

# MTTM-I

# SEMESTER

## Tourism Principles and Practices

Course Code: MTTM17101CR  
MTTM1<sup>st</sup> Semester  
Credits: 4

Cont. Assessment I: 25  
Cont. Assessment II: 25  
Term End Exam: 50  
Min. Pass Marks: 40%

**Objective:** This will be an introductory course focusing on the fundamentals of tourism. This will give broader understanding of tourism concepts 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:** Concept of impact 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.

**Unit : IV** **Tourism Organizations:** Origin, Objective, Functions, Working and Activities of - World Tourism Organization (WTO), WTTC, IATA, PATA, Ministry of Tourism - GOI, ITDC, IHA, FHRAI, Department of Tourism - Government of J&K and JKTDC.

### Note:-

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

### Suggested Readings:

1. Dar, Shahnawaz Ahmad, *Tourism and Pilgrimage*, Sarup Publishers, New Delhi
2. Kamra, Krishan K. & Chand, Mohinder, *Basics of Tourism*, N. Delhi, Kanishka Publishers.
3. Medlik, S., *Understanding Tourism*, Butterworth Hinemann, Oxford.
4. Michael M. Coltman, *Introduction to Travel and Tourism - An International Approach*, Van Nostrand Reinhold, New York.
5. Sunetra Roday et al, *Tourism Operations and Management*, Oxford University Press
6. Swain, Sampad Kumar, *Tourism: Principles and Practices*, Oxford University Press.

## Management and Organisational Behaviour

Course Code: *MTTM17102CR*  
MTTM 1<sup>st</sup> Semester  
Credits: 4

Cont. Assessment I: 25  
Cont. Assessment II: 25  
Term End Exam: 50  
Min. Pass Marks: 40%

**Objective:** The objective of this paper is to enable the students to understand the multiplicity of interrelated factors which influence the behaviour and performance of people as members of work organizations.

### Course Contents:

**Unit : I**      **Introduction:** Evolution of management Thought-Classical, Behavioural and Management Science Approaches; The Hawthorne Studies; Systems and Contingency Approach for understanding organizations; Application of Management thought to the current scenario; Fundamental Concepts of Organizational Behaviour; The role of OB in Management; Managerial Process, Functions; Managerial Skills and Roles in Organizations.

**Unit : II**      **Foundations of Individual Behaviour:** Personality-Meaning; Development of Personality; Personality Determinants; the “Big Five” Personality Traits; Emotional Intelligence. Perception- Nature and importance, Factors influencing perception, managing the Perception Process.

**Unit: III**      **Learning:** Components of learning process; Theoretical process of learning- Classical Conditioning; Operant Conditioning; Cognitive and Social Learning Theory. Attitude: Nature and dimensions; Components and functions of attitude, Formation and attitude change.

**Unit: IV**      **Motivation in organizations:** Nature and importance; The motivational framework; The content theories of work motivation- Maslow’s Need Hierarchy Theory; The Dual Structure Theory of Motivation; Process theory of work motivation- Vroom’s Expectancy Theory; J. Stacy Adam’s Equity Theory.

### Note:-

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

### Suggested Readings:

1. *Fundamentals of Management* by Griffin, Houghton Mifflin Company, Boston New York, U.S.A
2. *Essentials of Management* by Andrew J/ DuBrin THOMSON-South western.
3. *Management of Organizational Behaviour* by Hersey/Balanchard/Johnson Pearson Education-New Delhi
4. *Organizational Behavior* By Stephen Robins-Pearson Education-New Delhi *Organizational Behaviour*By Fred Luthans-McGraw-Hill
5. *Organizational Behaviour* By Debra/ James – THOMSON-South-Western

## Travel Agency Management & Tour Operations

Course Code: MTTM17103CR  
MTTM 1<sup>st</sup> Semester  
Credits: 4

Cont. Assessment I: 25  
Cont. Assessment II: 25  
Term End Exam: 50  
Min. Pass Marks: 40%

**Objectives:** Travel Agency Management & Tour Operations is the basis for understanding the modus operandi of a travel and tour company. It shall substantiate the students with the basic practical inputs about the various procedures involved in handling the operations of a travel agency. Further the objectives of the course are to acquire an in-depth knowledge about the Tour Operation Management and to become familiar with the Tour Operation Techniques and strategies required for successful handling of Tour Operation Business.

### Course Contents:

**Unit : I** **Travel Agency:** History and growth of travel agency business, emergence of Thomas Cook. Emergence of Travel Intermediaries, Indian travel agents and tour operators-An overview; Definition of travel agent and tour operator; differentiation, interrelationship of TA/TO and principles of present business trends and future prospects, problems and issues.

**Unit : II** **Setting up a Travel Agency:** Market research, sources of funding, Comparative study of various types of organization proprietorship, partnership, private limited and limited, Government rules for getting approval, IATA rules, regulation for accreditation, Documentation, Sources of earning: commissions, service charges etc.

**Unit : III** **Tour Operation:** Definition- Concept-History and Growth of Tour Operation business. Types of Tour Operators. Organizational Structure, Forms of Organization, Departments and its functions. The Process of travel decision making, Mode and Destination selection. Reservation and Cancellation procedures for Tour related services-Hotels, Airlines, Cruise liners, Car rentals and Rail travel. Commission Structures from Suppliers of Service.

**Unit : IV** **Tour Documentation & Distribution:** Voucher-Hotel and Airline Exchange Order, Pax Docket, Status Report, Daily Sales Record, AGT Statements-Credit Cards-Importance and Future. RBI Regulations for Tour Operators. Managing Tour Operation. Field Operations- inbound and outbound. Managing Distribution, Role of Distribution in exchange process and Distribution System in Tourism Operation. Management of In-house operations. Itinerary preparation, important considerations for preparing itinerary, costing, packaging and promotion.

