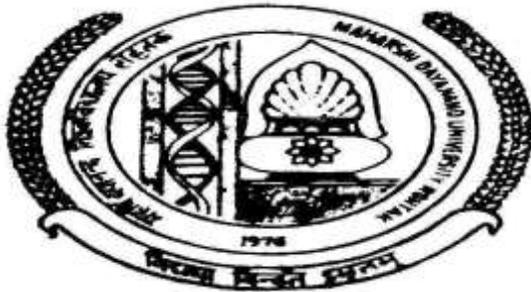


SCHEME OF EXAMINATION
&
SYLLABI

of
MASTER OF TRAVEL & TOURISM MANAGEMENT
(MTTM)
(CHOICE BASED CREDIT SYSTEM)

FROM THE ACADEMIC SESSION 2016-17



INSTITUTE OF HOTEL & TOURISM MANAGEMENT
MAHARSHI DAYANAND UNIVERSITY
ROHTAK (HARYANA)

Program specific outcomes-

- PSO1 The specific objective of the MTTM program aims to develop leaders for tourism industry and academia who have an understating about tourism products and services along with mastery in tourism front line operations.
- PSO2 The learners shall have knowledge about tourism resources and products.
- PSO3 The learners will also learn management skills to package, market and sell tourism products and services in a balanced and sustainable way with an understanding of diverse global perspectives and respect to the local culture.
- PSO4 It will further open avenues for research and academics.
- PSO5 The interesting facet of the program includes study option under choice based credit system.

**SCHEME OF EXAMINATIONS FOR
TWO YEAR MTTM PROGRAMME**

First Year: First Semester**Hard Core Courses**

Course No	Title of the Course (s)	External Marks	Sessional Marks	Practical Marks	Total Marks	Credits (L-T-P)
16MTTM 21HC1	Tourism Business	80	20	-	100	4-0-0
16MTTM 21HC2	Tourism Resources	80	20	-	100	4-0-0
16MTTM 21HC3	Travel Agency & Tour Operation	80	20	50	150	3-0-1
16MTTM 21HC4	Sustainable Tourism	80	20	-	100	4-0-0
16MTTM 21HC5	Major Destinations of India	80	20	-	100	4-0-0
16MTTM 21HC6	Health Tourism	80	20	-	100	4-0-0
16 MTTM 21 HC7	Tourism Marketing	80	20	-	100	4-0-0

Soft Core Courses

16MTTM 21D1	Management Practices in Tourism Industry	80	20	-	100	4-0-0
16MTTM 21D2	Communication Skills in Tourism	80	20	-	100	4-0-0

(Students have to choose any one (01) course from 16MTTM 21D1/21D2)

First Year: Second Semester

Hard Core Courses

Course No	Title of the Course (s)	External Marks	Sessional Marks	Practical Marks	Total Marks	Credits (L-T-P)
16MTTM 22HC1	Major Destinations of the World	80	20	-	100	4-0-0
16MTTM 22HC2	Transport Management	80	20	-	100	4-0-0
16MTTM 22HC3	Information Technology in Tourism	80	20	-	100	4-0-0
16MTTM 22HC4	Tourist Behaviour	80	20	-	100	4-0-0
16 MTTM22HC5	Field Tour & Report	-	-	-	200	0-5-0

Soft Core Courses

16MTTM 22D1	Accounting for Tourism	80	20	50	150	4-0-1
16MTTM 22D2	Research in Tourism	80	20	50	150	4-0-1

(Students have to choose any one (01) course from 16MTTM 22D1/22D2)

NOTE:

- In addition to the above courses, each student will opt one course as an open elective from the pool of open elective courses to be decided by the University CBCS board.
- In addition to the above courses, each student will opt one course as foundation elective from the pool of foundation elective courses to be decided by the University CBCS board.

Second Year: Third Semester

Hard Core Courses

Course No	Title of the Course (s)	External Marks	Sessional Marks	Practical Marks	Total Marks	Credits (L-T-P)
16MTTM 23HC1	Airlines Ticketing	80	20	50	150	4-0-1
16MTTM 23HC2	Event Management	80	20	-	100	4-0-0
16MTTM 23HC3	Cargo Management	80	20	-	100	4-0-0
16MTTM23HC4	Tour Packaging Management	80	20	50	150	4-0-1

Soft Core Courses

16MTTM 23D1	Tourism Economics	80	20	-	100	4-0-0
16MTTM 23D2	Entrepreneurship in Tourism	80	20	-	100	4-0-0

(Students have to choose any one (01) course from 16MTTM 23D1/23D2)

NOTE:

- In addition to the above courses, each student will opt one course as an open elective from the pool of open elective courses to be decided by the University CBCS board.

Second Year: Fourth Semester

Hard Core Course

Course No	Title of the Course (s)	Training report evaluation (External)	Viva-Voce (External)	Total Marks	Credits (L-T-P)
16MTTM 24HC1	Training Report	100	100	200	5
16MTTM 24HC2	Project Report	100	100	200	5

NOTE:

- Immediately after the completion of the Third semester, the students shall proceed for their Internship/On-The-Job Training/Industrial Training of 20 weeks duration. The Training Report and project report prepared after the completion of training shall be assessed in the Fourth semester on the completion of training as a compulsory course. The report will be submitted by the candidates in the manner as specified in the Ordinance.

16MTTM 21HC1
TOURISM BUSINESS

External Marks: 80
Internal Marks: 20
Time : 3 Hrs

Course Outcomes:

After the completion of the course the students will be able to:

- CO1 Describe the history and structure of international travel and hospitality industry
- CO2 Appraise the positive and negative impacts of tourism destination development
- CO3 Analyze a range of tourist needs and motivations to travel
- CO4 Discuss the development and distribution of tourism products
- CO5 Describe the role played by Government

Unit-I

Tourism, tourists, visitors, excursionists, travelers, resources, attractive, product Market concept. Tourism: Meaning, nature and scope, Tourism: Types, elements and components, Historical development of tourism, Travel motivators & deterrents, Pull and push forces in tourism. Performance of tourism in India at national and International level.

Unit - II

Hospitality- Introduction, concept
International Tourism Institutions and organizations, and their role in promoting international movement-UNWTO , TAAI, IATO, IATA, FHRAI.

