

Master of Tourism and Travel Management

MTTM – Master of Tourism and Travel Management

Duration : Four Semesters (Two Years), Full Time Course.

MTTM programme of the university shall focus on Activity Based Learning (ABL). The programme shall therefore have a large component of practical exposure so as to narrow the gap between what is expected by the industry and what is taught on the programme. The programme will create opportunities for the learners to work as closely as possible with the industry and be able to get back to the class (learning spaces) to reflect on their learning experiences.

Programme acknowledges the fact that the postgraduates shall be working as executives in the tourism and allied sectors and should be ready to shoulder supervisory responsibilities within a span of three to four years. Alternatively, they may also decide to raise their own ventures. Entrepreneurship will be a cherished value of the programme.

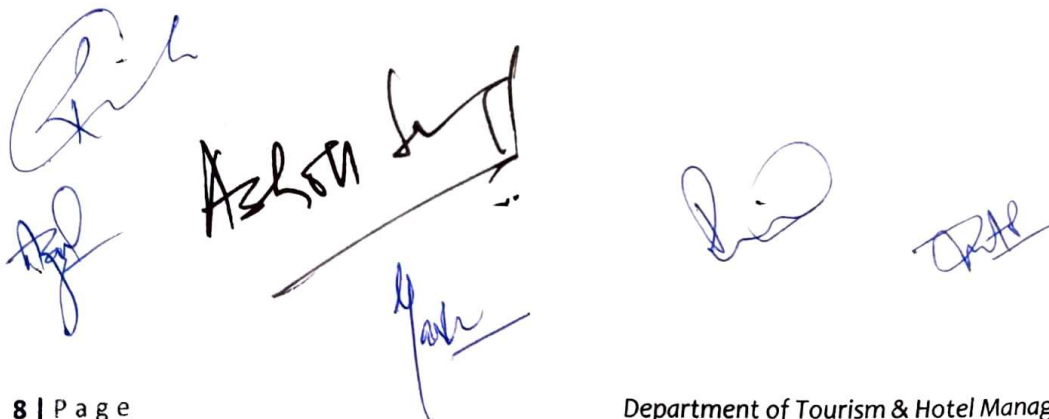
It is also acknowledged that graduates from different streams of learning will join this programme with little or no prior knowledge of tourism. The programme will therefore include the following:

1. Courses on basic understanding of tourism and its operations
2. Courses on that will help manage a tourism company
3. Courses that will serve as a foundation to # 2 above
4. Courses to impart personal and professional skills those are considered important for this sector
5. Business leadership skills

Some considerations in designing the programme include the following:

- A. The DTHM proposes to have a professional post graduate programme on lines of CBCS.
- B. The MTTM programme at DTHM is proposed for 108 credits.

Towards the end of academic year of study in fourth semester the students would be evaluated for their overall understanding of tourism as they are ready to go for 8-week internship in various Tourism organizations or enterprises. The fourth semester will be devoted to on-the-job training and reporting. The students having undergone summer internship will present their reports in the fourth semester. Students will also prepare and present the project reports assigned on various themes of MTTM 401 & MTTM 402. Students are also expected to undertake a study tour during the II or III semester and will submit a detailed report during the IV semester.



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Course Structure: The List of Papers offered during the programme shall be as under :-

MTTM- Semester I

Module No.	Title	DC/DE/SEC/AECC	L	T	P	Hours Per Week	Credit	MT	ET	EP	Total
MTTM 101	Fundamentals of Tourism	DC	3	1	0	4	4	30	70	-	100
MTTM 102	Fundamentals of Management and Organizational Behaviour	DC	3	1	0	4	4	30	70	-	100
MTTM 103	Information Technology in Travel and Tourism	SEC	3	1	0	4	4	30	70	-	100
MTTM 104	Economics of Tourism	DC	3	1	0	4	4	30	70	-	100
MTTM 105	Tourism Products and Resources	DE	3	1	0	4	4	30	70	-	100
MTTM 106	Business Communication (AECC)	AECC	0	2	0	2	2	30	70	-	100
MTTM 107	Seminar – 1 (Contemporary Issues in Tourism)	DE	0	0	2	4	4	25	0	25	50
	Total						26				650

MTTM- Semester II

Module No.	Title	DC/DE/SEC/AECC	L	T	P	Hours Per Week	Credits	MT	ET	EP	Total
MTTM 201	Tourism Geography	DC	3	1	0	4	4	30	70	-	100
MTTM 202	Travel Agency and Tour Operations	DC	3	1	0	4	4	30	70	-	100
MTTM 203	International Tourism	DE	3	1	0	4	4	30	70	-	100
MTTM 204	Hospitality Management	DC	3	1	0	4	4	30	70	-	100
MTTM 205	Tourism Marketing	DC	3	1	0	4	4	30	70	-	100
MTTM 206	French Language – I	SEC	2	0	0	2	2	30	70	-	100
MTTM 207	Viva Voce		0	2	1	4	4	0	0	50	50
	Total						26				650

Note: Visit to Tourist Destination and their service provider

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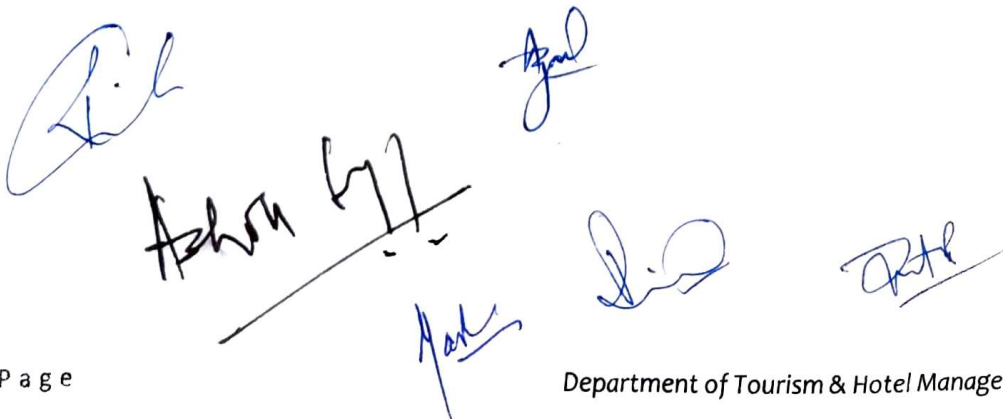
MTTM- Semester III

Module No.	Title	DC/ DE/SEC/ AECC	L	T	P	Hours Per Week	Credits	MT	ET	EP	Total
MTTM 301	Tour Guiding & Escorting Skills	DC	3	1	0	4	4	30	70	-	100
MTTM 302	Indian History, Society and Culture	DE	3	1	0	4	4	30	70	-	100
MTTM 303	Human Resource Management	DC	3	1	0	4	4	30	70	-	100
MTTM 304	Research Methodology	DC	3	1	0	4	4	30	70	-	100
MTTM 305	Aviation Management	DE	3	1	0	4	4	30	70	-	100
MTTM 306	French Language –II	SEC	2	0	0	2	2	30	70	-	100
MTTM 307	Seminar – 2 (Contemporary Issues in Tourism)	DE	0	0	2	4	4	25	0	25	50
	Total						26				650