**Note:-**

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

### Suggested Readings:

1. Foster, D.L., *The Business of Travel Agency Operations and Administration*, McGraw Hill, Singapore.
2. Frenmout P., *How to open and run a Money Making Travel Agency*, Johan Wiley and Sons, New York.
3. Gee, Chuck and y. Makens, *Professional Travel Agency Management*, Prentice hall, New York.
4. Holloway, J.C., *the Business of Tourism*, Pitman.
5. Stevens Laurence, *Guide to Starting and Operating Successful Travel Agency*, Delmar Publishers Inc., New York.
6. Syrratt G, *Manual of Travel Agency Practice*, Butterworth, Oxford.

## Tourism Geography

*Course Code: MTTM17105DCE*  
*MTTM 1<sup>st</sup> Semester*  
*Credits: 3*

*Cont. Assessment I: 25*  
*Term End Exam: 50*  
*Min. Pass Marks: 40%*

**Objective:** This course shall help the students in understanding the significance of geographical and destination knowledge in designing the itineraries for the travellers, suggesting them various destinations for their travel and shall give them an extra edge in formulating strategies for effective tourism planning and development.

### Course Contents:

**Unit : I Tourism Geography & Resource Mapping in Tourism:** Fundamentals of Geography, Importance of Geography in Tourism, Weather and Climate, Climatic Regions of World, Map and its types, Map Science and its role in tourism, Remote Sensing & Geographical Information System and their application in Tourism.

**Unit : II Occidental Tourism Geography:** Destination knowledge of North America: United States of America, Canada, Mexico; Central America: Costa Rica; South America; Europe: Spain, Austria, Greece, Switzerland.

**Unit : III Oriental Tourism Geography:** Destination knowledge of Africa: South Africa, Kenya; Middle East: Saudi Arabia, United Arab Emirates; North & East Asia/ Pacific: China, Malaysia, Australia, and South Asia: India, Bhutan.

### Note:-

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

### Suggested Readings:

1. *Boniface & Cooper C., Worldwide Destinations: The Geography of Travel & Tourism, Oxford Butterworth Heinemann.*
2. *Burton, R., Travel Geography, Pitman Publishing, Marlow Essex.*
3. *Hall M., Geography of Travel and Tourism, Routledge, London.*
4. *Hall, C. and Page, S., The Geography of Tourism and Recreation- Environment, Place and Space, 3<sup>rd</sup> edition, Routledge, London.*
5. *International Atlas, Penguin Publication and DK Publications*
6. *Robinson H. A., Geography of Tourism, Mac Donald & Evans, ltd.*
7. *Travel Information Manual, IATA, Netherlands.*

## Hospitality Management

Course Code: MTTM17106DCE  
MTTM 1<sup>st</sup> Semester  
Credits: 3

Cont. Assessment I: 25  
Term End Exam: 50  
Min. Pass Marks: 40%

**Objectives:** This course is prescribed to appraise students about the essentials of the hospitality industry. To aware students about the important departments of a classified hotel and to teach them various aspects related to accommodation Industry.

### Course Contents:

**Unit: I Hotel Organization:**Hotel; Meaning & Definitions, Classification of Hotels, Hotel Tariff Plans - Types of Guest Rooms. - Star Rating of Hotels, Regional, National, International Hotel Associations and their Operations. Organizational Structure.

**Unit: II Front Office Operations:** Main sections of Front Office- Front Desk, Reception, Information, Cashier desk, Guest Relations Desk, Porter's Desk, Concierge Desk, Back office, Reservation Desk, Business Centre, Front Office Techniques- Front office lay out and activities, guest activities in hotel reservation, role of reception- Role of Front Office Manager and Personnel, registration procedure, handling guests on arrival, Billing and departure activities.

**Unit: III Food and Beverage and Housekeeping Department:**Catering establishments and its types, Restaurant and its types. Menu- Meaning and types, Classification of beverages, Order taking procedures. F & B Department in a Hotel and its functional areas. House Keeping Department; Functional areas of Housekeeping department; Various Guest Services of this department.

### Note:-

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

### Suggested Readings

1. *Jatashankar R Tewari, Hotel front office operations and Management, Oxford publication New Delhi.*
2. *Gray and Ligouri, Hotel and Motel Management and Operations, PHI, New Delhi.*
3. *Sudheer Andrews, Hotel Front Office Training Manual, Tata McGraw Hill, Bombay.*
4. *John Cousins David Foskett&Cailein Gillespie, Food and Beverage Management, Pearson Education, England.*
5. *JagmohanNegi, Professional Hotel Management, S. Chand, New Delhi*
6. *G. Raghubalan&SmriteeRagubalan: Hotel Housekeeping operations and Management.*

## Tourism Communication

Course Code: MTTM17107DCE  
MTTM 1<sup>st</sup> Semester  
Credits: 3

Cont. Assessment I: 25  
Term End Exam: 50  
Min. Pass Marks: 40%

**Objectives:** The purpose of this course is to acquire an in-depth knowledge about the business communication and personality development and to make students familiar with the techniques and approaches to become a successful communicator.

### Course Contents:

**Unit : I Basics of Communication:** Concept of communication, Types of Communication, Communication Process, Channels of Communication, Barriers to Communication, Verbal & non-verbal communication, Effective communication, Role of communication in Tourism Industry.

**Unit : II Oral Communication:** It's Meaning, Elements of good Oral Communication, Speaking and Listening Skills, Participation in meetings and interviews, Brainstorming, Telephone etiquette, Group Discussion, Public speaking and oral reporting.

