002). *Tourism Planning: Basic, Concepts and Cases*, Cognizant Publication.
2. Swain, S.K. & Mishra, J.M. (2012). *Tourism Principles & Practices*. Oxford University Press, New Delhi.
3. Morgan, N, Pritchard, A & Pride, R. (2011). *Destination Branding: Creating the Unique Proposition*, Butterworth and Heinemann,

Reference Books:

1. Butler, R.W. (2006). *Tourism Area Life Cycle: Applications and Modifications*, Channel View Publications.
2. Tang, C.H. & Jones, E.E. (2005). *Tourism SMEs, Service Quality and Destination Competitiveness*, CABI Publishing,
3. Singh, S. Timothy, D.J. & Dowling, R.K. (2003). *Tourism in Destination Communities*, CABI Publishing

Additional Readings:

1. Crouch, D.I. J.R. Ritchie, B.& Kossatz, H.G. (2003). *Competitive Destination: A Sustainable Tourism Perspective*, CABI Publishing
2. Destination Management literature review including models and trends
(https://www.researchgate.net/publication/310426760_Destination_Management_literature_review_including_models_and_trends)
3. Destination Planning and Development
(<https://backup.pondiuni.edu.in/sites/default/files/Destination%20Planningt200813.pdf>)

SYLLABUS (1st SEMESTER)

Subject Name: **Tourism and Travel Industry**
Subject Code: **TTM204C108**

L-T-P-C – 2-1-0-3

Credit Units: 3

Scheme of Evaluation: (T)

Course Objective: To provide students with an understanding of the structure, components, and functioning of the tourism and travel industry, including travel agencies, tour operations, transportation, accommodation, emerging trends, and the role of key tourism organisations.

Course Outcomes:

Having completed this module, a student will be able –

CO1:	To find the tourism and travel industry's structure, components, and significance.	BT 1
CO2:	To explain the roles and functions of travel agencies and tour operators.	BT 2
CO3:	To analyse the importance of the transportation and accommodation sectors in tourism.	BT 4
CO4:	To discuss the emerging trends and the role of tourism organisations in industry development.	BT 6

Detailed Syllabus:

Units	Topics / Course content	Periods
I	Introduction to Tourism and Travel Industry Meaning, Nature, and Characteristics of Tourism and Travel Industry Historical Development of Tourism and Travel Components and Structure of the Tourism Industry Interdisciplinary Nature and Linkages of Tourism (Economic, Social, Cultural, Environmental) Types and Classification of Tourism: Leisure, Business, Adventure, Religious, Medical, and others	12
II	Travel Agencies and Tour Operations Meaning, Types, and Role of Travel Agencies and Tour Operators Functions and Services of Travel Agencies and Tour Operators Process of Tour Packaging and Itinerary Preparation Types of Package Tours: Independent, Inclusive, Escorted, Customized Approval and Accreditation: IATA, Ministry of Tourism, and Other Bodies	12

III	Transportation and Accommodation Industry Role and Importance of Transportation in Tourism: Air, Rail, Road, and Water Transport Major Airlines, Railways, Cruises, and Surface Transport Networks Types of Accommodation: Hotels, Resorts, Homestays, Hostels, Heritage Hotels Classification of Hotels and Star Categorization Role of Hospitality Industry in Tourism Development	12
IV	Trends and Organizations in Tourism and Travel Industry Emerging Trends: Digitalization, E-Tourism, Sustainable and Responsible Tourism, MICE, Cruise Tourism Role of National and International Tourism Organizations: UNWTO, IATA, WTTC, PATA, TAAI, IATO, IRCTC, ITDC Government Role and Policies in Tourism Development Challenges and Opportunities in the Travel and Tourism Industry Case Studies on Leading Travel Companies and Destinations	12
Total		48

Text Books:

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

Reference Books:

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

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>)
3. Goeldner, Charles, R. And Ritchie, Brent, Tourism: Principles, Practices, Philosophies, J.R. John Wiley and Sons, New Jersey, 2013.

SYLLABUS (1st SEMESTER)

Subject Name: Contemporary Issues in Tourism

Subject Code: TTM204C109

L-T-P-C – 2-1-0-3

Credit Units: 3

Scheme of Evaluation: (T)

Course Objective: To equip students with a critical understanding of emerging global and local issues in tourism, focusing on socio-cultural, economic, environmental, technological, and policy-related challenges, and to develop their ability to analyse and propose sustainable and responsible solutions for contemporary tourism development.

Course Outcomes:

Having completed this module, a student will be able –

CO1:	To identify the emerging global trends, technological advancements, and changing tourist behaviours impacting the tourism industry.	BT 3
CO2:	To explain the socio-cultural and economic issues associated with tourism, including community participation, gender, and labour concerns.	BT 2
CO3:	To evaluate the environmental challenges and sustainability issues in tourism, and explore strategies for responsible and community-based tourism development.	BT 5
CO4:	To examine governance, policy, ethical, and crisis management issues in tourism and assess the role of national and international organisations in addressing these challenges.	BT 4

Units	Topics / Course content	Periods
I	Global Trends and Emerging Issues in Tourism Overview of global tourism trends and statistics. Post-pandemic tourism recovery: challenges and opportunities. Impact of technology on tourism: Artificial Intelligence (AI), Virtual Tourism, Smart Tourism, and Digital Transformation. Changing tourist behavior and preferences: Experiential tourism, Bleisure travel, Wellness and Medical tourism. The rise of alternative accommodations: Homestays, Airbnb, and Couchsurfing.	12

II	<p>Socio-Cultural and Economic Issues in Tourism Socio-cultural impacts of tourism: Acculturation, Commodification, Cultural Appropriation. Overtourism and its implications for destinations: Case studies (e.g., Venice, Barcelona, Machu Picchu). Economic leakages and local community marginalization. Tourism and Indigenous communities: Rights, Representation, and Benefits. Gender issues and labor conditions in tourism and hospitality. Role of tourism in poverty alleviation and inclusive growth.</p>	12
III	<p>Environmental and Sustainability Issues in Tourism Environmental impacts of tourism: Pollution, Resource depletion, Habitat destruction. Climate change and tourism: Vulnerability of destinations, Carbon footprint of tourism, Climate-resilient tourism. Wildlife and Ecotourism: Challenges of conservation and commercialization. Sustainable Tourism Development Goals (SDGs) and Global Sustainable Tourism Council (GSTC) criteria. Responsible tourism, Community-based tourism (CBT), and Pro-poor tourism approaches. Best practices and case studies of sustainable destinations</p>	12
IV	<p>Governance, Policy, and Ethical Issues in Tourism Tourism policies and planning: National and regional perspectives. Crisis and disaster management in tourism: Natural disasters, Pandemics, Terrorism. Ethical tourism and responsible travel: Principles and practices. Tourism carrying capacity and destination management. Tourism and political conflicts: Safety, Security, and Travel advisories. Role of international organizations: UNWTO, WTTC, PATA, IATA. Future challenges and prospects: Artificial Intelligence, Space Tourism, and Post-carbon tourism.</p>	12
Total		48

Text Books:

1. Seth, P. N., Successful Tourism Management, Sterling Publishers, New Delhi, 2011.
2. Swain, S.K. & Mishra, J.M.(2012). Tourism Principles & Practices, Oxford University Press, New Delhi.
3. Bhatia, A.K., International Tourism Management, Sterling Publishers, New Delhi, 2014

Reference Books:

1. Reisinger Y, (2009), International Tourism – Cultures and Behaviour, Butterworth-Heinemann, Oxford, UK.
2. William F. Theobald, W.F. (2013) Global Tourism, Elsevier Science, London.
3. Cochrane, J. (2008) Asian Tourism Growth and Change, Elsevier, London.

Additional Books:

1. UN World Tourism Organization (2002). Performance Indicators for Tourism Destinations in Asia and the Pacific Region, Business & Economics.
2. Vellas François (1995). International Tourism: An Economic Perspectives. St. Martin's Press,
3. Destination Planning and Development
(<https://backup.pondiuni.edu.in/sites/default/files/Destination%20Planningt200813.pdf>)

SYLLABUS SEMESTER II

Subject Name: **Marketing in Tourism**

Subject Code: TTM204C202

L-T-P-C – 3-1-0-4

Credit Units: 4

Scheme of Evaluation: (T)

Course Objective: To enable students to understand the principles and practices of tourism marketing, analyze market trends, and apply effective strategies for promoting tourism products and destinations.