MTTM- Semester IV Industry Exposure

Module No.	Title	DC/ DE/SEC/ AECC	L	T	P	Hours Per Week	Credits	MT	ET	EP	Total
MTTM 401	Special Interest Tourism (Study Tour Report)	DE	0	4	4	-	8	0	0	100	100
MTTM 402	Destination Planning and Development (Project Report)	DE	0	4	1	-	8	0	0	200	200
MTTM 403	Industrial Training & Project Report (2 months)	SEC	0	0	0	-	8	0	0	200	200
MTTM 404	Presentation and Viva Voce		0	4	2	-	6	0	0	150	150
	Total						30				650

L: - Lectures per week; T: Tutorials per week; P: Practical per week; MT: Mid Term; ET: End Term; EP: End Practical



SEMESTER 1



COURSE CODE:	MTTM 101	Credit Score – 4
COURSE TITLE:	Fundamentals of Tourism	
COURSE OBJECTIVES:	To comprehend the conceptual dimensions of tourism industry. To understand the dynamics of tourism businesses and its impacts and to elucidate the application of tourism theories to the pragmatic developmental agenda.	
UNIT-1	History and Concepts of Tourism: Tourist/ Visitor/ Traveler/ Excursionist, Early and Medieval Period of Travel: Renaissance and its Effects on Tourism - Birth of Mass Tourism, Old and New Age Tourism. Concept of Tourism: Nature - Scope - Characteristics - Components - Significance of Tourism - Tourism System: Interdisciplinary Approaches -- Motivations and Deterrents to Travel – Emerging Areas and Practices.	
UNIT-2	Forms of Tourism: Inbound, Outbound, National, International- Alternative Tourism – Inclusive Tourism, Current Trends in Domestic and Global Tourism: Tourism Statistics- Need for Measurement of Tourism - Tourism Demand and Supply.	
UNIT-3	Tourism Industry: Structure, Functions and Constituents - Direct, Indirect and Support Services - Basic Components of Tourism: Transport - Accommodation- Facilities & Amenities, Horizontal and Vertical Integration in Tourism Business, Infrastructure & Superstructure.	
UNIT-4	Tourism Theory and System: Leiper’s Geo-Spatial Model - Mill-Morrison’s Tourism Policy Model - Mathieson & Wall’s Travel Buying Behaviour Model - Butler’s Tourism Area Life Cycle (TALC) Model - Doxey’s Irridex Model – Crompton’s Push and Pull Theory- Stanley Plog’s Psychographic Model- Gunn’s Tourism Planning Model.	
UNIT-5	Tourism Organizations: UNWTO, IATA, ICAO, WTTC, IHA, TAAI, FHRAI, ITDC, ICPB, IATO, IRCTC, State Tourism Development Corporations, Airport Authority of India, Archaeological Survey of India, Ministries of Tourism and Culture, Director General of Civil Aviation, Government of India.	
REFERENCES:	<ol style="list-style-type: none"> 1. Goeldner, C., & Ritchie, J.R. (2011). Tourism, Principles, Practices, Philosophies New Jersey: John Wiley. 2. Swain, S.K. & Mishra, J.M. (2011). Tourism Principles and Practices. New Delhi: OUP. 3. Tribe, J. (Ed.). (2009). Philosophical Issues in Tourism. United Kingdom: Channel View Publications. 4. Jamal, T., & Robinson, M. (Eds.). (2009). The SAGE Handbook of Tourism Studies. United Kingdom: Sage Publications. 5. Thomas, R. (2013). Small Firms in Tourism. United Kingdom: Routledge. 6. Cooper, C. (2008). Tourism Principles and Practice. New Delhi: Prentice Hall. 	

COURSE CODE:	MTTM 102	Credit Score – 4
COURSE TITLE:	Fundamentals of Management and Organizational Behaviour	
COURSE OBJECTIVES:	To acquaint the students with the fundamentals of managing business and to understand individual and group behavior at work place so as to improve the effectiveness of an organization. The course will provide them practical exposure giving stories of success/failure businessmen with the help of case studies.	
UNIT-1	Management- Definition, nature, functions, importance, role of managers, difference between management and administration. Evolution of Management Theory. Managerial functions and Roles.	
UNIT-2	Overview of Planning: Types of Plans & The planning process; Decision making: Process, Types and Techniques. Control: Function, Process and types of Control; Principles of organizing: Common organizational structures; Delegation & Decentralization: Factors affecting the extent of decentralization, Process and Principles of delegation.	
UNIT-3	Importance of organizational Behaviour. Perception and Attribution: Concept, Nature, Process, Personality: Personality: Learning: Concept and Theories of Learning, reinforcement. Motivation: Concepts and their application, Need, Content & Process theories, Contemporary Leadership issues: Charismatic, Transformational Leadership. Emotional Intelligence	
UNIT-4	Groups and Teams: Definition, Difference between Groups and teams; Stages of Group Development, Group Cohesiveness, Types of teams. Analysis of Interpersonal Relationship: Transactional Analysis, Johari Window	
UNIT-5	Conflict: Concept, Sources, Types, Stages of conflict, and Management of conflict, Organisational Change: Concept, Resistance to change, Managing resistance to change, Implementing Change, Kurt Lewin Theory of Change. Managing Stress.	
REFERENCES:	<ol style="list-style-type: none"> 1. Gilbert: Principles of Management, McGraw Hill. 2. Greenberg Jerald and Baron Robert A.: Behaviour in Organisations: Understanding and Managing The Human Side of Work, Prentice Hall of India. 3. Kaul Vijay Kumar, Business Organisation & Management - Text and Cases, Pearson. 4. Kaul, Vijay Kumar, Management- Text & Cases, Vikas Publication. 5. Kavita Singh: Organisational Behaviour, Vikas Publication. 6. Koontz & Heinz Wehrich: Essential of Management, McGraw Hill. 7. Luthans Fred: Organisational Behaviour, Tata McGraw Hill. 8. Mc Shane L. Steven, Glinow Mary Ann Von & Sharma Radha R. - Organisational Behaviour; Tata McGraw Hill. 9. Newstrom John W.: Organisational Behaviour, Tata McGraw Hill. 10. Richard L. Daft: Principles of Management, Cengage Learning India. 11. Robbins Stephen P: Organisational Behaviour, Pearson. 12. Stephen P. Robbins & Mary Coulter: Management, Pearson. 13. Stoner & Wankel: Management, Prentice Hall of India. 14. Y.K. Bhushan: Fundamentals of Business Organisation & Management, Sultan Chand & Sons. 15. Navin Mathur, Management Gurus , National Publishing House 	

