



MTTM-I

SEMESTER



Tourism Products of Jammu and Kashmir

Course Code: MTTM-15108-GE
MTTM 1st Semester
Credits: 3

Cont. Assessment: 15
Term End Exam: 60
Min. Pass Marks: 30

Objective: The aim of the course is to familiarize the learners about the tourism resources of Jammu and Kashmir. The course will enable the learners about the historic and present scenario of tourism industry in the state of Jammu and Kashmir and will enhance their knowledge about the tourism resources of the state.

Course Contents:

Unit : I **Tourist resources of Jammu:** Pilgrimage & Religious attractions, Mata Vaishno Devi, RagunathMandir, Shiv Khori, BaweyWali Mata Temple, Ranbireshwar temple, Baba Dhansar, Peer Baba, Peer Mitha, ShahdraSharief. Hill Stations & lakes: Patnitop, Surinsar, Mansarlake, Amar Mahal Palace.

Historical & Archaeological: Dogra Art Museum, Mubarak Mandi Palace, Bahu Fort. Fairs and Festivals of Jammu region.

Unit : II **Tourism resources of Kashmir valley:** Natural Resources: Hill Stations: Gulmarg, Pahalgam, Sonamarg, Yusmarg, Veerinag, Kokernag, Aharbal, Doodpathri, Bungus, Gurez, Lolab Valley. Lakes: Dal lake, Wullarlake, Nageen lake, Manasbal lake and high altitude lakes.

Pilgrimage and religious attractions: Shrine`s of Hazratbal, Amarnath, Kheerbhawani, Sharika Devi, Chatipadshahi.

Historical & Archaeological: Hari Parbat, BudshahDumat, Panderthan, Harwan, Zainalank, Awantipora, Jamia Masjid Srinagar, Shah Hamadan`s Mosque, Shankaracharya temple, PariMahal, Mughal Gardens.

Fairs and Festivals of Kashmir region.

Unit : III **Tourism resources of Ladakh:** Lakes and Valleys: Pangong Tso, Tsomorrangi, Tso Kar, Thatsangkaru Lakes. Drass, Nubra, Zanaskar, Suru, Sankoo. Pilgrimage and religious attractions: ThikseyMonastery, Monastery, LikirMonastery, SpitukMoastery, AlchiChoskorMonastery

Historical & Archaeological: Hemis, Situk, Phyang, Shey, Thikse, Jamia Masjid, Leh palace, Shey Palace, Basgo, Kargil. Fairs and Festivals of Ladakh region.

Note:-

- **Cases Studies and other assignments will be provided by the concerned faculty in the class.**

Suggested Readings:

1. Dar, S "Tourism and Pilgrimage: A Case Study of Kashmir Valley" Sarup Publishers New Delhi.
2. Deewan, Parvez "ParveezDeewans Jammu, Kashmir and Ladakh", Manas Publications.
3. Department of Tourism, Govt. of J&K, Promotional Literature.
4. Walter, L "Valley of Kashmir" Chinar Publications Srinagar, Kashmir.
5. Anisa, M "Kashmir: The Dream Land" Gulshan Publishers, Srinagar.

Course Instructor: Dr Riyaz A. Qureshi



Fundamentals of Tourism

Course Code: MTTM-15109-GE
MTTM 1st Semester
Credits: 3

Cont. Assessment: 15
Term End Exam: 60
Min. Pass Marks: 30

Objective: This will be an introductory course focusing on the basics of tourism studies. This will give students broader understanding of tourism concepts principles and practices and an overview of tourism industry and its various organisations.

Course Contents:

Unit : I **Basics of Tourism:** Concepts and Definitions, Types and Forms of Tourism, Interdisciplinary approaches to the study of tourism, Leiper's Model of Tourism, Concept, Types and Features of Tourism Product, Major motivations and deterrents to travel, Historical Development of Tourism.