Course Outcomes:

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

CO1:	To define the fundamentals and role of marketing in the tourism industry.	BT 1
CO2:	To classify the tourism markets through segmentation, targeting, and consumer behaviour.	BT 2
CO3:	To evaluate the marketing mix strategies for tourism products and services.	BT 5
CO4:	To discuss the emerging trends and strategies for effective tourism promotion and destination marketing.	BT 6

Detailed Syllabus:

Units	Topics / Course content	Periods
I	Introduction to Tourism Marketing Meaning, Nature, and Scope of Marketing in Tourism. Core Concepts of Marketing: Needs, Wants, Demand, Value, Exchange, and Satisfaction. Difference between Goods Marketing and Services Marketing (with reference to tourism). The Role and Importance of Marketing in Tourism Industry. The Tourism Product: Characteristics and Challenges in Marketing.	12
II	Tourism Market Segmentation and Consumer Behavior Market Segmentation: Bases and Strategies for Segmenting Tourism Markets. Targeting and Positioning in Tourism Marketing. Understanding Tourist Behavior: Factors Influencing Tourist Decision-Making. Tourist Motivation and Buying Process. Consumer Trends in Domestic and International Tourism Markets.	12
III	Marketing Mix for Tourism Product: Designing and Packaging Tourism Products.	12

	Pricing Strategies in Tourism. Place (Distribution): Role of Travel Agencies, Tour Operators, Online Travel Platforms. Promotion: Advertising, Sales Promotion, Public Relations, Personal Selling, Digital and Social Media Marketing. People, Process, and Physical Evidence in Tourism Services Marketing.	
IV	Emerging Trends and Strategies in Tourism Marketing Destination Marketing: Branding and Positioning of Tourism Destinations. Role of DMO (Destination Management Organizations). Relationship Marketing and Customer Retention Strategies. Digital Marketing in Tourism: Websites, Social Media, Content Marketing, Influencer Marketing. Sustainable and Responsible Tourism Marketing. Case Studies of Successful Tourism Marketing Campaigns (National and International).	12
Total		48

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

Additional Reading:

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

SYLLABUS (2nd SEMESTER)

Subject Name: Human Resource Management & Organisational Behaviour

Subject Code: TTM204C204

L-T-P-C – 3-1-0-4

Credit Units: 4

Scheme of Evaluation: (T)

Course Objective: To provide students with an understanding of Human Resource Management and Organisational Behaviour principles, and to equip them with the skills to manage people and organisations effectively in the tourism and hospitality industry.

Course Outcomes:

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

CO1:	To find the principles and functions of Human Resource Management in tourism and hospitality.	BT 1
CO2:	To identify the individual and group behaviour within organisations.	BT 3
CO3:	To examine the leadership, motivation, and communication strategies in managing teams.	BT 4
CO4:	To elaborate the emerging HRM and OB practices relevant to the tourism industry	BT 6

Detailed Syllabus:

Units	Topics / Course content	Periods
I	Introduction to Human Resource Management (HRM) Concept, Nature, Scope, and Importance of HRM in Tourism and Hospitality. Functions and Role of HR Manager in Tourism Industry. Human Resource Planning, Job Analysis, Recruitment, and Selection. Training and Development: Methods and Importance in the Service Sector. Performance Appraisal and Career Development.	12
II	Organizational Behaviour (OB): Concepts and Foundations Meaning, Nature, and Scope of OB. Individual Behaviour and Personality in Organizations. Perception, Attitudes, and Job Satisfaction. Motivation Theories: Maslow, Herzberg, McGregor. Application of Motivation in Tourism and Hospitality Industry.	12
III	Group Dynamics and Leadership in Organizations Group Behaviour and Team Building in Service Sector. Communication: Process, Types, and Barriers. Conflict Management: Causes and Resolution Techniques. Leadership: Concepts, Styles, and Theories (Trait, Behavioural, Contingency). Role of Leadership in Managing Tourism Organizations.	12
IV	Emerging Trends in HRM and OB in Tourism Industry	12

	Organizational Culture and Climate. Change Management: Need and Process. Stress Management at Workplace. Employee Engagement and Work-Life Balance in the Tourism Sector. Ethics and Corporate Social Responsibility (CSR) in HRM. Case Studies on HRM Practices in Tourism and Hospitality Industry.	
Total		48

Textbooks:

1. Verma, P.(2002). Personnel Management in Indian Organisations, OUP & IBM Publishing Co. Ltd, New Delhi.
2. Venkata Ratnam, C.S. & Srivatsava, B.K. (2003). Personnel Management and Human Resources, Tata McGraw Hill, New Delhi.
3. Nickson, D., Human Resource Management for Hospitality and Tourism Industries, Elsevier (Butterworth-Heinemann), 2007.

Reference Books:

1. Dessler, G., Human Resource Management, Pearson, New Delhi, 2008.
2. Ashwathappa, K., Human Resource and Personnel Management, Tata Mc Graw Hill, New Delhi, 3rd Ed. 2004.
3. Madhukar M., Human Resource Management in Tourism, Rajat Publishing, New Delhi, 2000.

Additional Reading:

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/>)

SYLLABUS (2nd SEMESTER)**Subject Name: Travel Agency and Tour Operation****Subject Code: TTM204C205****L-T-P-C – 3-1-0-4****Credit Units: 4****Scheme of Evaluation: (T)**

Course Objective: To enable students to understand, manage, and operate travel agencies and tour operations effectively in the tourism industry.

Course Outcomes:

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

CO1:	To define the role, types, and functions of travel agencies and tour operators.	BT 1
CO2:	To illustrate the process of setting up and managing travel and tour operations.	BT 2
CO3:	To evaluate the skills in itinerary planning, tour packaging, and customer service.	BT 5
CO4:	To discuss the emerging trends, technology, and sustainable practices in travel and tour operations.	BT 6

Detailed Syllabus:

Units	Topics / Course content	Periods
I	Introduction to Travel Agency and Tour Operation Meaning, Nature, and Importance of Travel Agencies and Tour Operators. Historical Evolution and Growth of Travel Agency and Tour Operation Business. Types of Travel Agencies and Tour Operators: Inbound, Outbound, Domestic, and Specialized. Role and Functions of Travel Agencies and Tour Operators in the Tourism Industry. Linkages and Integration with Tourism and Hospitality Sectors.	10
II	Setting up and Management of Travel Agency and Tour Operation Business Procedure for Setting up a Travel Agency and Tour Operation Company. Legal Requirements, Licenses, and Registration (IATA, MOT, State Tourism). Organizational Structure of a Travel Agency and Tour Operator. Itinerary Planning and Costing: Types of Itineraries, Designing Tours, Pricing Strategies. Tour Packaging: Concept, Types, and Components	12

III	<p>Tour Operations and Management Tour Formulation and Marketing: Research, Design, Negotiation, and Promotion. Role of Tour Manager and Tour Escort: Duties and Responsibilities. Handling Tour Operations: Pre-Tour, On-Tour, and Post-Tour Management. Customer Service and Quality Management in Tour Operations. Managing Travel Documents: Passport, Visa, Permits, Insurance.</p>	12
IV	<p>Emerging Trends and Technology in Travel and Tour Business Impact of Technology and E-Tourism on Travel Agencies and Tour Operations. Use of GDS (Global Distribution System) and CRS (Computerized Reservation System). Sustainable and Responsible Tour Operations. Crisis and Risk Management in Tour Operations. Case Studies of Leading Travel Agencies and Tour Operators (National and International).</p>	14
Total		48

Textbooks:

1. Basics of Tourism-Theory, operation and Practice, Kamra, K.K. and Chand, Mohinder (2002)., New Delhi: Kanishka Publishers, and distributors.
2. Travel Agency Management: An Introductory Text, Mohinder Chand (2007). New Delhi, Anmol Publications Pvt. Ltd.
3. Tourism Principles & Practices, Swain, S.K. & Mishra, J.M. (2012)., Oxford University Press, New Delhi.

Reference Books:

1. Professional Travel Agency Management, Gee, Chuck and Y. Makens (1990), New York: Prentice Hall.
2. Tourism principles, practices, philosophies Goeldner, C. R., & Ritchie, J. B. (2007). John Wiley & Sons.

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/>)

SYLLABUS (2nd SEMESTER)**Subject Name: Regional Tourism Destination****Subject Code: TTM204C206****L-T-P-C – 3-1-0-4****Credit Units: 4****Scheme of Evaluation: (T)**

Course Objective: This course aims to explore the tourism potential and unique attractions of Northeast India, examine sustainable and community-based tourism initiatives, analyse the socio-economic impact of tourism, and understand the key challenges and emerging trends shaping tourism development in the region.