Unit- III

Economic impacts of Tourism, Socio-cultural Impacts of Tourism and Environmental Impacts of Tourism, Emerging concepts: Eco/rural/farm/green/wildness/sustainable/special interest tourism

Unit- IV

Transportation: Types and relevance in tourism
Travel Agencies and Tour-Operators: Overview and relevance in tourism
Concept of Tourism Chain; Vertical and Horizontal integration in tourism chain
An overview of hospitality & tourism Education with special reference to India

Suggested Readings:

- Anand, M.M., Tourism and hotel Industry ii1 India, Prentice Hall, New Delhi, 1976

- Bhatia, A. K., International Tourism, Sterling Publishers, New Delhi
- Bhatia, A. K., Tourism development: Principles, Practices and Philosophies, Sterling Publishers, New Delhi
- McIntosh, Robert, W. Goldner, Charles, Tourism: Principles, Practices and Philosophies, John Wiley and Sons Inc. New York, 1990 (9th edition)
- Mill, Robert Christie and Alastair M. Morrison, The Tourism System, Englewood Cliffs, N.J., Prentice Hall, 1985
- Negi, J.M.S., Tourism and Travel- Concepts and principles, Gitanjali Publishing House, New Delhi, 1990
- Robinson, H.A., Geography of Tourism, Me Donald and Evans, London, 1976
- Sevlam, M., Tourism Industry in India, Himalaya Publishing House, Bombay, 1989
- Seth, P.N., Successful Tourism Planning and Management, Cross Section Publications

NOTE :

The question paper will be set by the external examiners. The external examiner will set 08 questions in all, selecting not more than two questions from each unit. If a case study is included in the question paper then it will carry marks equivalent to one question. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

16 MTTM 21HC2

TOURISM RESOURCES

External Marks: 80
Internal Marks: 20
Time : 3 Hrs

Course Outcomes:

After the completion of the course the students will be able to:

- CO1 Gain the knowledge and skills to identify tourism resources.
- CO2 To acquire the skills to assess develop and manage tourism resources.
- CO3 To identify and manage emerging tourist destinations.
- CO4 To conceptualize a tour itinerary based on variety of themes.

Unit – I

Concept of resource, attraction & product in tourism, meaning & characteristics, typology & nature of tourism resources. Nature & Scope to tourist places in India.

Unit – II

Natural Tourism resources in India-Existing use patterns vis-a-vis potential with relation to varied landforms (mountains, deserts, beaches, coastal areas & islands), water bodies and biotic wealth (flora-fauna). Popular tourist destination for land based, water based and air based tourist activities.

Unit- III

Study of wild life Parks, Sanctuaries & Tiger Reserves in India with case studies of Raja Ji National Park, Jim Corbett, Bharatpur Bird Sanctuary, Valley of Flowers & Gir National Park. Study of Hill station attractions & their environs with case studies of Mussoorie, Nainital, Shimla & Manali beaches & Islands: Resources & their use patterns case studies of Goa, Kovalam, Andaman, Lakshwedweep.

Unit- IV

Buddhist Resources- Bodh Gaya, Kushinagar, Sarnath, Sanchi & Ajanta. Islamic resources- Delhi, Agra & Fatehpur sikri, Hindu resources-Khajuraho, Mahabalipuram, Tirupati, Madurai, Vaishno devi & Konark Socio cultural resources - Important fairs and festivals with case studies of Kumbha Mela, Dussehra, Onam, Puri Rath Yatra- & Chhath.

Suggested Reading:

- Tourists Resource of India- Ram Acharya.
- Tourists Resources of India- Ratandeep Singh.
- Tourists Resources of India-Jagmohan Negi.
- Himachal Pradesh, The Land, the people by S.S. Negi

NOTE:

The question paper will be set by the external examiners. The external examiner will set 08 questions in all, selecting not more than two questions from each unit. If a case study is included in the question paper then it will carry marks equivalent to one question. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

16 MTTM 21HC3

TRAVEL AGENCY & TOUR OPERATIONS

External Marks: 80

Internal Marks: 20

Time : 3 Hrs

Course Outcomes

After the completion of the course the students will be able to:

- CO1 Gain the knowledge of travel and tourism operation and its association with various other fields of tourism.
- CO2 To acquire the skills to professionally fit into the organizational setup of the travel and tourism agencies and how to develop professionally.
- CO3 To develop the competencies to start their own business in the fields of travel and tourism.
- CO4 To apply the knowledge pertaining to role of various associations in promoting travel and tourism business.

Unit – I

Travel Agency and Tour Operation business:

Travel Agencies and Tour Operators- meaning, concept, types and importance Historical growth and development of travel agency and tour operation business. Linkages and integrations in travel agency and tour operation The future role of Travel intermediaries

Unit - II

Organizational structure and functions

Organizational structure of travel agency and tour operator-main operational and managerial staff.Travel agency HR planning and job analysis of major positions Major functions of Travel agency and tour operators

Unit - III

How to Set Up a Travel Agency

Procedure for approval of Travel Agents, Tour Operators by Department of Tourism, Government of India and IATA Ownership structure and revenue source of travel agency and tour operation fiscal and non-fiscal incentives available to travel agencies and tour operators business.

Unit - IV

Understanding the role of Government and other organizations in Travel Trade

Role and contribution of Department of Tourism, Government of India, ITDC and State Government Travel Trade Associations and Organizations-Role and contribution of WTO, IATA, TAAI and IATO. Present business Trends and Future prospects of travel agencies and tour operators business

Case Studies

THOMAS COOK

COX & KINGS

ORBIT

MAKEMYTRIP.COM

Suggested Readings:

- Holloway, J. c., The Business of Tourism (1983), Mac Donald and Evans, Plymouth.
- Syrratt Gwenda, Manual of Travel Agency Practice, Butterworth Heinmann, London, 1995
- Stevens Laurence, Guide to Starting and Operating Successful Travel Agency, Delmar Publishers Inc., New York. 1990
- Gee, Chuck and Y. Makens, Professional Travel Agency Management, Prentice Hall, Nt.: York, 1990.
- Mohinder Chand, Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd. New Delhi, 2007.
- Foster D.L. The Business Of Travel Agency Operations and Administration

NOTE:

The question paper will be set by the external examiners. The external examiner will set 08 questions in all, selecting not more than two questions from each unit. If a case study is included in the question paper then it will carry marks equivalent to one question. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

**16 MTTM 21HC4
SUSTAINABLE TOURISM**

**External Marks: 80
Internal Marks: 20
Time : 3 Hrs**

Course Outcomes:

After the completion of the course the students will be able to:

- CO1 Describe the history and structure of sustainable tourism
- CO2 Appraise the positive and negative impacts of sustainable tourism
- CO3 Analyze a range of tourist needs and motivations for sustainable tourism destinations
- CO4 Discuss the problems and prospects of sustainable tourism

Unit I

The three dimensions of sustainable tourism: focus on the definition of the environmental, economic and social dimension of sustainable tourism and their inter-relationship; work out the environmental, economic and social impacts (positive and negative)

Unit II

Defining sustainable tourism: from mass tourism to nature-based tourism, eco-tourism, responsible tourism, and sustainable tourism; nature and scope of sustainable tourism

Unit III

The identification of the key actors in sustainable tourism, including society as a whole, the public sector, the tourism industry, the non profit sector, the host community, media, and finally the tourists; types of organizations; work out the links between them and to design partnership opportunities

Unit IV

Indicators for sustainable tourism: what to measure?, what type of indicators?, how to organize indicators?, where to measure?, Bellagio Principles, WTO indicators • Certification Schemes and Eco-labels: Corporate environmental management and auditing (ISO 14000/140001, EMAS), Environmental impact assessment, Environmental policies and statements, Corporate social responsibility (CSR)

Suggested Reading:

Baker, S. (2006): Sustainable Development. London and New York: Routledge.