Unit : II **Structure of Tourism:** Introduction to the elements of Tourism, Accessibility, Importance of Transport services, Different means of transportation, Meaning and nature of Hospitality, Types of accommodation, Concept and Types of Attractions, Importance and types of amenities required in tourism.

Unit : III **Impacts of Tourism:** Economic Impact - Tourism Revenue, Employment generation, Foreign Exchange Earning; Environmental Impacts – Positive and Negative, Environmental impact assessment, sustainable tourism development; Socio – cultural impact – Guest Host relationships, Regional development, National Integration, Cultural Exchange, Preservation and Protection of Culture, Peace through tourism.

Note:-

- **Cases Studies and other assignments will be provided by the concerned faculty in the class.**

Suggested Readings:

1. *Burkart A.J., Medlik S. Tourism - Past, Present and Future, Heinemann, London.*
2. *Dar, Shahnawaz Ahmad, Tourism and Pilgrimage, Sarup Publishers, New Delhi*
3. *Medlik, S. Understanding Tourism, Butterworth Heinemann, Oxford.*
4. *Michael M. Coltman, Introduction to Travel and Tourism - An International Approach, Van Nostrand Reinhold, New York.*
5. *Mill and Morrison, The Tourism System: An Introductory Text, Prentice Hall*
6. *SunetraRoday et al, Tourism Operations and Management, Oxford University Press*
7. *Swain, Sampad Kumar, Tourism: Principles and Practices, Oxford University Press*

Course Instructor: Dr Shahnawaz A. Dar



Ecotourism Development

Course Code: MTTM-15110-OE
MTTM 1st Semester
Credits: 2

Cont. Assessment: 10
Term End Exam: 40
Min. Pass Marks: 20

Objective: The objective of this course is to help students to understand the significance of ecotourism. The course aims to make students able to comprehend the theories and practices of ecotourism to manage natural resources.

Course Contents:

Unit : I Ecotourism: Ecotourism- Evolution, Principles of Ecotourism, Mass Tourism Vs Ecotourism, Ecotourism Activities & Impacts, Qubec Declaration 2002, Kyoto Protocol 1997, Oslo Declaration.

Unit : II Ecotourism Development: Resource Management, Socio-economic Development, Ecotourism Policies, Planning and Implementation, Eco-friendly Facilities and Amenities, Carrying Capacity, Protected Area Management through Ecotourism.

Note:-

- **Cases Studies and other assignments will be provided by the concerned faculty in the class.**

Suggested Readings:

1. Weaver, D. *The Encyclopedia of Ecotourism*, CABI Publication.
2. Fennel, D. A. *Ecotourism Policy and Planning*, CABI Publishing, USA.
3. Ralf Buckley, *Environment Impacts of Ecotourism*, CABI, London.
4. Sukanta K Chaudhury, *Cultural, Ecology and Sustainable Development*, Mittal, New Delhi.
5. Ramesh Chawla, *Ecology and Tourism Development*, Sumit International, New Delhi.

Course Instructor: Dr Aijaz A. Khaki



MTTM-II

SEMESTER



Aviation Management

Course Code: MTTM-15208-GE
MTTM 2nd Semester
Credits: 3

Cont. Assessment: 15
Term End Exam: 60
Min. Pass Marks: 30

Objective: The objective of this course is to aware students about the dynamics of aviation management. The students will be made aware about the operations of airlines and airports and how to deal with these operations in the most effective and efficient ways.

Course Content:

- Unit : I** **Introduction:** Air Transport overview, Aviation History, Open sky policy-Freedoms of Air – International Conventions – Warsaw Convention - Chicago Convention – Bermuda Convention, International trends, Industry Regulations and Indian Skies, ICAO, IATA, DGCA
- Unit : II** **Airport Operations:** Operational functions of the Airport, Airport Services, Airport Ground Services, Check-in Procedures, Security Checks, Arrival Facilities, Baggage Handling, Working in Airports. Airport Authorities, Emerging Indian scenario- PPP- Public Private Participation in Indian Airports - Environmental regulations, Regulatory issues, Co-ordination of Supporting Agencies /Departments, Handling different types of passengers, Airport fees, rates and charges.
- Unit : III** **Airline Operations:** Types of Airlines, Types of Aircrafts, Working with airlines- air hostess/flight steward, Travel documentation and formalities, Itinerary planning and types of Journeys, Fees and Charges by Airlines, Classes of Service, Airline fare -Special and Discounted fare of Airline, Basics of Airline Ticketing. Present Policies, Practices and Laws pertaining to Airlines, Licensing of Carriers.