Course Outcomes:

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

CO1:	To find the tourism potential and attractions of Northeast India.	BT 1
CO2:	To illustrate the process of setting up and managing travel and tour operations.	BT 2
CO3:	To evaluate the skills in itinerary planning, tour packaging, and customer service.	BT 5
CO4:	To discuss the emerging trends, technology, and sustainable practices in travel and tour operations.	BT 6

Detailed Syllabus:

Units	Topics & Course Contents	Periods
I.	Introduction to Northeast India and Tourism Development Geographical and Cultural Overview of Northeast India Historical Context of Tourism in the Region Types of Tourism: Heritage, Cultural, Adventure, Wildlife, and Religious Tourism Government Initiatives: Northeast India Tourism Policy, Act East Policy Infrastructure and Connectivity Challenges: Air, Road, and Rail Connectivity Case Study: Meghalaya's Adventure and Ecotourism Development	12
II.	State-Wise Overview of Tourism Potential Arunachal Pradesh: Tawang Monastery, Bomdila, Ziro Valley Adventure Tourism (Trekking, River Rafting) Assam: Kaziranga & Manas National Parks, Majuli, Sivasagar Tea Tourism, Brahmaputra River Cruises Manipur: Loktak Lake & Keibul Lamjao National Park Sangai Festival and Cultural Heritage Meghalaya: Living Root Bridges, Cherrapunjee, Dawki Rural Tourism and Community-Based Tourism Mizoram: Reiek, Vantawng Falls, Blue Mountain National Park	12

	Handloom and Handicraft Tourism Nagaland:Kohima, Dzukou Valley, Hornbill Festival Tribal Tourism and Indigenous Tourism Sikkim:Gangtok, Nathula Pass, Yumthang Valley Organic Farming and Eco-Tourism Tripura:Ujjayanta Palace, Unakoti, Neermahal Case Study: Role of Festivals in Promoting Tourism (Hornbill, Ziro, Sangai)	
III.	Sustainable and Community-Based Tourism in Northeast India Ecotourism and Conservation: National Parks, Wildlife Sanctuaries, Biosphere Reserves Community-Based Tourism and Homestays: Role in Local Economy Impact of Tourism on Indigenous Communities and Cultural Preservation Handicrafts, Handlooms, and Ethnic Cuisine as Tourism Products Carrying Capacity and Responsible Tourism Strategies	12
IV	Challenges, Policies, and Future Trends Infrastructure and Connectivity Issues in Northeast India Political and Security Concerns Affecting Tourism Tourism and Climate Change: Adaptation & Resilience Strategies Role of Digital Media and Smart Tourism in Regional Promotion Government Initiatives and Policy Frameworks for Sustainable Tourism Case Study: Sikkim's Sustainable Tourism Model and Plastic-Free Initiative	12
TOTAL		48

Textbooks:

- 1 ."Tourism Development in North-East India: A Study of Arunachal Pradesh" — Dr. L.P. Sharma, Rajesh Publications.
- 2 ."Ecotourism and Sustainable Development in North-East India" — B. Das & P. Nath, EBH Publishers.
- 3 ."Tourism in Northeast India: Impact on Economy, Society and Culture" — C. Joshua Thomas, Akansha Publishing House.

Reference Book:

- 1 ."Tourism and Handicrafts of Northeast India" — Dr. Lalhriatpuii, Mittal Publications.
- 2 ."Community-Based Tourism in North-East India" — K.C. Baral & M. Deka, Regency Publications.
- 3 ."Tourism and Sustainable Development: A Study of North-East India" — M. Choudhury, Concept Publishing Company.

Additional Reading:

- 1 ."Northeast India: Land, People and Economy" — K. S. Singh, Concept Publishing Company.
- 2 ."Sustainable Tourism and Environment in North-East India" — N. R. Deka, EBH Publishers.

SYLLABUS (2nd SEMESTER)**Subject Name: Hotel Operations Management****Subject Code: TTM204C207****L-T-P-C – 1-1-0-2****Credit Units: 2****Scheme of Evaluation: (T)**

Course Objective: To provide students with a comprehensive understanding of hotel operations, management practices, and emerging trends for effective service delivery in the hospitality industry.

Course Outcomes:

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

CO1:	To define the structure, functions, and key departments of hotel operations.	BT 1
CO2:	To illustrate the knowledge of front office, housekeeping, and food & beverage management.	BT 2
CO3:	To examine the current trends, safety, and sustainability practices in hotel management.	BT 4
CO4:	To evaluate the guest service processes and operational challenges in the hotel industry.	BT 5

Detailed Syllabus:

Units	Topics / Course content	Periods
I	Introduction to Hotel Industry and Operations Overview of Hotel Industry: Evolution, Types, and Classification of Hotels. Organizational Structure of a Hotel: Functions and Responsibilities of Key Departments. Role of Hotels in Tourism and Hospitality Industry. Overview of Front Office, Housekeeping, Food & Beverage, and Kitchen Operations. Guest Cycle: Pre-arrival, Arrival, Stay, and Departure.	12
II	Front Office and Housekeeping Operations Front Office Operations: Reservation, Reception, Check-in, Check-out, and Guest Services. Role and Functions of Housekeeping Department. Cleaning Equipment, Guest Room Maintenance, and Public Area Cleaning. Coordination between Front Office and Housekeeping. Importance of Guest Relations and Handling Complaints.	12

III	Food & Beverage Operations and Management Introduction to Food and Beverage (F&B) Services. Types of Food Services: Restaurants, Bars, Banquets, and Room Service. Menu Planning, Cost Control, and Pricing Strategies. Kitchen Operations: Workflow, Equipment, and Hygiene Standards. Importance of Quality and Service Standards in F&B Operations.	12
IV	Trends, Safety, and Sustainability in Hotel Operations Emerging Trends in Hotel Industry: Technology, Smart Hotels, Green Hotels. Safety, Security, and Risk Management in Hotel Operations. Human Resource Practices in Hotel Operations: Staff Training and Development. Sustainable and Responsible Hotel Management Practices. Study Tour: Hotel Visit	12
Total		48

Textbooks:

- 1 ."Hotel Front Office Operations and Management" — Jatashankar R. Tiwari, Oxford University Press.
- 2 ."Hotel Housekeeping: Operations and Management" — G. Raghubalan & Smritee Raghubalan, Oxford University Press.
- 3 ."Food and Beverage Service" — R. Singaravelavan, Oxford University Press.

Reference Books:

- 1 ."Managing Front Office Operations" — Michael L. Kasavana & Richard M. Brooks, Educational Institute of the American Hotel & Lodging Association.
- 2 ."Hotel Management and Operations" — Michael J. O'Fallon & Denney G. Rutherford, Wiley.
- 3 ."Introduction to Hospitality Management" — Clayton W. Barrows, Tom Powers & Dennis Reynolds, Pearson.

Additional Readings:

- 1 ."Hotel Operations Management" — David K. Hayes & Jack D. Ninemeier, Pearson.
- 2 ."Sustainable Hospitality Management: A Global Perspective" — Huimin Gu, Routledge.

SYLLABUS (3rd SEMESTER)**Subject Name: Tourism Entrepreneurship****Subject Code: TTM204C302****L-T-P-C – 3-1-0-4****Credit Units: 4****Scheme of Evaluation: (T)**

Course Objective: To make students aware of the dynamics of entrepreneurship and its various characteristics

Course Outcomes:

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

CO1:	To define the concept of Entrepreneurship.	BT 1
CO2:	To identify the characteristics of an entrepreneur.	BT 3
CO3:	To evaluate the Entrepreneurial process.	BT 5
CO4:	To discuss the Business Plan for a Tourism Project.	BT 6

Detailed Syllabus:

Units	Topics / Course content	Periods
I	Introduction to Entrepreneurship: Entrepreneurship- Definition, Role and expectation. Entrepreneurial motivations, Types; Entrepreneurship opportunities in tourism; Entrepreneurial skill for travel, Tourism and hospitality trade; Problems of entrepreneurship in travel trade.	12
II	Small Scale Enterprises: Characteristics of an entrepreneur, Functions, Entrepreneurial trade; Classifications of entrepreneurs, Entrepreneur vs Manager, Entrepreneur vs large business, Company, etc. Small Scale Enterprises, Characteristics of small-scale enterprises.	12
III	Government Policy on Tourism: Institutional interface and Set up; Government policy; Tourism enterprises/units eligible for assistance under MoT scheme. Relevance of “Start-up India, Stand-up India” in the context of tourism Entrepreneurial Process: Identification of opportunity, Market assessment, Analysing competitive situation, Understanding trade practices, Resource mobilization. Ownership structures and organizational framework.	12
IV	Management Issues: Management issues in tourism and hospitality industry- Financial management issues, H R issues, Strategies for growth and stability,	12

	<p>Entrepreneurial case studies of major Travel Agencies/ Tour Operators viz. Cox & Kings, Raj Travels, SOTC, etc. and Hotels viz. Taj, Radisson, Welcome, etc.</p> <p>Business Plan: Technology determination, Site selection, Financial planning, Financial institutions for small enterprises; Elements of Business Plan, Preparation of Business Plan, Feasibility report.</p>	
Total		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)
2. Entrepreneurship, Research And Business Management. Remedies For Unemployment And Poverty Reduction In Botswana (<https://www.grin.com/document/453320>)

SYLLABUS (3rd SEMESTER)