COURSE CODE:	MTTM 103	Credit Score – 4
COURSE TITLE:	Information Technology in Travel and Tourism	
COURSE OBJECTIVES:	To make the students familiar with the basics of the computer skills and the application of travel and Hotel soft-wares in the tourism and travel industry.	
UNIT-1	Introduction: Introduction to Computer: Components, Classification, Organization, Characteristics & Limitations, Operating System, Application of Computer in Tourism business.	
UNIT-2	Computer Applications in Tourism Business : Concept and definitions of Application and operating software and their functioning in travel business. MS Office: MS Word, Ms Excel, MS PowerPoint, Access and outlook Express and their use.	
UNIT-3	MIS and Networking: Management Information System for strategic advantage, Different types of typologies and networks used in networking of computers. Networking: Concept, User, Types. Introduction to Internet and www: Introduction, Evolution, Benefits, Application, Working, Hardware and Software requirements, E- mail and mail merge.	
UNIT-4	Introduction to Travel and Tourism Software: Introduction, characteristics, features & usage of the software: Galileo, Amadeus, World Span, Sabre & Car rentals Software.	
UNIT-5	Hotel and Travel Software: Introduction to hotel Software, their characteristics, features and usage. CRS,IDS, Opera, Host & Fidelio	
REFERENCES:	<ol style="list-style-type: none"> 1. Lucey T, Management information system: New Delhi: BPB Publication. 2. Obrien James, A, Management Information Systems: managing information technology in the e-business enterprise, New Delhi: Tata McGraw- Hill Publication Company. 3. Michael I. Kasavana, John J. Cahill, Managing Computers in the Hospitality Industry, EI-AH&LA, USA. 4. Basandra SK, Computer Today" New Delhi Galgotia Publications Leon Alexis and Mathews Leon: Introduction to Computers, Vikas Publishing House Pvt Ltd. New Delhi 5. Bhatnagar S C and Ramani K V, Computers and information management. A Primer for Practicing Managers, New Delhi, Prentice Hall of India Pvt. Ltd. Bansundara, S: Computer Today. 6. Goel Ritender and D N Kakkar, Computer Application in Management, New Age International Publishers, New Delhi. 7. Jaggi V P and Jain Sushma, Computers for Everyone, Academic India, New Delhi Publishers. 8. Simpson Alan, Your First Computers (2nd Edition), BPB Publications. New Delhi 9. Saxena S and Prabhpreet Chopra, Computer Applications in Management, Vikas Publishing House Pvt. Ltd. New Delhi. 	

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COURSE CODE:	MTTM 104	Credit Score – 4
COURSE TITLE:	Economics of Tourism	
COURSE OBJECTIVES:	The course aims to develop the understanding about the nature of Economics in general and economics of tourism in particular, in terms of demand, supply, pricing, impacts etc.,	
UNIT-1	Concept of Economics in Tourism, Working of economy in tourism. Basic problems of tourism economy, Market for tourism products. Tourism and economic development- Indian perspective	
UNIT-2	Economics of Consumer Analysis: Law of Diminishing Marginal utility, Law of substitution & Consumer Surplus. Concepts and definitions of demand for tourism, determinants of tourism demand. Tourism demand and elasticity- price, total revenue, income and cross elasticity of Tourism demand.	
UNIT-3	Supply and Pricing in Tourism: The Supply of Tourism Services, Characteristics, Factors influencing tourism supply, Price and Non Price factors, Supply and elasticity. Costing and pricing of tourism product. Concept of Price determination: Price determination under perfect, imperfect, monopoly & oligopoly.	
UNIT-4	The economic contribution of tourism- TSA developing measures of tourism performance. Impacts of tourism- direct, indirect, induced and negative. Regional economic models- input-output model (I-O model), Tourism multiplier impact-meaning and types (employment and income tourism multipliers), misuse of tourism multiplier. Linkage and leakages.FDI in tourism	
UNIT-5	Demand forecasting: its importance in tourism, forecasting approaches. Concept of break-even point, Tourism Development and cost benefit analysis and project feasibility study. Principal sectors of Indian economy with special reference to tourism- ITDC, State tourism Development Corporation (STDC).	
REFERENCES:	<ol style="list-style-type: none"> 1. Mehta, P.L. Managerial Economics, Sultan Chand New Delhi. 2. Agarwal, H.S. Micro Economics, Ane Books. 3. Dwivedi, D. N. Microeconomics: Theory And Applications, Pearson Education. 4. Metin, Kozak and Mugla. Tourism Economics: Concepts and Practices. Nova Science Pub Incorporated 5. Stabler Mike J., Andreas, P., M. Thea, S. The economics of tourism. Routhledge Pub(2nd edit) 	



COURSE CODE:	MTTM 105	Credit Score – 4
COURSE TITLE:	Tourism Products and Resources	
COURSE OBJECTIVES:	A thorough knowledge about the various product offered in tourism is a must for a tourism professional who shall be, in the future involved in the sales & marketing of the tourism product.	
UNIT-1	Tourism Products: Definition, Concept and Classification. Cultural Heritage of India: Performing arts of India: Classical Dances, Folk Dances and Folk Culture; Handicrafts and Textiles: Important Handicraft Objects and Centre's, Souvenir Industry. Fairs and Festivals: Social, Religious and Commercial Fairs of Touristic Significance. Indian Cuisine (gastronomy).	
UNIT-2	Heritage – Meaning, types of Heritage Tourism, Heritage Management Organisations - UNESCO, ASI, ICOMOS, INTACH.	
UNIT-3	Architectural Heritage of India: Glimpses on the Prominent Architectural style Flourished in Different Periods. Different style of architecture in India - Hindu, Jain, Buddhist and Islamic.	
UNIT-4	Popular Religious Centre's: Popular Religious Centre's of Hindu, Buddhist, Jain, Sikh, Muslim and Christian religions. World Heritage Sites in India, Selected case studies (Taj Mahal, Khajuraho, Konark, Ajanta & Elora Caves).	
UNIT-5	Wildlife Sanctuaries and National Parks: Wildlife Sanctuaries, National Parks and Biological Reserves in India, Selected Case Studies (Jim Corbett Tiger Reserve, Kanha, Kaziranga, Sasan Gir, Bandhavgarh, Nagarhole, Ranthambhore and Keoladeo Ghana, Great Himalayan National Park, Sunder Bans). Important Wetlands of India (Chandertal, Renuka, Pong Dam, Harike, Kanjli, Ropar, Chilika, Ashtamudi)	
REFERENCES:	<ol style="list-style-type: none"> 1. Agrawal V.S.: The Heritage of Indian Art, Govt. of India Publication. 2. Basham A L: The Wonder that was India, Tapling Publishing Co., New York 3. Basham A L: The Cultural History of India, Tapling Publishing Co., New York 4. Christopher Tadgell : The History of Architecture in India, Penguin, New Delhi 5. Daljeet and PC Jain: Indian Miniature Paintings, Brijwasi Art Press 6. Dalmia Yashodhra: Contemporary Indian Art: Other Remedies , Marg Publisher, Mumbai 7. Dixit Manoj and CharuSheela, Tourism Product of India, Lucknow: New Royal Publisher 8. Jagannathan Shankutala : Hinduism – an Introduction , Vakils, Feffer and Simon, Mumbai 9. Key John: India: A History, Harper Collins 10. Luniya B.N.: Ancient Indian Culture, Laxmi Narain Educational Publisher, Agra 11. Pattanaik Devdutt: A Handbook of Hindu Mythology , Penguin Global Brown Percy, Indian Architecture. 12. Venkataraman Leela: Indian Classical Dance, Roli Books 13. Thapar Romila and Percival Spear: History of India, Orient Longman, New Delhi 14. Sarina Singh, India, Lonely Planet Publications, Australia 	



