

ಮಂಗಳೂರು
MANGALORE



ವಿಶ್ವವಿದ್ಯಾನಿಲಯ
UNIVERSITY

(Accredited by NAAC with 'A' Grade)

ಕ್ರಮಾಂಕ/ No. : MU/ACC/CR 13/2020-21/A2

ಕುಲಸಚಿವರ ಕಛೇರಿ

ಮಂಗಳಗಂಗೋತ್ರಿ - 574 199

Office of the Registrar

Mangalagangothri - 574 199

ದಿನಾಂಕ/Date:10.11.2020

NOTIFICATION

Sub: Revised syllabus of MBA [TTM] programme.

Ref: Academic Council approval vide agenda

No.:ಎಸಿಸಿ:ಬೈ.ಸಾ.ಸ.1:16 (2020-21) dtd 06.10.2020.

The revised syllabus of MBA [TTM] (Tourism and Travel Management) programme which is approved by the Academic Council at its meeting held on 06.10.2020 is hereby notified for implementation with effect from the academic year 2020-21.

Copy of the Syllabus shall be downloaded from the University Website (www.mangaloreuniversity.ac.in)

REGISTRAR

To,

1. The Chairman, Dept. of Business Administration, Mangalore University, Mangalagangothri
2. The Co-ordinator, MBA (Tourism and Travel Management), Dept. of Business Administration, Mangalore University.
3. The Chairman, P.G. BOS in Tourism and Travel Management, Dept. of Business Administration, Mangalore University.
4. The Registrar (Evaluation), Mangalore University.
5. The Superintendent (ACC), O/o the Registrar, Mangalore University.
6. The Asst. Registrar (ACC), O/o the Registrar, Mangalore University.
7. The Director, DUIMS, Mangalore University - with a request to publish in the website
8. Guard File.

MANGALORE UNIVERSITY
Department of Business Administration
MBA (TOURISM & TRAVEL MANAGEMENT)
Revised Syllabus 2020 July Onwards

PREAMBLE

MBA (TTM) syllabus was last revised when the university introduced hard core, soft core and open elective courses during the year 2016-17 as per the UGC direction. The current revision of the syllabus is meant for the academic year 2020-21 onwards. Tourism and Travel Management has been evolving and gaining importance throughout the world. India is targeting the tourists from around the world and has been devising tourism policies to attract the tourists. Tourism industry is undergoing a lot of changes by adding more concepts, products and destinations. Cruise tourism, Sustainable tourism, Event tourism and eco-tourism are some of the emerging sectors of tourism industry worldwide. This dynamic scenario necessitates the updating of existing papers and introduction of new subjects. As part of revision, contents of some of the existing papers have been updated and few new papers like Port and Cruise Management, Disaster Management, Contemporary Issues in Tourism, Remote Sensing and GIS, Financial Management and Health and Wellness Tourism have been added.

PROGRAMME OUTCOME

Equip the students to fit into the requirements of tourism industry by providing theoretical and practical training in the field of destination management, tour guiding, tour operation, hotel management, airport and airline management and ticketing, cargo management etc. Frequent academia-industry interaction enables the students to keep themselves updated with the recent trends in the industry. The programme will prepare a cadre of professional experts who can manage the most dynamic travel, tourism and hospitality industry.

MBA (TOURISM AND TRAVEL MANAGEMENT)

Course Structure and Syllabi

Minimum Credits required for MBA (TTM) Degree

I to IV Semester	Hard Core Courses		Soft Core Courses		Total	
	Numbers	Credits	Numbers	Credits	Numbers	Credits
	15	60	9	27	24	87

Minimum Course to be registered by a student in a normal phase to successfully complete MBA (TTM) Degree in four semesters.

I to IV Semester	Hard Core Courses		Soft Core Courses		Total	
	Numbers	Credits	Numbers	Credits	Numbers	Credits
I	4	16	2	6	6	22
II	4	16	2	6	6	22
III	4	16	2	6	6	22
IV	3	12	3	9	6	21
Total	15	60	9	27	24	87

Minimum Course to be registered by a student in a normal phase to successfully complete MBA (TTM) Degree in ODD and EVEN semesters.

I to IV Semester	Hard Core Courses		Soft Core Courses		Total	
	Numbers	Credits	Numbers	Credits	Numbers	Credits
ODD	8	32	4	12	12	44
EVEN	7	28	5	15	12	43
Total	15	60	9	27	24	87

***Soft core Courses in I, II and III Semesters:**

Any two soft core courses from the available Soft Cores shall be selected by a student at the commencement of I, II and III Semesters. The Department Council/Affiliated College will announce at the beginning of the first, second and third semesters, any two or more soft core papers which will be offered during I, II and III semesters depending upon the availability of faculty and the demand for soft core courses. The minimum number of students opting for a soft-core course should be ten.

****Soft core Courses in IV Semester:**

Any three soft core courses from the available Soft Cores shall be selected by a student at the commencement of IV Semester. The Department Council / Affiliated College will announce at the beginning of the fourth semester, any three soft core papers which be offered during IV semester depending upon the availability of faculty and the demand for

soft core courses. The minimum number of students opting for a soft core course should be ten.

*****Project Report:**

A student on the third semester shall register for a Project Work which carries 4 credits in the fourth semester. Work load for Project Work is one contact hour per student per week for the teacher. The student shall do field work and library work in the remaining 3 credit hours per week.

Evaluation of Project Report

30 marks for Viva-Voce Examination and 70 marks for final Report Evaluation. Viva-Voce Examination shall be conducted by the BoE in the Department.

****** Study Tours:** Students are required to undertake a short tour of regional tourist destination(s) during the First and Third semesters and National tour during Second and Fourth semesters. The tour reports shall be considered for awarding internal marks.

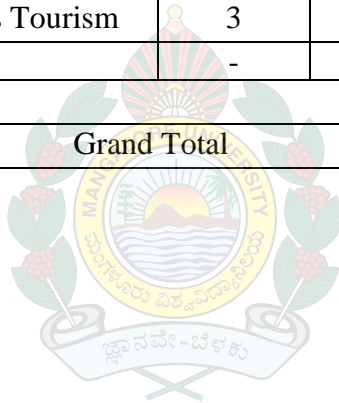
******* Internship Training:** Every student must undergo compulsory one-month summer internship training in any of the reputed travel trade /hospitality organization on completion of second semester examinations.



MANGALORE UNIVERSITY
DEPARTMENT OF BUSINESS ADMINISTRATION
MBA (TOURISM AND TRAVEL MANAGEMENT)
CHOICE BASED CREDIT SYSTEM- 2020 (Revised)

Code	Title of the Course	Instructi on/week	Duratio n of Exam (Hrs)	Marks			Credits
				IA	Exam	Total	
I SEMESTER							
TMH401	Principles & Practices of Tourism	4	3	30	70	100	4
TMH402	Fundamental of Management	4	3	30	70	100	4
TMH403	Tourism Products of India	4	3	30	70	100	4
TMH404	Travel and Tour Operations	4	3	30	70	100	4
TMS405	Port and Cruise Management	3	3	30	70	100	3
TMS406	Disaster Management	3	3	30	70	100	3
TMS407	Front Office Management	3	3	30	70	100	3
TMS408	House Keeping Management	3	3	30	70	100	3
	*Study Tour						
Total Credits							22
II SEMESTER							
TMH451	Airport Handling and Air Ticketing	4	3	30	70	100	4
TMH452	Research Methodology	4	3	30	70	100	4
TMH453	World Geography for Tourism - I	4	3	30	70	100	4
TMH454	Hospitality Management	4	3	30	70	100	4
TMS455	Contemporary Issues in Tourism	3	3	30	70	100	3
TMS456	Marketing for Tourism	3	3	30	70	100	3
TMS457	Remote Sensing and GIS	3	3	30	70	100	3
TMS458	Food and Beverage Management	3	3	30	70	100	3
	*Study Tour						
	**Internship Training						
Total Credits							22
III SEMESTER							
TMH501	World Geography for Tourism - II	4	3	30	70	100	4
TMH502	Sustainable Tourism	4	3	30	70	100	4
TMH503	Event Management	4	3	30	70	100	4
TMH504	Financial Management	4	3	30	70	100	4
TMS505	Cargo Management and	3	3	30	70	100	3

	Logistics Operations						
TMS506	Entrepreneurship Development	3	3	30	70	100	3
TMS507	Communication Skills & Public Relations	3	3	30	70	100	3
TMS508	Travel Journalism	3	3	30	70	100	3
	* Study Tour						
Total Credits							22
IV SEMESTER							
TMH551	Destination Management	4	3	30	70	100	4
TMH552	Human Resource Management	4	3	30	70	100	4
TMH553	Project Report ***	4	-	-	70	70	4
TMS554	Tourism Policies and Regulations	3	3	30	70	100	3
TMS555	Customer Relationship Management	3	3	30	70	100	3
TMS556	Information Technology for Tourism	3	3	30	70	100	3
TMS557	Foreign Exchange Management	3	3	30	70	100	3
TMS558	Health and Wellness Tourism	3	3	30	70	100	3
	* Viva-Voce	-	-	-	-	30	-
Total credits							21
Grand Total							87



I SEMESTER

TMH - 401: Principles & Practices of Tourism

TMH – 402: Fundamental of Management

TMH – 403: Tourism Products of India

TMH – 404: Travel and Tour Operations

TMS – 405: Port and Cruise Management

TMS – 406: Disaster Management

TMS – 407: Front Office Management

TMS – 408: House Keeping Management

*Study Tour



TMH - 401: PRINCIPLES AND PRACTICES OF TOURISM

Credits: 4

Course Objectives:

1. To introduce the fundamental concept of tourism.
2. To study the history and growth of tourism industry.
3. To familiarize the types and forms of tourism.
4. To comprehend the evolution of accommodation industry.
5. To understand the concepts of motivation and determinants of travel, tourism, holiday and leisure in tourism modernity.
6. To critically evaluate the role of state, governance, patronage, regulatory bodies and associations in the phenomenal expansion of tourism and travel in the modern and contemporary world.
7. Acquaint students with the various tourism theories and models.

Course Outcomes:

- CO1:** Understand the concepts and typology of tourism.
- CO2:** The students would be equipped with historical growth of tourism like chronology, places, events, experiences and narratives. This knowledge will give them insights to understand the tourism industry in detailed manner.
- CO3:** Students will be able to explain the various facets of Globalization and its relationship with the growth of accommodation industry. They will be in position to comprehend the development of accommodation sector in India and in the Global contexts.
- CO4:** Students understand clear foundation about the tourism industry with respect to the components and elements of tourism.
- CO5:** Illustrating the importance of communication and information system in growth of tourism industry.
- CO6:** Students will be able to critically engage in understanding the birth of mass tourism evolved after the Second World War and the development of transportation sector
- CO7:** The student would be able to know the demand and supply characteristics of tourism and also explains the different motivational factors affecting for travel.

Pedagogy: Assignment, Cases and Seminars, Lecture-cum-discussions

UNIT I: History and Concept of Tourism – Meaning, concept and definitions of tourism, tourist, traveler, visitor & excursionist - Development of tourism through ages - Early and medieval period of travel - Modes of transports and accommodation, renaissance and its effects on tourism, birth of mass tourism, development of modern transport, communication and accommodation Systems, old and new age tourism - General tourism trends - Inter disciplinary approaches to tourism –Tourism, recreation & leisure inter-relationship.

UNIT II: Components, Types and Forms of Tourism – Meaning, characteristics & significance of the components of tourism industry - Attraction, accommodation, accessibility, amenities, activities and affordability – Forms of tourism – Inter-regional and

intra-regional tourism, inbound and outbound tourism, domestic & international tourism – Types of tourism - adventure, medical, wellness, heritage, MICE, religious, culture, dark tourism, doom tourism, senior citizen tourism, disaster tourism and wine and other types of tourism.

UNIT III: Travel Motivations and Demand - Concept & definition of travel motivation – Mackintosh's classification - Sun lust and Wanderlust - push and pull forces in travel motivations - Travel deterrents - Tourism Demand - Definition of tourism demand. Motivation of tourism demand - Indicators of Tourism Demand – Determinants of tourism demand - Pattern & characteristic of tourism supply factors influencing tourism supply - Tourism Statistics - Meaning, Types & Problems in measurement of tourism statistics.

UNIT IV: Tourism Theories and Models: Mathieson and Wall travel buying behaviour model - Mill-Morrison's Tourism Policy Model - Leiper's geo-spatial Model - Stanley Plog's Model of Destination Preferences – Butler's Tourism Area Life Cycle (TALC) - Doxey's Irritation Index – Demonstration Effect – Crompton's Push and Pull Theory - Gunn's Model.

UNIT V: Impacts of Tourism - Economic impacts, Socio-cultural impacts, Environmental impacts, political impacts and technological impacts - Impact analysis - Strategies to overcome or reduce the negative impacts - Impact assessment methods - Social impact assessment, Environmental impact assessment and environmental audit.

UNIT VI: Tourism Organizations - National & International organizations connected to tourism – Need for the organization – Organizational structure, role and functions of UNWTO, ICAO, PATA, UFTAA, IATA, ASTA, DGCA, NTO, WTTC, ITDC, IATO, TAAI, IHA, FHRAI, Ministry of Tourism, Govt. of India.

Cases – On Karnataka, tourist destinations, Karnataka State Tourism Development Corporation (KSTDC).

References:

1. Bhatia A.K (2003) International Tourism, Sterling Publishers Pvt. Ltd, New Delhi. P.T.O
2. Bhatia AK (2002), Tourism Development: Principles and Practices, Revised edition Sterling Publishers Private Limited, New Delhi.
3. Chris Cooper, Fletcher John, Fyall, Alan, Gilbert David, Wall Stephen (2008), Tourism Principles and Practices, 4th edition, Pearson Education Limited.
4. Dennis L & Foseter – Glencoe (2003), an Introduction to Travel & Tourism, Mc Graw-Hill International.
5. Dr. Revathy Girish (2007), Indian Tourist Panorama, Dominant Publishers and Distributors, New Delhi.
6. Ghosh Bishwanth (2000), Tourism & Travel Management, Second Revised Edition VikasPublishing House Pvt Ltd, New Delhi.
7. Kaul R.N (1991), Dynamics of Tourism, Sterling Publishers Pvt Ltd, Volume 1,2 & 3 New Delhi,
8. Pran Nath Seth (1997), Successful Tourism Management, Sterling Publishers Pvt Ltd, New Delhi,

9. Praveen Sethi (1999), Tourism for the Next Millennium, Rajat Publication New Delhi.
10. Roday Sunetra, Biswal Archana, Joshi Vandana (2009), Tourism Operations and Management, – Oxford University Publications



Course Objectives:

1. To understand the basic concept and various components of management
2. To understand the functions of management
3. To make them understand how to motivate employees in an organization
4. To understand various types of leadership styles
5. To understand the effectiveness and importance of training in an organization
6. To understand the process of staffing
7. To understand the importance of communication in an organization

Course Outcomes:

CO1: Prepares the students to manage any tourism organization in dynamic situations.

CO2: Develops managerial and leadership skills

CO3: Develop communication skill

CO4: Gaining knowledge on staffing process

CO5: Able to motivate the subordinates

CO6: Able to coordinate work activities

CO7: Able to plan and execute plans and policies

Pedagogy: Lectures, Seminars, Assignments and Role-play

UNIT I: Management Theories and Concepts - Meaning and definitions of management; Nature, Significance, objectives and functions of management; levels of management; principles of management (Henry Fayol and F.W. Taylor): Role, attributes and qualities of manager; approaches to management

UNIT II: Planning and Decision Making - Nature and purpose of planning; types of plans, planning process, advantages and limitations of planning; Objectives: Nature and types of objectives; Importance of Objectives; Management by objective; Strategies and Policies: Nature and purpose of strategies and policies; Concept of corporate strategy, formulation of strategies, types of strategies; types of policies, principles of formulation of policies; decision-making: process of decision making; decision making techniques; importance and limitation of decision making.

UNIT III: Organizing - Nature and purpose of organizing; formal and informal organization; organization level and span of management; organization structure; departmentalization: Line and staff relationship; delegation of Authority and responsibility; Decentralization, Methods of decentralization.

UNIT IV: Staffing - Nature and purpose of staffing; Recruitment, Selection, Training, and induction. Performance appraisal.