Subject Name: Event Planning and Management

Subject Code: TTM204C304

L-T-P-C – 3-1-0-4

Credit Units: 4

Scheme of Evaluation: (T)

Course Objective: To develop students' knowledge and practical skills in planning, organizing, marketing, and managing various types of events, with a focus on professional event execution and sustainable practices

Course Outcomes:

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

CO1:	To find the types, significance, and structure of the event industry within tourism and hospitality.	BT 1
CO2:	To interpret the event planning processes, including budgeting, designing, and risk management.	BT 2
CO3:	To analyse the marketing, sponsorship, and logistical strategies for successful event execution.	BT 4
CO4:	To design the practical skills through field exposure in planning, managing, and evaluating live events.	BT 6

Detailed Syllabus:

Units	Topics / Course content	Periods
I	Introduction to Events and Event Industry Meaning, Definition, and Types of Events (Cultural, Corporate, Sports, MICE, Festivals). Growth and Importance of the Event Industry in Tourism and Hospitality. Key Stakeholders in Event Industry. Structure of Event Management Companies (EMCs) and Professional Event Organizations. Role of Events in Destination Promotion and Economic Impact.	12
II	Event Planning Process and Design Steps in Event Planning: Conceptualization to Execution. Event Feasibility Study and Budgeting. Venue Selection and Site Inspection. Event Design: Theme, Layout, Decor, and Program Flow. Event Proposals and Contracts. Risk Management and Legal Considerations in Event Planning.	12
III	Event Marketing, Sponsorship, and Logistics Marketing Strategies for Events: Traditional and Digital Media. Audience Targeting and Ticketing Strategies. Sponsorship: Identifying, Pitching, and Managing Sponsors.	12

	Event Logistics: Catering, Accommodation, Transport, Technology, and Security. Managing Event Teams and Coordination.	
IV	Event Execution, Evaluation, and Practical Exposure On-site Event Management and Operations. Crowd Management and Safety Measures. Post-event Evaluation: Feedback, Reporting, and Impact Assessment. Sustainability and Green Event Practices. Field Visit / Internship: Exposure to a Live Event (Cultural/Corporate/Sporting Event) and Report Submission.	12
Total		48

Textbook:

- 1 ."Events Management: Principles and Practice" by Razaq Raj, Paul Walters, Tahir Rashid — SAGE Publications
- 2 ."Event Management" by Gaur Sanjay Singh and Saggere Raghavendra — Vikas Publishing House
- 3 ."Event Management and Marketing" by Sita Ram Singh — Alfa Publications

References:

- 1 ."The Event Manager's Bible: The Complete Guide to Planning and Organising a Voluntary or Public Event" by D.G. Conway — How to Books Ltd
- 2 ."Successful Event Management: A Practical Handbook" by Anton Shone and Bryn Parry — Cengage Learning
- 3 ."Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives, and Other Special Events" by Judy Allen — Wiley

Additional Readings:

- 1 ."The Business of Events Management" by John Beech, Sebastian Kaiser, and Robert Kaspar — Pearson Education
- 2 ."Sustainable Event Management: A Practical Guide" by Meegan Jones — Routledge

SYLLABUS (3rd SEMESTER)

Subject Name: Tourism Business Environment
Subject Code: TTM204C305

L-T-P-C – 3-1-0-4

Credit Units: 4

Scheme of Evaluation: (T)

Course Objective: To provide students with a comprehensive understanding of the tourism business environment, including its structure, regulatory and policy frameworks, socio-economic and technological influences, and sustainable practices essential for responsible tourism development.

Course Outcomes:

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

CO1:	To identify the structure and significance of the tourism business environment.	BT 1
CO2:	To explain the key tourism policies, laws, and ethical practices.	BT 2
CO3:	To inspect the socio-economic, political, and technological factors affecting tourism.	BT 4
CO4:	To discuss the sustainable and responsible tourism principles in business practices.	BT 6

Detailed Syllabus:

Modules	Topics / Course content	Periods
I	Foundations of Tourism Business Environment Concept, nature, and components of tourism business Characteristics and types of tourism industries (travel, hospitality, transport) Economic significance and stakeholders Micro and macro environmental factors Interrelationship with other sectors (culture, heritage, environment)	12
II	Legal and Policy Framework of Tourism Role of government and regulatory bodies National and State Tourism Policies (India focus) Key tourism-related Acts and regulations Licensing, permits, and compliance Tourism planning and PPP models Ethical and responsible tourism practices	12
III	Socio-Economic, Political, and Technological Environment Socio-cultural and economic impacts of tourism Political factors: visas, international relations, security	12

	Technology in tourism: ICT, AI, VR, social media Role of media in tourism promotion Crisis and risk management (pandemics, disasters) Emerging global tourism trends (eco, rural, medical tourism)	
IV	Sustainable and Responsible Tourism Concept and importance of sustainable tourism Sustainable Development Goals (SDGs) and tourism Climate change and tourism response CSR in tourism industry Role of international organizations (UNWTO, WTTC) Community-based and inclusive tourism models	12
Total		48

TEXT-BOOKS

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.
- Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2017). *Tourism: Principles and Practice*. Pearson Education.

REFERENCES

1. Page, S. J. (2019). *Tourism Management*. Routledge.
2. Holloway, J. C., Humphreys, C., & Davidson, R. (2009). *The Business of Tourism*. Pearson Education.
3. Seth, P. N. (2006). *Successful Tourism: Fundamentals of Tourism*. Sterling Publishers.

Additional Readings:

- 1 . UNWTO (Various Reports). *Tourism Highlights & Global Reports*. www.unwto.org
- 2 .WTTC (World Travel & Tourism Council) (*Annual Economic Impact Reports*). www.wttc.org

SYLLABUS (3rd SEMESTER)		
Subject Name: Inbound and Outbound Tourism Subject Code: TTM204C306		
L-T-P-C – 2-1-0-3	Credit Units: 3	Scheme of Evaluation: (T)

Course Objective: To equip students with knowledge of the concepts, trends, operations, and marketing strategies of inbound and outbound tourism, and to understand the role of stakeholders in promoting and managing international tourism.

Course Outcomes:

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

CO1:	To find the concepts, types, and trends of inbound and outbound tourism.	BT 1
CO2:	To identify the operations and challenges involved in managing inbound and outbound tour packages.	BT 3
CO3:	To explain the role of stakeholders, government policies, and travel documentation in facilitating international tourism.	BT 5
CO4:	To elaborate the effective marketing and promotion strategies for inbound and outbound tourism, addressing emerging trends and issues.	BT 6

Detailed Syllabus:

Modules	Topics / Course content	Periods
I	Introduction to Inbound and Outbound Tourism Concept and Definition of Inbound and Outbound Tourism Types and Categories of International Tourists Difference between Domestic, Inbound, and Outbound Tourism Global and Indian Scenario of Inbound and Outbound Tourism Factors Influencing Inbound and Outbound Tourism (Political, Economic, Technological, Social, Environmental)	12
II	Inbound Tourism: Trends and Operations Major Inbound Tourism Markets to India Popular Inbound Tourism Circuits and Destinations (Cultural, Heritage, Medical, Adventure, Wellness) Inbound Tour Operations: Planning and Designing Packages Role of Government and Tourism Boards in Promoting Inbound Tourism Visa and Immigration Policies for Inbound Tourists Challenges in Inbound Tourism Development (Infrastructure, Safety, Promotion, Language, Connectivity)	12
III	Outbound Tourism: Trends and Management	12

	Popular Destinations for Indian Outbound Tourists Motivations and Preferences of Outbound Tourists (Leisure, Business, Education, Medical, MICE) Outbound Tour Operations: Planning, Pricing, and Itinerary Design Travel Documentation for Outbound Tourists (Passports, Visas, Insurance, Foreign Exchange) Role of Travel Agencies, Tour Operators, and Online Platforms in Outbound Tourism Government Policies and Regulations Related to Outbound Tourism	
IV	Marketing, Promotion, and Issues in Inbound and Outbound Tourism Marketing Strategies for Inbound and Outbound Tourism Destination Branding, Digital Marketing, Social Media, Trade Fairs, and Road Shows Role of Airlines, Cruises, and Travel Media in International Tourism Promotion Emerging Trends: Sustainable and Responsible Tourism, Experiential Travel, Niche Markets Issues and Challenges in International Tourism (Health & Safety, Political Instability, Currency Fluctuation, Cultural Sensitivity) Tourism Agreements, Bilateral Relations, and International Cooperation	12
Total		48

Textbooks:

- 1 .Bhatia, A.K. (2010). International Tourism Management. Sterling Publishers.
- 2 .Holloway, J. C. (2006). The Business of Tourism. Pearson Education.
- 3 .Negi, J. (2014). Travel Agency and Tour Operations: Concepts and Principles. Kanishka Publishers.