Note:-

- **Cases Studies and other assignments will be provided by the concerned faculty in the class.**

Suggested Reading:

1. Graham.A, *Managing Airport an International Perspective*, Butterworth Heinemann, Oxford-
2. Wells.A, *Airport Planning and Management*, 4th Edition- McGraw-Hill, London..
3. Doganis.R, *The Airport Business*, Routledge, London.
4. Alexander T.Well, Seth Young, *Principles of Airport Management*, McGraw Hill.
5. P.S.Senguttuvan, *Fundamentals of Airport Transport Management*, McGraw Hill.
6. P.S.Senguttuvan, *Principles of Airport Economics*, Excel Books.
7. Richard De Neufville, *Airport Systems: Planning, Design, and Management*, McGraw-Hill, London.
8. Kent Gouiden, *Global Logistics Management*, Wiley Black Well
9. Alan Ruston & John Oxley, *Hand book of Logistics & Distribution –Kogan Page*
10. Paul R.Murphy, JR and Donal &F.Wood, *Contemporary Logistics*, Prentie Hall.

Course Instructor: Dr Shahnawaz A. Dar



Destination Planning and Development

Course Code: MTTM-15209-OE
MTTM 2nd Semester
Credits: 2

Cont. Assessment: 10
Term End Exam: 40
Min. Pass Marks: 20

Objective: To equip the students with basic knowledge of destination planning and development and the various intricacies involved there-in. The incumbents would also be able to know about tourism policy, and the destination planning and development perspective at national and international level.

Course Content:

Unit : I **Introduction:** Meaning and characteristic of destination. Criteria for selecting a destination for tourism. Destination life cycle. Destination Planning: Nature, Purpose and Scope. Objectives of Destination Planning. Constraints in Destination Planning, Consequences of unplanned Destination Development

Unit : II **Destination Planning:** Different Approaches to Destination Planning, Levels and Types of Destination Planning, Role and input of private and public sector in Destination Planning, Institutional Support: Public Private Partnership (PPP) - National Planning Policies for Destination Development- WTO Guidelines for Planners - Role of local bodies.

Note:-

- **Cases Studies and other assignments will be provided by the concerned faculty in the class.**

Suggested Readings:

1. C. Gunn, *Tourism Planning: Basic, Concepts and Cases*, Cognizant Publication.
2. *Inskip, Edward, Tourism Planning: An Integrated and Sustainable Development Approach*, VNR, New York.
3. *Gunn, 'Tourism Planning: Basic, Concepts and Cases'*, Cognizant Publications.

Course Instructor: Dr Riyaz A. Qureshi



MTTM-III

SEMESTER



Community Based Tourism

Course Code: MTTM-15309-GE
MTTM 3rd Semester
Credits: 3

Cont. Assessment: 15
Term End Exam: 60
Min. Pass Marks: 30

Objective: The course has been directed towards building the conceptual and operational knowledge of the students in community building projects and tourism sector. The course aims to expose the community resources and their mobilization constraints to the professionals.

Course Contents:

Unit : I **Communities and Community Development:** Definition, Concept and Meaning. Community Development: Community Building and Organization; Community Services.

Unit : II **Community Based Tourism (CBT):** Definitions and concepts, Indigenous people and tourism, Models of community based tourism, concept of destination community and community resources, modes of community participation, barriers to community participation, Tourism communities and growth management , Tourism in border communities and their issues, capacity building dilemma in CBT, authenticity debates in CBT.