UNIT V: Directing - Nature and importance of direction; Motivation: meaning & importance; theories of motivation (Maslow's Need Hierarchy theory, Herzberg's motivation,

Hygiene theory, room's Expectancy theory); Leadership: Meaning, theories of leadership (Trait theory, Behavioral theories, Situation theories, The Path Goal Theory, Integrated Leadership Model). Communication: Meaning, process and barriers to communication.

UNIT VI: Social Responsibility and Ethics - Concept of social responsibility; managerial, ethical behavior, tools of ethics; corporate governance, Total quality management (TQM): ISO 9000 practices, ISO 14000 practices.

References:

1. Agarwal R.D (2001), Organization and Management, Tata Mc. Graw Hill Publishers, New Delhi.
2. Anbuvelan K (2007), Principles of Management, First edition, Laxmi Publishers, New Delhi
3. Griffin W Ricky (2012), Management: Principles and Practices, 11th edition. South-Western College Publishing, Boston.
4. Herold Koontz, Heinz Weihrich (1994), Management: A Global Perspective, 10th edition, Tata Mc. Graw Hill Publishers, New Delhi.
5. James, A.F. Stoner & R. Edward Freeman (1994), Management, 5th edition, Prentice Hall of India, New Delhi.
6. Koontz Herold & Weihrich Heinz (2006), Essentials of Management, 7th edition, Tata Mc. Graw Hill Publishers, New Delhi.
7. Prasad L.M (2007), Principles and Practices of Management, 7th edition. Sultan Chand & Sons Publishers, New Delhi.
8. Robbins Stephen (2006), Management, 8th edition, Pearson Publishers, New Delhi
9. Sherleker & Das Suresh (2011), Principles of Management, (2011), Himalaya Publishing House, New Delhi.
10. Terry R George & Franklin G Stephen (1997), Principles of Management, 8th edition, AITBS Publishers and Distributors, New Delhi.

TMH - 403: TOURISM PRODUCTS OF INDIA

Credits: 4

Course Objectives:

1. To understand the cultural and historical background of India.
2. To familiarize students with the basic concepts of tourism products.
3. give a help the learners develop an understanding of the nature of different tourism products
4. To give an insight into how travel and tourism evolved over a period of time and reached the modern stage.
5. To familiarize vast tourism resources of India.
6. To provide insights into the process of developing and managing various tourism products
7. To enhance the knowledge of students about various special interest tourism products of India

Course Outcomes:

- CO1:** Learn about the origin & development of art in the Indian Sub-Continent.
- CO2:** To identify the performing art of India- classical dances, folk dances and folk culture and their features and stylistically date them.
- CO3:** Understanding the history, culture and early civilization of India.
- CO4:** Demonstrate an understanding of different types tourism resources of India
- CO5:** Enabling the importance of tourism resources in tourism management.
- CO6:** Illustrating the importance of emerging tourism destinations.
- CO7:** Studying the importance of fairs and festivals of India

Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Field visits, study tours, Industry visits, projects and assigned readings

UNIT I: Basic Concepts and Cultural background of India - Definition, concept and classification of tourism products and resources – Indus Valley and Vedic civilization- Early and Post Vedic period – Cultural Erosion and Inheritance of Loss of Indian Culture.

UNITII: Special Interest Tourism Products - Performing art of India- classical dances, folk dances and folk culture - Handicrafts and textiles -important handicraft objects and centres, craft Melas, souvenir industry- Fairs and Festivals -Social, religious and commercial fairs of touristic significance-Medical, health & rejuvenation tourism

UNIT – III Emerging Tourism Products – Rural tourism – Gastronomy - Golf – Cruise - River - Dark tourism –MICE Tourism- Eco Tourism - Green Tourism - LGBT Tourism – Space Tourism – Shopping Tourism -Wedding Destinations Etc.

UNIT IV Wildlife Sanctuaries – Meaning, definitions of Wildlife Sanctuaries and National Parks- Biosphere Reserves – Game Reserves, Wildlife Safari, Walking trails, flora and fauna. -Popular wildlife and National Parks of India- Wildlife management.

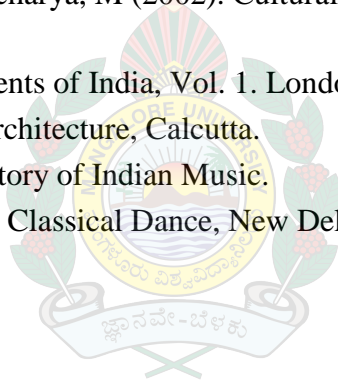
UNIT V Adventure Tourism, Hill stations & Beaches-Meaning, definition classification and types of adventure tourism-emerging trends – beach of tourism- nature of beaches and beach tourism-popular beach destinations in India – island tourism - Back water tourism – concept and meaning of backwater tourism- Hill Stations- Locations & major hill stations in India

Case Studies:

1. Case of Kaziranga National Park, Ranthambhore Wildlife Sanctuary, Eravikulam National Park, Silent Valley National Park, Madumalai Wildlife Sanctuary.
2. Case of Biosphere Reserves – Manas - Sunderbans etc.

References:

1. Brown Percy, Indian Architecture (Buddhist and Hindu), Bombay.
2. Brown Percy, Indian Architecture (Islamic period), Bombay.
3. Davies, Philip, Monuments of India, Vol. II., London.
4. Dixit, M and Sheela, C (2001), Tourism Products, New Royal Book.
5. Gupta, SP, Lal, K, Bhattacharya, M (2002). Cultural Tourism in India, DK Print.
6. Lonely Planet India
7. Michell, George, Monuments of India, Vol. 1. London.
8. Mitra, Devla, Buddhist Architecture, Calcutta.
9. Swami, Prayaganand, History of Indian Music.
10. Vatsayana, Kapila, Indian Classical Dance, New Delhi.



TMH - 404: TRAVEL AND TOUR OPERATIONS

Credits: 4

Course Objectives:

1. To provide an all-round idea about the importance of travel consultants in today's world scenario.
2. To make the students aware of the history and types of travel agents and tour operators.
3. To impart the professional knowledge to meet the requirements of travel and tourism industry.
4. To provide the students with an understanding of the role, function and operation of organization in travel trade operations.
5. To understand the role and functions of tour guides in the industry.
6. To understand the conceptual meaning of travel business and its operation
7. To expose students with the various functions of travel agencies and procedures.

Course Outcomes:

- CO1:** Equip the students to manage tour and travel related procedures.
- CO2:** Validate the essential skills required in the administration and management of tour operations as a business.
- CO3:** Evaluate the duties and responsibilities of travel agencies staff and managers.
- CO4:** Acquire knowledge about the various international travel regulations.
- CO5:** Identify the functions performed by a travel agent.
- CO6:** Understand the appeal, and the changing nature of the package tour and its various markets.
- CO7:** Demonstrate Itinerary preparation skill for inbound, outbound, domestic and common interest tours.

Pedagogy: Lectures, seminars, group discussion, presentations, implant training

UNIT I Introduction to Travel Agency Businesses - Historical Perspectives-Emergence of Thomas Cook- Emergence of Travel Intermediaries- Definition- Types of travel agency -- Full-Service Agency, Commercial Agency, Implant Agency, Group / Incentive Agency, -and types of tour operators- Inbound, Outbound, Domestic, Ground and Specialized. Indian travel agents and tour operators- an overview. - The Changing Scenario of Travel Trade.

UNIT II Travel Agency/Tour Operations - Functions- Sources of income. How to set up a travel agency: Procedures for approval of a travel agency and tour operator- IATA & DOT Approval- Approval from various government bodies-Organization structure of a travel agency or tour operation and staffing. Diversified Role of Tour Operators-Running A Tour Operation Business- Distribution Networks of Tour Operation Business.

UNIT III The Modern Tour Industry – Package tours – Custom Tours – Tour Wholesalers – Types of Package Tours: Independent Package, hosted tour, escorted tour, sight-seeing

tours - Group, Incentive and convention tour –Mass Market Package holidays – Special Services for Charter Tour Operators, Meeting & Incentive Planners and Activities of Meeting Planners, Convention & Conference Tourism Business, Trade Fairs & Exhibitions.

UNIT IV Components of Package Tour – Basic Principles on packaging – factors affecting tour design and selection–Planning and producing a tour- Process. Domestic ticketing and reservations- Major domestic airline and airport codes.

UNIT V Itinerary Preparation and Costing -Tips and steps for itinerary planning, Do's and do not of itinerary preparation, limitation and constrains. Itinerary preparation for inbound, outbound, domestic and common interest tours. Factors affecting in tour costs- Components of tour costs- Tour cost sheet- Confidential tariff- Pricing of tour- Different pricing strategies.

UNIT VI Tour Guiding and Interpretation - Meaning; concept and types of guide; duties and responsibilities; Qualities of a good guide; Golden Rules of Guiding, Leading a tour group; Code of Conduct. Conducting City, Cultural rural & special interest tour. Visitors interpretation: Popular understanding of Place, Potentials of attraction, heritage interpretation & Interpretation of Nature.

References:

1. Babu, A Satish, Tourism development in India, APH- New Delhi.
2. Bhatia AK (2004), Tourism Development: Principles and Practices, Sterling Publishers Pvt Ltd, New Delhi.
3. Chand Mohinder, Travel Agency Management, Anmol Publishers, New Delhi.
4. Dennis L. & Foseter (2001), Glencoe an Introduction to Travel & Tourism, McGraw-Hill International.
5. J.M.S. Negi (2009), Travel Agency and Tour Operation, Concepts and Principles, Kanishka Publishers, New Delhi.
6. Jag Mohan Negi (2006), Tourist guide &Tour Operation: - Kanishka Publishing House, New Delhi
7. Kapoor Bimal Kumar and Murali (2005), Travel Agency and Ticketing, Sterling Publishers Pvt Ltd, New Delhi.
8. Negi Jag Mohan (2004), Travel Agency Operations: Concepts and Principles, Kanishka Publishing House, New Delhi
9. Negi Jag Mohan, (2004), Air Travel, Ticketing and fare Construction, Kanishka Publishing House, New Delhi
10. Pran Nath Seth, Successful Tourism Management, Sterling Publishers Pvt Ltd, New Delhi.

Course Objectives:

1. To introduce the basics of port management
2. To understand the basics of cruise management
3. To study the maritime legislation and contemporary issues in cruise operations
4. To expose the students to port stakeholders and associated agencies
5. Understand Port construction and phases of port development
6. To understand the geography of cruise destinations.
7. To develop knowledge on relationship between cruise operation and climate change

Course Outcomes:

- CO1:** Students gain knowledge on elements of port and cruise management
CO2: Gain knowledge on functions and facilities of port
CO3: Gain knowledge on Port operations
CO4: Study port development phases and growth of world trade
CO5: Understand various maritime issues and legislations.
CO6: Gain knowledge on popular cruise routes and destinations
CO7: Study the impacts on climate on cruise and ship operations.

Pedagogy: Lectures, seminars, group discussion, presentations, implant training

Unit – I Port Structure and Functions - Definition - Types and Layout of the Ports – Organizational structure - Main functions and features of ports: Infrastructure and connectivity - Administrative functions - Operational functions. Main services: Services and facilities for ships - Administrative formalities - Cargo transfer - Services and facilities for cargo - Additional “added value” service - Ports and their stakeholders like Port Health Organization (PHO), Immigration, Ship agents, Stevedores.

Unit - II Port Operations - Berths and Terminals - Berth Facilities and Equipment - ship Operation – Pre - shipment planning, the stowage plan and on-board stowage - cargo positioning and stowage on the terminal - Developments in cargo/container handling and terminal operation - Safety of cargo operations - Cargo security: Measuring and evaluating performance and productivity.

Unit - III Port Development - Phases of port development - Growth in word trade - Changes in growth - Development in terminal operation. Shipping technology and port: Ship knowledge - Ship development and port development - Port time and ship speed - Other technical development affecting port.

UNIT IV: Contemporary Cruise operations – The elements of Cruising- History of Cruising- The Cruise Market – cruise operators- the cruise product – Accommodation – dinning on board – bars-entertainment- shore excursions – wellness including spa – beauty therapy – hair-care – yoga – shops- casinos – weddings. Cruise brands - brand values and vessel classifications - the economics of cruising.

UNIT V Maritime Issues and Legislation – The shipping industry – The legal environment – Ship nationality, registration and flag. Marine pollution - Safety of life at Sea – Sanitation and Cleanliness – Marine security – Cruise ships and environment – Financial responsibility – Maritime organizations.

Unit VI Cruise Geography – Destinations – Tropical Zones – Tourists and Climate – Cruise Ports by Type – Primary cruising regions - The Caribbean – Europe and Mediterranean – North America – Asia, Oceania and the South Pacific – Other cruise destinations.

References:

1. Dileep M.R, (2019) Tourism, Transport and Travel Management, Routledge
2. Dong Wook –Song & Photis Panayides (2015) Maritime Logistics: A Guide to Contemporary Shipping and Port Management
3. H. Haralambides (2015) Port Management, Publisher: Palgrave Macmillan, ISBN-1137475765, ISBN-13: 978-1137475763
4. Kenneth Christopher (2009) Port Security Management, Auerbach Publications; 1 edition, ISBN-10: 142006892X, ISBN-13: 978-1420068924
5. Patrick Alderton (2008) Port Management and Operations (Lloyd's Practical Shipping Guides) 3rd Edition, ISBN 978-1-84311-750-6
6. Patrick Neylan (2020) Port and Terminal Management, Publisher: Institute of Chartered Shipbrokers. ISBN-10: 1911328115, ISBN-13: 978-1911328117
7. Paul Wright (2015) Port and Terminal Management, Publisher: Institute of Chartered Shipbrokers, ISBN-10: 1908833637, ISBN-13: 978-1908833631
8. Philip Gibson and Richard Parkman (2018) Cruise Operations Management: Hospitality Perspectives
9. Philip Gibson (2006) Cruise Operations Management: Hospitality Perspectives (The Management of Hospitality and Tourism Enterprises)
10. Stephen Pettit (Editor), Anthony Beresford (Editor) (2017) Port Management: Cases in Port Geography, Operations and Policy.
11. Wei Yim Yap (2020) Business and Economics of Port Management: An Insider's Perspective by Routledge

Course Objectives:

1. To provide students an understanding the need for studying the disaster management
2. Develop an understanding about the various types of disasters.
3. To expose students to the risk and vulnerability analysis
4. To create awareness about disaster prevention and risk reduction
5. To establish relationship between disasters and developments.
6. To understand Rehabilitation, Reconstruction and Recovery in the event of Disaster
7. To gain knowledge on Climate Change Adaptation and IPCC Scenario and Scenarios in the context of India.

Course Outcomes:

- CO1:** Understand the need and significance of studying disaster management
- CO2:** Understand the different types of disasters and causes for disasters.
- CO3:** Gain knowledge on the impacts Disasters on environment and society
- CO4:** Study and assess vulnerability of a geographical area.
- CO5:** Students will be equipped with various methods of risk reduction measures and risk mitigation.
- CO6:** Understand the role of Information Technology in Disaster Management
- CO7:** Understand Geographical Information System applications in Disaster Management

Pedagogy: Lectures, seminars, group discussion, presentations, implant training

UNIT I Introduction To Disasters - Definition: Disaster, Hazard, Vulnerability, Resilience, Risks – Natural disasters – Earthquake, Landslide, Flood, Drought, Cyclone etc – Manmade Disasters - Fire, Industrial Pollution, Nuclear Disaster, Biological Disasters, Accidents (Air, Sea, Rail & Road), Structural failures(Building and Bridge), War & Terrorism etc. Classification Causes, Impacts including social, economic, political, environmental, health, psychosocial, etc. Global trends in disasters: urban disasters, pandemics, complex emergencies, Climate change - Dos and Don'ts during various types of Disasters.

Unit II Risk and Vulnerability Analysis - Risk: Its concept and analysis - Risk Reduction - Vulnerability: Its concept and analysis - Strategic Development for Vulnerability Reduction - Disaster Preparedness and Response Preparedness Disaster Preparedness: Concept and Nature. Disaster Preparedness Plan - Prediction, Early Warnings and Safety Measures of Disaster. Role of Information, Education, Communication, and Training. Role of Government, International and NGO Bodies. Role of IT in Disaster Preparedness. Role of Engineers on Disaster Management.