Reference Books:

- 1.Cooper, C., Fletcher, J., Gilbert, D., & Wanhill, S. (2008). Tourism: Principles and Practice. Pearson.
- 2 .Gee, Chuck Y. et al. (1997). Travel Industry. Van Nostrand Reinhold.
- 3 .Seth, P. N. (2006). Successful Tourism Management. Sterling Publishers.

Additional Reading:

- 1 .UNWTO (Various Reports). Tourism Highlights & International Tourism Trends. www.unwto.org
- 1 .WTTC (World Travel & Tourism Council). Annual Economic Impact Reports. www.wttc.org

SYLLABUS (3rd SEMESTER)

Subject Name: Special Interest Tour Operations

Subject Code: TTM204C307

L-T-P-C – 2-1-0-3

Credit Units: 3

Scheme of Evaluation: (T)

Course Objective: To enable students to understand, design, manage, and promote Special Interest Tours, focusing on niche markets, sustainable practices, and innovative tourism experiences.

Course Outcomes:

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

CO1:	To define the concepts, types, and significance of Special Interest Tourism (SIT).	BT 1
CO2:	To design the customised special interest tour packages based on niche market demands.	BT 6
CO3:	To justify the special interest tours effectively, addressing safety, ethical, and sustainability concerns.	BT 5
CO4:	To analyse the marketing and promotional strategies to attract and engage special interest tourists.	BT 4

Detailed Syllabus:

Units	Topics & Course Contents	Periods
I.	Introduction to Special Interest Tourism (SIT) Concept, Meaning, and Characteristics of Special Interest Tourism Difference between Mass Tourism and Special Interest Tourism Evolution and Growth of Special Interest Tourism Types and Categories of Special Interest Tours Adventure, Cultural, Wildlife, Medical, Wellness, MICE, Eco-tourism, Rural, Agro-tourism, Culinary, Spiritual Motivation and Behavior of Special Interest Tourists Global and Indian Scenario of Special Interest Tourism	12
II.	Planning and Designing Special Interest Tours Principles and Elements of Special Interest Tour Design Market Research and Identifying Niche Markets Tour Itinerary Development for SIT Costing, Pricing, and Packaging of Special Interest Tours Role of Tour Operators and Travel Agencies in SIT Legal, Ethical, and Safety Considerations in SIT Planning Sustainability and Community Involvement in SIT	12

III.	<p>Management and Operations of Special Interest Tours</p> <p>Operational Process of Conducting SIT Supplier and Vendor Management (Transport, Accommodation, Guides, Local Experts) Role of Destination Management Companies (DMCs) Customer Relationship Management (CRM) for SIT Use of Technology and Online Platforms in SIT Operations Challenges in Operating SIT (Cultural Sensitivity, Health & Safety, Legal Issues) Risk Management and Crisis Handling in SIT</p>	12
IV	<p>Marketing, Promotion, and Trends in Special Interest Tourism</p> <p>Marketing Strategies for SIT (Segmentation, Targeting, Positioning) Role of Digital Marketing, Social Media, and Influencers in SIT Promotion Branding of Special Interest Tour Companies and Destinations Strategic Alliances: Collaboration with Local Communities, NGOs, and Government Bodies Emerging Trends in SIT (Experiential Travel, Volunteer Tourism, Film Tourism, Dark Tourism)</p>	12
TOTAL		48

Textbooks:

- 1 .Douglas, N., Douglas, N., & Derrett, R. (2001). Special Interest Tourism: Context and Cases. John Wiley & Sons.
- 2 .Novelli, M. (2005). Niche Tourism: Contemporary Issues, Trends and Cases. Routledge.
- 3 .Goeldner, C. R., & Ritchie, J. R. B. (2012). Tourism: Principles, Practices, Philosophies. Wiley.

Reference Books:

- 1 .Swarbrooke, J., & Horner, S. (2007). Consumer Behaviour in Tourism. Routledge.
- 2 .Holloway, J. C. (2009). The Business of Tourism. Pearson Education.
- 3 .Cooper, C. (2018). Essentials of Tourism. Pearson.

Additional Readings:

- 1 .UNWTO Reports on Niche and Sustainable Tourism — www.unwto.org
- 2 .WTTC Reports on Global and Niche Tourism Trends — www.wttc.org

SYLLABUS (3rd SEMESTER)

Subject Name: Summer Internship

Subject Code: TTM204C322

L-T-P-C – 0-0-4-2

Credit Units: 2

Scheme of Evaluation: (P)

Course Objective: The summer internship aims to provide practical industry exposure, enhance professional skills, and enable students to apply theoretical knowledge in real-world travel, tourism, and hospitality settings.

Course Outcomes:

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

After completing the second semester, students must undertake a four-week compulsory internship during the summer break (June–July) in a reputed organisation within the travel, tourism, or hospitality sector. Their performance will be assessed based on a mandatory Project Report, a Logbook verified periodically by the on-site supervisor(s), and a Presentation-cum-Viva before an External Examiner. The internship credit will be awarded in the third semester.

SYLLABUS (3rd SEMESTER)

Subject Name: Research Methodology-I

Subject Code: TTM204C308

L-T-P-C – 4-1-0-5

Credit Units: 5

Scheme of Evaluation: (T)

Course Objective: To introduce students to the basic principles, methods, and processes of research, equipping them with the fundamental skills required to undertake research projects effectively.

Course Outcomes:

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

CO1:	To define the basic research concepts and processes.	BT 1
CO2:	To explain the research problems, objectives, and hypotheses.	BT 2
CO3:	To analyse the research tools and apply data collection methods.	BT 4
CO4:	To evaluate the data and write structured research reports.	BT 5

Detailed Syllabus:

Units	Topics & Course Contents	Periods
I.	Introduction to Research and Research Design Meaning, Objectives, and Importance of Research Types of Research: Basic, Applied, Exploratory, Descriptive, Analytical Research Process and Steps in Research Identification and Formulation of Research Problem Review of Literature and Gap Identification Formulating Research Objectives and Hypotheses	12
II.	Research Design and Sampling Techniques Concept of Research Design and Types (Exploratory, Descriptive, Experimental, Diagnostic) Sampling Design: Meaning and Types of Sampling (Probability & Non-Probability) Sampling Errors and Sample Size Determination Techniques for Formulating Research Questions	12
III.	Data Collection Methods Types of Data: Primary and Secondary Data Tools and Techniques of Data Collection: Questionnaire, Interview, Observation, Focus Group Discussions Scaling Techniques: Likert Scale, Semantic Differential Scale, Rating Scales Designing Research Instruments (Questionnaire and Interview Schedule) Reliability and Validity of Instruments	12

IV	Data Processing, Analysis, and Report Writing	12
	Data Processing: Editing, Coding, Tabulation	
	Basics of Data Analysis: Descriptive Statistics (Mean, Median, Mode, Standard Deviation)	
	Introduction to Data Interpretation	
	Structure of Research Report and Dissertation	
Referencing Styles (APA, MLA, Harvard) and Plagiarism Issues		
TOTAL		48

Textbooks:

- 1 .Kothari, C.R. & Garg, G. (2019). Research Methodology: Methods and Techniques (4th Edition). New Age International Publishers.
- 2.Creswell, J.W. & Creswell, J.D. (2018). Research Design: Qualitative, Quantitative, and Mixed Methods Approaches (5th Edition). SAGE Publications.
- 3 .Sekaran, U. & Bougie, R. (2020). Research Methods for Business: A Skill-Building Approach (8th Edition). Wiley.

Reference Books:

- 1 .Bryman, A. (2016). Social Research Methods (5th Edition). Oxford University Press.
- 2 .Flick, U. (2014). An Introduction to Qualitative Research (5th Edition). SAGE Publications.
- 3 .Saunders, M., Lewis, P., & Thornhill, A. (2019). Research Methods for Business Students (8th Edition). Pearson Education.

Additional Readings:

- 1 .Silverman, D. (2020). Interpreting Qualitative Data (6th Edition). SAGE Publications.
- 2 .Bazeley, P. & Jackson, K. (2013). Qualitative Data Analysis with NVivo (2nd Edition). SAGE Publications.

SYLLABUS (3rd SEMESTER)

Subject Name: Tourism Theories, Practices and Philosophies-I

Subject Code: TTM204C309

L-T-P-C – 4-1-0-5

Credit Units: 5

Scheme of Evaluation: (T)

Course Objective: To introduce students to the fundamental concepts, theories, and practices of tourism, including its philosophical underpinnings and interdisciplinary nature.