Strange, T. and Bayley, A. (2008): Sustainable Development. Linking Economy, Society, Environment. Paris: OECD.

Page, S.J. and Connell, J. (2006) Tourism a modern synthesis. Second edition. London: Thomson. Weaver, D. (2006) Sustainable tourism. Oxford: Elsevier.

Goodwin, H. (2011). Taking responsibility for tourism. Oxford: Goodfellow Publishers Ltd.

Swarbrooke, J. (2005) Sustainable Tourism Management. Cambridge: CABI Publishing.

Miller, G. And Twinin-Ward, L. (2005) Monitoring for a sustainable tourism transition. The challenge of developing and using indicators. Cambridge: CABI Publishing.

Holden, A. (2000) Environment and tourism. London & New York: Routledge

NOTE: The question paper will be set by the external examiners. The external examiner will set 08 questions in all, selecting not more than two questions from each unit. If a case study is included in the question paper then it will carry marks equivalent to one question. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

16 MTTM 21HC5

MAJOR DESTINATIONS OF INDIA

External Marks: 80
Internal Marks: 20
Time : 3 Hrs

Course Outcomes:

- CO1 The students gain the knowledge about various destinations which have Historical and Architectural Importance such as Delhi – Agra- Jaipur, Khajuraho, Nalanda, Ajanta- Ellora, Hampi- Halebid, Lucknow
- CO2 The students gain the knowledge about various destinations which have religious and cultural importance such as Haridwar- Badri Nath- Kedarnath, Bodh Gaya, Bhuvaneswar – Puri- Konark, Rameshwaram, Dwarka, Amritsar
- CO3 The students gain the knowledge about various destinations located in Hilly areas on India as well as various National Parks of India such as Leh, SriNagar, Manali, Darjeeling, Ooty, ahabaleshwar. Jim Corbett, Sariska, Kanha, Gir
- CO4 The students gain the knowledge about various destinations located in the coastal area of India such as Puri, Mumbai, Goa, Lakshadweep. Cochin, Kanyakumari, Chennai, Pondicherry, Andman & Nicobar, Kolkata

Unit –I

Historical / Monumental / Architectural destinations Delhi – Agra- Jaipur, Khajuraho, Nalanda, Ajanta- Ellora, Hampi- Halebid, Lucknow.

Unit –II

Religious / Cultural Centers Haridwar- Badri Nath- Kedarnath, Bodh Gaya, Bhuvaneswar – Puri- Konark, Rameshwaram, Dwarka, Amritsar.

Unit –III

Hill Stations and National Parks; Leh, SriNagar, Manali, Darjeeling, Ooty, ahabaleshwar. Jim Corbett, Sariska, Kanha, Gir

Unit-IV

Coastal Destinations & Islands; Puri, Mumbai, Goa, Lakshadweep. Cochin, Kanyakumari, Chennai, Pondicherry, Andman & Nicobar, Kolkata

References:

- Ahmad, Aizaz: General Geography of India, NCERT, New Delhi.
- Goh Cheong Long: An Economics of India, Oxford University.
- National Atlas of India, Govt. of India Publication, Calcutta 1997.
- Atlas of World Oxford Press, New Delhi.
- Singh, R.L. (ed.) India: A Regional Geography National Geographical Society of India, Varanasi, 1989.
- Manorama Year Book 2012
- Indian Year Book 2012, Publication Division, Govt. of India, New Delhi.
- Tourism Planner.

- Tour Brochures etc.
- Lonely Planet-India
- Kumar, Ravi Bhushan: Coastal Tourism & Environment, AOH Publishing Corporation, New Delhi.
- Pilgrimage in India, R.N Pillai.
- Kohli, M.S.: Mountaineering in India, Vikas Publishing House, and New Delh.
- Tirthank Visheshank, Gita Press Gorakhpur

NOTE:

The question paper will be set by the external examiners. The external examiner will set 08 questions in all, selecting not more than two questions from each unit. If a case study is included in the question paper then it will carry marks equivalent to one question. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

16 MTTM 21HC6

HEALTH TOURISM

External Marks: 80

Internal Marks: 20

Time: 3 hrs

Course Outcomes

- CO1 The students gain the knowledge about various dimensions of health tourism
- CO2 The students will be able to understand various requirement of IJC accreditations for MTFs
- CO3 The students gain the knowledge about the traditional health care system in India
- CO4 The students will understand ethical, legal, economic and environmental issues in health and medical tourism which will help them in their career

Unit – I

Health and Medical Tourism: Meaning, nature and scope
Factors responsible for growth of health and medical tourism

Unit – II

Health and Medical tourism Product
Health and Medical Tourism markets at global level
Advantages and disadvantages for India in Global Medical Tourism Market

Unit – III

Health and Medical Tourism in India
Role of Private sector in health and medical tourism
Traditional Health Care system in India
Government incentives for health and medical tourism in India

Unit – IV

Certification and Accreditation in health and medical tourism
Ethical, legal, economic and environmental issues in health and medical tourism

References:

- Reisman, David, **Health Tourism: Social Welfare Through International Trade**
- Smith, Melanie; &Puczko, Laszlo, **Health and Wellness Tourism**
- Conell, John, **Medical Tourism**
- Todd, Maria, **Handbook of Medical Tourism Programe Development**
- ASSOCHM, **Health Tourism : The Great Indian Advantage**
- Sarngadharan, M. &Sunanda, V.S., **Health Tourism In India**
- Gupta, Ambuj& Sharma, Vinay, **Medical Tourism: On the Growth Track in India**
- Kumar, **Medical Tourism in India (Management and Promotion)**
- Todd, Maria, **Medical Tourism Facilitator’s Handbook**
- Watson, Stephanie &Stolley, Kathy S., **Medical Tourism : A Reference Handbook**
- Edlin, Gordon &Golanty, Eric, **Health and Wellness**
- UysalMuzaffer, Perdue, Richard, M. &Sirgy, Joseph, **Handbook of Tourism and Quality- Of-Life Research**
- Connell, John, **Migration and the Globalisation of Health Care: The Health Worker Exodus?**
- Chen, Joseph S., **Advances in Hospitality and Leisure**
- Chillibreeze, **Medical Tourism: A Bangalore Perspective**

NOTE:

The question paper will be set by the external examiners. The external examiner will set 08 questions in all, selecting not more than two questions from each unit. If a case study is included in the question paper then it will carry marks equivalent to one question. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

16 MTTM 21HC7

TOURISM MARKETING

External Marks: 80

Internal Marks: 20

Time: 3 hrs

Course Outcomes:

After the completion of the course students will be able to:

- CO1 To understand what service marketing is and how the present marketing management philosophy evolved and what are the characteristics of hospitality marketing.