UNIT III: Inter-Relationship Between Disasters and Developments - Factors affecting Vulnerabilities, differential impacts, impact of Development projects such as dams, embankments, changes in Land-use etc.- Climate Change Adaptation- IPCC Scenario and Scenarios in the context of India – Relevance of indigenous knowledge, appropriate technology and local resources.

Unit IV Rehabilitation, Reconstruction and Recovery - Reconstruction and Rehabilitation as a Means of Development. Damage Assessment. Post Disaster effects and Remedial Measures. Creation of Long-term Job Opportunities and Livelihood Options. Disaster Resistant House Construction. Sanitation and Hygiene. Education and Awareness - Dealing with Victims' Psychology - Long-term Counter Disaster Planning - Role of Educational Institute.

UNIT V Geographical Information System and ICT in Disaster Management - Definition of GIS, Concept of Space and Time, Spatial data. Map Projection and Datum - Domains of Spatial information system, Components of GIS (/Hardware, Software, Data, People and Process) GIS Functionalities for end user / system (Data Acquisition, Data Input, Data Management, Data Analysis, Data Modeling and Data Output)

UNIT VI Role of Information Technology in Disasters - Disaster management Information System - Organizing and effective dissemination of information: feedback for improving information - Role of Communication in Disasters, Types of communication in case of disasters – HAM radio, Satellite, Video Conferencing, Electronics devices

Reference:

1. Andrew, S., "Environmental Modeling with GIS and Remote Sensing", John Willey, 2002
2. Ariyabandu, M. and Sahni P. "Disaster Risk Reduction in South Asia", Prentice-Hall (India), 2003.
3. Bell, F.G., "Geological Hazards: Their assessment, avoidance and mitigation", E & FN SPON Routledge, London. 1999
4. Bossler, J.D., "Manual of Geospatial Science and Technology", Taylor and Francis, 2001
5. C. K. Rajan, Navale Pandharinath, Earth and Atmospheric Disaster Management: Nature and Manmade B S Publication.
6. David Alexander, "Natural Disasters", Research Press, New Delhi, 1993
7. Dr. Mrinalini Pandey, Disaster Management Wiley India Pvt. Ltd.
8. J. P. Singhal, Disaster Management Laxmi Publications.
9. Jagbir Singh, Disaster Management: Future Challenges and Opportunities K W Publishers Pvt. Ltd.
10. Matthews, J.A., "Natural hazards and Environmental Change", Bill McGuire, Ian Mason, 2002
11. Mitigating Natural Disasters, Phenomena, Effects and options, A Manual for policy makers and planners, United Nations. New York, 1991
12. Nick Carter. W., "Disaster Management - A Disaster Manager's Handbook". Asian Development Bank, Philippines. 1991
13. Shailesh Shukla, Shamna Hussain Biodiversity, Environment and Disaster Management Unique Publications
14. Tushar Bhattacharya, Disaster Science and Management McGraw Hill Education (India) Pvt. Ltd.

TMS – 407: FRONT OFFICE MANAGEMENT

Credits: 3

Course Objectives:

1. To understand the essentials of front office.
2. To familiarize with operations of front office.
3. To educate the students about operations of Front office of a Hotel.
4. To understand the basics of hotel operations
5. To acquire the skill to professionally fit into Front Office Techniques- Front office layout and front office activities in hotels.
6. To enhance the skill level of students to perform various duties and responsibilities in a hotel environment.
7. To know types of Equipment, Rooms and Rates used in Front Office Department.

Course Outcomes:

CO1: Understand the functions of front office department.

CO2: Understand the importance of reservation in front office.

CO3: Understanding the overview of Front office Management.

CO4: Acquire knowledge on guest registration process.

CO5: Develop an understanding on the operations of front office department

CO6: Examine the role and duties of front office staff.

CO7: Describe the reception procedures in checking-in and checking-out guests.

Pedagogy: Assignment, Presentations, and Seminars, Lecture-cum-discussions

UNIT I - Organization of Front Office and Reception – Layout, staff, duties and responsibilities of front office staff, symbols used in Front Office, Flow chart of Front Office, Co-ordination of Front Office with other departments, Functions of receptionist, Qualities and duties of receptionist, Communications, Preparing for guest arrivals, Check In and Check out system, Checking of reservation correspondence, pre-registration process, Records and formats used in receptions, specimen of formats used.

UNIT II- Reservation – Importance of reservations, Functions of reservations, Sources and modes of reservations, Reservation enquiry – use of letter, fax, telephone and e-mail, Methods of recording booking, over booking, confirming bookings, Group reservations and VIP reservations, instant reservation, instant reservation systems, Central reservation systems. Cancellation and amendments, Forms and formats used in reservation, Reservation process, Group reservation.

UNIT III - Registration – Various types of registration, Documents Generated Registration process. Walk – ins, Guests with Reservations, Groups, Crews, Transit Passengers. Procedures for scanty baggage guest, Reports, forms and formats used, Registration Terminology.

UNIT IV- Information – Functions of information section, Guest Alphabetical Index rack, Message Handling, Handling guest Rooms keys, Handling Mail, Handling Guest Parcels, Paging, providing information to guests, Forms and formats used, Information

Desk Terminology. Reception and information, specimen formats used.

UNIT V- Lobby & Bell Desk Operation – Role of Lobby Manager, Role of Guest relations Executive, Functions of Bell Desk, Bell Desk Layout and equipment, staff organization and luggage handling procedure on guest arrival and departure, Left Luggage Procedure, Miscellaneous services: Postage, Stationery and First Aid etc., Forms and Formats used, Bell Desk Terminology.

Reference:

1. Chakravarthi B.K, Front Office Management in Hotel, publisher: CBS; 1st edition.
2. David K Hayes and Jack D Ninemeier, Professional front office management, Pearson Education.
3. J.R. Tewari, Hotel front office – operations and management, Oxford Higher Education
4. James A Badri, Hotel front office management, John Wiley publications.
5. R.K. Arora, Hotel Organisation and Front Office Management, Aph Publishing Corporation.
6. Sue Baker and Jeremy Huyton, Principles of Hotel Front Office Operations, Publisher: Cengage Learning
7. Sushil Kumar Bhatnagar, Front office management, ISBN-10: 8171706525.



TMS - 408: HOUSE KEEPING MANAGEMENT

Credits: 3

Course Objectives:

1. To know the duties and responsibilities of housekeeping department
2. To understand the essentials and operations of Housekeeping
3. To familiarize the department structure based on the star categorization
4. To understand the clean and hygienic aspects
5. To know about the bed making procedures and housekeeping equipment
6. To know the categories of linens and their facilities
7. To understand the concept of budget and its uses

Course Outcomes:

- CO1:** Familiarize the students with the functions and operations of housekeeping department.
- CO2:** Students will understand the hotel accounting and management aspects of hotel business
- CO3:** Familiarizes the objectives and responsibilities of housekeeping staff
- CO4:** Students can understand the cooperation and coordination required for the effective performance of the hotel
- CO5:** Helps the students to know the various areas of working in the housekeeping Department
- CO6:** Create an awareness about the managerial responsibilities in the Department and importance of budget as a controlling device
- CO7:** Train students to face the managerial responsibilities by giving practical exposures

Pedagogy: Assignment, Presentations, and Seminars, Lecture-cum-discussions.

UNIT I House Keeping Organization- Layout, Staff Organization, brief outline of duties of staff in Housekeeping department, duties of executive Housekeeper. Hotel guest room-Layout, types, floor, pantry, furniture, fixtures and fittings, department the Housekeeping co-ordinates within the hotel.

UNIT II Housekeeping Control Desk-Handling telephone calls-Co-ordination with various departments- paging systems and methods- Handling difficult situations forms, Formats and registers used. Duty allotment and Duty chart, leave application procedures, briefing and Debriefing staff, Gate pass procedures, Housekeeping purchases and Indents, Security system, protecting guest, Safe deposit, emergency procedures, master keys, unique cards.

UNIT III Cleaning Equipment, Agents & Cleaning of Guest Room - Types of equipment used in Housekeeping department, cleaning agents, detergents, disinfectants, polishes, types on floor cleaner, toilet cleaner, maids' trolley and items in it. Types, special cleaning methods, daily, periodical, spring cleaning, cleaning of occupied room procedure make up of a guest room, occupied vacant and departure rooms, bed making, turn down services, cleaning of floors, maintenance of rooms and procedure involved with cleaning schedules.

UNIT IV Linen & Laundry- Textiles, types of fibres and fabrics used in the hotels Organization and Layout of Linen and Laundry room Types of Linen, Sizes used in the hotels. Uniform and types of uniform used in the different departments. Storage of Linen and conditions for storage and Inventory and stock, Concepts Laundry slow process, hand wash, types of equipment used in the laundry, manual and electrical, Iron- Hot head, stem head and collar press, work counters, stains and stain removers. Flow chart of room linen, restaurant, guest and Uniform linen. Types of flowers, leaves and vases used in arrangement. Equipment used in flower arrangement.

UNIT V Accounting, Audit and control, Income from Accommodation, Public Room rentals, Allowance, Net Sales, Expenses, Salaries and Wages, Room Employees Meal, China and Glassware, Commissions, Contract cleaning, Decorations, Dry Cleaning Garage and Parking, Guest Supplies, Laundry and Dry Cleaning, Linen, Linen Rentals, Printing and stationery, Reservation Expenses, Miscellaneous Expenses.

Reference:

1. D.K. Aggarwal Housekeeping Management, , Aman Publications, India
2. Dr. Jag Mohan Negi - Housekeeping (Theory and Practice), S.Chand (G/L) & Company Ltd.
3. G. Raghubalan and Smritee Raghubalan, Hotel House-keeping and Management, 3rd edition, Oxford University Press India.
4. Malini Singh and Jaya B. George Housekeeping – Operations, Design and Management, First edition, Jaico Publishing House.
5. Marilynne Robinson, House Keeping, Publisher: Faber; Main edition (7 July 2005)
6. Smritee and G. Raghubalan Hotel Housekeeping – operations and Management, , Oxford; 2 edition.
7. Sudhir Andrews,Hotel housekeeping Management and Operations, McGraw Hill Education, 1st edition.
8. Thomas J.A. Jones Professional Management of Housekeeping Operations, , Wiley publication.

***Study Tour**

Study Tour shall be offered to the students as a compulsory component. The objective of the study tour is to give exposure to the students about attraction and resources /amenities available at a tourist destination. Students shall have to submit the final report within 15 days of completion of the tour and the viva-voce for the same shall be conducted during the first, second and third semester and marks shall be considered for internal assessment.



II SEMESTER

TMH - 451: Airport Handling and Air Ticketing

TMH – 452: Research Methodology

TMH – 453: World Geography for Tourism - I

TMH – 454: Hospitality Management

TMS – 455: Contemporary Issues in Tourism

TMS – 456: Marketing for Tourism

TMS – 457: Remote Sensing and GIS

TMS – 458: Food and Beverage Management

Study Tour

Internship Training



TMH – 451: AIR PORT HANDLING AND AIR TICKETING

Credits: 4

Course Objectives:

1. To provide an understanding about various rules, regulation, procedures and documentation in air traffic.
2. To know about Air Ticketing and Travel and tourism agencies, their structure and Organization.
3. To learn about IATA areas, 3 letter city and airport codes
4. To study various ramp equipment used at the airport
5. To study present, past and future of civil aviation
6. To understand the role of IATA, ICAO, DGCA and AAI in the operation of aircrafts
7. To discuss on Warsaw and Chicago conventions

Course Outcome:

- CO1:** Students should be able to remember IATA city and airport codes, calculate city to city airfares
- CO2:** To learn and understand the structure and functions of an airport.
- CO3:** To be able to calculate the time differences of various cities
- CO4:** To be able to understand the baggage regulations
- CO5:** To be able to know the check-in and check-out procedures in the airport
- CO6:** To know the structure of an airport and its different facilities and amenities
- CO7:** To gain knowledge on types of journeys, global indicators and sales indicators

Pedagogy: Assignments, Seminars, and Presentations, Lecture-cum-discussions.

UNIT I Origin of Civil Aviation - History of Civil Aviation in India - Public and Private Sector airlines in India – Open Sky Policy; Role of AAI and DGCA; A brief account of IATA /ICAO- 18 Annexes of international civil aviation- Warsaw - Chicago conventions – Bilateral agreements & Multilateral Agreements – Freedoms of Air. Strategies adopted by the airline companies- Mergers-acquisition-Market concentration- partner agreements-Diversifications-Privatization.

UNIT II Check in and Checkout Formalities at Airport - Cabin Crew - Inflight services - Types of class – upgrading & downgrading (Airport in Transportation Management)- Baggage Handling – Regulations –Passengers requiring special handling- passengers with medical problems, Expectant women, Unaccompanied minors, infants –VIPS/CIPS. Baggage and Excess baggage - Types of Baggage: Checked and unchecked baggage – piece and weight concept – pooling of baggage –free carryon items – Baggage clearance - Customs – Channels (Green Channel & Red channel).

UNIT III Ramp Equipment at the Airport: Airport Layout – Brief account of: Airfield – (Landing strip [Runway, Shoulders, stop way, Taxi ways, Apron) – Terminal Area (Gates, Terminal Building, Aircraft service facilities-hangar) – Flight support Area (ATC, Fueling Area, Navigational aids). Airport Management: Major Airlines and Airports in India - Airport facilities for passengers.

UNIT IV Passenger Air Tariff - Background information, Passenger Air Tariff Editions - IATA areas of the world, Global Indicators, One country rule. Types of Journeys – One-way Trip – Round Trip – Circle Trip – Open Jaw – Counting Transfers and Stopovers.

UNIT V Time Difference - Local time and GMT calculation, flying time calculation. Currency conversion- Conversion of NUC into local currency, rounding of local currency. OW through Fare Construction - RT and CT fare construction – Selecting a Fare Break Point – General Guidelines – RT/CT formula – CTM Check.

UNIT VI Ticketing and Traffic Documents –Passenger Ticket and Baggage Check- Customs regulations of India- Currency Regulations of India - Computerized Reservation System (Practical).

References:

1. Air Cargo Tariff Manuals
2. Dennis. L. Foster (2001), the Business of Travel Agency Operations and Administration, Mc. Graw Hill Publications
3. IATA Live Animals Regulations Manuals
4. IATA Training Manual Foundation Course.
5. Negi Jagmohan (2003), Air Travel Ticketing and Fare construction, Kanishka Publishers
6. OAG and Air Cargo Tariff (Both Red and Green)
7. OAG Guide published by IAIA
8. R Dogani, Air Port Business
9. Seth Prannath (2003), Successful Tourism Management Vol II, Sterling Publications, New Delhi
10. Travel Information Manual (TIM)

Course Objectives:

1. To familiarize students with basic of research and its objectives approaches, and problems encountered in research.
2. To provide the knowledge regarding the importance of literature review in research.
3. To identify appropriate research topics and parameters
4. To familiarize how to develop research design
5. To identify and discuss the concepts and procedures of selecting sampling techniques.
6. To provide the methods of data collection, analysis and reporting.
7. To impart knowledge regarding data analytics skills and meaningful interpretation to the data sets so as to solve the research problem.

Course Outcome:

CO1: Develop understanding on various kinds of research and objectives of doing research.

CO2: To develop understanding of the basic framework of research process.

CO3: To familiarize about various research designs and techniques.

CO4: To perform literature reviews using print and online databases.

CO5: Employ American Psychological Association (APA) formats for citations of print and electronic materials

CO6: To identify, explain, compare, and prepare the key elements of a research proposal /report. Appreciate the components of scholarly writing and evaluate its quality.

CO7: Compare and contrast quantitative and qualitative research paradigms and explain the use of each in tourism research.

Pedagogy: A combination of Lecture, Case Analysis, Seminars, Assignments, Field visits, Industry visits, projects and assigned readings

UNIT I : Introduction to research – Meaning, Definition, types and relevance of research, trend and challenges -Requisites of a good research- Research Process- -Formulation of research problem and statement of research objectives -Review of literature- Literature classification – purpose of review – sources of literature – Planning the review work and drafting the research proposal-ethics in tourism and hospitality Research.

UNIT II : Research Design & Measurement-Meaning of research design, features of a good research design, different types of research designs-Sampling design-the concept of sampling steps in sampling design, criteria for selecting a sampling procedure, sampling techniques/methods- variables and scales of measurement-ordinal Measurement, internal measurement ratio measurement, reliability, and validity scale-Likert's-Scales.