Language Laboratory: Practical Exercises & Discussions

**Unit : III Written Communication:** It's Meaning, Types of Business Letters, Report writing, Designing and delivering presentations, Preparing Resume, Memo and Proposals.

### Note:-

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

### Suggested Readings:

1. Bovee, Thill & Schatzman, *Business Communication Today*, Pearson, New Delhi.
2. Jon & Lisa Burton, *Interpersonal Skills for Travel and Tourism*, Longman Group Ltd.
3. Kaul, Asha, *Effective Business Communication*, PHI, New Delhi.
4. Lynn Vander Wagen, *Communication in Tourism & Hospitality - Hospitality Press Ltd.*
5. Mandal S.K., Jaico, *Effective Communication and Public Speaking*, Mumbai.
6. Munter Mary, *Guide to Managerial Communication: Effective Writing & Speaking*, PHI, New Delhi.

## Fundamentals of Tourism

*Course Code: MTTM17001GE*

*MTTM 1<sup>st</sup> Semester*

*Credits: 2*

*Term End Exam: 50  
Min. Pass Marks: 40%*

**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.

### 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: MTTM17001OE*

*MTTM 1<sup>st</sup> Semester*

*Credits: 2*

*Term End Exam: 50*  
*Min. Pass Marks: 40%*

**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

## Tourism Marketing

Course Code: MTTM17201CR  
MTTM 2<sup>nd</sup> Semester  
Credits: 4

Cont. Assessment I: 25  
Cont. Assessment II: 25  
Term End Exam: 50  
Min. Pass Marks: 40%

**Objective:** The students are expected to attain a basic knowledge of marketing principals, study to suitability of alternative promotional approaches to and formulate marketing plans and promotional approaches to tourism and other related organizations.

### Course Content:

**Unit : I Introduction:** Tourism Marketing and its basic concepts, Issues and challenges in tourism marketing, Marketing environment: macro and micro environmental factors affecting tourism, Concept of Marketing Mix, Marketing information system, Tourism Markets.

**Unit : II Buyer Decision and STP:** Buyer decision process: Concept and process, Tourist buyer decision process: Mathieson and Wall Model, Stanley Plog's Model of Destination Preferences, Market segmentation-Need, Bases for segmentation, Market targeting, Market positioning, Targeting, Demand forecasting.

**Unit : III Marketing Strategies:** Meaning and types of tourism product, Managing tourism products, New product development, Destination Development, Product lifecycle, Brand decisions. Tourism Pricing: Concept, Factors influencing pricing, Methods of price fixation, Pricing strategies. Tourism Distribution, Distribution chain/channel. Tourism Promotion: Concept, Promotion mix and its components.

**Unit IV: 5<sup>th</sup> P in Tourism:** People: Service encounter quality, Managing people and encounters in tourism experience, Process: Elements, Managing process in tourism, Capacity and demand management, Physical evidence: Concept, role & components, Internal Marketing and its process, Customer loyalty.

### Note:-

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

### Suggested Readings:

1. Chaudhary Manjula, *Tourism Marketing*, Oxford University Press, New Delhi.
2. Holloway J.C. and Plant R.V. *Marketing for Tourism* Pitman, London.
3. Jha S.M. – *Tourism Marketing*, Himalaya Publications, India.
4. Middleton, V. T. C., *Marketing in Travel and Tourism*, Heinemann, Oxford.
5. Philip Kotler, John Bowen, James Makens, *Marketing for Hospitality and Tourism*, Pearson Education, Delhi.

## Tourism Policy, Planning and Development

Course Code: MTTM17202CR  
MTTM 2<sup>nd</sup> Semester  
Credits: 4

Cont. Assessment I: 25  
Cont. Assessment II: 25  
Term End Exam: 50  
Min. Pass Marks: 40%

**Objectives:** The course shall develop the student's understanding of tourism planning and its techniques, significant for rational decision making. It shall further enrich the understanding between the resource management and tourism development.

### Course Contents:

**Unit : I Introduction:** Concept of Policy, Formulating tourism policy, Role of government, public and private sectors in the formulation of Tourism Policy, Role of international multinational, state and local tourism organisations in carrying out tourism policies.

**Unit : II Tourism Policy in India:** An outline of L. K. Jha Committee - 1963, Study of National Tourism Policy 1982 and 2002, National Action Plan on Tourism, 1992, The concept of National Tourism Board, Investment opportunities and government policy for investment in hotel/tourism industry. Incentives & concessions extended for tourism projects.

**Unit : III Understanding Tourism Planning:** Conceptual meaning of Tourism Planning, Evolution of Tourism Planning, Tourism Planning at international, national, regional, state and local level. Role of public and private sectors in Tourism Development, Public Private Partnership model in Tourism (PPP).

**Unit : IV Planning Process and Techniques:** Techniques of Plan Formulation, Planning for Tourism Destinations - Objectives, methods and factors influencing planning. Carrying Capacity in Tourism Development, Tourism Area Life Cycle (TALC), Destination Development Process, Design considerations in the Tourism Development, Demonstration Effect- Doxey's Index in planning,

### Note:-

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

### Suggested Readings:

1. Dept. of Tourism, GOI; *Investment Opportunities in Tourism (Brochure)*.
2. Geoffrey Ian Crouch, JR Brent Ritchie, Horst-Herbert G Kossatz, *The Competitive Destination: A sustainable tourism perspective* CABI Publishing.
3. Gunn, *Tourism Planning: Basic, Concepts and Cases*, Cognizant Publications.
4. Page J. Stephen & Brunt Paul, *Tourism- A Modern Synthesis*, Thomson Publishers, London.
5. Shalini (EDT) Singh, Dallen J. Timothy, Ross Kingston Dowling, *Tourism in Destination Communities*, CABI Publishing,

## Accounting for Tourism Managers

*Course Code: MTTM17203CR*  
*MTTM 2<sup>nd</sup> Semester*  
*Credits: 4*

*Cont. Assessment I: 25*  
*Cont. Assessment II: 25*  
*Term End Exam: 50*  
*Min. Pass Marks: 40%*

**Objectives:** The objective of this course is to enable the tourism students to acquire knowledge of the financial accounting principles and practices, equip the students with skills for recording various kinds of tourism business transactions and familiarize the students with the techniques of preparing financial statements of tourism organisations.