COURSE CODE:	MTTM 106	Credit Score – 2
COURSE TITLE:	Business Communication	
COURSE OBJECTIVES:	To equip the student to effectively acquire skills in reading, writing, comprehension and communication, as also to use electronic media for business communication.	
UNIT-1	Nature of Communication Process of Communication, Types of Communication (verbal & Non Verbal), Importance of Communication, Different forms of Communication, Barriers to Communication Causes, Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers	
UNIT-2	Business Correspondence: Letter Writing, presentation, Inviting quotations, Sending quotations, Placing orders, Inviting tenders, Sales letters, claim & adjustment letters and social correspondence, Memorandum, Inter -office Memo, Notices, Agenda, Minutes, Job application letter, preparing the Resume.	
UNIT-3	Report Writing Business reports, Types, Characteristics, Importance, Elements of structure, Process of writing, Order of writing, the final draft, check lists for reports. Vocabulary Words often confused, Words often misspell, common errors in English.	
UNIT-4	Business Etiquettes, Business manners. Body language gestures, Etiquette of the written word, Etiquette of the telephone, Handling business meetings, Role play on selected topics with case analysis and real life experiences. Aids to correct Business writing, Practical Grammar (basic Fundamentals), Sentence errors-Punctuation, Vocabulary building.	
UNIT-5	Oral Presentation, Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids. How to make a presentation, the various presentation tools, along with guidelines of effective presentation, boredom factors in presentation and how to overcome them, interactive presentation & presentation as part of a job interview, art of effective listening. Leadership – quality of a leader, leadership quiz with case study, knowing your skills and abilities. Introduction to group discussion techniques with debate and extempore, increase your professionalism. Audio Video recording and dialogue sessions on current topics, economy, education system, environment, politics.	
REFERENCES:	<ol style="list-style-type: none"> 1. Lesikar, R.V. & Flatley, M.E.; Basic Business Communication Skills for Empowering the Internet Generation, Tata McGraw Hill Publishing Company Ltd. New Delhi. 2. Bovee, and Thill, Business Communication Today, Pearson Education 3. Shirley Taylor, Communication for Business, Pearson Education 4. Locker and Kaczmarek, Business Communication: Building Critical Skills, TMH 5. Sinha, K.K., Business Communication, Galgotia and Sons, New Delhi. 6. Reuben, Ray; Communication today – understanding creating skills, Himalaya Publishing House, 2001. 7. E. H. McGraw, S. J.; Basic Managerial Skills for All. Fourth Edition, Prentice Hall of India Pvt. Ltd., New Delhi. 8. Stephen R. Covey; The seven habits of highly effective people 	



COURSE CODE:	MTTM 107	Credit Score – 4
COURSE TITLE:	Seminar - 1 (Contemporary Issues in Tourism)	
COURSE OBJECTIVES:	The main objective of this course is to develop some specific skills among students like product knowledge, development of itineraries, and personality development through public speaking. This seminar will encourage students to have an in-depth knowledge of their state and the current events which will help students in their professional career development.	
EVALUATION:	This course will have continuous internal assessment of 25 marks and an end semester examination of 25 marks and would be evaluated by an external faculty.	

SEMESTER 2



COURSE CODE:	MTTM 201	Credit Score – 4
COURSE TITLE:	Tourism Geography	
COURSE OBJECTIVES:	This course explores the basic components of geography in relation with tourism. Knowledge of geography shall also give an extra edge to the students in designing the itineraries for the Travellers, suggesting them various destinations.	
UNIT-1	Meaning, Scope and contents of Geography. Importance of Geography in tourism, Climatic variations, climatic regions of world, study of maps-traditional and online approach, longitude & latitude, international date line, Standard time and Day -light saving time.	
UNIT-2	Physical and political features of India. Climatic conditions prevailing in India. Impact of weather and climate on tourist destinations. Tourism attractions in different states and territories of India.	
UNIT-3	Indian Climate- Rain and Monsoon - The Seasonal Incidents: Floods, Drought, Famines-Causes and Effects- Seasons for Travel to different centers. Preparation of brochure of a native tourist destination or a poster of a theme event and a festival calendar of the locality/ area. Assessment of tourism facilities and services at local level and preparation of a report thereof.	
UNIT-4	Tourism and Environmental Change: Biodiversity, Erosion & Physical Damage. Nature Tourism & Eco- tourism- Characteristics of Eco-tourism, Eco-tourism in India. Potential benefits from alternative tourism. Sustainable Tourism- the Rationale for sustainable tourism. Geographical Determinants: Diversities & disparities.	
UNIT-5	Eco-Tourism Resources in India: National Parks, Wild life sanctuaries, Tiger Reserves, Biosphere reserves & Wetlands. Tourist map design: maps showing national parks and wildlife sanctuaries; cultural, historical and religious tourist spots. Eco- Tourism Development- A Case Study on Kaziranga National Park, Jim Corbet National Park and Ranthambore National Park.	
REFERENCES:	<ol style="list-style-type: none"> 1.Crowther.G .India -A Travel Survival Kit .Lonely Planet Publication 2. Dixit, M. Tourism Geography and Trends, Royal Publication 3. Geetanjali. Tourism Geography. Centrum Press, New Delhi. 4. Hall, C.M and Page, S.J. The Geography of Tourism and Recreation. Routledge Publishers. 5. Hussain.M. The Geography of India. Mc Graw-Hill Publishers 6. Singh.S.Tourism Geography. Random Publications, New Delhi. 7.William.S.Tourism Geography: A New Synthesis. Routledge Publisher 	

Dr. Ashish Singh

Dr. Pankaj

Dr. Anand

Dr. Ravi

Dr. Ravi



COURSE CODE:	MTTM 202	Credit Score – 4
COURSE TITLE:	Travel Agency and Tour Operations	
COURSE OBJECTIVES:	To understand the significance of travel agency and tour operation business. To know the current trends and practices in the tourism and travel trade sector and to develop adequate knowledge and skills applicable to travel industry.	
UNIT-1	Travel Trade: Historical Perspectives: Emergence of Thomas Cook-Cox and Kings-American Express Company, Types of Tour & Types of Tour Operators: Full Service Agency- Commercial Agency-Implant Agency-Group / Incentive Agency, Wholesale and Retail Travel Agency Business: Linkages and Integration with the Principal Service Providers, Changing Scenario of Travel Trade.	
UNIT-2	Travel Agency and Tour Operation Business: Functions of Travel Agency - Setting Up A Full-Fledged Travel Agency - Sources of Income of A Travel Agency - Diversification of Business - Travel Insurance, Forex- Cargo- MICE – Documentation, Recognition: IATA Accreditation - Recognition from Government.	
UNIT-3	Itinerary Planning & Development: Tour Itinerary: Types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Don'ts of Itinerary Preparation, Tour Formulation and Designing Process: FITs & Group Tour Planning and Components - Special Interest Tours (SITs).	
UNIT-4	Tour Packaging & Costing: Tour Packaging: Classifications of Tour Packages – Components of Package Tours, Concept of Costing: Types of Costs - Components of Tour Cost - Preparation of Cost Sheet, Tour Pricing: Calculation of Tour Price - Pricing Strategies - Tour Packages of Thomas Cook, SOTC, Make My Trip and Cox & Kings.	
UNIT-5	Travel trade Organizations: Objectives, Activities and Functions of UFTAA, PATA, TAAI, IATO, ASTA, ATOI, ADTOI, IAAI, TAFI.	
REFERENCES:	<ol style="list-style-type: none"> 1. Bhatia, A.K. (2013). The Business of Travel Agency and Tour Operations Management. New Delhi: Sterling Publishers (P) Ltd. 2. E-Pathshala. (2018). Retrieved from E-Pathshala an MHRD Project Website: http://epgp.inflibnet.ac.in/ahl.php?csrno=1827 Select- P-02. 3. Goeldner, R., & Ritchie, B. (2010). Tourism, Principles, Practices and Philosophies. London: John Wiley & Sons. 4. Negi, J. (2005). Travel Agency Operations: Concepts and Principles. New Delhi: Kanishka. 5. Negi, K.S. (2011). Travel Agency Management. New Delhi: Wisdom Press. 6. Roday, S., Biwal, A., & Joshi, V. (2009). Tourism Operations and Management. NewDelhi: Oxford University Press. 7. Swain, S.K. & Mishra, J.M. (2011). Tourism Principles and Practices. New Delhi: OUP. 	