UNIT III : Sampling & Data Collection Methods: Sampling-Meaning – characteristics of a good sample – sampling techniques: Probability Sampling techniques and non-probability sampling technique- sampling unit, size and sampling errors- Primary and secondary methods of data collection – mail survey-questionnaire-Ethnography and Case Study - Experimentation, In-depth Interviews - Focused Group Interview, Delphi Technique,

Participant Observations - Simulation ,Panel method, Projective Techniques - Content Analysis.

UNIT IV Measures of Central Tendency - Arithmetic Mean, Weighted Mean, Median, Mode, Partition Values – Quartiles, Deciles and Percentiles.

UNIT V: Measures of Dispersion, Correlation & Index Number: Mean deviation, Quartile deviation, Standard deviation, Co-efficient of variation and application. Correlation analysis-Its significance, correlation of two variables, properties, rank correlation co-efficient, co-efficient of determination - its significance, correlation co-efficient for bivariate frequency distribution. Index Numbers-Concept and types of index numbers -construction of index numbers, some uses. Time series - Variation in time series, trend analysis, cyclical variation, seasonal variation and irregular variation.

UNIT VI: Data Coding and Presentation: Coding the Data - Communicating Research Findings - Report Writing Tips -Scientific Writing Styles - Structure and Steps of Preparing Research Proposal - the Art of Writing Research Paper - Art of Citing References (APA, MLA), Written & Oral Presentation.

References:

1. Bhattacharya, Research Methodology, Excel Books, New Delhi.
2. C.R. Kothari (2008), Methodology of Research - Vikas Publication House, New Delhi
3. David A Aaker, Kumar& George S Day, Marketing Research.
4. David R Anderson, Dennis Sweeney & Thomas Williams, Business Statistics.
5. Donald R Cooper and Pamela S Schindler, Business Research Methods.
6. K. Sharma, Research Methodology, National Publishers, Jaipur.
7. O.R. Krishnaswamy, Methodology of Research in Social Sciences, Himalaya Publishing House.
8. P.C. Sinha, Tourism Research Policy and Regulation, Anmol Publishers Pvt. Ltd. New Delhi.
9. S C Gupta, Fundamentals of Statistics, Himalaya Publishing House, New Delhi.
10. Shenoy G.V, Srivastava U.K. and Sharma S.C., Quantitative Techniques For Managerial Decision Making.
11. Wilkinson and Bhandarkar, Methodology and Techniques of Social Research.

Course Objectives:

1. To understand the elements of geography and its relationship with tourism
2. To learn climate classifications and their relationship with tourism development.
3. To study Physical and human geography of North and South Americas
4. To study Physical and human geography of the continent of Europe
5. To study the global perspectives of the tourism trends.
6. To give an insight into various holiday destinations
7. To Understand latitudes, longitudes, International Date Line and GMT

Course Outcomes:

CO1: Students should be able to remember and locate countries, cities and other geographic features.

CO2: Students will develop physical and political perspective of world geography

CO3: Study the climate, whether and tourism resources of the world in a regional approach.

CO4: Gain knowledge on physical and human geography and tourism characteristics of North America

CO5: Understand the physical and human geography and tourism characteristics of South America

CO6: Understand the physical and human geography and tourism characteristics Europe

CO7: Gain knowledge on importance of climate and weather on tourism.

Pedagogy: Assignment, Presentations, and Seminars, Lecture-cum-discussions

UNIT I Introduction to Geography – Meaning and definition, relationship between tourism and geography, elements of Geography — Importance of Geography in Tourism – The world's climates – climatic elements and tourism - Impact of weather and climate on tourist destinations.

UNIT II: Geography of Tourism in North America - Geography and tourism in North America – Tourism characteristics - major tourism destination and attractions of Canada and United States - Major tourist destination in Mexico and the Caribbean countries.

UNIT III: Geography of Tourism in South America - The tourism geography of South America - Division of South American Tourism - the Andes countries: Venezuela, Columbia, Ecuador, Peru, Bolivia and Chile – middle latitude South America – Argentina – Paraguay – Uruguay – Brazil.

UNIT IV: Geography of Tourism in Europe - An Introduction to the tourism Geography of Europe – physical characteristics – Tourism characteristics in Western Europe – Ireland – the United Kingdom – France – Belgium – the Netherlands – Germany – Austria – Switzerland

Unit V: Geography of Tourism in Scandinavia and Eastern Europe - North West Europe – Scandinavia – Eastern Europe and CIS – Tourism in Southern Europe – Greece, Italy – Iberian, peninsula (Spain and Portugal).

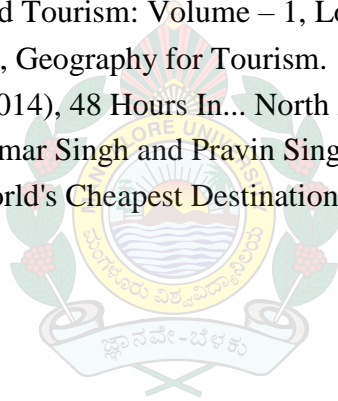
UNIT VI Latitudes & Longitudes - Latitude – Longitude – International Date Line, Time Zones and calculation of time, Time Differences, GMT, Flying time, Standard time and Daylight saving time. – World's continents - destinations on world map.

Assignments: Field trips to various tourist destinations in India and report submission.

Skill Development: Map plotting of popular tourist destinations: North America, South America, and Europe.

References:

1. Carleton Cole (2009), Destination: Asia: Coming to Thailand & Asian adventures.
2. Dawne M. Flammger (1993), Destination: North America.
3. Husain Masjid (2004), World Geography, Rawat Publications, Delhi and Jaipur.
4. Husain Masjid, (2003), Indian and World Geography, Rawat Publications, Delhi and Jaipur
5. J. K Chopra, World Geography.
6. Lonely Planet – Asia, North America, South America, Europe.
7. M A Boniface, Chris Cooper and Robyn Cooper, Worldwide Destinations: The Geography of Travel and Tourism: Volume – 1, London.
8. Philip.G. Davidoff (2002), Geography for Tourism.
9. Simon Calder and et al (2014), 48 Hours In... North American Cities.
10. T Manoj Dixit, Amith Kumar Singh and Pravin Singh Rana, Tourism Geography:
11. Tim Liffel (2008), the World's Cheapest Destinations - Asia Edition



Course Objectives:

1. To understand the essentials of hospitality industry.
2. To analyze the growth and diversity in the hospitality industry
3. To analyze the role of hotels in the growth and income generation for the country
4. To understand the various categories of hotel and its operations
5. To study the regulatory laws in establishment of the hotels
6. To have the knowledge about the star categorization of hotels
7. Familiarize the departmental operations on the basis of various categorization

Course Outcomes:

- CO1:** Students to get a recognized employment in hospitality sector.
- CO2:** Able to manage and operate hospitality segments and prepare them to face the managerial tasks by giving practical exposures
- CO3:** It familiarizes the students about the renaissance and its effects on the hospitality industry
- CO4:** Able to compare the contrast between past and present scenario in tourism and hospitality industry
- CO5:** Creates an aware about the various types of hospitality units in the globe
- CO6:** Familiarizes the students about the associations and organizations for the growth of hospitality
- CO7:** Get to know the rules and regulations for the establishment of hotels

Pedagogy: Assignment, Presentations, and Seminars, Lecture-cum-discussions

UNIT - I Hotel Industry - Origin, Growth and diversification, Role of accommodation in tourism; categories and classifications of accommodation - primary accommodation and supplementary accommodation. Regulatory laws for accommodation sector. Role of HRACC, IHRA, FHRAI in hotel Industry.

UNIT- II Hotel Organization: Need for organizational charts, major departments of a hotel – Functions of Front Office, Housekeeping, Food and Beverage Service Departments, Food Production, Engineering and Maintenance, Accounts, Human Resource, Security, Sales and Marketing, Purchase etc.

UNIT- III Room Reservations: Types of reservation, Guest Registration procedures - Hotel Tariff Plans - Types of Guest Rooms. Check-in Check-out formalities, Handling groups, VIPs, Guest Complaints etc. - Various types of Guest Services

UNIT IV House Keeping Organization - Layout, Staff Organization, brief outline of duties of staff in Housekeeping department, duties of executive Housekeeper. Hotel guest room-Layout, types, floor, pantry, furniture, fixtures and fittings, department the Housekeeping co-ordinates within the hotel.

UNIT V Food and Beverage Department- Departmental Hierarchy- F&B Manager, Assistant Manager, Supervisor, Banquet Manager, Restaurant Manager, Room Service Manager, Bar Manager, Sous Chef, Chef, Steward etc. Types of services in hotel.

UNIT- VI Evaluating hotel Performance: Methods of Measuring Hotel performance - Occupancy ratio - Average Daily rate, Average Room rate per guest - Rev PAR - Market share Index - Evaluation of hotel by Guest.

References:

1. Arthur & Gladwell, Hotel Assistant Manager (London communicate, Barril, Jenkins)
2. G. Raghubalan & Smritee Ragubalan: Hotel Housekeeping operations and Management.
3. Gray and Ligouri (2000), Hotel and Motel Management and Operations, PHI, New Delhi.
4. Jagmohan Negi (1997), Professional Hotel Management, S. Chand, New Delhi.
5. Jatashankar R Tewari (2009), Hotel front office operations and Management, Oxford publication New Delhi.
6. John Cousins David Foskett & Cailein Gillespie (2002), Food and Beverage Management, Pearson Education, England.
7. Sudheer Andrews (2009), Hotel Front Office Training Manual, Tata McGraw Hill, Bombay.



TMS – 455: CONTEMPORARY ISSUES IN TOURISM

Credits: 3

Course Objectives:

1. To know the new trends in tourism.
2. To understand the effects of climate change for tourism industry
3. To familiarize the current initiatives of MOT.
4. To impart the knowledge regarding micro finance and micro enterprises in Tourism.
5. To identify the impact of GST in tourism industry.
6. To know about the concept of barrier free tourism (Accessible Tourism) and scope of accessible tourism in India.
7. To understand the corporate social responsibility in tourism industry.

Course Outcomes:

- CO1:** Should be able to understand the environment of travel business and it will enable them to predict emerging new trends and fashions of travel.
- CO2:** Enable to understand the how climate changes happen in global level and its effect to tourism industry.
- CO3:** Discuss key issues related to corporate social responsibility for tourism organizations.
- CO4:** Demonstrate an understanding of the health and wellness industry and wellness geared experiences.
- CO5:** Evaluate the economic and social benefits of health and wellness tourism.
- CO6:** Demonstrate an in-depth understanding of the key dynamic forces and developments which may lead to crisis issues in international tourism and hospitality and their subsequent impact on a business or a destination.
- CO7:** Critically evaluate accessible tourism planning approaches and models.

Pedagogy: Assignment, Cases and Seminars, Lecture-cum-discussions

UNIT – I Contemporary Tourism – New trends and Emerging Patterns in Travel and Tourism – Role of Campaigns and Celebrities in Tourism promotion – Climate Change and Environmental Issues – Epidemic diseases effect on tourism-Current Initiatives of MOT.

UNIT – II Home Stay Concept in Tourism – Bed & Breakfast Inns, Community Based Tourism – Guest Host Issues – Responsible Tourism – Pro-poor Tourism and Poverty Alleviation – Social Media for Tourism Promotion.

UNIT – III Micro Finance and Micro Enterprises in Tourism – STZs features, operations and implications – Film Tourism and its role – MICE Tourism – GST effects on tourism - Strategic alliances - acquisition-merger in Airline and tourism Industry.

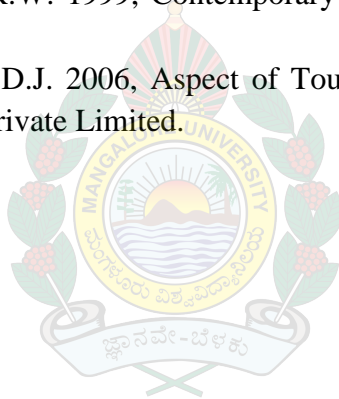
UNIT – IV GATS and its effect on Indian Tourism – Terrorism and Tourism – Safety and Security Issues in Tourism – Social Responsibility and Ethical Concerns – Time Share Industry and Implications.

UNIT – V Social responsibility in tourism business - service delivery and customer satisfaction - concept of barrier free Tourism (Accessible Tourism) - scope of accessible tourism in India - case in point of popular initiatives in conceiving barrier free tourism in India.

UNIT VI Health and Wellness Tourism-Trends contributing to wellness tourism - Holistic health and increased health consciousness - Pace of life acceleration - The Spa industry and Nature based wellness tourism - Diversity of Spas - Emerging types of spa and wellness facilities - Relationship between nature, wellbeing and destinations - The links between parklands and health - Parklands and nature reserves as a wellness tourism destination.

References:

1. Lew,A.A., Hall, C.M. and Williams, A.M., 2004, A Companion to Tourism, Blackwell, Australia.
2. Loannides,D., and Debbage K.G., 1998, The Economic Geography of the Tourist Industry, A Supply – Side analysis, Routledge New York.
3. Pearce D., 1996, Tourism Development, British Library Cataloguing in Publication Data, London Group UK Limited.
4. Pearce D.G. and Butler,R.W. 1999, Contemporary issues in Tourism Development, Routledge New York
5. Sharpley, R. and Telfer, D.J. 2006, Aspect of Tourism and Development Concepts and Issues, Viva Books Private Limited.



Learning Objectives:

1. To understand the core concepts of marketing
2. To focus on different marketing environments
3. To understand how market segmentation, targeting and segmentation done in tourism industry
4. To understand the importance of destination branding
5. To review the factors influencing consumer buying behaviour in tourism industry
6. To learn the importance and elements of marketing mix
7. To learn the process of new product development in tourism sector

Learning Outcome:

- CO1:** Students should be prepared to develop their own tourism products and services.
CO2: Students should be prepared to price their own tourism products and services
CO3: Students should be prepared to promote their own tourism products and services.
CO4: Students are able to brand their products
CO5: Students are able to evaluate changes in consumer buying behavior
CO6: Students are able to prepare suitable strategies at different product life cycle stages
CO7: Students are prepared to segment and target their products and services.

Pedagogy: Assignment, Cases and Seminars, Lecture-cum-discussions

UNIT I Introduction - Marketing for Hospitality and Tourism – Definition – Core Marketing Concepts - Marketing Philosophies – Selling Vs Marketing, Differences between Products and Services - Technology and Marketing – Specific features of Tourism Marketing – Marketing Environment - (Macro) – Economic, Natural, Technological, Political – Legal and Socio Cultural.

UNIT II Market Segmentation, Targeting and Positioning - Market Segmentation: Segmentation bases – Criteria to effective segmentation – Market Targeting – Market Positioning. Branding- Destination branding. Destination Marketing Strategies – Designing marketing strategies for market leaders, challengers, followers and nichers - designing strategies for global market place.

UNIT III Consumer Buying Behavior - Consumer buying behavior - Types of consumers, buying motives, Customer satisfaction and related strategies in internal and external marketing, Factors affecting consumer buying behaviour. Marketing Mix - Meaning, importance and elements.

UNIT IV Product Mix and Pricing - Product Mix – Salient features of Tourism Products, 7 P's in tourism marketing, Product mix and product line, New Product Development – Product Life Cycle – Strategies for different stages of life cycle. Pricing: Pricing Considerations – Internal and External Factors – Pricing Approaches: Cost based– Break Even Analysis – Value based Pricing – Competition based Pricing – Pricing Strategies/types.