- CO2 Apply the knowledge regarding various environmental factors which affect the buying decisions of guests in Hospitality and Tourism Industry and also understand what are the strengths and weaknesses of Indian Hospitality Industry.
- CO3 Gain the knowledge about the various p's and major strategies and decisions regarding these p's of marketing in Hospitality and Tourism industry and what are the CRM strategies used in Hospitality Industry.
- CO4 Understand the various ways of communicating with the customers and also the role of socially responsible marketing communication in Hospitality and Tourism Industry and will be aware about the latest trends in hospitality marketing.

Unit I

Introduction to Marketing Tourist Needs, Wants and Demands; Products and Services; Markets; Marketing; The Production Concept, The Product Concept, The Selling Concept, The Marketing Concept, The Societal Marketing Concept; The Marketing Process, 7 p's of Tourism Marketing Mix, The Tourism Marketing Environment; Destination Marketing; Managing Capacity and Demand.

Unit II

Tourist Behaviour Understanding Tourist Behaviour: Factors affecting Tourist Behaviour , Tourist Buying-Decision Process, Tourist decision making process for new products and services; Market Segmentation (Concepts & Types), Targeting, and Positioning; Competitive Advantage and its strategies.

Unit III

Product Pricing and Services Strategy What is a Tourism Product, Product Classification, Tourism Product Mix, Product Line, Tourism Product life cycle & strategies, New Product Development Process; Services Marketing (Concept & Characteristics), Approaches to Tourism Service Pricing; Marketing Intermediates in Tourism Business; Branding; Competitive Differentiation and its strategies for Tourism Businesses.

Unit IV

IMC Tourism Marketing Communication Mix: Advertising, Sales Promotion, Public Relations , Personnel Selling, Direct Marketing; Socially Responsible Tourism Marketing : The changing face of IMC; Emerging Trends and application of marketing in different areas – Rural Marketing, Green Marketing, Cyber Marketing, . Ethics in Marketing and Consumerism.

Suggested Readings:

Kotler Philip and Keller; Marketing Management; PHI, New Delhi Kotler, Philip, Kevin Keller, A. Koshy and M. Jha, Marketing Management in South Asian Perspective , Pearson Education, New Delhi Kerin, Hartley, Berkowitz and Rudelius, Marketing, TMH, New Delhi Etzel, Michael J, Marketing: Concepts and Cases, TMH, New Delhi

NOTE :

The question paper will be set by the external examiners. The external examiner will set 08 questions in all, selecting not more than two questions from each unit. If a case study is included in the question paper

then it will carry marks equivalent to one question. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

16 MTTM 21D1

MANAGEMENT PRACTICES IN TOURISM INDUSTRY

External Marks: 80
Internal Marks: 20
Time: 3 hrs

Course Outcomes:

After the completion of the course students will be able to:

- CO1 Apply the knowledge of skills, roles and responsibilities of managers in Hospitality and tourism Industry.
- CO2 Gain the knowledge about decision making process, communication types and barriers and the various motivation theories.
- CO3 Apply the knowledge of managing various conflicts and change which is indispensable in any industry.
- CO4 Understand the leadership types, theories, groups and their applicability in Hospitality and Tourism Industry.

Unit-1

ROLE OF A MANAGER Roles and Responsibilities of a Professional Manager ,Managerial Levels and Skills required in Tourism Industry, Business ethics , Corporate Social Responsibility – Legal, Ethical, economic and Philanthropic Dimensions in Tourism.

Unit-2

DECISION MAKING AND DIRECTING Types of Decisions and Decision Making Process used by Travel Organizations ,Management by Objectives (MBO) , Managerial Communication – Types , process and Barriers in Tourism , Motivation – Concept and Theories ,Delegation and coordination .

Unit-3

ORGANIZATIONAL CLIMATE AND CHANGE Reasons for conflicts in Travel Organizations and its management strategies ,Change – Resistance to change and managing change.

Unit 4

BEHAVIOURAL DYNAMICS Analyzing Interpersonal Relations, Leadership – Concept, Content -Theories ,Styles of Leadership in Tourism Industry, Group Dynamics – Types of groups, Reasons for formation of groups in Travel organizations, Group Cohesiveness- merits and demerits.

Suggested Readings:

- Chandra Bose/Principles Of Management & Administration, Prentice Hall Of India
- Management Theory & Practice C.B.Gupta (CBG) Sultan Chand & Sons
- Management Stoner, Freeman & Gilbert Prentice Hall Of India Pvt Ltd.
- Management Today : Principles and Practice - Burton, Jene, Tata Mc-Graw-Hill Publishing Co. Ltd.
- Management: A global perspective, Weihrich, Heinz and Koontz, Harold, New Delhi: Tata McGraw-Hill Publication Company, 1993

Note: The question paper will be set by the external examiners. The external examiner will set 8 questions in all, selecting not more than two questions from each unit. If a case study is included in the question paper then it will carry marks equivalent to one question. The candidates will be required to attempt five questions in all, selecting at least one question from each unit. However, in question paper(s) where any deviation is required, special instructions will be issued by the Chairman, PG Board of Studies in Management.

16 MTTM 21D2

COMMUNICATION SKILLS IN TOURISM

External Marks: 80

Internal Marks: 20

Time: 3 hrs

Course outcomes:

After the completion of the course students will be able to:

- CO1 Understand the meaning of communication, types, process, scope and importance of communication in industry.
- CO2 Follow the principles of business writing like Memos, Reports, Inquires and Responses, Persuasive Requests, sales Letter. Facsimile, Curriculum Vitae, Email, etc

- CO3 Well versed in dictation, telephone coverstaion, public speaking, oral reporting and interviews.
- CO4 Understand and make effective use of non verbal communication and cross cultural communication.

Unit -I

Communication theory: Meaning, Significance and Scope of Communication; Models of Communication Process; Filtering in Communication; Words and Meanings, Perception and reality, Barriers of Communication. Flow of information in business organizations and role of effective communication in improving it

Unit -II

Business writing Principles for clear Business Writing: Adoption Word Selection, Sentence Construction Qualities of Business Correspondence, Letters. Important Business correspondence; Memos, Reports, Inquires and Responses, Persuasive Requests, sales Letter. Facsimile, Curriculum Vitae, Email, use of MS Office in Business Communication. Business Reports Writing –Organization and Make-up of Different Type of Reports. Techniques of Writing, Visual aspects of Reports; Layout options and Illustrations

Unit – III

Oral Business communication: Dictation, Telephone conversation. Public speaking and oral Reporting, Interviews, Demonstration. Meeting –Process and Organization of Meetings, Group Discussions.