COURSE CODE:	MTTM 203	Credit Score – 4
COURSE TITLE:	International Tourism	
COURSE OBJECTIVES:	This paper aims at providing an overview of global tourism trends along with major places of tourist importance in different continents.	
UNIT-1	Global Tourism: Past, Present and Future, Trends: Global Tourism Trends, Tourist Arrivals, Receipts & GDP of First Ten Leading Countries , India's Position in Global Tourism, Factors Contributing to Growth of Global Tourism, Global Tourism by 2020, Diversification of Emerging Tourism Products, New Competitive Global Emerging Tourism Destinations, Changing Dimensions of Tourism Products.	
UNIT-2	Tourism places of Asia: Major Tourism Places of Interest in Nepal, Sri Lanka, Maldives, UAE, Singapore, Thailand, Malaysia, Hong Kong, China, Japan, Cambodia, Philippines, Indonesia and Russia	
UNIT-3	Tourism places of Europe: Major Tourism Places of Interest in UK, France, Germany, Spain, Portugal, Belgium, Austria, Switzerland, Greece, and Italy.	
UNIT-4	Tourism places in North and South America: Major Tourism Places of Interest in USA, Canada, Mexico, Cuba, Brazil, Argentina, Peru, and Chile.	
UNIT-5	Tourism places of Africa and Australasia: Egypt, South Africa, Zimbabwe, Kenya, Mauritius, Seychelles, Madagascar and Australia, New Zealand.	
REFERENCES:	<ol style="list-style-type: none"> 1. Reisinger Y, (2009), International Tourism – Cultures and Behaviour, Butterworth-Heinemann, Oxford, UK. 2. William F. Theobald, W.F. (2013) Global Tourism, Elsevier Science, London. 3. Cochrane, J. (2008) Asian Tourism Growth and Change, Elsevier, London. 4. UN World Tourism Organization (2002). Performance Indicators for Tourism Destinations in Asia and the Pacific Region, Business & Economics. 5. VellasFrançois (1995). International Tourism: An Economic Perspectives. St. Martin's Press, 	

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COURSE CODE:	MTTM 204	Credit Score – 4
COURSE TITLE:	Hospitality Management	
COURSE OBJECTIVES:	To understand the significance of Hospitality and its operations. To know the current trends and practices in the hospitality trade sector and to develop adequate knowledge and skills applicable to hospitality industry.	
UNIT-1	Evolution of Hospitality Services: Meaning & Nature of Hospitality, Features of Hospitality Services, Structure of Accommodation Industry, Operation of Accommodation Units, Hospitality Industry Network, Determinants of Hospitality, Network Demand & Supply for Accommodation in India. Types of Accommodation: Conventional, Supplementary and Customized Accommodation, Non- Commercial & Commercial Establishments, Hospitality Business Scenario	
UNIT-2	Functions of Front Office Management: Organization Structure, Functions, Attributes and Skills of Manager & Executives, Reservation & Cancellation Procedures, Handling Individual and Groups, Solving Guests' Problems, Automation/ CRS in Front Office, Travel Desk	
UNIT-3	Functions of House Keeping: Organization Structure, Functions, Works of Executive House Keeper- Rooms and Floor Cleaning Practices and Interior Decorations, Types of Rooms, House Keeping Control Desk, Housekeeping Supply Rooms, Uniforms, Housekeeping Practices, Co-ordination with Other Departments	
UNIT-4	Food and Beverage Services: Organization Structure, Department-Food Production- Organization, Kitchen, Buffets, Beverages Operation, Functions, Outlets of F & B, Types of Meal Plans, Types of Restaurant-Menu, Room Service, Catering Services- Food Service for the Airlines, Banquette, Corporate, MICE, Retail Food Market, Business/Industrial Food Service, Healthcare Food Service, Cruise ship, Railways	
UNIT-5	Administration and Finance: Finance & Accounts, Sales and Marketing, Administration, Revenue Management, Yield Management, Personnel Management, Training and Development, Safety Management, Management of Distribution Channel	
REFERENCES:	<ol style="list-style-type: none"> 1. Tewari, J.R. (2009). Hotel Front Office Operations and Management, OUP, Publication New Delhi. 2. Gray and Ligouri (2000), Hotel and Motel Management and Operations, PHI, New Delhi. 3. Andrews, S.(2009). Hotel Front Office Training Manual, Tata McGraw Hill, Mumbai. 4. Foskett, J.C.D. & Gillespie, C. (2002). Food and Beverage Management, Pearson Education, England. 5. Spears, C.M. (2003). Food Service Organisation. A Managerial & Systems Approach, Prentice Hall, New Delhi. 6. Andrews, S. (2008). Front Office Management and Operation. TATA McGraw-Hill, New Delhi. 7. Bardi, J. A. (2010). Hotel Front Office Management. John Wiley & Sons, New Jersey. 8. Burt, D.N, Dobler, D.W. & Starling, S.L (2007). World-Class Supply Management. TATA McGraw Hill, New Delhi. 9. Walker, J.R.(2007). Introduction to Hospitality Management, 	

COURSE CODE:	MTTM 205	Credit Score – 4
COURSE TITLE:	Tourism Marketing	
COURSE OBJECTIVES:	To expose the students to concepts and components of marketing. To acquaint them with tourism specific marketing skills and to familiarize them with the contemporary marketing practices.	
UNIT-1	Evolution of Marketing: Marketing for Tourism-Tourism Product-Features of Tourism Marketing- Marketing Functions-Market Research-Tourism Marketing Mix.	
UNIT-2	Understanding the Market and the Consumer: Marketing Environment-Consumer Behaviour- Buyer Decision Process – Demand Forecasting - Market Segmentation – Targeting – Market Positioning.	
UNIT-3	Ps of Marketing : Product Designing – Branding and Packaging – New Product Development – Product Life Cycle: Price: Strategies and Approaches; Place: Channels of Distribution, Promotion: Advertising – Sales Promotion – Publicity – Personal Selling; Other Ps: People, Physical Evidence and Process.	
UNIT-4	Marketing of Tourism & Related Activities: Global Marketing, Direct Marketing, Social Media & Digital Marketing, Green Marketing, Corporate Social Responsibility, Ethics & Consumerism - Trends in Tourism Marketing – Marketing of Destinations, Airlines, Hotels, Resorts, Travel Agencies, Events and other Tourism sub – Sectors and Products.	
UNIT-5	Developing Marketing Skills for Tourism: Self-Motivation-Team Building-Personality Development-Creativity & Innovation-Innovative Products in Tourism-International Perspective and Contemporary Trends.	
REFERENCES:	<ol style="list-style-type: none"> 1. Chaudhary, M. (2010). Tourism Marketing. New Delhi: Oxford University Press. 2. Fyall, A., & Garrod, B. (2005). Tourism Marketing: A Collaborative Approach (Vol.18). Bristol: Channel View Publications. 3. Kotler, P. (2006). Marketing Management. Delhi: PHI. 4. Stanton, W. J. (1999). Fundamentals of Marketing. New York: McGraw Hill. 5. Neelamegham, S. (1998). Marketing in India: Cases & Readings. New Delhi: Vikas. 6. Ramasamy, V.S., & Namakumar, S. (1990). Marketing Management: Planning & Control. New Delhi: Macmillan. 7. E-Pathshala. (2018). Retrieved from E-Pathshala an MHRD Project Website: http://epgp.inflibnet.ac.in/ahl.php?csrno=1827 Select- P-14. 	