Course Outcomes:

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

CO1:	To list the basic tourism concepts, types, and components.	BT 1
CO2:	To explain the key tourism theories and models.	BT 2
CO3:	To classify the socio-cultural and environmental impacts of tourism.	BT 4
CO4:	To discuss the ethical principles for sustainable and responsible tourism.	BT 6

Detailed Syllabus:

Units	Topics & Course Contents	Periods
I.	Introduction to Tourism Meaning, Nature, and Scope of Tourism Evolution and Growth of Tourism Types and Forms of Tourism (Leisure, Adventure, Cultural, Religious, Eco-tourism, etc.) Components of Tourism: Attraction, Accessibility, Accommodation, Amenities, and Ancillary Services Interdisciplinary Approaches to Tourism	12
II.	Basic Tourism Theories and Models Leiper's Tourism System Push and Pull Theory of Motivation Butler's Tourism Area Life Cycle (TALC) Doxey's Irritation Index (Irridex) Cohen's Typology of Tourists	12
III.	Tourism as a Socio-Cultural Phenomenon The Tourist-Host Relationship Impacts of Tourism: Socio-cultural, Economic, Environmental Commodification and Authenticity in Tourism Staged Authenticity and Tourist Gaze (MacCannell, Urry)	12

	Role of Culture in Tourism Experience	
IV	Philosophical and Ethical Dimensions of Tourism Philosophical Foundations of Travel and Tourism Ethical Issues in Tourism (Sustainability, Community Participation, Cultural Sensitivity) Tourism and Globalization Responsible Tourism and Code of Conduct for Tourists Basic Concepts of Sustainable and Community-based Tourism	12
TOTAL		48

Textbooks:

- 1 .Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2008). Tourism: Principles and Practice (4th Edition). Pearson Education.
- 2 .Goeldner, C. R., & Ritchie, J. R. B. (2012). Tourism: Principles, Practices, Philosophies (12th Edition). Wiley.
- 3 .Holloway, J. C., Humphreys, C., & Davidson, R. (2009). The Business of Tourism (8th Edition). Pearson Education.

Reference Books:

- 1 .Tribe, J. (2009). Philosophical Issues in Tourism. Channel View Publications.
- 2 .Franklin, A. (2003). Tourism: An Introduction. Sage Publications.
- 3 .Smith, M. K., & Robinson, M. (Eds.). (2006). Cultural Tourism in a Changing World: Politics, Participation, and (Re)presentation. Channel View Publications.

Additional Readings:

- 1 .Urry, J., & Larsen, J. (2011). The Tourist Gaze 3.0. Sage Publications.
- 2 .MacCannell, D. (2013). The Tourist: A New Theory of the Leisure Class (Revised Edition). University of California Press.

SYLLABUS (4th SEMESTER)**Subject Name: Cultural & Heritage Tourism****Subject Code: TTM204C403****L-T-P-C – 3-1-0-4****Credit Units: 4****Scheme of Evaluation: (T)**

Course Objective: The main objective of the course is to provide a comprehensive view of culture- heritage tourism relationship to the students and to acquaint them with the possible impacts arising in that relationship. The Indian culture and heritage shall be taught with the purpose of application of the same in tourism sector.

Course Outcomes:

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

CO1:	To define the basic concept of culture & heritage tourism.	BT 3
CO2:	To outline the structure of the religious and pilgrimage sites.	BT 2
CO3:	To identify the UNESCO criteria structure.	BT 4
CO4:	To discuss the various roles and functions of various Heritage organizations.	BT 5

Detailed Syllabus:

Units	Topics / Course content	Periods
I	Introduction to Indian Culture and Heritage Indian Cultural History: Early and Post Vedic period - Ancient Indian Literature - Sacred Literature - Secular Literature - Ancient Society & Culture - Varna System – Purushartha – Cultural Erosion	12
II	Religions of India: Religious Shrines & Pilgrimage Centers - Hindu, Buddhist, Jain, Sikh, Muslim, Christian and others - Basic Tenets of different Indian and Western Philosophy Pilgrimage Tourism Case Studies- Ajmer Sharif, Char Dham Yatra, Vaishnavadevi, Bodhgaya, & Mount Abu Non-Material Cultural Heritage: Performing Arts, Dance Forms, Music – Vocal & Instruments - Folk Arts - Indian Paintings and Sculpture- Fair and Festivals, Indian Cuisine, Traditional Arts and Crafts.	12
III	Architectural Heritage: Significance & Places of Importance - Rock-cut Architecture –Architectural Styles - Indus Valley, Vedic, Buddhist, Jain, Mauryan Architecture, Vakataka, Nagara style -Kalinga Style - Vesara/Sankara - Dravidian:Pallavas , Pandyas, Cholas, Vijayanagara, Kakatiyas, MharuGurjara, Himalayan style, Ratna Style, Indo Islamic, Indo-European	12

IV	Introduction to Heritage: Heritage; Types of Heritage; Heritage of National importance- UNESCO World Heritage Sites in India; Role of ASI, UNESCO, INTACH, ICCROM, ITRHD in Conservation and Preservation of Heritage Sites; Impact of IT; Problems and Prospects of Cultural Tourism in India.	12
Total		48

Text Book:

1. Basham. A. L (1988). The Wonder That Was India. Rupa and Co., New Delhi
2. Sen, Sailendranath (2007). Textbook of Indian History and Culture. Macmillan, New Delhi.
3. Gupta, S.P. (2002). Cultural Tourism in India. Indraprastha Museum of Art and Archaeology, New Delhi.

Reference Books:

1. O.P. Agarwal, conservation of cultural property of India.
2. Gupta, S.P. (2002). Cultural Tourism in India. Indraprastha Museum of Art and Archaeology, New Delhi.
3. Hussain. A.K (1987). The National Culture of India. National Book Trust, New Delhi.

Additional Reading:

1. Cultural Tourism: A review of recent research and trends (https://www.researchgate.net/publication/326247209_Cultural_Tourism_A_review_of_recent_research_and_trends)
2. Cultural tourism research methods (https://www.researchgate.net/publication/296808011_Cultural_tourism_research_methods)
3. Cultural tourism and quality of life: Results of a longitudinal study (<https://www.ejtr.vumk.eu/index.php/about/article/download/45/46>)

SYLLABUS (4th SEMESTER)**Subject Name: Tourist Behaviour****Subject Code: TTM204C404****L-T-P-C – 3-1-0-4****Credit Units: 4****Scheme of Evaluation: (T)**

Course Objective: To provide students with an understanding of tourist behavior, motivations, decision-making processes, and cultural influences, helping them apply this knowledge in tourism product development and marketing strategies.

Course Outcomes:

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

CO1:	To find the key concepts and factors influencing tourist behaviour.	BT 1
CO2:	To analyse the tourist motivations and decision-making processes.	BT 4
CO3:	To evaluate the tourist expectations, experiences, and satisfaction.	BT 5
CO4:	To discuss the contemporary trends and cultural influences on tourist behaviour.	BT 6

Detailed Syllabus:

Units	Topics / Course content	Periods
I	Introduction to Tourist Behaviour Concept and Nature of Tourist Behaviour Importance of Studying Tourist Behaviour in Tourism Management Factors Influencing Tourist Behaviour Psychological, Social, Economic, and Cultural Factors Types and Classification of Tourists (Cohen's, Plog's Typologies) The Tourist Experience and Travel Motivation	12
II	Motivation and Decision-Making Process of Tourists Tourist Motivation Theories Push and Pull Theory, Maslow's Hierarchy of Needs, Crompton's Motivational Model Travel Decision-Making Process Need Recognition to Post-Purchase Behaviour	12

	Role of Information Search and Perception in Decision-Making Influence of Family, Friends, and Social Groups on Tourist Decisions Constraints in Tourist Decision-Making	
III	Tourist Expectations, Experience, and Satisfaction Understanding Tourist Expectations and Perceived Value Tourist Experience Design: Pre-Trip, On-Site, and Post-Trip Stages Measurement of Tourist Satisfaction and Service Quality (SERVQUAL, RATER Models) Role of Emotions and Memory in Tourist Experiences Handling Tourist Complaints and Feedback Mechanisms	12
IV	Contemporary Trends and Cultural Aspects of Tourist Behaviour Cultural and Cross-Cultural Influences on Tourist Behaviour Tourist-Host Interactions and Responsible Behaviour Impact of Social Media, Digital Platforms, and Online Reviews on Tourist Behaviour Emerging Trends: Solo Travel, Wellness, Eco and Sustainable Tourism	12
Total		48

Textbooks:

- 1 . Swarbrooke, J., & Horner, S. (2007). Consumer Behaviour in Tourism. Routledge.
- 2 .Moutinho, L. (2011). Strategic Management in Tourism. CABI.
- 3 . Solomon, M. R. (2014). Consumer Behaviour: Buying, Having, and Being. Pearson

Reference Books:

- 1 .Pizam, A., & Mansfeld, Y. (1999). Consumer Behaviour in Travel and Tourism. Haworth Hospitality Press.
- 2 .Kotler, P., Bowen, J. T., & Makens, J. C. (2016). Marketing for Hospitality and Tourism. Pearson.
- 3 .Hudson, S. (2008). Tourism and Hospitality Marketing: A Global Perspective. Sage Publications.