Unit– IV

Nonverbal Communication- Body Language, Importance of Gestures in Communication. Reading Body Language, Body Language in Business Communication. Cross-Cultural Communication- Concept of Cultures, Functions of Culture, Impact of Culture of Communication, Important expressions in Cross Cultural Communication.

References:

- Snell Shelagh and Carpenter Jeff. “Communication in Travel and Tourism” Hodder and Stoughton Ltd. Kent by Page Bros. (Norwich) Ltd. 1990.
- Leisikar V Raymond and Petit D John. “Business Commutations” Richard D Irwin. 1992.
- MS Office.
- Allan Peas, Body Language.
- Desmand Morris, People Watching.
- R.K. Madhukar, Business Communication, Vikas Publisher House, New Delhi.

NOTE:

The question paper will be set by the external examiners. The external examiner will set 08 questions in all, selecting not more than two questions from each unit. If a case study is included in the question paper then it will carry marks equivalent to one question. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

16 MTTM 22HC1

MAJOR DESTINATIONS OF THE WORLD

External Marks: 80

Internal Marks: 20

Time: 3 Hrs

Course Outcomes:

- CO1 The students gain the knowledge about various destinations located in Asia & the Pacific Region, skill acquisition of the documentation regarding visas and itineraries of the destination concerned.
- CO2 The students gain the knowledge about various destinations located in Middle East and Africa Region, skill acquisition of the documentation regarding visas and itineraries of the destination concerned.
- CO3 The students gain the knowledge about various destinations located in Europe Region, skill acquisition of the documentation regarding visas and itineraries of the destination concerned.
- CO4 The students gain the knowledge about various destinations located in Americas Region, skill acquisition of the documentation regarding visas and itineraries of the destination concerned.

Unit-I

Major Destinations of Asia and Pacific Regions: Singapore, Malaysia, Thailand, Hong Kong, China, Australia and New Zealand

Unit-II

Major Destinations of Middle East & Africa Regions: UAE, South Africa, Tanzania, Kenya, Turkey, Mauritius

Unit-III

Major Destinations of Europe Region: UK, France, Germany, Italy, Switzerland, Austria, Belgium, Netherlands

Unit-IV

Major Destinations of America Region: Eastern Part of USA, Western Part of USA, Canada, Brazil, Mexico

Suggested Readings:

World Atlas, Oxford Press
Tour Brochures of related places
Lonely Planet of related destinations
Websites of related destinations

NOTE:

The question paper will be set by the external examiners. The external examiner will set 08 questions in all, selecting not more than two questions from each unit. If a case study is included in the question paper then it will carry marks equivalent to one question. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

16 MTTM 22HC2**TRANSPORT MANAGEMENT****External Marks: 80****Internal Marks: 20****Time: 3 hrs****Course Outcomes**

After the completion of the course the students will be able to:

- CO1 To understand the importance of transportation in Tourism.
- CO2 To understand the relationship between transport and tourism.
- CO3 To review the various transportation modes and the factors influencing the development and choice determination.
- CO4 To apply the knowledge pertaining to role of various transport organizations both public and private in promoting tourism business.

Unit- I

Transportation as dynamic & visual manifestation of tourism. History of different modes of transportation. Landmarks in the development of transport sector and factors affecting the development of different modes of transport.

Unit- II

Airlines & tourism: history of airlines' in India. Role and contribution of air India, Indian Airlines, private airlines & helicopter services. Infrastructural basis of airlines in India. Role of airlines in tourism promotion: recent policies regarding airlines, problems of airlines business.

Unit- III

Surface transport & tourism: Growth and development of surface transport in India ,importance of surface transportation. Infrastructural basis for surface transport . Coaches' & car rental system in India.Problems faced by surface transport sector. Role and contribution of NHAI.

Unit- IV

Railway & tourism: history & present status of Indian railway. Zonal distribution, infrastructural basis of Indian Railway. Role of Indian railway in tourism promotion. Special trains & packages for tourists. Problems faced by Indian railway. Water transport: history & present status of water transport .Waterways of India. Types of water transport: Ocean liners, Cruise liners, ferries, hovercraft, river and canal boats and fly cruise.

Suggested Readings:

- Jagmohan Negi – Travel Agency and Tour Operations.
- Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text
- Bhatia, A.K., - International Tourism
- Seth, P.N., (1999) Successful Tourism Management (Vol 1 &2)
- www.indianrailways.gov.in
- www.irctc.co.in
- www.dorth.gov.in
- www.morth.nic.in

NOTE:

The question paper will be set by the external examiners. The external examiner will set 08 questions in all, selecting not more than two questions from each unit. If a case study is included in the question paper then it will carry marks equivalent to one question. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

16 MTTM 22HC3

INFORMATION TECHNOLOGIES IN TOURISM

External Marks: 80

Internal Marks: 20

Time : 3 Hrs

Course Outcomes:

- CO1 Students will be capable of communicating and networking effectively within their organizations;
- CO2 Students will have an understanding of application of computers and information technology to tourism business contexts;
- CO3 Impart skills to apply information technology effectively in specific tourism business circumstances;
- CO4 Students will learn to protect their information in complex interconnected technological environment.

Unit I

Introduction to Computers

Introduction to Computer: Classification, Generations, Capabilities Characteristics & Limitations, Application and use of Computers in Hotel.

Unit II

Introduction to Computer Hardware

Components of Computers-Hardware: Hardware elements - input, storage, processing & output devices. Block diagram of computer,

Unit III

Introduction to Computer Software's & MIS

Types of Software, System Software, Application Software, Utility Software's, Use of MS-Office: Basics of MS-Word. MS-Excel and MS-Power Point, Concept and definitions of MIS, Role of MIS, Characteristics of MIS, Limitations of MIS, Travel Recommender Systems (TRS), Geographic Information Systems (GIS).

Unit IV

Introduction to Internet & E-Commerce

Introduction to Internet: Definition of networks, concepts of web page, website and web searching (browsing).Benefits, Hardware and Software requirements, Web Browser, Search Engines, E-Commerce, advantages, Electronic Ticketing (e-ticketing).

Practical: In ref to Theory Syllabus

Suggested Readings:

Leon & Leon, Introduction to Computers, Vikas Publishing House, New Delhi.

June Jamrich Parsons, Computer Concepts 7th Edition, Thomson Course, Bombay.

Comer 4e, Computer networks and Internet, Pearson Education

White, Data Communications & Computer Network, Thomson Course, Bombay.