### Course Contents:

**Unit : I**      **Introduction:** – Concept and objectives, Accounting as source of information for tourism managers. Generally Accepted Accounting principles - Accounting concepts and conventions. Journalizing and Ledger Posting, Subsidiary books

**Unit : II**      Depreciation- Concepts & Objectives, Trail Balance- objectives & presentation, preparation of Trading Account, Profit & Loss Account, Profit & Loss Appropriation Account and Balance Sheet of tourism organisations.

**Unit : III**      Management Accounting -- Concept, Financial Statement Analysis—Concept & objectives; Preparation of Comparative Financial Statements; Common size statements & trend analysis.

**Unit : IV**      Ratio Analysis-- liquidity, solvency and profitability analysis; Funds Flow Analysis – concept and preparation of funds flow statement; Cash Flow Analysis – concept and preparation of cash flow statement.

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

### Suggested Readings:

1. S.Kr. Paul: *Fundamentals of Accounting*, New central Book Agency (P) Ltd.
2. P.C. Tulsan: *Fundamentals of Accounting*, Tata McGraw Hill Education Pvt. Ltd.
3. A.N. Agarwala, Kamlesh N. Agarwal: *Fundamentals of Accounting*, KitabMahal.
4. Juneja, Chawla, Seksana: *Fundamental of Accounting*, Kalyani Publishers.
5. Maheshwari: *Introduction to Accounting*, Vikas Publishing House.

## MICE Tourism

*Course Code: MTTM17205DCE*  
*MTTM 2<sup>nd</sup> Semester*  
*Credits: 3*

*Cont. Assessment I: 25*  
*Term End Exam: 50*  
*Min. Pass Marks: 40%*

**Objectives:** The purpose of this course is to familiarize the students with the essentials of Meetings, Incentive, Conference and Exposition (MICE) planning and to understand the managerial and operational aspects pertaining to MICE Tourism.

### Course Contents:

**Unit : I Introduction to MICE:** Concept of MICE, Components of MICE, MICE as a supplement to Tourism, Economic and Social significance of MICE.

**Unit : II Planning in MICE:** Introduction to professional meeting planning-definition, types and roles; associate, corporate and independent meeting planners; TA's and TO's as meeting planner; Convention Visitor Bureaus-functions, structure and funding sources. Trade shows; Principal purposes, Types of Shows, Benefits, Major Participants, Organisation and Membership,

**Unit : III Budgeting and Marketing:** Marketing equipment's and tools – Promotion, Media Relations and Publicity; Event Co-ordination - Visual and Electronic Communication; Event Presentation; Event Evaluation, Budget preparation, Estimating fixed and variable costs, Group Fares, Airline Negotiation, Extra Services.

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

### Suggested Readings:

1. Anton Shone & Bryn Parry, *Successful Event Management*, Cengage Learning.
2. David C. Watt, *Event Management in Leisure and Tourism*, Pearson, UK..
3. Joe Gold Blatt, *Special Events- Best Practices in Modern Event Management*, John Wiley and Sons, New York.
4. Leonard H. Hoyle, *Event Marketing*, John Wiley and Sons, New York.
5. Montgomery, R.J. *“Meeting, Conventions and Expositions: VNR*, New York.

## Research Methodology

Course Code: MTTM17206DCE  
MTTM 2<sup>nd</sup> Semester  
Credits: 3

Cont. Assessment I: 25  
Term End Exam: 50  
Min. Pass Marks: 40%

**Objective:** The aim of this course is to equip the students with basic understanding of research methodology and to provide an insight into the application of modern analytical tools and techniques for the purpose of tourism management decision making.

### Course Content:

**Unit : I Research Design:** Meaning and significance of research, types of research, research ethics in social science research. Research design, important features, & steps. Types of research design, selection and formulation of research problem. Hypothesis: Nature & its role in social sciences. Testing of Hypothesis - Parametric and Non- Parametric Test Measurement and scaling techniques.

**Unit : II Sampling Design:** Census and sample survey, sampling techniques or methods, sample design and choice of sampling techniques, sample size, sampling & non-sampling errors., Data collection: Methods of collecting primary data, Various types of primary data.

**Unit : III Data Processing:** Introduction, editing of data, classification and coding of data, transcription, tabulation, graphical presentation of data. Data analysis; Measures of Central Tendency and Dispersion - Normal Distribution Correlation and Regression Analysis; t-test; F-test, Analysis of variance (ANOVA), Chi-square ( $\chi^2$ ), Data Interpretation; Report Writing and Presentation, Art of citing references.