Unit : III **Tourism Communities and Growth Management:** Communities and Tourism Growth, Development of Growth Management Ideas, Growth Management Strategies, Community Visioning; Issues and Challenges of CBT Management.

Note:-

- **Cases Studies and other assignments will be provided by the concerned faculty in the class.**

Suggested Readings:

1. Brandon, K. *Basic Steps Toward Encouraging Local Participation in Nature Tourism Project*,
2. *Ecotourism: A Guide for Planners and Managers*, Lindberg & Hawkins, The Ecotourism Society, North Bennington, Vermont.
3. Drumm, A. "New Approaches to Community-Based Ecotourism Management", in *Ecotourism: A Guide for Planners and Managers*, eds Lindberg, K., Wood, E. M. and Engeldrum, D. vol. 2. The Ecotourism Society, North Bennington, Vermont.
4. Fridgen, D. J. *Dimensions of Tourism*, East Lansing, Michigan, United States of America.
5. Pearce, D.G. and Butler, R.W. *Contemporary issues in tourism development*, Routledge.

Course Instructor: Dr Aijaz A. Khaki



Tourism Business Opportunities

Course Code: MTTM-15310-GE
MTTM 3rd Semester
Credits: 3

Cont. Assessment: 15
Term End Exam: 60
Min. Pass Marks: 30

Objective: The objective of the course is to create awareness among the learners regarding business opportunities in tourism ventures and enable them to start and manage enterprises successfully.

Course Contents:

- Unit : I** Tourism and Hospitality Industry: Introduction, history and growth. Components of tourism. Role of tourism and Hospitality industry in economic development. Concept of Enterprises and entrepreneurship in tourism. Overview of the investment in tourism and hospitality sector in India.
- Unit : II** Investment in Tourism: investment options-Accommodation-Hotels, Motels, Inns, Apartment hotels, Camping sites, Farms (Rural Tourism). Transportation-Tourist Transport operator, Food outlets-Restaurants', Fast food, cafeterias. Leisure-Theme parks, theatres, Pubs. Other services-Travel agency, tour operation, excursion agent, adventure tourism facilitation, mountain and ski resorts, vocation centres, training centres for tourism and hospitality etc.
- Unit : III** Establishment of new tourism enterprises, Opportunities Identification, Business Plan, Feasibility Report, Funding options, Sources of finance, TFCI, MSMEs, Incentives from MOT GOI/GOJK, Organizational Framework for Promotion and Development of Tourism and Travel Business, Venture Creation and Management in tourism.

Note:-

- **Cases Studies and other assignments will be provided by the concerned faculty in the class.**

Suggested Readings:

1. Chowdhary, N & Prakash, M. *Managing A Small Tourism Business*, Matrix Publication, New Delhi.
2. Desai, Vasant. *Small-Scale Industries and Entrepreneurship*. Himalaya Publishing House, Delhi
3. Mohanty, SangramKeshari. *Fundamentals of entrepreneurship*, New Delhi: Prentice Hall of India.
4. Kaulgud, Aruna. *Entrepreneurship Management*. Vikas Publishing House, Delhi.

Course Instructor: Dr Riyaz A. Qureshi



Managing Cultural Heritage and Assets

Course Code: MTTM-15311-OE
MTTM 3rd Semester
Credits: 2

Cont. Assessment: 10
Term End Exam: 40
Min. Pass Marks: 20

Objective: This module will provide students with the knowledge about the strategies for preservation protection and promotion of heritage assets of any place or region. The students will know about the rich heritage existing in different forms and the techniques of how to handle them in the most effective ways.