Hanson & Kalyanam, Internet Marketing & e-commerce, Thomson Course, Bombay

Bharat Bhasker, Electronic Commerce, TMH, N Delhi

NOTE:

The question paper will be set by the external examiners. The external examiner will set 08 questions in all, selecting not more than two questions from each unit. If a case study is included in the question paper then it will carry marks equivalent to one question. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

16 MTTM 22HC4

TOURIST BEHAVIOUR

External Marks: 80

Internal Marks: 20

Time: 3 Hrs

Course Outcomes:

- CO1 Explore and compare the core theories of consumer behaviour in both consumer and organisational markets;
- CO2 Apply and demonstrate theories to real world marketing situations by profiling and identifying marketing segments;
- CO3 Appraise models of Consumer Behaviour and determine their relevance to particular marketing situations;
- CO4 Apply and enhance abilities to input this knowledge in the marketing planning process, particularly in market segmentation, positioning, and marketing mix development.

UNIT- I

Understanding travel & tourism behavior, characteristics affecting consumer behavior, cultural factors, social factors, personal factors, psychological factors, group factors, models of consumer behavior, The buyer decision process, Need Recognition, Information Search, Evaluation of Alternatives, Purchase Decision, Post purchase Behavior.

UNIT- II

Organizational Buyer Behavior of Group Market: The organizational buying process, Market Structure and Demand, Types of Decisions and the Decision Process, Participants in the organizational buying process, Major influences on organizational buyers, Environmental Factors, Organizational Factors, Interpersonal Factors, Individual Factors.

UNIT- III

Organizational buying decisions, Problem Recognition, General Need Description, Product Specification , Supplier Search , Proposal Solicitations, Supplier Selection, Order-Routine Specification , Performance Review, Group Business Markets, Conventions, Association Meetings, Corporate Meetings, Small Groups, Incentive Travel.

UNIT- IV

Market Segmentation, Targeting, and Positioning, Market Segmentation, Geographic Segmentation, Demographic Segmentation, Gender, Marketing Highlight : Targeting Families by targeting kids, Psychographic Segmentation, Behavioral Segmentation , Requirements for Effective Segmentation,

Market Targeting, Evaluating Market Segments, Selecting Market Segments, Choosing a Market-Coverage Strategy, Market Positioning, Mapping.

Suggested Readings:

Robins – Organisational Behaviour Pearson

Luthans - Organisational Behaviour - TMH

Rao & Narayan – Organisational Theory & Behaviour - Konark

Udai Pareek – Understanding Organisational Behaviour, Oxford

P.G. Aquinas, Organisation Behaviour, Excel Books.

Kinicki & Kreither – Organisational Behaviour, TMH.

Uma Sekharan – Organisational Behaviour cases – TMH

Glinow, Mcshane, & Sharma - Organisational Behaviour. TMH

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16 MTTM 22HC5

Field Tour & Report

Evaluation of Field Tour Report: 100

Viva Voce of Field Tour Report: 100

The examination shall be conducted by the Board of Examiners as per provisions in the Ordinance

16 MTTM 22D1

ACCOUNTING FOR TOURISM

External Marks: 80

Internal Marks: 20

Practical Marks 50

Time: 3 hrs

Course Outcomes:

After the completion of course the students will be able to.

- CO1 Gain the knowledge about the basic terminology, functions advantages and limitations of accounting

- CO2 To understand about various books of accounts such as primary and secondary books of accounts along with basic financial statements of the business such as Trading A/C, P&L A/C and Balance Sheet
- CO3 To apply the techniques of Management Accounting into actual business
- CO4 Prepare and study the different types of budgets.

Unit I

Financial Accounting: Meaning, Need, Objectives, Concepts, Conventions and Assumptions, Branches of Accounting, Internal and External Users of Accounting, Advantages and Limitations of Financial Accounting, Accounting Standards.

Unit II

The Double Entry System: Its Meaning and Scope. The Journal, Cash Book, Ledger, Trial Balance, Trading Account, Profit and Loss Account, Balance Sheet, Entries and Adjustments of different heads in different Books and Accounts, Introduction of Company Accounts.

Unit-III

Managing Accounting: Meaning, Functions, Scope, Utility, Limitations and Tools of Management Accounting. Analysis of Financial Statements- Ratios, Comparative and Common Size Statements.

Unit IV

Budget and Budgetary Control: Its Meaning, Uses and Limitations, Budgeting and Profit Planning, Different Types of Budgets and their Preparations, Flexible Budget, Master Budget Zero Based Budgeting.

Suggested Reading:

- Juneja, Chawla & Saksena – Double Entry Book Keeping – Kalyani Publications.
- Maheshwari & Maheshwari – An Introduction To Accountancy 5th – Vikas Publishing House.
- Bhattacharya/financial Accounting for business Managers, Prentice Hall of India.
- R.L. Gupta – Advanced – Sultan Chand & Sons.
- S.N. Maheshwari – Principals of management accounting – XI Edition – Sultan Chand & Sons.
- Khan & Jain, Financial Accounting.

NOTE:

The question paper will be set by the external examiners. The external examiner will set 08 questions in all, selecting not more than two questions from each unit. If a case study is included in the question paper then it will carry marks equivalent to one question. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

16 MTTM 22D2

RESEARCH IN TOURISM

External Marks: 80

Internal Marks: 20

Practical: 50

Time: 3 Hrs

Course Outcomes:

As a result of undertaking this course, a student should be better able to:

- CO1 Design a research project encapsulating the conceptual and practical aspects of research
- CO2 Refine research design to meet the objectives and purpose of the project
- CO3 Develop research instruments appropriate to research design
- CO4 Write up a formal research report

Unit-I

Research: meaning, characteristics, types and relevance of research; trend and challenges with special reference to tourism and hotel business. Research process. Identification and formulation of research problem. **Research methodology:** meaning and procedural guidelines. **Literature review** – Meaning, Importance and sources of literature

Unit-II

Research design- Meaning of research design; need for research design; features of a good Research design; different research designs. **Sampling design:** the concept of sampling; Aims of sampling, census versus sample survey; steps in sampling design; characteristics of a good sample design; criteria for selecting a sampling procedure; sampling techniques/methods: probability sampling and non-probability sampling.

Unit-III

Measurement and scaling techniques- Measurement in research; sources of Error in measurement; test of sound measurement; technique of developing measurement tools; measurement scales; meaning of scaling; bases of scales- classification, importance; scaling techniques-rating and ranking; types of scales. **Collection of Data-** nature, sources of data; methods of data collection.

Unit-IV

Processing of data: Classification and Tabulation, Interpretation of data **Report writing-** meaning functions; types of research report; significance of report writing report.