### Note:-

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

### Suggested Readings:

1. C. R. Kothari, *Research Methodology*, WishwaPrakashan, New Delhi.
2. Chandan, J.S. *Statistics for business and economics*, New Delhi: Vikas Publishing House Pvt. Ltd.
3. Gaur, A.S. and Gaur, S.S. *Statistical methods for practice and research*, New Delhi: Response books.
4. Krishnaswami, O.R. and Ranganatham, M. *Methodology of research in social sciences*, 2/e, Mumbai: Himalaya Publishing House.
5. Punch, Keith, F. *Survey research – the basics*, New Delhi: Sage Publications.
6. S.M. Moshin, *Research Methods in Behavioural Sciences*, orient Longman, Hyderabad.

## Human Resource Management in Tourism

Course Code: MTTM17207DCE  
MTTM 2<sup>nd</sup> Semester  
Credits: 3

Cont. Assessment I: 25  
Term End Exam: 50  
Min. Pass Marks: 40%

**Objective:** The basic objective of this course is to help the students to acquire and develop decision making skills in relation to managing people in organizations and to create an understanding of the various policies and practices of human resource management.

### Course Contents:

**Unit : I Human Resource Management:** Human Resource Management. - Nature, Philosophy, significance and core values of HRM, Evolution of HRM; Challenges facing HRM and Impact of technology on HRM practices. Role of HR managers. The qualities of good HR managers and determining personal effectiveness & sense of efficacy. Who am I exercises?

**Unit : II Human Resource Planning:** Concept and process. Job Analysis, methods and purpose of job analysis- job description, job specification and job evaluation. Recruitment Search-process, sources and methods of recruitment. Selection Process. Placement, induction, internal mobility and separations.

**Unit : III Performance Appraisal System (PAS):** Concept, objectives and uses of PAS. PAS Methods and sources. Appraisal errors. Discipline and grievance handling Mechanism. Manpower Training: Determination training needs, methods and evaluation for operatives training and management development programmes. HRD climate, OCTAPAC culture and HRD mechanism.

### Note:-

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

### Suggested Readings:

1. E. Schuster Human Resource Management ,Concept ,Cases And Readings ,PHI
2. GargDessler , Human Resource Management, Pearson Education.
3. Lata& Nair Personnel Management & Industrial Relations ,S.Chand
4. M.S. Saiyadian , Human Resource Management, Tata Mac Graw Hill.
5. Shell/Bohlander , Human Resource Management, Cengage Learning.
6. UdaiPareek ,Training Instruments In Hrd And Od ,Tata Mac Graw Hill.



## Tourism Products of Jammu and Kashmir

*Course Code: MTTM17002OE*  
*MTTM 2<sup>nd</sup> Semester*  
*Credits: 2*

*Term End Exam: 50*  
*Min. Pass Marks: 40%*

**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.

**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 " ParvezDeewans 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**

# MTTM-III

# SEMESTER

## Ethical, Legal & Regulatory Aspects in Tourism

Course Code: MTTM17301CR  
MTTM 3<sup>rd</sup> Semester  
Credits: 4

Cont. Assessment I: 25  
Cont. Assessment II: 25  
Term End Exam: 50  
Min. Pass Marks: 40%

**Objective:** To enable the students to understand the ethical, legal and regulatory aspects in tourism business and the intricacies of the legal system that regulates and promotes business in tourism industry.

### Course Contents:

**Unit :I Introduction:** Law and society - Branches of Law, Defining ethics and its significance in tourism. Principles and practices in business ethics, Global Code of Ethics for Tourism, Tourism Legislation, Sources of Tourism Law

**Unit :II Laws related to Tourism Service Providers:** Laws relating to Accommodation, Travels Agencies, Tour Operators, Surface Transport, Airlines and Airports. DGCA Formalities for Recreational Flying in India

**Unit :III Restricted Areas Permits:** Special permits to restricted areas for foreign tourist in India, restricted area in India for foreign tourists and related authorities at these places to obtain permits, permits related to various monasteries and wild life areas and their procedure, Law designed for Adventure Tour operations, IMF rules for mountain expeditions, cancellation of permits and bookings.

**Unit : IV Travel Insurance and Tourism related Acts:** Travel Insurance, International insurance business, consumer protection acts in tourism, Passport act, Visa act/extension, FEMA, Foreigners Registration Act, Customs, RBI guidelines, Environment Act, Forest Conservation Act, Wild life Protection Act, Ancient Monuments Act, Travel Trade Act of J&K

### Note:-

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

### Suggested Readings:

1. Avtar Singh, *Company Law*, Eastern Book & Co., Lucknow.
2. Chandra P.R, *Mercantile Law*, Galgotia Publishing House, New Delhi.
3. *Environmental Protection Act, 1973, 1986, amended 1991*
4. *Foreign Exchange Management Act, 1986*
5. *Foreigners Registration Act*
6. *Forest Conservation Act 1980*
7. *Negotiation Instruments Act 1881*
8. *Passports Act 1967*
9. *Prevention of Food Adulteration Act 1954*
10. *RBI guidelines - Sale of Goods Act 1930*
11. *Tourism Guidelines published by Govt. of India, Ministry of Tourism.*
12. *Tourism guidelines issued by Department of Tourism for hotel and restaurant operation.*
13. Tulsain P.C, *Business Laws*, Tata McGraw Hill, New Delhi.
14. *Wildlife Protection Act 1972*

## Adventure Tourism Management

Course Code: MTTM17302CR  
MTTM 3<sup>rd</sup> Semester  
Credits: 4

Cont. Assessment I: 25  
Cont. Assessment II: 25  
Term End Exam: 50  
Min. Pass Marks: 40%

**Objective:** Adventure tourism is considered as an essential part of tourism and an understanding of this type of tourism is required for any tourism professional. This course would provide a basic knowledge of technicalities in various adventure tourism related activities and an understanding of an approach in the management of adventure tourism.