COURSE CODE:	MTTM 206	Credit Score – 2
COURSE TITLE:	French Language – I	
COURSE OBJECTIVES:	To acquaint the students with a foreign language, this will help them to enhance their global reach.	
UNITÉ-1	Introduction (la pronociation et la phonétique) Les accents Les alphabets	
UNITÉ-2	Cardinaux, la semaine, le mois Vocabulaire simple Les signes orthographique	
UNITÉ-3	Salutations Presentations La saison, la direction. Les couleurs	
UNITÉ-4	Les sujets et les verbs auxiliaries (être et avoir) Grammaire simple (les articles – défines et indéfinis)	
UNITÉ-5	Les adjectives, les adverbs, les prépositions Les verbs réguliers et irréguliers Présent (formation des phrases)	
REFERENCES:	1. Cours de langue civilisation francaises – G mauger 2. Le francais de l'hotelerie et du tourisme industrie – Max Dany and Jean Robert Lalay 3. Larousse dictionaire	

COURSE CODE:	MTTM 207	Credit Score – 4
COURSE TITLE:	Viva Voce	
DESCRIPTION OF COURSE	This is the last part of the first half of the programme where learner would be evaluated for knowledge acquired and his/ her analytical abilities to synthesize learning and apply to real world situations.	
EVALUATION	This course aims at testing the understanding of student of the course learnt throughout the first two semesters of the programme with emphasis on evaluating their development of skills in analyzing and interpreting practical business problems through the application of theory, concepts and techniques of management. A student will be evaluated out of 50 points by a panel comprising of an Internal and an External member.	





SEMESTER 3






COURSE CODE:	MTTM 301	Credit Score – 4
COURSE TITLE:	Tour Guiding & Escorting Skills	
COURSE OBJECTIVES:	To gain a thorough insight into various operations of guiding a tour. To explain the nitty-gritty's of tour leader's profession and to impart knowledge on professional tour guidance & operational skills.	
UNIT-1	Introduction to Tour Guiding and Tour Escorting: Differences-Characteristics-Role of a Tour Guide, Tour Guiding in India; Steps to become a Tour Guide: Presentation – Making Sense of Cultural Differences.	
UNIT-2	Understanding the Dynamics of Tour Guiding: Practical Tips-Mechanics of Tour Guiding- Tools of Trade, Guiding at a Monument- Religious Site- Museum- Archaeological Site- Nature Walk- Walking Tours- Coach Tour, Designing and Conducting Heritage Walks.	
UNIT-3	Handling Difficult Tourists: Handling Questions-Handling Emergencies-Searching For Information, Responsible Guiding-Designing and Conducting Heritage Walks, How to Plan an Itinerary, Partners in Business, Setting up Tour Guiding Business, Code of Conduct for Tour Guides in India (MoT).	
UNIT-4	Tour Leadership: Characteristics of Tour Escorting Profession, Differences Between Tour Escorting and Tour Guiding, Advantages and Disadvantages of Choosing Tour Escorting as a Profession. Tour Management in India and Overseas - Knowledge, Skills and Competencies to be a Tour Manager, Challenges Faced by a Tour Manager	
UNIT-5	Group Control and Setting Limits: Communication Skills- Typical Day-to-Day Problems- Listening Skills- Conflict Resolution- Composure, Creativity- Tips to Keep Group Happy, Ethical and Professional Considerations, Handling Emergency Situations, Other functions: Professional Daily Briefing, Dealing with FAQ's , Taking Care of Logistics: Dine Around, Shopping / Commissions / Ethics; Safety of Guests, Arrival Preparations: Briefing Instructions and Reconfirming Flights; Tour Conclusion and Feedback, Tools of Trade for Tour Manager, Understanding Cross Cultural Differences.	
REFERENCES:	<ol style="list-style-type: none"> 1. Chowdhary, N. (2013). Handbook for Tour Guides, IITTM, India 2. E-Pathshala. (2018). Retrieved from E-Pathshala an MHRD Project Website: Select-P-09">http://epgp.inflibnet.ac.in/ahl.php?csno=1827>Select-P-09. 3. Lichty, T., & Watson, J. (1998). The Official America Online Tour Guide. USA: Coriolis. 4. Pond, K. L. (1993). The Professional Guide: Dynamics of Tour Guiding. New York: Van Nostr and Reinhold Company. 5. Weiler, B., & Black, R. (2014). Tour guiding research: Insights, issues and implications (Vol. 62). Bristol. Channel View Publications. 	



COURSE CODE:	MTTM 302	Credit Score – 4
COURSE TITLE:	Indian History, Society and Culture	
COURSE OBJECTIVES:	This paper aims to provide insights of history of India, practices in Indian society and rich cultural heritage of India. This is fundamental for tourism professional to develop product knowledge by reading political, social and cultural history of India.	
UNIT-1	Ancient History: Indus Valley Civilization & Archeological sites, Early & Later Vedic Period, , Sixteen Janapadas, Birth of Buddhism & Jainism, Rise and Fall of Mauryan Dynasty, Ancient cities & architecture	
UNIT-2	Mauryan Rule to Gupta Rule:- Rule of Kushana Dynasty & Gupta Dynasty, Disintegration of Gupta Dynasty and Emergence of Regional Kingdoms	
UNIT-3	Medieval History (11th – 17th): Rule of Sultanate & Mughal period and their contributions to Literature, Art, Architecture, Sculpture & Paintings	
UNIT-4	Modern History(1757-1947): Rise of Colonial Power- British, French, Dutch & Portuguese, Influence of Colonial Powers on Indian Society, Culture, Art & Architecture	
UNIT-5	Indian Society & Culture: Family, Village, Marriage, Caste System, Value System, Custom & Tradition, Indian Cinema & Its Impact on People, Society & Culture,	
REFERENCES:	<ol style="list-style-type: none"> 1. Basham, A.L. (1998). A Cultural History of India. Oxford University Press, USA 2. Singh, U. (2009) .A History of Ancient and Early Medieval India: From the Stone Age To the 12Th Century, Pearson Education India, New Delhi. 3. Chandra, B. (2009). History of Modern India. Orient Blackswan, New Delhi 4. Brown, P. (2010). Indian Architecture (Buddhist and Hindu Period), Tobey Press, New York 5. Brown, P. (2010). Indian Architecture (the Islamic Period), Palmer Press, New York 	