Suggested Reading:

- Research Methodology (Pearson Publication) by Ranjit Kumar
- Management Research Methodology (Pearson Publication) by Krishnaswamy, Sivakumar & Mathirajan
- Business Research Methods (Tata McGraw Hill Publication) by Cooper & Schindler
- Research Methodology (New Age Publishers) by C.R. Kothari
- Methods in Social Research (Surjeet Publications) by William J. Goode & Paul K. Hatt

NOTE:

The question paper will be set by the external examiners. The external examiner will set 08 questions in all, selecting not more than two questions from each unit. If a case study is included in the question paper then it will carry marks equivalent to one question. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

16 MTTM 23HC1

AIRLINES TICKETING

External Marks: 80
Internal Marks: 20
Practical 50
Time: 3 Hrs

Course Outcomes

After the completion of the course the students will be able to:

- CO1 Gain the advanced knowledge of structure and operations of aviation industry at national and global level
- CO2 To acquire the advanced skills of e-ticketing and fare calculation.
- CO3 To enhance the advanced competencies of the students regarding travel documentation and formalities
- CO4 To acquire the advanced skills for operating Global Distribution Systems like Galelio and Amadeus.

Unit- I

Aviation Geography : Longitude, Latitude, Time Zones, International Date Line, Day Light Saving Time, IATA areas, Global Indicators, Calculation of Elapsed time,
Aviation Organization : IATA, ICAO, AAI & DGCA

Unit- II

History of Aviation in India and at Global level, Private and Public sector airlines which are operating in India, Hub & Spoke system. **Passenger Ticket:** Manual & E-ticket.

Basic concepts of fare calculation such as types of journeys, International Sale Indicators, Currency regulations, Basic steps of fare calculation.

Unit- III

IATA Codes: City, Airport & Airlines codes. Travel Documentation & rules regarding Passport, VISA, Foreign Exchange, Health regulations. Special Permits: Restricted Area Permits and Protected Area Permits. Airport Formalities including custom regulations & baggage regulations.

Unit –IV

Ticketing through CRS like Galileo: Various commands for sign on, sign off, work areas, Encode/Decode, Time Table, Availability, Booking file, Retrieve, Seat request, Queues & Fares

Suggested Reading :

- Gupta S.K : International Airfare & Ticketing Methods & Technique UDH
- Publishers & Distributors (P) Ltd. New Delhi.
- Sinha P.C: Encyclopedia of Tourism Management
- Jagmohan Negi: Travel Agency & Tour Operation Concepts & principle
- Galileo systems
- ABC & OAG Guide, TIM Air Tariff

NOTE :

The question paper will be set by the external examiners. The external examiner will set 08 questions in all, selecting not more than two questions from each unit. If a case study is included in the question paper then it will carry marks equivalent to one question. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

16 MTTM 23HC2

EVENT MANAGEMENT

External Mark: 80

Internal Marks: 20

Time: 3 Hrs

Course Outcomes

After the completion of the course the students will be able to:

CO1 Gain the knowledge of events and its types and their implications.

CO2 To acquire the skills to professionally fit into the event planner business and how to develop professionally.

CO3 To develop the competencies to start their own business in the field of event's organizers.

CO4 To apply the knowledge in organizing business meetings and organizing MICW

Unit 1

Introduction to Events- Concept, Definition and Frameworks, Categories and Typologies, Characteristics of Events, Social–Economical and Developmental implications of Events, skill required to be a good event planner.

Unit 2

Event planning – Concept, Process and Design, Pre-Event Research, Studying Event Feasibility, legal compliances, marketing and promotion of event, financial management of events,

Unit 3

Event Catering, Catering tips, Event decorations. Entertainment planning and Speaker selection, various protocol during events, Time Management in Events, developing leadership and supervision skills during events, group development.

Unit 4

Safety and Security Considerations: Occupational Safety, and Health, Major Risks, Incident Reporting, Crowd Management and Evacuation: the Crowd Management Plan. Introduction to M.I.C.E (Meeting, Incentive, Conference and Convention, Exhibitions) Business Meetings: understanding the concept, various meeting setups, organizing business meetings.

Suggested Reading:

- Lynn V. and Brenda R., Event Management, Pearson Publication, New Delhi
- Van der Wagen, L., & Carlos, B. R. (2005). Event management: For tourism, cultural,
- Business and Sporting Events. Upper Saddle River, NJ: Pearson, Prentice Hall.
- S.N Bagchi and Anita Sharma, Food and Beverage Service, Aman Publication, New Delhi.
- Lawson, F.R Congress, Conventions and Conference: facility Supply and demand, International Journal of Tourism management, September. 188, 1980.
- Donald Getz, Event Management and Event Tourism, 1999.
- Goldblatt, JJ Special Events: Art and Science of Celebration. New York, Van Nostrand Reinhold. 1990.
- Torkildsen, G Organisation of major events. In G Torkildsen, Leisure and Recreation Management, 4th Eds. London; New York: E & FN Spon; Routledge. 1999 ,

NOTE:

The question paper will be set by the external examiners. The external examiner will set 08 questions in all, selecting not more than two questions from each unit. If a case study is included in the question paper then it will carry marks equivalent to one question. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

16 MTTM 23HC3

CARGO MANAGEMENT

External Marks: 80
Internal Marks: 20
Time: 3 Hrs

Course Outcomes

- CO1 The students gain the knowledge about basic concept, types and historical development of Cargo along with rules and regulations of accepting cargo
- CO2 The students gain the knowledge about various categorization of cargo on the basis of weight, dimension etc. along with their tariffs and general rules related to them.
- CO3 The students gain the knowledge about Air way bill, cargo manifesto, cargo transfer Manifesto, documents concerning postal mails and diplomatic mails. Shippers declaration for dangerous goods etc.
- CO4 The students will gain knowledge about cargo handling and some companies like GATI and CONCOR which are dealing with cargo.

Unit- I

Cargo Concepts, Type, History and Common terms used in Cargo handling, Rules governing acceptance of Cargo.

Unit-II

Cargo Rating- Familiarization of Cargo Tariffs. Rounding off of the eights/Dimensions/currencies. Chargeable weight rating-Specific commodity rates, class rates, general cargo rates, valuation charges

Unit- III

Documentation: Air way bill (charges correction advice, irregularity report) cargo manifesto, cargo transfer Manifesto, documents concerning postal mails and diplomatic mails. Shippers declaration for dangerous goods

Unit- IV Handling- Cargo capacity of Air and Ships. Cargo needing special attention, Some important Cargo companies(GATI,CONCOR)

Suggested Reading

- Travel agency and tour operation- concepts and principles by Jagmohan Negi

- Amadeus and Galileo systems
- Encyclopaedia of tourism management- PC Sinha
- ABC & OAG Guides, TIM Air Tariff
- TACT Rates & Rules Book Customs Act

NOTE:

The question paper will be set by the external examiners. The external examiner will set 08 questions in all, selecting not more than two questions from each unit. If a case study is included in the question paper then it will carry marks equivalent to one question. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

16 MTTM 23HC4

TOUR PACKAGING MANAGEMENT

External Mark 80
Internal Marks 20
Practical 50
Time: 3 Hrs

Course Outcomes

After the completion of the course the students will be able to;

- CO1 To gain the operational knowledge of tour packaging business
- CO2 To acquire the skill of formulation of tour package.
- CO3 To acquire the skill of tour costing and pricing techniques of various types of tour packages.
- CO4 To apply the practical knowledge in making various real tour packages.