### Course Contents:

**Unit : I Introduction:** Meaning, evolution, definitions of adventure tourism, core characteristics of adventure tourism, the adventure tourist, the adventure tourism market, management issues in the business of adventure tourism, Guidelines for recognition or renewal for extension as an approved adventure tourism operator.

**Unit : II Managing Adventure Tourism at macro level:** Conservation and restoration of adventure destinations, adventure tourism for growing biodiversity hot spots, impacts of adventure tourism, management of adventure tourism, challenges of adventure tourism.

**Unit- III: River Tourism:** River system, Meaning, nature and significance of river tourism, Motivations for river tourism, River expeditions: advantages, limitations, grading, training, experience requirements, Size of river, equipment, Research and planning: cost, map study, water volume, geology, access to support, contingencies, size of party, time management, portages, Administration and Safety guidelines.

**Unit- IV: Wildlife Tourism:** Meaning of wildlife, classification of wildlife tourism, key variables in classification of wildlife tourism, elements of wildlife tourism system, primary goals of major wildlife stakeholders, importance of wildlife tourism, zoo tourism, the market of zoo tourism, hunting and fishing tourism, understanding recreational hunter's and fisher's motivations & perspectives, Impact of hunting and fishing, impacts of wildlife tourism.

### Note:-

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

### Suggested Readings:

1. Swarbrooke J., C. Beard, S. Leckie and G. Pomfret. *Adventure Tourism- New Frontier*, Butterworth Heinemann: London
2. Buckley, Ralf, *Adventure Tourism*, CABI: Oxfordshire, UK
3. Negi Jagmohan, *Adventure Tourism and Sports: Risks and Challenges (a set of 2 volumes)*, Kaniskha, Delhi.
4. *Adventure Travel Report, 1997.*
5. *Adventure Travel Society, 2001.*
6. Ewert, A.W. *Outdoor Adventure Pursuits*. Worthington, Ohio: Publishing Horizons Inc.

## Heritage Tourism Management

Course Code: MTTM17303CR  
MTTM 3<sup>rd</sup> Semester  
Credits: 4

Cont. Assessment I: 25  
Cont. Assessment II: 25  
Term End Exam: 50  
Min. Pass Marks: 40%

**Objective:** This course will provide students with the knowledge and 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 efficient ways.

### Course Contents:

**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 Art Galleries, Cultural Forms and Museums:** Important Museums, Art Galleries and Libraries of India; Performing arts of India: classical dances, folk dances and folk culture; Handicrafts & textiles, craft *melas*; Souvenir industry; Fairs and Festivals: Social, religious and commercial fairs of touristic significance.

**Unit : III Criterion and Types:** Criteria for selection as heritage sites, monuments and zone by UNESCO (WHC). Types of Heritage Property. World famous heritage sites and monument in India and abroad.

**Unit : IV Heritage Management:** Objectives and Strategies, Protection, Conservation and Preservation, Constitutional Provisions, Heritage Marketing, 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. Christopher Tadgell : *The History of Architecture in India*, Penguin, New Delhi
4. Ashworth, G. J. *The Tourist Historic City. Retrospect and Prospect of Managing the Heritage City*, Pergamon, Oxford
5. *Handbook on world Heritage sites (ASI)*
6. A. L Basham- *A Cultural History of India*, Oxford University Press

## Aviation and Cargo Management

Course Code: MTTM17305DCE  
MTTM 3<sup>rd</sup> Semester  
Credits: 3

Cont. Assessment I: 25  
Term End Exam: 50  
Min. Pass Marks: 40%

**Objective:** This course shall enable students to gain a thorough insights into various operations and management of airlines, airports and cargo handling business. Further, it shall prepare students for the dynamics of airlines, airports and air cargo industry.

### Course Contents:

- Unit : I Airport Operations:** Operational functions of the Airport, Airport Services, Airport Ground Services, Check-in Procedures, Security Checks, Arrival Facilities, Baggage Handling, Working in Airports, Public Private Participation in Indian Airports, Regulatory issues, Co-ordination of Supporting Agencies or Departments, Handling different types of passengers, Airport taxes and charges.
- Unit : II 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, Present Policies, Practices and Laws pertaining to Airlines.
- Unit : III Cargo Handling & Documentation, Rates & Charges:** Evolution and Growth of Cargo Industry, Rules governing acceptance of Cargo, Familiarization of Cargo Tariffs, Chargeable weights - Specific commodity rates, class rates, general cargo rates, valuation charges, Cargo capacity of Air, Cargo needing special attention, Air way bill, cargo manifesto, Miscellaneous Charges order (MCO) - Multiple Purpose Document (MPD) - Billing and Settlement Plan (BSP).

### Note:-

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

### Suggested Readings:

1. *Air Cargo Tariff Manuals*
2. *IATA Live Animals Regulations Manuals*
3. *JagmohanNegi, Air travel Ticketing and Fare construction, Kanishka, New Delhi.*
4. *Ratandeep Singh, Handbook of Global Aviation Industry and Hospitality services, Kanishka Publishers, New Delhi*
5. *Graham.A, Managing Airport an International Perspective, Butterworth Heinemann, Oxford*
6. *Doganis.R, The Airport Business, Routledge, London*
7. *P.S.Senguttuvan, Fundamentals of Airport Transport Management, McGraw Hill*

## Strategic Tourism Management

Course Code: MTTM17306DCE  
MTTM 3<sup>rd</sup> Semester  
Credits: 3

Cont. Assessment I: 25  
Term End Exam: 50  
Min. Pass Marks: 40%

**Objective:** The objectives of this course are to integrate the skills and knowledge, students have acquired in functional areas and develop in students a holistic perspective of the tourism enterprises and critical business skills needed to plan and manage strategic activities effectively.