COURSE CODE:	MTTM 303	Credit Score – 4
COURSE TITLE:	Human Resource Management	
COURSE OBJECTIVES:	The basic objectives are to provide basic principles and to understand the basic technique of preparing financial information.	
UNIT-1	Human Resource Management- Concept and Functions; Competencies and Role of HR Manager; Evolution of HRM' Challenges of HRM; Workforce Diversity, Importance and significance of HRM	
UNIT-2	Human Resource Planning- Quantitative and Qualitative dimensions; Job analysis – job description and job specification; Recruitment – Concept and sources; Selection – Concept and process; Test and interview; placement and induction	
UNIT-3	Training and Development- Concept and Importance; Identifying Training and Development Needs; Designing Training Programmes; Role-Specific and Competency-Based Training; Evaluating Training Effectiveness; Training Process Outsourcing; Management Development; Career Development.	
UNIT-4	Performance Appraisal- Nature, objectives and importance; Modern techniques of performance appraisal; potential appraisal and employee counseling; Job changes - transfers and promotions; Compensation: concept and policies; job evaluation; methods of wage payments and incentive plans; fringe benefits; performance linked compensation	
UNIT-5	Maintenance-Employee health and safety; employee welfare; social security; Employer-Employee relations- an overview; grievance-handling and redressal; Industrial Disputes: causes and settlement machinery	
REFERENCES:	1.T.N. Chhabra, Human Resource Management, Dhanpat Rai & Co., Delhi 2.Chundawat, Jain, Sharma, Khicha, Human Resource Management, RBD Publishing House, Jaipur 3.C.B. Gupta, Human Resource Management 4.Neeru Kapoor, Human Resource Management, Taxmann Publication 5.Biswajit Pattanayak, Human Resource Management, PHI Learning 6.Grey Dessler, A Framework for Human Resource Management, Pearson Education	

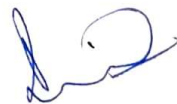
 







COURSE CODE:	MTTM 304	Credit Score – 4
COURSE TITLE:	Research Methodology	
COURSE OBJECTIVES:	The objective of this paper is to provide understanding on research methods and methodology applicable in Tourism Business.	
UNIT-1	Introduction to research methodology: Meaning, definition, characteristics and types of research	
UNIT-2	Methodology of research, formulation of research problem Research Design: Meaning, characteristics of research design, steps in research design. Concept of Hypothesis	
UNIT-3	Sampling Design and Data Collection: Meaning of sampling, aims in selection a sample, Types of sample design. Data collection –Meaning, types of data, methods of collecting primary data-observation, interview and questionnaire, Sources of secondary data.	
UNIT-4	Processing and Analysis of data: Editing, Coding, Classification and tabulation, Graphical presentation of Data-Bar-chart, pie-chart and curves Interpretation of Data meaning, methods of data analysis	
UNIT-5	Report Writing: Meaning, types and steps involved in writing report, layout of the research report, mechanics of writing a research report, challenges of a good writing	
REFERENCES:	1.Kumar Ranjit: Research Methodology: A Step by Step Guide for Beginners, Sage Publication, 2014. 2.Kothari C.R.: Research Methodology, New Age International, 2011. 3.Shajahan S. : Research Methods for Management, 2004. 4.Mustafa A. : Research Methodology, 2010. 5.Thanulingom N : Research Methodology, Himalaya Publishing 6.C. Rajendar Kumar : Research Methodology , APH Publishing 7.Gupta Hitesh and Gupta S. L. : Research Methodology, International Book House, 2011. 8.J. R. Brent Ritchie, Charles R. Goeldner : Travel, Tourism, and Hospitality Research: A Handbook for Managers and Researchers, Wiley Publishers 9.Peter Mason: Researching Tourism, Leisure and Hospitality for your Dissertation; Good Fellow Publishers Ltd, UK	

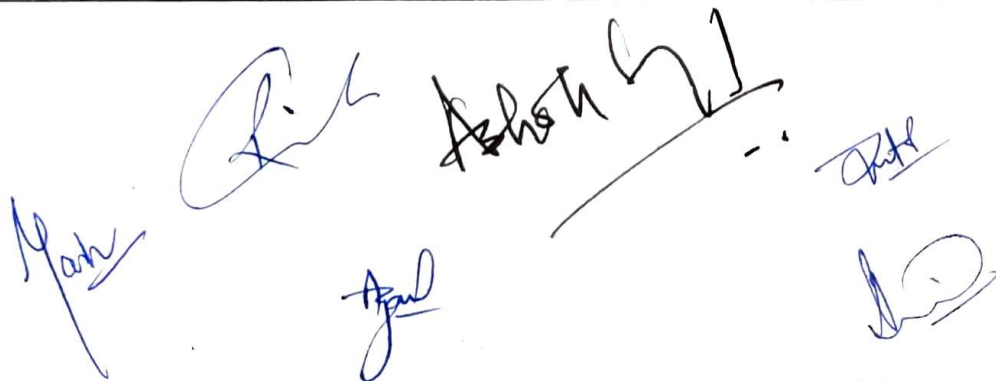





COURSE CODE:	MTTM 305	Credit Score – 4
COURSE TITLE:	Aviation Management	
COURSE OBJECTIVES:	To understand the structure and dynamics of aviation industry. To gain a thorough insight into various operations and management of airlines and to enable the students to acquire skills in airline reservation system (Galileo).	
UNIT-1	Evolution and Introduction: Aviation History-Open Sky Policy-Freedoms of Air - Functions and Roles of ICAO, IATA, DGCA and Airport Authority of India - Types of Airlines - Types of Aircrafts-Manufacturing Companies : Boeing, Air Bus; International Conventions: The Chicago Convention-The Warsaw Convention-The Montreal Convention; Licensing of Air Carriers- Limitations of Weights and Capacities.	
UNIT-2	Anatomy of Air Journey: International Sale Indicators-Global Indicators-Types of Air Fares-Three Letter City and Airport Code - Airline Designated Code - Mileage Principles - MPM, TPM, EMA, EMS, HIP -Currency Regulation - Special Fares.	
UNIT-3	Airport Management: Travel Documentations–Types of Airports - Airport Facilities - Check-in Formalities - In-flight Services - Classes of Service and Comfort - Special Passengers - Baggage Handling – Procedures and Practices.	
UNIT-4	Computer Reservation System: Ticketing-GSAs-Online Booking System-Web- Checking- Machine Readable Travel Documents- Frequent Flyers- Miscellaneous Charges Order (MCO) - Multiple Purpose Document (MPD) - Billing and Settlement Plan-Case studies of Selected Airlines-American Airlines Group, Delta Air Lines, Lufthansa, Air France-KLM, Indio, Air India	
UNIT-5	Galileo Software – Encoding and decoding- Flight availability-Alternative Availability Entry- Selling from Availability- Selling or Waitlist by Flight Number- PNR Creation- Editing and Retrieval of PNR- Fare Display - Seat assignment – Advance Seating Request-Queue Functions - Miscellaneous Entries.	
REFERENCES:	<ol style="list-style-type: none"> 1. Rodwell, J.F. (2010). Essentials of Aviation Management: A Guide for Aviation Service Businesses. United States: Kendall Hunt Publishing Company. 2. Negi, J. (2005). Air Travel Ticketing and Fare Construction. New Delhi: Kanishka. 3. Cook , G. N., & Billig, B. G. (2017). Airline Operations and Management. London: Routledge. 4. Singh, R. (2008), Handbook of Global Aviation Industry and Hospitality Services. New Delhi: Kanishka Publishers. 5. E-Pathshala. (2018). Retrieved from E-Pathshala an MHRD Project Website: http://epgp.inflibnet.ac.in/ahl.php?csrno=1827 Select – P-03. 6. IATA Training Manual. 	