Unit 1

Meaning, definition, development, types components and significance of tour packages with relation to tourists, destinations and tour companies, role and input of public and private sector tourism organizations in promotion of tour packaging business.

Unit II

Tour Formulation – Influencing factors, stages involved in tour formulation – initial research (destination and market), itinerary development, negotiations, confidential tariff, costing & pricing marketing strategies. Brochure designing, Printing and distribution.

Unit III

Defining the concept of tour cost, components of tour cost – fixed and variable costs, direct and indirect tour costs. Factors affecting tour costs. Tour cost sheet – meaning and significance, costing procedure for independent foreign tours (FITs) group inclusive tours and conference and convention packages, calculation of tour pricing, pricing strategies.

Unit IV

Tourists activities based on Mountains, Deserts, Forests and Wildlife, White Water, Marinas, Aerosport etc. and cultural and pilgrimage i.e. place of religions, historical archaeological, architectural and monumental significance, fairs and festivals, Conference and conventions and special events, Case studies of Tour Packages offered by government & private sectors and Thomas Cook and SITA etc.

Suggested Readings

- Marketing of Travel & Tourism by Middleton.
- International Encyclopaedia of Tourism Management by P.C. Sinha.
- Dynamics of Tourism by R.N. Kaul.

NOTE:

The question paper will be set by the external examiners. The external examiner will set 08 questions in all, selecting not more than two questions from each unit. If a case study is included in the question paper then it will carry marks equivalent to one question. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

16 MTTM 23D1

TOURISM ECONOMICS

External Marks: 80

Internal Marks: 20

Time: 3 Hrs

Course Outcomes:

After the completion of the course the students will be able to:

- CO1 Describe the structure of economics of tourism
- CO2 Appraise the positive and negative economic impacts of tourism
- CO3 Analyze a range of pricing strategy of tourism product and marketing strategy in tourism industry
- CO4 Awareness about principal sectors of Indian economy with special reference to tourism

Unit-I

Concept of Economics and their relevance to hospitality & tourism. Hospitality & Tourism organisations and the market for tourism products. Hospitality & Tourism organisations and the external environment social, economic and physical environment. Tourism and economic development.

Unit-II

Demand for Hospitality & tourism: concepts and definitions of demand for tourism, determinants of tourism demand, measurement of tourism demand and elasticity of Ordinance & Course tourism demand. Supply of tourism product: Patterns and characteristics cost of tourism product, pricing of tourism product and marketing strategy in tourism industry.

Unit-III

The economic impacts of tourism: Direct, indirect, induced and negative. The measurement of economic impact, multiplier –meaning and types (investment, employment and tourism multiplier), linkage and leakages. Tourism impact on balance of payments and exchange rates.

Unit-IV

Tourism demand forecasting, concept of break even point, cost benefit analysis in tourism and project feasibility study. Principal sectors of Indian economy with special reference to tourism, ITDC, state tourism Development Corporation

Suggested Reading:

- Mithani, D.M., Economic theory (Macro Analysis) Himalaya publishing house, 1990
- Witt, stephe, F., Moutinho, Luiz (eds.) Tourism Marketing and management handbook, prentice hall international (UK) Ltd.
- Sheela. A.M., Economics of Hotel Management, New Age International

- Publication (P) Ltd., New Delhi.
- Kamra K.K. , Economics of Tourism

NOTE:

The question paper will be set by the external examiners. The external examiner will set 08 questions in all, selecting not more than two questions from each unit. If a case study is included in the question paper then it will carry marks equivalent to one question. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

16 MTTM 23D2

ENTREPRENEURSHIP IN TOURISM

External Marks: 80

Internal Marks: 20

Time: 3 Hrs

Course Outcomes:

After the completion of the course students will be able to:

- CO1 To understand what entrepreneurship is and how to avail various opportunities to start business.
- CO2 Apply the knowledge to chalk out a complete business plan including its various facets.
- CO3 Gain the knowledge about marketing and promotion of the business and become skillfull in pricing, market analysis and promotional activities.
- CO4 Understand the various ways of successful operation of business activities and hone their skills in software based inventory management.

Unit I: Nature of Entrepreneurship and Small Business: The emergence of Small Business, Seeking Entrepreneurial Opportunities, Start-up and Buy-out Opportunities, Franchising Opportunities, Family Business Opportunities.

Unit II: Developing the New Venture Business Plan: The role of Business Plan for a New Venture, Creating a Competitive Advantage, Market Analysis and Formulating Marketing Plans, Selecting Management Team and Form of Organization, Location and Physical facilities, Accounting Statements and Financial Requirement, Sources of Finance.

Unit III: Small Business Marketing: Consumer Behaviour and Product Strategy, Pricing and Credit Strategies Promotion, Personal Selling, Advertising and Sales Promotion, Distribution Channels and Global Markets.

Unit IV: Managing Small Business Operation Professional Management in Growing Firm, Managing Human Resource, Quality Management and the Operation Process, Purchasing and Computer-based Inventory Management.

Suggested Readings:

- Siropolis, N.C., Entrepreneurship and Small Business Management, 1998.
- Saini, J.S., Entrepreneurship Development: Programmes, and Practices, 1998.
- Singh, Daleep, Effective Managerial Leadership, 1995.
- Chawala, A.S., Uppal, K.K., Studies in Business Management, 1998.
- Diwan, P., Environment Management Law and Administration, 1998.

NOTE:

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Fourth Semester

ON THE JOB TRAINING REPORT (20 WEEKS)

Module No	Subject	Report Evaluation	Viva Voce	Total
16 MTTM 24HC1	Training Report	100		100
	Training in any of the Tourism / Hospitality Operational Areas/ Presentation on IE & Log Book		100	100
16 MTTM24HC2	Project Report & Viva Voce	100	100	200
TOTAL				400

16MTTM 24HC1 Training Report

Course Outcomes:

- CO1 Students will build practical skills that can apply to describe the roles and functions of a leader in the hospitality & tourism industry.
- CO2 Students will understand the roles and functions of various employees working at different levels of a tourism unit.
- CO3 Students will be able to understand the need for career planning, application of production forecasting techniques and procedures in hospitality industry.

16MTTM 24HC2 Project Report

Course Outcomes:

After doing the project the student shall be able to learn

- CO1 To develop Critical thinking on the various issues and challenges related to hospitality & tourism
- CO2 To develop the future of every activities related to tourism
- CO3 They shall be able to improve their writing skills, managerial skills etc.
- CO4 They shall be able to practically apply the academic knowledge of research methodology