### Course Contents:

**Unit : 1 Introduction:** Nature, Scope, Significance and process of Strategic Management; Business Strategy; Different forms of strategy; strategy and tactics; Competitive advantages as focal point of strategy; strategic Intent; Dimensions of Strategic Decisions; Corporate level and business level Strategists and their role in Strategic Management.

**Unit : II External Environmental Analysis:** The general environment and the competitive environment; processes for analysing the external environment; Internal environmental analysis, Resource - Based view of the firm; developing the company profile-value chain framework; Methods for assessing internal strengths and weakness; SWOT Analysis.

**Unit: III Strategy Formulation & Implementation:** Corporate level Strategies;, Expansion Strategies; Retrenchment Strategies; Generic Business level Strategies; Strategic analysis and choice; BCG Matrix; GE-Nine Cell Matrix; Grand Strategy Selection Matrix; Model of Grand Strategy Clusters. Strategy Implementation-7S Frame work for understanding implementation issues; Organizational Learning; Structures for Strategies, Organizational Leadership, and Corporate culture. Strategic Evaluation and Control.

### Note:-

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

### Suggested Readings:

1. Dess and Miller, "Strategic Management" Tata McGraw Hill, New Delhi;
2. Kazmi, A. "Business policy and strategic Management" Tata McGraw Hill, New Delhi
3. Budhiraja, S.B. and Athreya, M.B "Cases in Strategic Management," New Delhi Tata
4. Thomson and Strickland, "Strategic Management" McGraw Hill International Editions
5. Hax, A, C and Majlut, N.S. "Strategic Management". Englewood Cliffs, New Jersey, Prentice Hall.

## Quantitative Methods in Tourism

*Course Code: MTTM17307DCE*  
*MTTM 3<sup>rd</sup> Semester*  
*Credits: 3*

*Cont. Assessment I: 25*  
*Term End Exam: 50*  
*Min. Pass Marks: 40%*

**Objectives:** The objective of the course is to make the students familiar with some basic statistics and operations research techniques that have wide applications in Tourism business and economics. The main focus, however, is in their applications in decision making of tourism operations.

### Course Contents:

**Unit : I** Mathematical basis of Managerial decisions - An overview; Nature and Scope and Scientific approach of Quantitative methods in management; Decision theory: criteria for decisions under uncertain and probabilistic kinds of decision making environments; EMV and EOL criterion and estimating EVPI; Game Theory: Zero sum games – Pure and mixed strategies (matrices reducible to  $2 \times 2$ ), Dominance Rule.

**Unit : II** Linear Programming: Concept and formulation/ structuring of Linear programming problems; Graphical Method to Linear programming problems (Maximization and Minimization cases), Simplex method to linear programming problems involving slack variables only; Transportation problem: Initial basic feasible solution methods, Modified approximation method for finding optimal solutions to transportation problems; Assignment Problem: Introductory concepts, Hungarian assignment method for optimal assignment;

**Unit : III** Network analysis: Introductory concepts, Programme Evaluation and Review Technique (PERT)/ Critical Path Method (CPM) and their managerial applications; Computations in PERT networks- finding earliest times, latest times and floats; Probability considerations in PERT networks; Elementary PERT/ CPM – Cost Analysis, Time-cost tradeoff in network analysis; Queuing theory: Elementary characteristics and simple situation applications

### Suggested Readings:

1. *Basic Statistics for Business & Economics / Kazmier L.J & Pohl, McGraw-Hill, New York*
2. *Statistics for Management/Levin Richard I & Rubin David, Prentice Hall Inc.*
3. *Linear Programming and Decision Making / Narag, AS/1995 Sultan Chand, New Delhi*
4. *Fundamentals of Operations Research/Sharma, Macmillan, New Delhi*
5. *Quantitative techniques in Management/Vohra, N.D., Tata McGraw-Hill, New Delhi*



## Tourism Business Opportunities

*Course Code: MTTM17002GE*

*MTTM 3<sup>rd</sup> Semester*

*Credits: 2*

*Term End Exam: 50  
Min. Pass Marks: 40%*

**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.

**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**

# MTTM-IV

# SEMESTER

## Tourism Information System

*Course Code: MTTM17401CR*  
*MTTM 4<sup>th</sup> Semester*  
*Credits: 4*

*Cont. Assessment I: 25*  
*Cont. Assessment II: 25*  
*Term End Exam: 50*  
*Min. Pass Marks: 40%*

**Objectives:** The course shall inform the students about the role of Information Technology in travel, tourism and hospitality industry. It will enhance the knowledge of the student in emerging technological issues in management with special focus on travel, tourism and hospitality sectors.

### Course Contents:

**Unit-I** Computer hardware and software Operating system, data storage, Characteristics of computers, Applications of Computers, Introduction to Windows- MS Office: MS Word, MS Power Point & MS Excel.

**Unit –II** Introduction to E-Tourism, Electronic Payment System ,Electronic Fund Transfer (EFT), Business Models of E-Tourism, Future of E-Tourism , Travel Blogs, E-Marketing and Promotions of Tourism Products, E-Commerce and M-Commerce..

**Unit-III** Time Difference, Decisions of World by IATA, Global Indicators of Airport and Airline, Fare Construction Terms.

**Unit: IV** Types of Journeys, Special Fares and Discounted Fares, Journey in different classes, Baggage rules, Neutral Units of Construction, Introduction to Face Contraction, Mileage Principles.