Course Content:

Unit : I Introduction:Heritage – Meaning, Types of Heritage Tourism, Cultural Heritage of India - General Features, Sources, Components and Evolution.Tangible and Intangible Heritage, Heritage Management Organisations - UNESCO, ASI, ICOMOS, INTACH

Unit : II Heritage Management: Objectives and Strategies, Protection, Conservation and Preservation, Constitutional Provisions, Heritage Marketing, Criteria for selection as heritage sites, monuments and zone by UNESCO (WHC). Types of Heritage Property. Heritage Hotels and its classification. Recent trends in Heritage Tourism

Note:-

- **Cases Studies and other assignments will be provided by the concerned faculty in the class.**

Suggested Readings:

1. Allchin, B., Allchin, F.R. et al. *Conservation of Indian Heritage*, Cosmo Publishers, New Delhi.
2. Agrawal V.S.: *The Heritage of Indian Art*, Govt. of India Publication.
3. Basham A L: *The Cultural History of India*, Tapling Publishing Co., New York
4. Basham A L: *The Wonder that was India*, Tapling Publishing Co., New York
5. Brown Percy, *Indian Architecture*.
6. Christopher Tadgell : *The History of Architecture in India*, Penguin, New Delhi
7. Ashworth, G. J. *The Tourist Historic City. Retrospect and Prospect of Managing the Heritage City*, Pergamon, Oxford
8. Richards, G. *Cultural Tourism: Global and Local Perspectives*. NY: Hayworth Recommended Texts
9. Sigala, M., & Leslie, D. *International Cultural Tourism Management: Implications and Cases*. Oxford, U.K.: Butterworth Heinemann
10. *Handbook on world Heritage sites (ASI)*
11. A. L Basham- *A Cultural History of India*, Oxford University Press
12. Kirshenblatt, Barbara (1998), *Destination Culture: Tourism, museums and Heritage*, Berkeley, University of California Press.

Course Instructor: Dr Shahnawaz A. Dar



MTTM-IV

SEMESTER



Sustainable Development

Course Code: MTTM-15408-GE
MTTM 4th Semester
Credits: 3

Cont. Assessment: 15
Term End Exam: 60
Min. Pass Marks: 30

Objective: This course is designed to introduce the students to the core concepts, principles and practices of sustainable development (SD). It examines the environmental, economic, and social dimensions of Sustainable Development by focusing on changing patterns of consumption, production, and distribution of resources. This course also considers the evolving models of Sustainable Development initiatives and programs.

Course Contents:

Unit : I Introduction: Sustainable Development- Concept, Definitions, Objectives, Development: changes and Impacts, Characteristics, Major Dimensions of Sustainability: The Triple Bottom-line Approach, Principles of Sustainable Development, Justice and Equity, Green Economy.

Unit : II Standards and Codes: The Rio Declaration on Environment and Development, Agenda 21: An Overview, World Summit on Sustainable Development, ISO 14001, OHSAS – 18001, SA – 8000, OECD Guidelines for Multinational Companies, Guideline on CSR Management (ISO-26000).

Unit: III Models of Sustainable Development: Three Pillar Basic Model, The Egg of Sustainability, Atkisson's Pyramid Model, Prism of Sustainability, The Amoeba Model, Indicators of Sustainable Development, Principles of Sustainable Development: Bellagio Principles, Principles defining Sustainable Development, Earth Charter Principles, Key Issues and Priorities for Sustainable Development.

Note:-

- **Cases Studies and other assignments will be provided by the concerned faculty in the class.**

Suggested Readings:

1. Agyeman, Julian, Robert D. Bullard and Bob Evans (Eds.) *Just Sustainabilities: Development in an Unequal World*. London: Earthscan. (Introduction and conclusion.).
2. Baker, Susan *Sustainable Development*. Milton Park, Abingdon, Oxon; New York, N.Y.: Routledge.
3. Elkington, John. *Cannibals with Forks: The Triple Bottom Line for 21st Century Business* Oxford: Capstone Publishing, October 1997.
4. Elliott, Jennifer A. "An Introduction to Sustainable Development". 3rd ed. Abingdon, Oxon; New York: Routledge.
5. *Report of the World Commission on Environment and Development*, Oxford University.

Course Instructor: Dr Aijaz A. Khaki