COURSE CODE:	MTTM 306	Credit Score – 2
COURSE TITLE:	French Language –II	
COURSE OBJECTIVES:	To acquaint the students with a foreign language, this will help them to enhance their global reach.	
UNITÉ-1	Les vocabularies avancés Passé recent Future proche	
UNITÉ-2	L'articles demonstratif L'adjective contracté L'adjective possessif	
UNITÉ-3	Le comparative Le superlatif Les verbs pronominales	
UNITÉ-4	Le pluriel des adjectives Le pluriel des noms Le feminine des adjectives	
UNITÉ-5	Les phrases en negations Les verbs irréguliers Passé composé et passé imparfait Les pronoms interrogatifs	
REFERENCES:	1. Cours de langue civilisation francaises – G mauger 2. Le francais de l'hotellerie et du tourisme industrie – Max Dany and Jean Robert Lalay 3. Larousse dictionnaire	

COURSE CODE:	MTTM 307	Credit Score – 4
COURSE TITLE:	Seminar - 2 (Contemporary Issues in Tourism)	
COURSE OBJECTIVES:	The main objective of this course is to develop some specific skills among students like product knowledge, development of itineraries, and personality development through public speaking. This seminar will encourage students to have an in-depth knowledge of their state and the current events which will help students in their professional career development.	
EVALUATION:	This course will have continuous internal assessment of 25 marks and an end semester examination of 25 marks and would be evaluated by an external faculty.	



SEMESTER 4

COURSE CODE:	MTTM 401	Credit Score – 8
COURSE TITLE:	Special Interest Tourism (Study Tour Report)	
COURSE OBJECTIVES:	To acquaint the students about the various forms of Tourism and the opportunities and challenges associated in terms of scope of the below mentioned niche Tourism.	
UNIT-1	Definition, need, scope and future of Special Interest Tourism.	
UNIT-2	Ecotourism: Definitions of Eco Tourism, Benefits and Impacts of Eco-Tourism, Challenges and Opportunities of Eco Tourism, Sustainability model	
UNIT-3	Rural and Ethnic Tourism: Definitions, Impacts, Challenges and Opportunities for Rural Tourism. Government initiatives to develop rural tourism in India. Village tourism & case studies. Meaning , nature and scope of Ethnic Tourism	
UNIT-4	Wine and Food Tourism: Definition, food and wine festivals, Wine Market in India (current and emerging), Challenges and Opportunities for wine and food tourism	
UNIT-5	Health, Sports, Marine and Dark Tourism: Health through Yoga and Ayurveda, Potential market in India, comparative studies. Definition and types of Sports Tourism, Impacts, Future and emerging markets of India. Definition, activities, regulatory issues, problems and opportunities of Marine Tourism, Dark Tourism versus Marine Tourism, Definition, Status and significance of Dark Tourism	
REFERENCES:	<ol style="list-style-type: none"> 1. Acharya, Ram, Tourism & Cultural Heritage of India, RBSA Publication. 2. Bhatia, A.K., International Tourism 3. Tourism and Indigenous People: Hinch Thomas; Bulter Richard Ed 4. Sports Tourism Development: Hinch Thomas 5. Cultural Tourism: A Strategic Focus 6. Adventure Tourism and Sports; Dr. Jagmohan Negi 7. Medical Tourism in India; Raj and Purthi 	
EVALUATION:	This course aims at testing the understanding of student of the course learnt throughout the programme with emphasis on evaluating his development of skills in analysing and interpreting practical business problems through the application of theory, concepts and techniques of management. The student will be evaluated out of 100 points by a panel of two teachers – one internal and the other external who will be nominated by the university.	



COURSE CODE:	MTTM 402	Credit Score – 8
COURSE TITLE:	Destination Planning and Development (Project Report)	
COURSE OBJECTIVES:	To acquaint students with the theory of destination planning and management and to motivate them in making a project report on the critical success factors and management of a destination by using their insights of all the previous learning and practical inputs.	
UNIT-1	Destination - Meaning and Concept, Components of Destination, Concepts and importance of Tourist Destinations and Resorts. The dynamics of Destination Development. The elements of Tourist Destination. Patterns of Tourist activity and the factors influencing such activities. Destination Systems.	
UNIT-2	Tourists' destination choices, Restrictions and considerations in destination choice, Joint holiday decisions, Tourists' satisfaction with destination service. Service characteristics of tourist destinations Positive and Negative Effects of Tourism	
UNIT-3	Destination marketing planning. SWOT analysis, Segmenting the market for destinations. Destination imagery. The effects of destination promotion. Package, holidays and destination marketing, features and advantages of package holidays. Destination quality control.	
UNIT-4	Destination Management - Destination Management Organisations - Categorization, Destination Management Process, DMO's / Stakeholders, Coordination Process. Critical Success Factors of Destination Management Organisations	
UNIT-5	National Action Plan – Aims, objective and critical analysis of National Action Plan – 1992. Resort and Heritage Planning Planning and Policies in India: New initiatives State & central Govt Policies for niche area like adventure, eco tourism etc	
REFERENCES:	1. Bulent I. Kastarlak (2011) fundamentals of Planning and developing tourism Pearson publication Edward Inskeep (2012): Tourism Planning: An Inter VNR Publications. 2. C. Michael Hall (2012): Tourism Planning: Policies Process and Relationship (2012), 2nd edition Pearson Edu 3. Canada. Tugut Var (2013): Tourism Planning: Basics concepts and cases 4th edition, Routledge Publication 4. E-Pathshala. (2018). Retrieved from E-Pathshala an MHRD Project Website: http://epgp.inflibnet.ac.in/ahl.php?csrno=1827 , P-13, M-37	
EVALUATION:	This course aims at testing the understanding of student of the course learnt throughout the programme with emphasis on evaluating his development of skills in analysing and interpreting practical business problems through the application of theory, concepts and techniques of management. The student will be evaluated out of 200 points by a panel of two teachers – one internal and the other external who will be nominated by the university.	



COURSE CODE:	MTTM 403	Credit Score – 8
COURSE TITLE:	Industrial Training & Project Report (2 months)	
COURSE OBJECTIVES:	<p>The objective of this course is to enable students to develop and relate theory to practice help themselves in making an informed career choice after exposure to the actual work environment observing the systems, processes, interactions and human relations in the organization get an opportunity to understand the expectations of industry prepare themselves for final placements.</p>	
EVALUATION:	<p>Evaluation: Student presentations would be organized based on their on-the-job training reports. Presentations would be organized according to a predetermined schedule. The student will be evaluated out of 200 points by a panel of two teachers – one internal and the other external who will be nominated by the university.</p>	

COURSE CODE:	MTTM 404	Credit Score – 6
COURSE TITLE:	Presentation and Viva Voce	
DESCRIPTION OF THE COURSE	<p>This is the last part of the programme where learner would be evaluated for knowledge acquired and his/ her analytical abilities to synthesize learning and apply to real world situations.</p>	
EVALUATION	<p>This course aims at testing the understanding of student of the course learnt throughout the programme with emphasis on evaluating his development of skills in analysing and interpreting practical business problems through the application of theory, concepts and techniques of management. There will be two components of this. The student will be evaluated out of 150 points by a panel of two teachers – one internal and the other external who will be nominated by the university.</p>	