UNIT V Promotion and Packaging - Promotion: Introduction, Different tools of Promotion (Advertising, Sales promotion, Publicity, Personal selling, Direct marketing, Public relations, Digital communications) Emerging trends in promotion, promotion of tourism products. Packaging and Programming – Reason for the Popularity of Packaging and Programming – The distribution Mix – Distribution Channels used in tourism industry

UNIT VI Marketing for Tourism Services - Marketing for Airlines, Hotels, Resorts, Travel Agencies and other tourism related services - Challenges and Strategies, Marketing skills for Tourism: Creativity-Communication-Self Motivation - Team building. Internet marketing, social Media, Interactive and relationship marketing,

References:

1. Chaudhary Manjula (2010), Tourism Marketing, 1st edition, Oxford Higher Education University Press, New Delhi.
2. Christian Gronroos (1999), Service Management and Marketing Management, 3rd edition, Rowman & Littlefield Publishing Group, Lanham, Maryland.
3. G. L. Gupta (2012), Tourism Marketing Management, Pearl Books, New Delhi.
4. Keller & Kotler (2007), A Framework for Marketing Management, 3rd edition, Dorling Kindersley India Private Ltd, New Delhi.
5. Kotler, Philip, Bowen John, Makens James (2006), Marketing for Hospitality and Tourism, 4th edition, Pearson Education, Bengaluru.
6. Kotler, Philip, Bowen John, Makens James (2013), marketing for Hospitality and Tourism: 6th edition, Pearson Publishers, New Delhi.
7. Morrison Alistair. M (2002), Hospitality and Travel Marketing, 2nd edition, Delmar Thomson Publications, Florence.
8. Morrison M Alastair (2013), Marketing and Managing Tourism Destinations, 1st edition, Routledge Publishers, London.
9. Petter M. Berge & Sondre B. Eliassen (2010), Hospitality and Tourism Management, 3rd Edition, Nova Science Publishers, New York.
10. Russell S Winer & Ravi Dhar (2010), Management Marketing, 4th edition, Prentice Hall Publishers, New Delhi.

Course Objectives:

1. To introduce the concept of remote sensing and GIS
2. To study maps and special information
3. To study the components of GIS
4. To understand spatial and attribute data
5. To Learn digitization and structuring of Map data
6. To understand GIS data analyzing, classification and integration
7. To understand spatial interpolation

Course Outcomes:

- CO1:** The course will help develop the basic knowledge of Remote sensing and its applications
- CO2:** Gain knowledge on GIS and its applications.
- CO3:** Develop knowledge of map making and cartography
- CO4:** Understand digitization and data editing
- CO5:** Learn how to analyze GIS data and interpret
- CO6:** Understand different types of sensors
- CO7:** Understand various data structures

Pedagogy: Assignment, Cases and Seminars, Lecture-cum-discussions, lab work.

UNIT I Introduction: History and concept of Remote Sensing, Electromagnetic Spectrum. Energy Interaction with atmosphere and earth surface features. Basic concepts of visible, Optical. Thermal (Infrared) and Microwave remote sensing. Platforms and Sensors.

UNIT II Basics of Geographic Information System: Definition, components, packages, capabilities and purpose of GIS. History of Geographic Information System, Development of GIS as an information and decision-making system, Application of GIS in India.

UNIT III Definition - Maps and spatial information, Components of GIS, maps and spatial data- Thematic characteristics of spatial data, other sources of spatial data - sensors, survey data, air photos, satellite images and field data.

Unit IV Spatial and Attribute Data, spatial entities, raster and vector spatial data structure, comparison of raster and vector methods, linking spatial and attribute data.

UNIT V Digitization, Editing and Structuring of Map Data: Mode of digitization, editing, topology creation and structuring map data. Data Quality and Sources of Errors: Nature of geographic data, sources of errors in GIS database, data quality parameters, handling errors in GIS.

UNIT VI GIS Data and Analysis: Spatial Analysis, Classification, Overlay, Polygon Neighborhoods, Data analyzing operations in GIS, Buffering and neighboring functions ,

integrated data, raster and vector overlay method, problems of vector and raster overlay, spatial interpolation, GIS for surface analysis and network analysis.

References:

1. Betnstein, R.19708, Digital Image processing form remote Sensing, IEEb Press, New York, 26-65-4.3.
2. Bruno Marcolongo and Franco Mntovani, 1997, Photogeology, Remote sensing Applications in Earth science, Oxford and IBH Pub. Co Pvt. Ltd, New Delhi, 12-1008.
4. Drury, S.A.19087, Image Interpretation in Geology, Allan & Unwin (Publishers) Ltd, 23-67.
3. Schowengerd R.A.1995 Techniques for Image processing and classification in Remote Sensing, Academic, Press New York.
4. Siegel, B.S and Gillespie, A.R. 1994, (eds). Remote sensing and Image Interpretations, John Wiley and Sons, New York.
5. Swain P.H.Davis S.M.(Editor), 19708, Remote Sensing, The quanititaive approach, McGraw, Hill Book co, New York,
6. Thomas M, Lillesand and Raiph W.Kiefer., 2000 Remote sensing and Image Interpretations, John Willey and Sons, New York, 4th Edition, 24-245.
7. Verbyla, D. 1995, Satellite Remote Sensing for Natural Resources; Lewis Publishers, Boca Rotaon, FL.,
8. Rees, W.G.1990, Physical Principles of Remote sensing, Cambridge University Press.22. Wolf, P.R.19083, Elements of Photogrammetry, 2nd Ed, MC Graw-Hill, New York.
9. Bonham- Carter G.F., Geographic Information System for Geoscientists, Pergmon Press, Tarrytown, New York, 1994.
10. Burough, P.A., and Rachael A, Mec Donnell. Principles of Geographic Information System. Oxford University Press-19908(Indian Print)
11. Demers, Michael; Fundamental of Geographic Information System, John Wiley, 1999(Indian Print).
12. Fraser Taylor., P.A., Geographic Information System- The Microcomputer and Modern Cartography, Pergamon Press, 1991.
13. Heywood, Carnelin and Carven, An Introduction to Geographic Information System by, Prentice Hall, 1998.

Course Objectives:

1. To get an overall idea of food and beverage department and its functions
2. To familiarize the various outlets and strategies behind the planning of menu in the different categories of hotels.
3. To orient students towards Kitchen stewarding activities
4. To understand food and beverages departmental hierarchy
5. To learn the various equipment classifications and handling of equipment in the department
6. To understand the various types of services and their role in the hotel
7. To understand the managerial responsibilities and the planning for restaurant and room services

Course Outcomes:

- CO1:** Gain detailed knowledge about food and beverage service by giving a practical exposure.
- CO2:** Students are grounded in various concepts and classifications of F&B services.
- CO3:** Students get to know about the hygiene factors to be followed in the kitchen area and in the serving area
- CO4:** understand the personal attributes required in the kitchen and f & b staff
- CO5:** Able to figure out the departmental structure and food establishments of various types
- CO6:** Helps to know the care and maintenance required in handling the kitchen equipment
- CO7:** Opportunity to analyze the standard purchase specifications of various food commodities

Pedagogy: Assignment, Cases and Seminars, Lecture-cum-discussions

UNIT I Introduction to Food and Beverages - Middle ages to modern cookery; Menu terms; Kitchen hierarchy / brigade; Methods of cooking – Aims and Objectives of Cooking Food- Importance; Classifications-Principles - Equipment required; Methods of cooking – boiling – roasting – poaching – braising – grilling - baking-roasting - broiling stewing – sautéing – blanching - steaming – micro - waving etc.; Food preservation methods.

UNIT II Food and Beverage Department - Departmental Hierarchy- F&B Manager, Assistant Manager, Supervisor, Banquet Manager, Restaurant Manager, Room Service Manager, Bar Manager, Sous Chef, Chef, Steward Etc. Types of services in hotel.

UNIT III Kitchen stewarding - Still room, Spare linen room, Silver room or plate room, Hot Plate; kitchen hygiene; Food Commodities; Classification with examples and uses in cookery - Cereals, pulses, vegetables, mushrooms, fruits, eggs, oils, fats, herbs and spices, foundation ingredients - their characteristics and their uses in cookery; beverages – alcoholic and non-alcoholic.

UNIT IV Food and Beverage Outlets- Introduction to the food and beverage industry; Outlet Planning - Preliminary Planning process - Planning various food and beverage outlets; Restaurant, Coffee shop, Room service, bars, banquets, Discotheques, Snack bar, Lounges, Business centers, Clubs, Ancillary areas; Buffet, Banquet, room service etc.; Food and Beverage service equipment, Introduction - Types of table ware (Flatware, Cutlery and Hollow-ware), Disposables, and Criteria for selection – Requirements, Food and Beverage service personnel; KOT and BOT.

UNIT V Menu – History, Classical French menu sequence, Types of menu – table d’ hotel, a la’- carte, Food and Beverage terminologies - History, characteristics; Accompaniments and service - Menu design and Menu costing; Types of meals – Introduction - Types – Breakfast, Brunch, Hi-tea, Dinner, Elevences etc.; Indian regional dishes – examples for major cuisine from North India and South India.

References:

1. Andrew Sudhir, Hotel front Office Management, Tata Mc.Graw Hill, New Delhi.
2. Andrews Sudhir, Introduction to Tourism and Hospitality Industry
3. Cheryl Lewis, The Food Service Professional Guide to Controlling Restaurant & Food Service Operating Costs. Publisher: Atlantic Publishing Group Inc.
4. Dr. R.K. Singh, Athithi devo bhavah (Guest management), Global Media, New Delhi (2009)
5. Jag Mohan Negi, Hotels for Tourism Development, Metropolitan Pub, New Delhi.
6. Lea R. Dopson & David K. Hayes Food and Beverage Cost Control, 6th Edition 6th Publisher: Wiley
7. Malhotra RK, Fundamentals of Hotel Management and Operations, Anmol Publications.
8. Paul R. Dittmer & J. Desmond Keefe III Principles of Food, Beverage, and Labor Cost Controls, 9th Edition .Publisher: Wiley,.
9. RC Ford, CP Heaton, Managing the Guest Experience in Hospitality, Delmar Thomson.

Study Tour

Students are required to undertake a National tour during Second semesters. The tour reports shall be considered for awarding internal marks

Internship Training

Summer Training Report & presentation component shall be a compulsory component for the students. Each student shall have to undergo one month (June-July) long training in Tourism, Travel and Hospitality Organizations under the guidance of a faculty advisor. The objective of this is to create an opportunity for the students to undergo training in the Travel Agency, Tour Operation, Tourism Information Office, Hotels/Resorts. Such training would help students to understand customer services along with administrative, financial and marketing aspects of travel business. The marks assigned to this paper shall be considered for determining the internal assessment of third semester.



III SEMESTER

TMH – 501 World Geography for Tourism - II

TMH – 502 Sustainable Tourism

TMH – 503 Event Management

TMH – 504 Financial Management

TMS – 505 Cargo Management and Logistics Operations

TMS – 506 Entrepreneurship Developments

TMS – 507 Communication Skills & Public Relations

TMS – 508 Travel Journalism



TMH-501: WORLD GEOGRAPHY FOR TOURISM - II

Credits: 4

Course Objectives:

1. To understand the tourism geography of Africa and Middle East
2. To study the tourism characteristics and geography of Asia
3. To learn tourism characteristics and destinations in Australia.
4. To study Physical and human geography of Africa, Asia and Australia
5. To learn the tourist destination and tourism development in North India
6. To learn the tourist destination and tourism development in South India.
7. To study key global tourism trends

Course Outcome:

- CO1:** Students should be able to remember and locate countries, cities and other geographic features.
- CO2:** Students will develop physical and political perspective of world geography
- CO3:** Study climate, whether and tourism resources of Asia, Africa and Australia in a regional approach.
- CO4:** Gain knowledge on physical and human geography and tourism characteristics of North India
- CO5:** Understand the major tourist destinations and tourism characteristics of South India
- CO6:** Able to forecast the international tourism trends
- CO7:** Gain knowledge on importance of tourism to a nation.

Pedagogy: Assignments, Seminars, and Presentation, lectures, study tours

UNIT I Geography of Tourism in Africa and the Middle East – Geographical features. Tourism in the countries bordering to the Middle East – Mediterranean and Israel, Egypt, Syria – Turkey – Iran – Iraq. The North African Coast – Tunisia – Algeria – Morocco, Characteristics of tourism in Sub Sahara Africa – West Africa – East Africa and Southern part of Africa

UNIT II Geography of Tourism in Asia -Major Tourism resources of East Asia and South East Asia: – East Asia: Japan – China – Hong Kong – South Korea – South East Asia – Singapore – Indonesia – Malaysia – Thailand – The Philippines – Laos, Vietnam and Cambodia. South Asia and Tourism potential. Nepal and Bhutan – Sri Lanka – The Maldives Island – Bangladesh, Pakistan and Myanmar.

UNIT III Geography and Tourism in Australia – Tourism Characteristics of Australia and New Zealand – Patterns of Tourism in Australia – New Zealand's Tourist Regions. The Pacific Islands.

UNIT IV Major Tourist destinations of North India - Jammu and Kashmir, Himachal Pradesh, Rajasthan, Delhi, Punjab, Haryana, Uttaranchal, Madhya Pradesh, Uttar Pradesh, Gujarat and North Eastern states.

UNIT V: Major Tourist destinations of South India – Maharashtra, Goa, Karnataka, Kerala, Andhra Pradesh, Tamil Nadu, Andaman Islands, Lakshadweep Islands etc.

UNIT VI Tourism Trends - Global and regional tourism trends - tourism receipts and expenditures - Top tourist countries - UNWTO forecast for international tourism.

Assignments: Field trips to various tourist destinations in India and report submission.

Skill Development: Map plotting of popular tourist destinations: Africa, Middle East, Asia and Australia.

References:

1. Cooper, Chris and Bonifare, Worldwide Destinations, the Geography of Travel and Tourism, Butterworth Publications.
2. Hudman, Lloyd and Jackson Richard (1999), Geography of Travel and Tourism, Delmar Publishers.
3. Lonely Planet – Europe, Australia and Africa (Recent)
4. Perlitz, Lee and Elliot, Steven (2001), International Destinations, Prentice Hall Publications.
5. Tour brochures of Thomas Cook, Cox and Kings, Travel Corporation of India etc.
6. Kjell M. Torbiorn, Destination Europe: The Political and Economic Growth of a continent
7. Tim Leffel, the World's Cheapest Destinations of Europe.
8. Chris Dorsey, World's Greatest Wingshooting Destinations: Europe, Africa and Latin America
9. Thomas Preston & Elizabeth Preston, the Double Eagle Guide to 1,000 Great Western Recreation Destinations Pacific Coast: Washington, Oregon, California Double Eagle Guides)
10. Jonathan Grupper, Destination Australia.

TMH - 502: SUSTAINABLE TOURISM

Credits: 4

Course Objectives:

1. Identifying visitor management strategies for sustainable tourism
2. To acquire an in-depth knowledge about the sustainable tourism management and to become familiar with the techniques and approaches for sustainable tourism management.
3. To gain exposure to the implementation of STD principles through relevant case studies.
4. To understand and appreciate the significance of sustainable development.
5. To analyze the role of Eco Tourism as an effective tool for practicing Responsible Tourism.
6. To gain the Knowledge about sustainable tourism concept, principles and significance.
7. To obtain information regarding various Eco Tourism Resources in India and how to manage ecotourism sites.

Course Outcomes:

- CO1:** Understand the principle of sustainable development and the link with tourism.
- CO2:** Explain and evaluate critical issues and industry trends in contemporary sustainable tourism practice
- CO3:** Develop practical solutions to problems in the field using principles of sustainable tourism management.
- CO4:** Understand the relevance of sustainable tourism planning.
- CO5:** Analyze the conceptual basis on which sustainable tourism is founded.
- CO6:** Critically discuss a range of definitions of sustainability and sustainable tourism.
- CO7:** Identify and examine the various forms of alternative tourism.

Pedagogy: Assignment, Presentations, and Seminars, Lecture-cum-discussions

UNIT – I Sustainable Development- Evolution-Sustainable development – an integrative approach - Defining sustainable development - Normative principles of sustainable development Major Dimensions of Sustainability - Reasons for Unsustainable Development -: nature-based tourism, eco-tourism, responsible tourism.

UNIT – II - Stockholm Conference 1972 - World Conservation Union 1980 - WCED 1987 and Brundtland Commission - Rio Declaration 1992 - Kyoto Protocol 1997 - WSSD 2002 - Global Warming & Climate Change. - Rio earth summit 1992 and Agenda 21 for Travel and Tourism Industry.

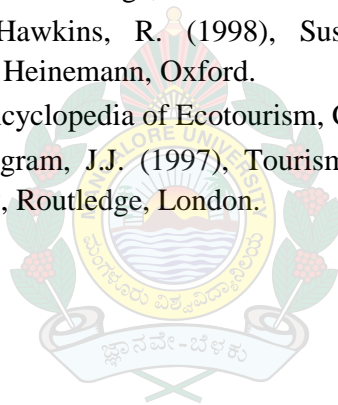
UNIT – III Sustainable Tourism Planning: - Topographical Analysis - Analysis of Local Resources - Land use Pattern (EIA, EIS, EMS) & Community and socio-economic and cultural conditions - Evaluation of impact of tourism site - Zoning system - Carrying Capacity - Visitor management strategies.