Additional Readings:

- 1 .UNWTO Reports on Global Tourist Trends and Behaviour — www.unwto.org
- 2 .WTTC Reports on Traveler Trends and Post-Pandemic Behaviour — www.wttc.org

SYLLABUS (4th SEMESTER)**Subject Name: MICE Management****Subject Code: TTM204C405****L-T-P-C – 3-1-0-4****Credit Units: 4****Scheme of Evaluation: (T)**

Course Objective: To provide students with comprehensive knowledge and skills in planning, organizing, and managing MICE events, emphasizing their significance in tourism and hospitality industries.

Course Outcomes:

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

CO1:	To define the concepts, components, and significance of the MICE industry in tourism and hospitality.	BT 1
CO2:	To explain the skills to plan, design, and budget for various MICE events effectively.	BT 2
CO3:	To construct managing and operating MICE events with a focus on logistics, risk management, and sustainable practices.	BT 3
CO4:	To discuss the marketing, promotion, and evaluation techniques to ensure successful execution and assessment of MICE events.	BT 5

Detailed Syllabus:

Units	Topics / Course content	Periods
I	Introduction to MICE Industry Concept, Meaning, and Scope of MICE Components of MICE: Meetings, Incentives, Conferences, and Exhibitions Growth and Significance of MICE in Tourism and Hospitality Types of MICE Events (Corporate, Government, Academic, and Social) Role of MICE in Destination Promotion and Economic Impact Key Stakeholders in MICE Industry (Event Planners, Venues, DMCs, Suppliers) Current Trends and Future of MICE Industry	12
II	Planning and Designing MICE Events Process of Planning MICE Events Understanding Client Needs and Objectives Venue Selection and Site Inspection Event Program Designing and Scheduling Budgeting and Financial Planning for MICE Events Contracting, Negotiations, and Vendor Management	12

	Logistics Management: Accommodation, Transportation, and Catering	
III	Operations and Management of MICE Events Event Operations and Coordination Registration, Ticketing, and Delegate Management Audio-Visual and Technological Requirements On-site Event Management: Roles and Responsibilities Crisis and Risk Management in MICE Events Health, Safety, and Security Protocols Sustainability and Green Practices in MICE Management	12
IV	Marketing, Promotion, and Evaluation of MICE Events Marketing Strategies for MICE Events B2B and B2C Marketing Approaches Role of Digital Marketing, Social Media, and Event Promotion Networking, Sponsorship, and Partnership Development Role of National and International Organizations (ICCA, SITE, MPI) Post-Event Evaluation and Feedback Mechanism Measuring Event Success: ROI and ROO	12
Total		48

Text Book:

- 1 .Hoyle, L. H. (2002). Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions. Wiley.
- 2 .Fenich, G. G. (2014). Meetings, Expositions, Events, and Conventions: An Introduction to the Industry. Pearson.
- 3 .Rogers, T. (2013). Marketing Destinations and Venues for Conferences, Conventions and Business Events. Routledge.

Reference Books:

- 1 .Allen, J., O'Toole, W., McDonnell, I., & Harris, R. (2011). Festival and Special Event Management. Wiley.
- 2 .Davidson, R., & Cope, B. (2003). Business Travel: Conferences, Incentive Travel, Exhibitions, Corporate Hospitality, and Corporate Travel. Pearson Education.
- 3 .Silvers, J. R. (2012). Professional Event Coordination. Wiley.

Additional Reading:

- 1 .ICCA (International Congress and Convention Association) Reports — www.iccaworld.org
- 2 .SITE (Society for Incentive Travel Excellence) Reports and Industry Research — www.siteglobal.com

SYLLABUS (4th SEMESTER)**Subject Name: Destination Planning and Management****Subject Code: TTM204C406****L-T-P-C – 3-1-0-4****Credit Units: 4****Scheme of Evaluation: (T)**

Course Objective: To develop an understanding of destination planning principles and equip students with knowledge and skills required for sustainable management and development of tourism destinations.

Course Outcomes:

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

CO1:	To find the principles and components of destination planning and management.	BT 1
CO2:	To analyse the processes of destination development and stakeholder roles.	BT 4
CO3:	To evaluate the sustainable management strategies for effective destination governance.	BT 5
CO4:	To elaborate the contemporary issues and case studies related to destination planning.	BT 6

Detailed Syllabus:

Units	Topics / Course content	Periods
I	Introduction to Destination Planning Concept and Definition of Destination Planning and Management Components of a Tourism Destination — Attractions, Accessibility, Amenities, Accommodation, Ancillary Services (5 A's) Need, Objectives, and Significance of Destination Planning Types of Destinations: Natural, Cultural, Urban, Rural, and Emerging Destinations Key Stakeholders in Destination Planning: Government, Private Sector, Community, Tourists Challenges in Destination Planning and Development Destination Lifecycle Models (Butler's TALC Model)	12
II	Destination Development Process Phases of Destination Development — Identification, Assessment, Planning, Implementation, Monitoring Tourism Resource Assessment and Mapping Carrying Capacity and Limits of Acceptable Change (LAC) Infrastructure and Superstructure Planning Destination Competitiveness and Attractiveness	12

	Destination Image Formation and Branding Role of Public-Private Partnerships (PPP) in Destination Development	
III	Destination Management Systems and Strategies Concept and Components of Destination Management Systems (DMS) Role of Destination Management Organizations (DMOs) Sustainable Destination Management: Principles and Practices Community Involvement and Stakeholder Engagement Tourism Policy, Planning Guidelines, and Regulatory Framework Visitor Management Techniques and Crowd Control Crisis and Disaster Management in Tourism Destinations	12
IV	Contemporary Issues and Case Studies in Destination Planning and Management Emerging Trends in Destination Planning (Smart Destinations, Digital Tourism) Sustainable and Responsible Tourism Practices in Destinations Managing Overtourism and Undertourism Role of Technology in Destination Marketing and Management (ICT, AI, Big Data) Climate Change and its Impact on Destination Planning Case Studies of Successful and Failed Destinations Destination Planning in Indian Context: Government Schemes and Initiatives (e.g., Swadesh Darshan, PRASHAD)	12
Total		48

Textbook:

- 1 .Crouch, G. I., & Ritchie, J. R. B. (2003). The Competitive Destination: A Sustainable Tourism Perspective. CABI.
- 2 .Inskip, E. (1991). Tourism Planning: An Integrated and Sustainable Development Approach. Van Nostrand Reinhold.

Reference Books:

- 1 .Edgell, D. L. (2016). Managing Sustainable Tourism: A Legacy for the Future. Routledge.
- 2 .Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2008). Tourism: Principles and Practice. Pearson Education.
- 3 .Mason, P. (2003). Tourism Impacts, Planning and Management. Butterworth-Heinemann.

Additional Reading:

- 1 .UNWTO Reports on Destination Management and Sustainable Development — www.unwto.org

SYLLABUS (4th SEMESTER)**Subject Name: E-Tourism****Subject Code: TTM204C407****L-T-P-C – 3-1-0-4****Credit Units: 4****Scheme of Evaluation: (T)**

Course Objective: To develop an understanding of the role of information and communication technologies (ICT) in tourism, and to equip students with knowledge of e-tourism applications, digital marketing, and emerging technologies in tourism operations and management.

Course Outcomes:

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

CO1:	To find the role of ICT and e-tourism in the modern tourism industry.	BT 1
CO2:	To identify the use of e-commerce, online platforms, and reservation systems in tourism operations.	BT 3
CO3:	To examine the digital marketing strategies and social media tools for tourism promotion.	BT 4
CO4:	To evaluate the emerging technologies and trends shaping the future of e-tourism.	BT 5

Detailed Syllabus:

Units	Topics / Course content	Periods
I	Introduction to E-Tourism and ICT in Tourism Concept and Definition of E-Tourism Evolution and Growth of E-Tourism Role of ICT in Tourism Industry Tourism Value Chain and ICT Integration Types of E-Tourism Systems: B2B, B2C, C2C Online Travel Agencies (OTAs) and Metasearch Engines Benefits and Challenges of E-Tourism for Businesses and Tourists	12
II	E-Commerce and Digital Platforms in Tourism E-Commerce in Tourism: Concepts and Models Online Booking Systems and Reservation Platforms Global Distribution Systems (GDS) and Computer Reservation Systems (CRS) Travel Portals and Apps: Functionality and Impact Payment Gateways and Online Security Issues Emerging Trends: Mobile Commerce (M-Commerce), Social Commerce (S-Commerce)	12

	Case Studies of Leading Online Travel Platforms (e.g., MakeMyTrip, Airbnb, Booking.com).	
III	Digital Marketing and Social Media in Tourism Introduction to Digital Marketing in Tourism Social Media Platforms and Influencer Marketing Search Engine Optimization (SEO) and Search Engine Marketing (SEM) Content Marketing and Blogging for Destinations and Businesses Email Marketing, Affiliate Marketing, and Mobile Marketing Customer Relationship Management (CRM) and Personalization Online Reputation Management (ORM) and Handling Customer Reviews	12
IV	Emerging Technologies and Future Trends in E-Tourism Role of Artificial Intelligence (AI) and Chatbots in Tourism Services Virtual Reality (VR) and Augmented Reality (AR) in Destination Promotion Big Data Analytics and Personalization in Tourism Blockchain Technology in Tourism (Smart Contracts, Secure Transactions) Internet of Things (IoT) and Smart Tourism Sustainability and Ethical Issues in E-Tourism Future Trends: Cloud Computing, Voice Search, and AI-driven Recommendations	12
Total		48

Textbook:

- 1 .Buhalis, D. (2003). eTourism: Information Technology for Strategic Tourism Management. Pearson Education.
- 2 .Poon, A. (1993). Tourism, Technology and Competitive Strategies. CABI.
- 3 .Schneider, G. (2017). Electronic Commerce. Cengage Learning.