UNIT – IV Approaches to Sustainable Tourism- Standardization and Certification - Alternative Tourism - Responsible Tourism - Collaboration and Partnership - Waste Management – Eco-friendly Practices - Sustainable Tourism and Poverty Alleviation - Pro-poor Tourism and Community Participation- including STEP. Eco-friendly Practices and Energy waste Management. Benefits of sustainable tourism development.

UNIT-V Quality Standards for Sustainable Tourism: ISO 14000 – Role of WTTC, UN-WTO, PATA, UNEP, IUCN - in sustainable tourism development need and importance of tourism sustainability - Code of Conduct for Accommodation and Transport Operators - Tourism Code & Tourism Bill of Rights - Case Studies on the impacts of Island Tourism in international destination - Hill Tourism in Alps and Indian hill stations - Beach Tourism

References:

1. Inskip, E. (1991), Tourism Planning: An Integrated and Sustainable Development Approach, New York: Van Nostrand Reinhold.
2. Ritchie, J.R. & Crouch, I.G (2005), the Competitive Destination –A Sustainable Tourism Perspective, CABI Publishing, UK.
3. Mowforth, M. and Munt, I. (2003), Tourism and Sustainability. Development and New Tourism in the Third World. Routledge, London.
4. Middleton, V.T.C and Hawkins, R. (1998), Sustainable Tourism: A Marketing Perspective, Butterworth – Heinemann, Oxford.
5. Weaver, D. (2001), The Encyclopedia of Ecotourism, CABI Publication, UK.
6. Wahab, S and John J. Pigram, J.J. (1997), Tourism, Development and Growth: The Challenge of Sustainability, Routledge, London.



Course Objectives:

1. To acquire an in-depth knowledge about the specialized field of "Event Management"
2. To become familiar with management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events
3. To help the students with the skills necessary for interacting with the various players involved in the Management of Events.
4. To understand the role of events and concept of MICE in the tourism industry
5. To know about role of suppliers and their coordination in the successful management of an event
6. To understand the significance of the food and beverage in the successful events
7. To understand the need for the study of risk management in the event industry

Course Outcome:

- CO1:** Motivate them to plan events and execute the event academically
CO2: Train the students to plan, manage and run an event.
CO3: Familiarise with management techniques and strategies required for successful events
CO4: Familiarize the concept of MICE, its role in the tourism development in the country and accordingly they can prepare by themselves
CO5: Plan for the food and beverage by concentrating on various events
CO6: Train them to analyse the changing trends accordingly plan and set strategies
CO7: Able to learn the process of negotiation with the suppliers

Pedagogy: Assignments, cases, projects, presentation and Lecture-cum-discussions.

UNIT I Concept of Events - Definition, Scope of Event Management, Advantages of events - to the Organizer, Event Planners, Participants, Economy and Society; Broad classification of Events. Major characteristics of event, Five Cs of Event Management.

UNIT II MICE Tourism - Evolution of MICE (Meeting, Incentives, Conferences and Exhibitions) industry; Components of MICE, Trade shows exhibitions/expositions: types of shows, benefits of exhibitions, Economic and social significance of MICE. Introduction to professional meeting, planning- definition, types and roles; associate, corporate & independent meeting planners; F& B management – services provided at meetings- meeting space- seating style. Agenda – developing agenda.

UNIT III Event Activities: pre event – during event – post event activities, onsite management, principles of event management. Event production process. Developing meeting plans – Checklist - Gantt Model – PERT, Events and Tourism, Business tourist, Tourism & Culture, Incentive tours Risk Management, Safety and Security management in events. Global Issues in Event Management

UNIT IV Events Venues - Types; Conference venues - facilities, Selection of venue, factors determining the venue selection; check-in and check-out procedures, requirements;

conference room lay-outs; Convention manager. Conference facilities in India - Role and functions of ICPB and ICCA.

UNIT V Event Promotions and Marketing – Interrelation between events & tourism industry-planning publicity – evaluation of meeting – post meeting evaluation. Contract negotiations - principles; negotiation with hotels, airlines and ground handlers and decision-making.

UNIT VI Case studies of Events: Tourism festivals: Ellora Festival, Taj Festival, Khajuraho Festival, Konark festival, Hampi Festivals. Trade Fairs: World Travel Mart, ITB, TTW, PTW, Commonwealth games, Asian Games, Olympic, World cup Cricket, Soccer and other mega events.

Practical Skill Development:

2. Organise various types of events in the university campus
3. Volunteering few programmes outside the campus of some Clubs, Associations, companies etc.

References:

1. Avrieh, Barry (1994), Event & Entertainment Marketing, Vikas Publications, New Delhi,
2. Brenda R. Carlos Lynn Van Der Wagen (2005), Event Management.
3. C. A. Preston, Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions, The Wiley Event Management Series.
4. Coleman, Lee & Frankle (1991), Powerhouse Conferences. Educational Institute of AH & MA.
5. Gaur Sanjay Singh (2001), Event Marketing & Management, Vikas Publications, New Delhi.
6. Hoyle, Dorf & Jones (1995), Meeting conventions & Group business Educational institute of AH & MA.
7. Hoyle, L.H., TJA Jones (1995) Managing Conventions and Group Business, Educational Institute of AM & MA.
8. Julia Rutherford Silvers, Risk Management for Meetings and Events (Events Management).
9. Montgomery, R.J. (1994), Meeting, Conventions and Expositions, VNR, New York.
10. Peter Robinson (Editor), Debra Wale (Editor), Geoff Dickson (Editor), Events Management (CABI Tourism Texts)
11. Sandra K Strick, Meetings, conventions & exposition – An introduction to the industry, Rhonda Montgomery

Course Objectives:

1. To introduce the concept of financial, management and cost accounting system.
2. To learn the role of accounting in tourism and hospitality management.
3. To study the preparation of depreciation accounts,
4. To learn the financial statement analysis.
5. To understand the scope and functions of financial management.
6. To study the cost and capital structure planning concepts.
7. To study the capital structure and dividend policy.

Course Outcomes:

CO1: Students will be able to understand the basic accounting concepts and conventions,

CO2: The candidates will be able to prepare journals, ledger posting and trial balance

CO3: The students gain knowledge on preparation of final accounts.

CO4: Prepared to understand the concepts, theories and preparation of depreciation accounts

CO5: The students can understand the theories and calculations of capital structures

CO6: The students can understand the theories and calculations of dividend policy

CO7: The course aims at providing a basic framework to solve the accounting problems, understand the basics of accounting and financial management.

Pedagogy: Lectures, Seminars and Assignments.

UNIT I Overview of financial accounting – Meaning and objectives, Double entry system, Generally Accepted Accounting Principles (GAAP) - concepts, principles, and conventions of accounting. Accounting standards.

UNIT II Accounting Mechanism: Recording business transactions: journal, ledgers and trial balance. Day books, cash books.

UNIT III Depreciation Accounting: Concept of depreciation - straight line and diminishing value methods - tax implication of depreciation

UNIT IV Preparation of Financial Statements: Profit and loss accounts - various adjustments - Balance sheet - valuation of venture for balance sheet purpose:

UNIT V Financial Management: Meaning, scope, objectives and significance of financial management. Tools of financial analysis and planning.

UNIT VI Capital structure and Dividend decisions: Cost of capital and Capital structure planning concepts, Factors determining the capital structure. Factors affecting the dividend decisions. Theories of capital structure and dividends.

References:

1. Bhattacharyya S. K. and Dearden John- Accounting for Management: Text and Cases- Vikas Publishing House Pvt. Ltd., New Delhi.
2. Chakravorthy - Advanced Accountancy –Oxford University Press.
3. Dr. JawaharLal- Accounting for Management- Himalaya Publishing House Pvt Ltd.
4. Gabriel S. John and Marcus A.- Financial Accounting- Tata McGraw-Hill, New Delhi.
5. Gupta R. L. and Radhaswamy M.- Advanced Accountancy- Sultan Chand and Sons, New Delhi.
6. Hampton - Financial Decision Making – Prentice Hall.
7. Institute of Chartered Accountants of India, Compendium of Statements and Standards on Accounting, ICAI, New Delhi.
8. Jain S. P. and Narang K. L.-Cost Accounting: Principles and Practice- Kalyani Publishers, New Delhi.
9. John A Tracey- Fundamentals of Financial Accounting -John Wiley & Sons Inc
10. Lynch- Accounting for Management-Planning and Control - Tata Mc. Graw Hill, New Delhi.
11. M Y Khan & Jain - Financial management Text & problems- Tata McGraw Hill.
12. M.N.Arora- Cost Accounting: Principles & Practices-Vikas Publishing House .
13. Maheshwari S. N.- Financial Management: Principles and Practice- Sultan Chand and Sons.
14. Prasad N. K.- Principles and Practice of Cost Accounting- Book Syndicate Pvt. Ltd.
15. Prasanna Chandra- Financial management - Theory & Practice-Tata McGraw Hill .
16. S.N Maheshwari and Suneel K Maheshwari- Corporate Accounting for Managers- Vikas Publishing House.
17. S.N Maheshwari, Maheshwari S K, Maheshwari Sharad K – A Text book of Accounting for Management -Vikas Publishing House, New Delhi, 3rdEdn.
18. Shukla M. C., Grewal T. S. and Gupta S. C- Advanced Accounts- S Chand and Company Ltd., New Delhi.
19. Van Horne James C. and Wachowicz Jr, John M.-Fundamental of Financial Management Prentice – Hall of India, New Delhi.
20. W.W. Bigg - Weldon's Cost Accounting – P.T.H.

TMS – 505: CARGO MANAGEMENT AND LOGISTICS OPERATIONS

Credits: 3

Course Objectives:

1. To familiarize management of Logistic and cargo Operations
2. To analyze, plan, implement and controlling the physical flows of materials and finished goods from point of origin to the point of consumption.
3. To discuss efficient operations of logistics and develop strategy to reach goals of cost reduction and enhance customer service.
4. To familiarize management of cargo in different modes of transportation
5. To study various documents used in import and export of goods.
6. To understand the fundamentals of Logistics and supply chain Management.
7. To provide the participants with a good knowledge on Export trade, types of trades, formalities for trade, legalities of export trade and the documentation process of it.

Course Outcomes:

- CO1:** Imparting theoretical knowledge on logistics and air cargo management.
- CO2:** Summarize various activities of logistics & identify how it will help to satisfy the end customers.
- CO3:** Discuss about the importance of logistics & its role in the global level.
- CO4:** Understand the relationship between integrated logistics and supply chain management.
- CO5:** Examine various trends in Logistics & Supply Chain Management and role of Logistics service providers.
- CO6:** Explain the importance of containerization in logistics operations.
- CO7:** Determine the exchange rates and develop an understanding on the functioning of foreign exchange in logistics.

Pedagogy: Lectures, Seminars, Assignments and Field visit to logistics and customs department.

UNIT I Concept of Logistics: - Introduction, Definition, Objectives, Importance and Evolution of Logistic, Marketing of Logistic, Elements of logistic, Logistics Mix, Logistics in organised Retail in India-Forms of Logistic management.

UNIT II Integrated Logistics And Supply Chain Management - Introduction to Supply chain management - Definition, objectives -functions of Supply chain and drivers, Logistical Competency, Network design inventory, Ware Housing Material Handling and Packaging, Barriers to Internal Logistic, Third party logistics industry overview - A framework for strategic alliances - Evolution of contract logistics - Types of third party logistics providers.

UNIT III Logistic Transportation – Introduction, Types, Functions, Legal classification of carrier-Sea trade-Role of ocean transport-various modes of transports and its merits and demerits- Introduction inland waterways in India-development of coastal shipping-nature and scope – inland waterways - Importance in India- waterways for logistics and supply chain management vessel safely on the Inland Waterways. Inland container depot, Roles and

functions of ICDS, CONCOR Documents and formalities in international sea cargo movement such as mate receipt, Bill of lading, bill of exchange.

UNIT IV Containerization: - Introduction, A Freight Container, Classification, Benefits. Multi-modalism, - meaning, Role of Distribution in Supply chain, Distribution channels – Functions

UNIT V: Material Handling and Warehousing: Introduction, Objectives, Concept of Material Handling, Objectives of material handling, Principles of material handling-warehousing-Introduction, Objectives, Concept of Warehousing, Need for warehousing management, Evolution of warehousing, Functions of Warehouses, Types of Warehouses

UNIT VI Air Freight Operations - History- Definition- Cargo agents- Cargo flights- Customs airports and airport facilities-, Tariff Structure. Marking and labeling Boxes- Air Cargo: –Do's and Don'ts in Air Cargo Business - General Cargo, Live Animals, Dangerous Goods, Precious Cargo, Coffins – Documentation and process involved in air cargo handling- Airway Bill, Shippers letter of Instruction, Letter of credit, Export license, Commercial invoice, Letter of Origin and documents required as per the nature of goods. Air Cargo rates- advantages of Air Cargo.

References:

1. Allan C. Shapiro (2014), *Multinational Financial Management*, Wiley Publications.
2. Bibek Debroy, *the convertible Rupee & how to profit from it*, Global Business Press
3. C. Jeevanandam, *Foreign Exchange & Risk Management*, S. Chand & Sons, New Delhi.
4. Manoj Dixit (2007), *Cargo Management: Global Perspectives*
5. Mark Rowbotham (2014), *Introduction to Marine Cargo Management*,
6. Paul Schonsleben *Integral Logistic Management*.
7. Reji Ismail, *Logistic Management*, Excel Book Publishers.
8. Reza Farahni, Leleh Kadar, *Logistic Operations and Management*.
9. Sathish C Allawadi, P.Prakash Singh *Logistic Management*.
10. T.A.S. Balagopal, *Export Management*, Himalaya Publications
11. Vinod V. Sople (2012), *Logistics Management*, Pearson India Publications.

TMS – 506: ENTREPRENEURSHIP DEVELOPMENT

Credits: 3

Course Objectives:

1. To develop conceptual understanding of the concept among the student and comprehend the environment of making of an entrepreneur.
2. To appreciate the scope for entrepreneurship in tourism.
3. To understand about different types of businesses may be initiated
4. To know the formalities and procedures of starting a business
5. To understand different types of government schemes to start a business
6. To understand the opportunities and challenges of starting a business in India
7. To know the potential for women in India to start a business.

Course Outcomes:

- CO1:** Should be able to understand the importance of starting a business and able to do manage their own in future.
- CO2:** To guide others when starting a business in terms of formalities
- CO3:** To avail different government schemes when starting a business
- CO4:** To initiate and guide different types of small-scale industries
- CO5:** To be able to direct women in starting any sort of business ventures
- CO6:** To be able to frame strategies to overcome the challenges
- CO7:** To be able to think from the point of an employer than an employee

Pedagogy: Assignment, Cases and Seminars, Lecture-cum-discussions

UNIT I: Entrepreneurship - Meaning, Definition and concept of Enterprise, Entrepreneurship and Entrepreneurship Development - Evolution of Entrepreneurship, Theories of Entrepreneurship. Characteristics and Skills of tourism Entrepreneurship, Concepts of Intrapreneurship, Entrepreneur v/s Intrapreneur, Entrepreneur Vs. Entrepreneurship, Entrepreneur Vs. Manager, Role of Entrepreneurship in Economic Development, Factors affecting Entrepreneurship, Entrepreneurship opportunities in tourism- problems of Tourism Entrepreneurship.

UNIT II: Meaning and concept of Entrepreneurial Competency, Developing Entrepreneurial Competencies, Entrepreneurial Culture, Entrepreneurial Mobility, Factors affecting Entrepreneurial mobility, Types of Entrepreneurial mobility. Entrepreneurial Motivation: Meaning and concept of Motivation, Motivation theories, Entrepreneurship Development Program: Needs and Objectives of EDPs, Phases of EDPs, Evaluation of EDPs.