Reference Books:

- 1 .Buhalis, D., & Law, R. (2008). Progress in Information Technology and Tourism Management: 20 Years on and 10 Years After the Internet. Tourism Management, Elsevier.
- 2 .Wang, D., Li, X., & Li, Y. (2013). China's "Smart Tourism Destination" Initiative: A Taste of the Service-Dominant Logic. Journal of Destination Marketing & Management.
- 3 .Xiang, Z., & Fesenmaier, D. R. (2017). Analytics in Smart Tourism Design. Springer.

Additional Reading:

- 1 .UNWTO Reports on E-Tourism and Technology in Tourism — www.unwto.org
- 2 .Skift and Phocuswright Industry Reports on Digital Travel Trends — www.skift.com, www.phocuswright.com

SYLLABUS (4th SEMESTER)

Subject Name: Research Methodology-II
Subject Code: TTM204C408

L-T-P-C – 4-1-0-5

Credit Units: 5

Scheme of Evaluation: (T)

Course Objective: To deepen the understanding of advanced research designs, data analysis techniques, and tools required for conducting high-level academic and applied research.

Course Outcomes:

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

CO1:	To contrast advanced research designs and frameworks.	BT 2
CO2:	To analyse the advanced data analysis using software tools.	BT 4
CO3:	To evaluate the research ethics and emerging methods.	BT 5
CO4:	To elaborate the publishable research and defend findings.	BT 6

Detailed Syllabus:

Units	Topics & Course Contents	Periods
I.	Advanced Research Designs and Proposal Writing Conceptual Framework and Theoretical Framework Development Advanced Research Designs: Longitudinal, Cross-Sectional, Case Study, Action Research Mixed Method Research Design (Qualitative + Quantitative) Hypothesis Formulation, Testing, and Errors in Hypothesis Research Proposal: Components, Writing Process, and Evaluation	12
II.	Qualitative and Quantitative Data Analysis Techniques Advanced Quantitative Techniques: Correlation, Regression, ANOVA, Chi-square Test Introduction to Multivariate Analysis: Factor Analysis, Cluster Analysis Qualitative Data Analysis: Content Analysis, Narrative Analysis, Thematic Analysis, Grounded Theory Approach Software Tools for Data Analysis: SPSS, R, NVivo. Data Triangulation Techniques	12
III.	Ethics in Research and Emerging Trends Research Ethics: Concept and Importance Plagiarism, Copyright, and Intellectual Property Rights (IPR) in Research Ethical Clearance and Institutional Review Board (IRB) Process Emerging Trends in Research: Digital Research Methods, Big Data, AI in Research, Systematic Review, and Meta-analysis	12

	Participatory and Community-based Research Approaches	
IV	Dissertation Writing, Publishing, and Academic Presentation Structure of Dissertation and Thesis Writing Writing Research Papers: Components, Abstract Writing, Literature Review, Data Analysis, Discussion, Conclusion Journal Identification and Publishing Process: UGC CARE, Scopus, Web of Science indexed journals Conference Presentation Techniques: Poster and Oral Presentations Citation Management Tools: Mendeley, Zotero, EndNote Preparing for Viva-Voce and Defending Research Work	12
TOTAL		48

Textbooks:

- 1 .Kothari, C.R. & Garg, G. (2019). Research Methodology: Methods and Techniques (4th Edition). New Age International Publishers.
- 2.Creswell, J.W. & Creswell, J.D. (2018). Research Design: Qualitative, Quantitative, and Mixed Methods Approaches (5th Edition). SAGE Publications.
- 3 .Sekaran, U. & Bougie, R. (2020). Research Methods for Business: A Skill-Building Approach (8th Edition). Wiley.

Reference Books:

- 1 .Bryman, A. (2016). Social Research Methods (5th Edition). Oxford University Press.
- 2 .Flick, U. (2014). An Introduction to Qualitative Research (5th Edition). SAGE Publications.
- 3 .Saunders, M., Lewis, P., & Thornhill, A. (2019). Research Methods for Business Students (8th Edition). Pearson Education.

Additional Readings:

- 1 .Silverman, D. (2020). Interpreting Qualitative Data (6th Edition). SAGE Publications.
- 2 .Bazeley, P. & Jackson, K. (2013). Qualitative Data Analysis with NVivo (2nd Edition). SAGE Publications.

SYLLABUS (4th SEMESTER)

Subject Name: Computer Application and Research Publication Ethics

Subject Code: TTM204C409

L-T-P-C – 5-0-0-5

Credit Units: 5

Scheme of Evaluation: (T)

Course Objective: To enhance students' advanced skills in research tools, data analysis software, and deepen their understanding of ethical issues, intellectual property rights, and advanced publication practices.

Course Outcomes:

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

CO1:	To develop the advanced software tools (SPSS, R, NVivo) for data analysis and qualitative research.	BT 3
CO2:	To analyse the scholarly research papers adhering to ethical guidelines and international standards.	BT 4
CO3:	To justify and apply Intellectual Property Rights (IPR) and patent filing processes in research.	BT 5
CO4:	To discuss the research integrity issues, peer review processes, and ethical collaboration in academic research.	BT 6

Detailed Syllabus:

Units	Topics & Course Contents	Periods
I.	Advanced Computer Applications for Research Advanced MS Word Techniques for Dissertation Formatting MS Excel: Data Analysis (Pivot Tables, Charts, Statistical Functions) Introduction to Statistical Tools: SPSS, R, STATA (Basic Operations and Data Analysis) Introduction to Qualitative Data Analysis Software: NVivo, ATLAS.ti Online Research Tools: Google Scholar, ResearchGate, Academia.edu	12
II.	Research Publication Process and Evaluation Detailed Process of Manuscript Preparation and Submission Publication Ethics and Copyright Issues Plagiarism Detection and Avoidance (Practical Sessions with Turnitin/URKUND) Open Access and Predatory Journals: Identification and Avoidance Peer Review Process: Types and Handling Reviewers' Comments	12
III.	Intellectual Property Rights (IPR) and Patents Introduction to IPR: Copyright, Patents, Trademarks Significance of IPR in Academic Research Process of Patent Filing and Commercialization of Research Licensing and Transfer of Technology National and International Organizations for IPR (WIPO, IPO, etc.)	12

IV	Advanced Research Ethics and Scholarly Communication	12
	Advanced Issues in Research Ethics: Human Subjects, Consent, Data Privacy	
	Role and Responsibilities of Researchers and Publishers	
	Research Funding Ethics and Acknowledgments	
	Collaboration in Research: Ethics in Joint and Funded Research	
	Use of AI Tools in Research: Ethical Concerns (ChatGPT, AI writing tools)	
TOTAL		48

Textbooks:

- 1 .Becker, H. J. (2018). Writing for Social Scientists: How to Start and Finish Your Thesis, Book, or Article (2nd Edition). University of Chicago Press.
- 2 .Gajanan, S. (2020). Research and Publication Ethics (As per UGC guidelines). Himalaya Publishing House.
- 3 .Sharma, N. & Sharma, R. (2021). Research Methodology and Computer Applications. Kalyani Publishers.

Reference Books:

- 1 .Best, J. W., & Kahn, J. V. (2016). Research in Education (10th Edition). Pearson Education.
- 2 .Resnik, D. B. (2015). The Ethics of Science: An Introduction. Routledge.
- 3 .Menezes, S. (2021). Computer Applications in Research and Publication. Neelkamal Publications.

Additional Readings:

- 1 .Wager, E., & Kleinert, S. (2011). Responsible Research Publication: International Standards for Authors. A position statement developed at the 2nd World Conference on Research Integrity.
- 2 .Indian National Science Academy (INSA). (2019). Ethical Guidelines for Research in Science and Technology.