UNIT III: Role of Government in promoting Entrepreneurship, MSME policy in India, Agencies for Policy Formulation and Implementation: District Industries Centers (DIC), Small Industries Service Institute (SISI), Entrepreneurship Development Institute of India (EDII), National Institute of Entrepreneurship & Small Business Development (NIESBUD), National Entrepreneurship Development Board (NEDB), Financial Support System: Forms of Financial support, Long term and Short term financial support, Sources of Financial support, Development Financial Institutions, Investment Institutions.

UNIT IV Women Entrepreneurship: Meaning, Characteristic features, Problems of Women Entrepreneurship in India, Developing Women Entrepreneurship in India, Concept of Social Enterprise and Social Entrepreneurship - Social Entrepreneurs, Sustainability Issues in Social Entrepreneurship, Rural Entrepreneurship, Concepts of Entrepreneurship Failure, Issues of Entrepreneurial failure, Entrepreneurial resurgence, Reasons of Entrepreneurial Failure, Essentials to Avoid Unsuccessful Entrepreneurship.

UNIT V: Small Scale Enterprises, Characteristics & Relevance of Small-Scale Enterprises, Management performance, assessment and control in tourism enterprises - Entrepreneurial Process: Identification of an Opportunity, Market Assessment, Analyzing Competitive Situation, Understanding Trade Practices, Resource Mobilization.

UNIT VI: Setting up a tourism enterprise - steps, procedures, licenses, registration etc.

References:

1. A.K. Rai – Entrepreneurship Development, (Vikas Publishing)
2. Barringer M J - Entrepreneurship (Prentice-Hall, 1999)
3. Couger, C- Creativity and Innovation (IPP, 1999)
4. Holt - Entrepreneurship: New Venture Creation (Prentice-Hall) 1998.
5. Kakkar D N – Entrepreneurship Development (Wiley Dreamtech)
6. Lall & Sahai: Entrepreneurship (Excel Books 2 edition)
7. Nina Jacob, - Creativity in Organizations (Wheeler, 1998)
8. Peter F. Drucker (1985), Innovation & Entrepreneurship, Harper & Row, New York.
9. R.V. Badi & N.V. Badi - Entrepreneurship (Vrinda Publications, 2nd Edition)
10. Sehgal & Chaturvedi-Entrepreneurship Development (UDH Publishing edition 2013)

TMS -507: COMMUNICATIVE SKILLS AND PUBLIC RELATIONS

Credits: 3

Course Objectives:

1. To impart oral and written communication skills through experiential training;
2. To gain comprehensive understanding of the important functions of Public Relations
3. To acquaint with the etiquettes of business communication.
4. To understand the synergy between public relations and public opinion
5. To learn the personality development skills.
6. To study the communications challenges in today's work place
7. To understand the role PR in tourism and Hospitality industry.

Course Outcomes:

- CO1:** This course improves the communication skill and develops effective public relation methods in their career.
- CO2:** Students develop presentation and interview skills
- CO3:** Gain knowledge on effective written and oral presentation skills
- CO4:** Learn the importance and role of PR in tourism sector
- CO5:** Learn to how to face challenges of modern work place
- CO6:** Develop soft skills to build a career in hospitality segment
- CO7:** Learn and develop interpersonal skills.

Pedagogy: Assignment, Cases and Seminars, Lecture-cum-discussions

UNIT - I Oral communication skills: Public speaking - Group presentations and discussions - Participation in meetings and interviews – Brainstorming - Designing and delivering presentations.

UNIT - II Written communication skills: preparing letters, reports and other executive communications - Methods of achieving effective communication - Measurement of impact of communication – Mass media – Media relations.

UNIT-III Introduction to contemporary public relations — Organizational context of public relations – Social context of public relations – Communication and Public opinion – Principles of persuasion, adjustment and adaptation – PR in Tourism.

UNIT-IV Business Communication: Understanding the foundations of business communication- Characteristics of effective business messages - Writing business proposals – Communication across cultures – Communication challenges in today's work place.

UNIT- V Language Laboratory: Practical exercises & discussions - Body language, Postures, Eye contact, Etiquettes, Voice culture, scientific temper - Team building - Interpersonal effectiveness.

References:

1. Bovee, Thill & Schatzman (2003), Business Communication Today, Pearson, New Delhi.
2. Chunawalla S.A. (2001), Advertising Sales and Promotion Management, Himalaya, Mumbai.
3. Jenkins I.R. & Jif J.J. (1973), Planning the Advertising Campaign, Macmillan, New Delhi.
4. Kaul, Asha (2005), Effective Business Communication, PHI, New Delhi.
5. Mandal S.K. (2007), Effective Communication and Public Speaking, Jaico, Mumbai.
6. Munter Mary (2002), Guide to Managerial Communication: Effective Writing & Speaking, PHI, New Delhi.



Course Objectives:

1. To provide basic understanding about travel journalism and its role in tourism promotion.
2. To equip the students with the practical know-how on travel writing and the dynamics of making travelogues.
3. To study the skills of writing travel books, travel stories.
4. To study electronic media to document the destination features and promotion
5. Study how to conduct interviews manage media relations
6. Study to undertake travel research
7. To study written and oral reporting

Course Outcomes:

CO1: Cultivate the interest of travel writing and reporting

CO2: Learn to develop tourism portals

CO3: Learn to develop tourism related webcast and telecast

CO4: Gain knowledge on developing ideas for travel articles

CO5: Learn to develop portraying skills

CO6: Learn the photography skills

CO7: Gain knowledge on developing virtual tourism.

Pedagogy: Assignment, Cases and Seminars, Lecture-cum-discussions

UNIT - I Travel Writing: Articles and Short Pieces of Travel Writing, Magazines, Travel Newsletters, Short Pieces for Books - The Internet - Researching and Approaching Markets - Travel Books - Guide Books - Accommodation Guides - Business Travel - Coffee Table Books, Autobiographical Tales - Anthologies.

UNIT - II Electronic Media in documenting destinations, travel and transport, hospitality and tourism resources - Nature of media coverage: webcast and telecast - Script writing for travel programs - Identifying points for visual support - Conducting interviews - Virtual tourism.

UNIT – III Research Topics: Sources of Information - Research on the Internet - Researching on the spot - Organizing research material.

UNIT - IV Developing Ideas for Travel Articles - Journey Pieces - Activity Pieces - Special Interest Pieces - Side-trips – Reviews - Ideas from own travel experiences - Ideas from other sources.

UNIT - V How to portray the experiences: Practical tips- Choosing the right words - Verbs, Adjectives and Clichés, Illustrations - The Practicality of taking photographs, Non-photographic illustrations.

References:

1. Arvaham E. & Ketter E. (2008), Media Strategies for Marketing Places in Crisis, Elsevier, UK.
2. Brunt. P. (1997), Market Research in Travel and Tourism, Butterworth and Heinemann, UK.
3. Clark, Riley, M., Wood, R.C. (1998), Researching and Writing Dissertations in Hospitality and Tourism, UK.
4. Janet Macdonald (2000), Travel Writing, Robert Hale, London.
5. Neilson C. (2001), Tourism and the Media: Tourist Decision Making, Information and Communication, Hospitality Press, Melbourne.



IV SEMESTER

TMH – 551 Destination Management

TMH – 552 Human Resource Management

TMH – 553 Project Report ***

TMH – 554 Tourism Policies and Regulations

TMS – 555 Customer Relationship Management

TMS – 556 Information Technology for Tourism

TMS – 557 Foreign Exchange Management

TMS – 558 Health and Wellness Tourism

* Study Tour



Course Objectives:

1. To facilitate the assessment of the tourism potential of a destination and prepare tourism development plan as well as marketing techniques
2. To familiarize with the destination branding practices.
3. To introduce advanced analysis and research in the field of destination development.
4. To understand the role of destination management organization in tourism development
5. To study the destination image development process
6. To understand the destination promotion and publicity
7. To understand the institutional support for tourism development

Course Outcomes:

- CO1:** Should be able to guide the stake holders regarding developing a place into a tourist spot in a sustainable way.
- CO2:** Should be able to prioritize local consideration while tourism planning
- CO3:** Learn the stages of destination development process
- CO4:** Learn destination image formation process
- CO5:** Able to promote and publicise the destination strategically
- CO6:** Learn national planning policies for destination development
- CO7:** Should be able to understand the role of urban civic bodies and NGOs

Pedagogy: Assignment, Cases and Seminars, Lecture-cum-discussions

UNIT - I Concept of Destination Management: Meaning, Types and Characteristics of Tourism Destination – Destination Development, Destination Lifecycle - Destinations and Products – Destination Management Systems – Destination Planning Guidelines - Destination Zone, Planning Model.

UNIT - II Fundamentals of Tourism Planning: Concept, Meaning, Nature, Types of Tourism Planning, Stages in Tourism Planning Process - Roles of Public and Private Sectors - Developing Tourism Plans: Goals – components - Designing Plan Documents- Techniques, Surveys & Area Characteristics - Stages of Formulation, Environment Impact Assessment (EIA), WTO Guidelines for Planners, Town Planning - Characteristics of Rural Tourism Planning - Environmental Management Systems (EMS) – Destination Vision, Competitive Sustainable Destination - Destination Mapping

UNIT - III Destination Image Development - Attributes of Destinations: Person's determined image, Destination determined image, measurement of destination image - Destination branding perspectives and challenges - Creating the Unique Destination Proposition - Place branding and destination image - Destination image formation process; unstructured image - Product development and packaging - Destination branding - Case Study of Karnataka – “One State Many World” brand.

UNIT - IV Destination Promotion and Publicity - Six 'A's for Tourism Destinations - Dynamic Wheel of Tourism Stakeholders - Destination Marketing Mix – Destination Competitiveness – Distribution Channels - Marketing Communication and Strategies, Destination Image, Place, Branding, Positioning, Destination Image Formation Process, Unstructured Image, Destination Appraisal, Tangible and Intangible Attributes of Destination - Person's & Destination Determined Image, Measurement of Destination Image, Case Study of Incredible India and One State Many world, Vibrant Gujarat

UNIT - V Institutional Support: Public Private Partnership (PPP) - National Planning Policies for Destination Development - Role of urban civic bodies – NGOs and tourism organization in destination development.

References:

1. Butler, R.W. (2006). Tourism Area Life Cycle: Applications and Modifications, Channel View Publications.
2. C. Gunn (2002), Tourism Planning: Basic, Concepts and Cases, Cognizant Publication.
3. Claire, Haven Tang & Eleri Ellis Jones (2005), Tourism SMEs, Service Quality and Destination Competitiveness, CABI Publishing.
4. Crouch, D.I. J.R. Ritchie, B.&Kossatz, H.G. (2003). Competitive Destination: A Sustainable Tourism Perspective, CABI Publishing,
5. Geoffrey Ian Crouch, J.R. Brent Ritchie & Horst-Herbert G. Kossatz (2003), the Competitive Destination: a Sustainable Tourism Perspective, CABI Publishing.
6. Inskeep, E. (1991). Tourism Planning: An Integrated and Sustainable Development Approach. Van Nostrand Reinhold, New York.
7. Morgan, N, Pritchard, A & Pride, R. (2011). Destination Branding: Creating the Unique Proposition, Butterworth and Heinemann.
8. Murphy, P. E. (1986). Tourism: A Community Approach. Methuen, New York.
9. Nigel Morgan, Annette Pritchard & Roger Pride (2001), Destination branding: Creating the Unique Proposition, Butterworth and Heinemann.
10. Richard Butler (2006), the Tourism Area Life Cycle: Applications and Modifications, Channel View Publications.
11. Shalini Singh, Dallen Timothy & Ross Kingston Dowling (2003), Tourism in Destination Communities, CABI Publishing.
12. Singh, S. Timothy, D.J. & Dowling, R.K. (2003). Tourism in Destination Communities, CABI Publishing,
13. Tang, C.H. & Jones, E.E. (2005). Tourism SMEs, Service Quality and Destination Competitiveness, CABI Publishing,

Course Objectives:

1. To impart basic knowledge of the concepts & tools of HRM
2. To provide an understanding of the role HRM plays in the overall strategic setting
3. To familiarize the students with the behavioral patterns of human beings at individual and group levels in the context of an organization
4. To enhance the ability of the students in the knowledge, prediction & control of human behavior in an organization.
5. To learn the importance of HR planning in an organization
6. To understand need and methods of HR training
7. To learn the features and factors affecting one's personality

Course Outcomes:

- CO1:** Prepare the students to understand the complexities of a tourism organization and the behavioral differences of people.
- CO2:** Impart the skills and abilities of managing personnel's in tourism sector.
- CO3:** Able to make effective and efficient HR plans and policies
- CO4:** To prepare themselves for change management, conflict management, trade unions issues
- CO5:** To select most suitable persons for the organization
- CO6:** To be able to give effective training for the employees
- CO7:** To be able to understand the employees and manage them well

Pedagogy: Lectures, assignments, role play, discussions, seminars.

UNIT I Introduction - The Concept - Significance of HR - objectives & functions of HR – Evolution & growth – Planning & Procurement - HRP – Definition – need – process - job analysis - meaning - importance - purpose - job description - job specifications - job design.

UNIT II Recruitment – Sources & Techniques. Selection – Steps in selection process & Interview. Placement & Induction & Orientation- Internal Mobility: Definition, Methods and Process- Employee Development - Employee Training & Development – Meaning – Need – Methods – Training Evaluation.

UNIT III Employee counseling – Meaning – Need – Types – Skills required. Career Planning – Need – Process – Advantages – Limitations. Compensation Management-Importance – Objectives –Principles - Components – Methods of Compensation - Incentives – Benefits & Services - Salary Structure-Employee Welfare-Social Security Measures. Employee Relations - Management of Grievances – Causes – Handling & Redressal Procedure Discipline – Disciplinary Action – Suspension - Retrenchment - Dismissal – Grounds for dismissal. Teams & Team Work. Collective Bargaining

UNIT IV Organizational Behaviour & Individual Behaviour - Nature – Importance and features of OB –Benefits of OB- OB Model – Approaches to the study of OB - Personality – Meaning – Determinants – Traits – Theories of Personality – Perception & Attribution –

Meaning & Definition – Factors influencing perception – Perceptual Process. Learning – Meaning – Theories – Process of Learning.

UNIT V Group Process - Group Dynamics – Types of Group – Importance of Group – Group behaviour – Group norms – Cohesiveness – Group Decision making – Group development Stages. Conflict - Meaning - Types – Sources - Conflict Management Techniques. Organization Development – Goals - Conditions for the success – OD interventions – Development of internal OD facilitators- Change Management- Change & its affect – Managing Change

References:

1. Arnold Hugh J & Feldman Daniel C – Organizational Behavior - McGraw Hill Publications
2. Darren Lee – Ross(ed) HRM in Tourism & Hospitality – International Perspective to SME
3. Eric Laws – Tourism: Managing Packed Tourism - Thomson Business Press.
4. Greenberg & Baron – Behavior in Organizations – Prentice Hall
5. Human Resource Management – L M Prasad – Sultan Publications, New Delhi.
6. K Ashwathappa – Organizational Behavior – Himalaya Publishing House.
7. Kelly Joe – Organizational Behavior – Surjert Publications
8. Luthans Fred – Organizational Behavior – McGraw Hill Publications
9. Manoj Madhukar – Human Resource Management in Tourism – Rajat Publication, New Delhi
10. New storms John W & Davis Keith – Organizational Behavior – Human Behavior at Work – TATA McGraw
11. Rao V S P & P S Narayan – Organizational Theory & Practices – Konark Publishers Pvt Ltd, New Delhi
12. Robbin Stephen P – Organizational Behavior – Prentice Hall of India

TMH - 553: PROJECT REPORT

Credits: 4

Learning Objectives:

- To learn the art of data collecting, organizing, interpreting and presentation skills.
- Visit the destination to study the problem or impacts of tourism

Learning Outcomes:

- Develop the skill of report writing and presentation systematically.
- Understand the problems/issues relating to dynamic travel trade industry and offer solution to such problems/issues.

The students shall undertake the project/dissertation work on the topic assigned by the concerned guide. The work shall be based on the various issues, problems, themes, case studies of tourism organizations, field survey and relevant aspects pertaining to the tourism industry. The Project Report will be of 100 marks, which would be assessed by the Expert Committee. A student in the third semester shall register for a Project Work which carries 4 credits in the fourth semester. Work load for Project Work is one contact hour per student per week for the teacher. The student shall do field work and library work in the remaining 3 credit hours per week.



TMS - 554: TOURISM POLICIES AND REGULATIONS

Credits: 3

Course Objectives:

1. To understand the concept of tourism policy & development and evolution of tourism policy.
2. To provide knowledge on the various committees on tourism and tourism policies of the government of India.
3. To identify the various latest policy document on tourism.
4. To provide comprehensive knowledge regarding International Conventions related to tourism industry.
5. To explore the various regulation related to passport, visa, health, travel insurance, customs currency etc.
6. To familiarize the various tourism Acts in India.
7. To understand the various Laws related to foreign tourist entry, stay and departure.

Course Outcomes:

- CO1:** Explore the tourism policy of India which govern and regulate the development of tourism in India.
- CO2:** Expose the students how to formulate the tourism policy.
- CO3:** Discuss the different phases of Indian tourism policy making journey.
- CO5:** Provide Knowledge regarding the role of government and private sector in formulation of tourism policy.
- CO6:** Articulate a clear and well-structured understanding of various regulation related to passport, visa, health, travel insurance, customs currency etc.
- CO7:** To make the students understand the nature of international conventions and its importance in tourism.

Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, and assigned readings

UNIT-I Tourism Policy – concept, need, objective, institutional framework of public tourism policy. The role of government and private sector in formulation of Tourism Policy. Policy making body and its process at National level. An outline of L. K Jha committee-1963. National Tourism Policy 1982, National committee report 2002. National action plan on tourism-1992. The latest policy document on tourism.

UNIT II Tourism Bill of Rights – Code of ethics in tourism - Manila Declaration - Acapulco Document-Travel Insurance-Passport - Visa-Health Regulations - Customs and Currency Regulations.

UNIT III International Conventions: Warsaw Convention (1924)-Chicago Convention (1944)-Travel Contract (1961)-Berlin Convention (1961 and 1966)-Brussels Convention (1970)-Athens Convention (1974)-Helsinki Accord (1976).

UNIT IV The Passport Act- Foreigners' Act-Indian Contract Act 1872, Laws Relating to Environmental protection - FEMA 1999 - The Arms Act- Narcotics Drugs Act - Psychotropic Substances Act 1985 - Foreigners' Registration Act - The Explosives Act - Citizenship Act - Pollution Control Act.

UNIT V Tourism Acts in India – Laws related to Tourist Entry, stay, Departure, customs Act, Directorate of Enforcement; Sale of Goods Act, Consumer Protection Act; Wildlife Protection Act; Environment Protection Act; Water and Air Acts; Ancient monument Act; RTI.

UNIT VI Special permits to restricted areas for foreign tourist in India - Permits related to various monasteries and wild life areas and their procedure, special permits for rafting, paragliding, and angling, IMF (Indian Mountaineering Foundation) rules for mountain expeditions.

References:

1. C Y Gee, Travel Industry.
2. Gupta S.K. (1989) Foreign Exchange Laws and Practice, Taxman Publications
3. Halloway J.C., Business of Tourism.
4. International Travel and Tourism-
5. JD Ninemeier, Discovering Hospitality and Tourism: The World's Greatest Industry, Pearson.
6. L. Foster, The Business of Travel Agency Operations and Administration
7. Lundberg, The Business of Tour Operations.
8. M. S Negi, Travel Agency and Tour Operators: Concept and Principles New Delhi
9. R. K. Malhotra (2005) Socio – Environmental and Legal Issues in Tourism,
10. Sajnani Manohar (1999) Indian Tourism Business: A Legal Perspective, New Delhi.

TMS -555: CUSTOMER RELATIONSHIP MANAGEMENT

Credits: 3

Course Outcomes:

1. To understand the nuances of customer relationship management;
2. To familiarise with the issues of service management and global context; and
3. To be able to manage a market-oriented service organization.
4. To familiarise the role of customer relationship management in the tourism industry
5. To study the information database, ethics and legalities of tourist database
6. To understand the role of technologies in the customer relationship management
7. To study CRM and its contribution to the hospitality industry

Course Outcomes:

- CO1:** Cultivate the effective and efficient customer relationship ability.
- CO2:** Able to manage CRM marketing in order to leverage CRM technology.
- CO3:** Understand the needs in adoption of CRM in the tourism industry
- CO4:** Students are able to analyse how to develop customer relationship based on the customer expectations
- CO5:** Students are trained in of communication in the successful handling of customers
- CO6:** Get to know about the various types of customers and their preferences and accordingly able to plan for the quality services
- CO7:** Familiarizes the students on different classification of services and how to improve the service quality

Pedagogy: Assignment, Cases and Seminars, Lecture-cum-discussions

UNIT I Customer Relationship Management in Tourism – Meaning and definitions of CRM. Need for CRM in hospitality sector. Salient features of CRM. Advantages of CRM system. Types of customers. Customer acquisition and retention – Customer Loyalty - Customer Profitability and value Modeling – Customer Satisfaction Measurement - Customer Feedback and Service Recovery.

UNIT II Analytics of CRM - Customer Information Databases – Ethics and Legalities of data use – Data Warehousing and Data Mining – Data Analysis – Market Basket Analysis (MBA) – Click Stream Analysis - Personalization and Collaborative Filtering.

UNIT III CRM in Marketing – Tourism as a Service industry - Characteristics of Services – Classification of Services – Building Service Aspirations - Consumer Behaviour in Service Encounters, Service Design and Development – Technology as an enabler of Service. Technology based customer relationship management.

UNIT IV CRM Implementation – Managing Customer relationships: resetting the CRM strategy; Selling CRM internally: CRM development team, scoping and prioritizing; Development and delivery, Measurement; Types and Causes of Service Quality Gaps – Measuring and Improving service Quality - Strategies to resolve the gaps.

UNIT V Relationship Marketing in Tourism Business; Model of buyer – seller relationship; The customer relationship audit; Relationship Marketing and distribution channels; Benefit evaluation and relationship pricing; Relationship building and brand management; Role of communication in building relationship.

References:

1. Christopher Lovelock & Jochen Wirtz (2004), Services Marketing, Pearson Education, Delhi.
2. Gilmore (2004), Services Marketing and Management, Response Books, New Delhi.
3. Zeithmal, Parasuraman & Berry – Delivering quality service, The Free press, New York.
4. Andry Silmore (2001), Services Marketing & Management, Response Books, Sage Publications, Delhi.
5. Jagdish Seethi, Etal (2000), Customer Relationship Management. Stancles A.Brown, Customer Relationship Management, John Wiley & Sons.
6. Lovelock (2003), Services Marketing – People, Technology & Strategy, Pearson Edn, Singapore.
7. Iqbal S. Sachdeva (2009), Public Relations Principles and Practices, Oxford University Press, New Delhi.



TMS – 556: INFORMATION TECHNOLOGY FOR TOURISM

Credits: 3:

Course Objective:

1. To familiarize students with aspects of information system relevant for tourism and IT & to develop skills to design & implement simple computer-based business system.
2. To have an understanding of application of computers and information technology to tourism business contexts.
3. Impart skills to apply information technology effectively in specific tourism business circumstances.
4. To communicate and network effectively within their organizations.
5. To have ability to develop efficient and effective working with computer reservation system.
6. To analyze the relationship between information technology and the Tourism Industry Components.
7. To study about technology used in tourism and marketing.

Course Outcomes:

- CO1:** To prepare the students to use various advanced technological methods in booking and reservation
- CO2:** Understand the fundamentals of computer and acquire basic knowledge of operating System.
- CO3:** Develop an idea about interpretation and application of remote sensing and GIS in tourism.
- CO4:** Identify Information Systems for Tourism Management Decision Support.
- CO5:** Apply the Information and Communication (ICT) systems in Tourism.
- CO6:** Understand Reservation Systems for Air, Rail, Road, Hotel etc.
- CO7:** Explain technologies used in E-commerce, dynamics of World Wide Web and internet.

Pedagogy: Lectures, practical sessions, seminars, & assignments

UNIT I Tourism Information Technology and their Synergy - Introduction, Typologies of tourism information, Strategic Management of Information. Concepts of Data, Information and knowledge. Concepts of Database Management Systems, Concepts of RDBMS, MIS, EIS, GPS, RS/GIS, Decision Support Systems, Knowledge Based Systems, Entertainment, Leisure, Trade Bodies, Bench Marking and TQM.

UNIT II Information Systems used by Intermediaries - Information Systems in Travel Intermediaries, CRS/GDS, Front Office Systems, Back Office Systems, Travel Agency Systems/Agency Management System, Customer Relationship Management Systems, Management Information Systems, Tour Package planning systems, Influence of technology in the distribution of travel products, Online Travel Agency (OTA), Computer reservation systems and travel distribution, History, Major Global Distribution Systems - cases of GALILEO, AMADEUS, SABRE, World Span, and ABACUS. Specialties channel use of IT - meeting and convention planners - corporate travel planners, e- tickets, Sabre Information Network, agency Data Systems, Voyager Systems, TARSC systems.

UNIT III Consumer access to Travel Information systems - The internet and Tourism - the World Wide Web - travel news groups, electronic bulletin boards and chat rooms. Consumer access to GDS - GDS on line- automated ticket machines. Information Kiosks. TV based tourism Information Retrieval and booking- videotext system - interactive TV. Voice input and recognition systems. Social media and ICT influence in travel decision making model of electronic consumer access.

UNIT IV E-Commerce in Tourism – Importance, Meaning, Classifications, Advantages and Demerits, Relation between E-Business and E-Commerce, Business models, E-Commerce in India and Functions of E-Commerce.

UNIT V Remote Sensing and GIS in Tourism- Introduction, meaning and definitions of remote sensing and Geographic Information System. Importance and applications of Remote Sensing and GIS in tourism industry. Tourism resource identification – tourism impact analysis - Digital Tourism and tourism database management.

Practical Sessions:

MS OFFICE & HTML/FRONT PAGE

- ☐ ☐ *Draft letters using WORD*
- ☐ ☐ *Prepare Cost Sheet using EXCEL*
- ☐ ☐ *Prepare PowerPoint presentation*
- ☐ ☐ *Functions of DBMS & Report Generation – Using ACCESS.*

References:

1. Andrew J. Frew (2004), **Information and Communication Technologies in Tourism**, Springer.
2. Buhalis, D. (2003), **E- Tourism**. Prentice Hall, New Delhi
3. Dileep, M.R. (2011), **Information Systems in Tourism**. Excel Books. New Delhi.
4. Dimitrios Buhalis, (2003), **E-Tourism: Information Technology for Strategic Tourism Management**, Financial Times Prentice Hall Publisher
5. Gupta, A. (2000), **Management Information System**. S. Chand & Co New Delhi.
6. Inkpen, G. (1998), **Information technology for travel and tourism**. Addison Wesley Longman Limited.
7. Mcleod, R. (1996), **Management Information System**. Macmillan.
8. Obrien, J. (2002), **Management information systems**. Tata McGraw-Hill Education.
9. Poon, A. (1993), **Tourism, technology and competitive strategies**. CAB International.
10. Rhind Maguire Goodchild Longley Paul A. Longley, **Geographic Information System and Science**, 3rd Edition John Willey and Sons Publisher

Course Objectives:

1. To give a specialized knowledge on significance of Foreign exchange and its relevance to survival of Companies in international markets
2. To study the features and characteristics of foreign exchange market
3. To study market exposures and hedging techniques
4. To study spot and forward exchange rates
5. To study interest rate derivatives and SWAPS
6. To understand exchange rate fluctuation and exchange rate determination
7. To study economic and translation exposures.

Course Outcomes:

- CO1:** Students will be prepared to understand with foreign exchange market structure, market dealings.
- CO2:** Understand the functions and players in the foreign exchange market.
- CO3:** Capable of understanding various forex exposures
- CO4:** Gain knowledge to manage the exchange exposures
- CO5:** learn the forward and spot market operations
- CO6:** Learn the futures and options dealings
- CO7:** Learn exchange control measures, policies and regulations

UNIT I: Foreign Exchange Market: Structure and market infrastructure, major participants, Spot market, quotations, cross rates, currency arbitrage, forward market, forward quotations, relationship between forward rate and future spot rate, Forecasting exchange rates. Determinants of exchange rates, Exchange rate behavior, Law of one price, purchasing power parity, interest rate parity.

UNIT II: The Indian Forex markets: Overview of the Foreign Exchange Management Act. Convertibility of rupee - exchange control - Indian exports & imports - policies - practices - and documentation.

UNIT III: Measuring Exposure to Exchange rate fluctuations: The investor hedge argument, Currency diversification argument, Stakeholder diversification argument. Types of exposures – Transaction exposure, economic exposure, translation exposure.

UNIT IV: Managing Transaction Exposure: Hedging exposure to payables and receivables – Forward or Futures Hedge, Money Market Hedge, Options Hedge; Limitations of Hedging, Hedging for Long Term forward contracts – parallel loan; alternative hedging techniques – leading and lagging, cross hedging, currency diversifications.

UNIT V: Managing Economic exposure and Translation exposure: Translation methods; current / noncurrent, monetary / non-monetary, current rate methods. Economic exposure- How to measure economic exposure, determinants of operating exposure, managing operating exposure.

UNIT VI: Interest rate derivatives and SWAPS: Interest rate swaps, currency swaps, interest rate forwards futures, structured notes.

References:

1. Shapiro C. Alan - Multinational Financial Management-Wiley India Pvt. Ltd.
2. Maurice D. Levi - International Finance - Routledge.
3. K. S. Sharma- Institutional Structures of Capital Markets in India-Writers and Publishers, Corp.; sole distributors: Sterling Publishers, Delhi.
4. Rodriguez & Carter. - International Financial Management-Prentice Hall.
5. Keith Pilbeam. - International Finance - Palgrave Macmillan.
6. V.A.Avadhani. – Marketing of Financial Services and Market- Himalaya Publishing House.
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13. H R Machiraju - International Financial Markets and India -New Age International (P) Limited Publishers
14. David K Eiteman, Arthur I. Stonehill& Michael H. Moffett - Multinational Business Finance-Addison Wesley Longman Pte. Ltd.
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16. Kevin S-Fundamentals of International Financial Management-Prentice Hall India.
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19. Rajwade A.V.-Cash & Derivatives markets in foreign exchange-Tata McGraw Hill education Pvt. Ltd., New Delhi.
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26. Francis Cherunmilam - International Business- Prentice Hall India

Learning Objectives:

1. The course intent to upgrade the knowledge of the latest trends in tourism particularly the Health tourism in the country.
2. To understand the meaning, nature and scope of health tourism
3. To learn about different health tourism facilities available in India
4. To understand the type of licensing and accreditations required for health and wellness tourism
5. To understand different medical centers available
6. To learn the global scenario of medical tourism
7. To learn the past. Present and future of medical tourism

Learning Outcomes:

- CO1:** Students know the potential of medical tourism and able to plan better for future to promote medical tourism in India.
- CO2:** Students are able to identify various health and wellness products.
- CO3:** To be able to develop, sustain and promote medical tourism
- CO4:** To be able direct others about different treatments and medical centers in India
- CO5:** To be able to understand the enormous potential of medical tourism
- CO6:** To guide others regarding the licensing and approvals required to start a medical tourism business
- CO7:** To be able frame marketing strategies to attract tourism toward medical tourism in India

Pedagogy: Assignments, Seminars, and Presentations, Lecture-cum-discussions.

UNIT I: Health and wellness Tourism: Meaning, nature and scope and importance of health tourism - Factors responsible for growth of health and wellness tourism. Origin and development over ages - health as a travel motivator - Ancient centres of healing, Quality of Life (QOL).

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- Medical Tourism Business- Global medical tourism scenario, Stakeholders, countries promoting medical tourism – Health and Medical Tourism markets at global level.

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- Health Insurance and Government Health Schemes in India.

UNIT IV: Certification and Accreditation in health and medical tourism - Legal Aspects of Medical Tourism: Certification and Accreditation in health and medical tourism, Ethical, legal, economic and environmental issues in health and medical tourism. An Introduction to National Accreditation Board for Hospitals & Healthcare (NABH) and Joint Commission International

UNIT V: Medical and Wellness Centres: Major medical and wellness hubs of India - Statistical presentation growth of medical tourism in India - Types of various treatments available in India - Current and futuristic trends, Potentials, Issues and Challenges

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2. M. Smith and L. Puczko (2009), Health and wellness tourism, B. Heinemann
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