### Note:-

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

### Suggested Readings:

- 1.ABC World wide Airways Guide
2. Air Tariff Book 1, World Wide Fares
3. Chand, Mohinder, Travel Agency Management
4. IATA Ticketing Hand Book
5. Ratandeep Singh (2008), Handbook of Global Aviation Industry and Hospitality services, Kanishka Publishers, New Delhi.
6. Basandra S.K., 'Computer Today', New Delhi: Galgotia Publications.
7. Braham B, Computer System in Hotel & Catering Industry, Cassell, 1988.
8. Buhalis D, E-tourism: Information Technology for Strategic Tourism Management, Prentice Hall India, 2004.
9. Clark A, Small Business Computer Systems, Hodder & Stoughton, 1987.
10. Inkpen G, Information Technology for Travel and Tourism, Addison Wesley, 2000

## Destination Management

*Course Code: MTTM17402CR*  
*MTTM 4<sup>th</sup> Semester*  
*Credits: 4*

*Cont. Assessment I: 25*  
*Cont. Assessment II: 25*  
*Term End Exam: 50*  
*Min. Pass Marks: 40%*

**Objectives:** This course will make students to understand and appreciate competition between tourism destinations, which has continued to increase in recent years and how destinations can be built.

### Course Contents:

**Unit: I Tourism Destination:** Definition, Concepts, and Perspectives. Typologies of Tourism Destination, Destination Visioning, Destination attractiveness and competitiveness; Destination Management Planning (DMP): concepts, benefits, characteristics, process.

**Unit: II Destination Management Organisations (DMOs):** Meaning, roles, importance, types; Destination Management Companies (DMCs); performance measurement; two roles of DMOs- IDD and EMD.

**Unit: III Internal Destination Development (IDD):** IDD activities; feasibility analysis; integrated quality management of destination; destination benchmarking; destination e-business and information management.

**Unit: IV External Destination Marketing (EMD):** EMD activities; understanding travel trends, destination market research, destination positioning, image and branding; promotion of destination through special events. Destination Marketing Strategy and Plan. Global forces and impacts on destinations- safety and security, health, economic, accessibility. Critical success factors of destination management organizations.

### Note:-

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

### Suggested Readings

1. *David Pike, Destination Marketing, UK: Butterworth-Heinemann*
2. *Frank Howie, Managing the Tourist Destination, London: Continuum.*
3. *Ernie Heath and Geoffrey Wall, Marketing Tourism Destinations, John Wiley and Son, Inc.*

## Sustainable Tourism Development

*Course Code: MTTM17403CR*  
*MTTM 4<sup>th</sup> Semester*  
*Credits: 4*

*Cont. Assessment I: 25*  
*Cont. Assessment II: 25*  
*Term End Exam: 50*  
*Min. Pass Marks: 40%*

**Objectives:** The Students shall be able to understand and appreciate the significance of Sustainable Tourism Development (STD), the various approaches and practices for STD and to gain exposure to the implementation of STD principles through relevant case studies.

**Unit : I Sustainable Tourism Development:** Principles, Major Dimensions of Sustainability; Tourism, Environment and Society: Tourism & the Natural Environment; Environmental Impacts of Tourism; Tourism & Resource Management; Ecotourism Theory & Practice; Tourism, Sustainability & Social Theory.

**Unit : II Sustainable Tourism Planning (STP):** Meaning & Principles of STP; Basic Concepts in Sustainable Design: Climate analysis, Locality analysis and Site analysis; Carrying Capacity Analysis; Zoning System

**Unit : III Instruments for Sustainable Tourism:** Measurement Instruments; Command & Control Instruments; Economic Instruments; Voluntary Instruments & Supporting Instruments.

**Unit : IV Global Initiatives:** Global Observatory on Sustainable Tourism (GOST); Global Sustainable Tourism Criteria & Council (GSTC), International Task Force on Sustainable Tourism; Agenda 21 for Travel and Tourism Industry.

**Note:-**

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

### Suggested Readings:

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

## Entrepreneurship Development in Tourism

Course Code: MTTM17405DCE

MTM 4<sup>th</sup> Semester

Credits: 3

Cont. Assessment I: 25

Term End Exam: 50

Min. Pass Marks: 40%

**Objective:** The objective of the course is to introduce students to entrepreneurship and its role in tourism sector besides enable the learners to start and manage small enterprises. The course aims to ensure that students acquire some basic understanding about the concept, its growth and its scope for tourism sector and to help students understand the importance of entrepreneurship for any economy.

### Course Content:

**Unit : I Entrepreneurship:** concept, meaning, definition, importance, characteristics, Stages in Entrepreneurship Process. Types of Entrepreneurs, Entrepreneurial motivation, entrepreneurial climate. Role of entrepreneurship in economic development, entrepreneurial skill for travel, tourism and hospitality trade; problems of entrepreneurship in travel trade. Factors influencing the development of entrepreneurs.

**Unit : II Entrepreneurship in Tourism:** Identification of opportunities, alternative fields of self-employment in tourism, Business Plan, Feasibility Report, Funding options, Organizational Framework for Promotion and Development of Tourism and Travel Business, Venture Creation and Management in tourism.

**Unit : III Conceptualising a Business:** Business model; Business Strategy- understanding customers and analysing competition, Form of organization and legal considerations, networking and collaboration, good business practices. Setting up a tourism enterprise: steps, procedures, licenses, registration etc.; Institutional support for Ministry of Tourism GOI/ J&K, MSMEs.

### Note:-

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

### Suggested Readings:

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

## Financial Management in Tourism

Course Code: MTTM17406DCE  
MTTM 4<sup>th</sup> Semester  
Credits: 3

Cont. Assessment I: 25  
Term End Exam: 50  
Min. Pass Marks: 40%

**Objectives:** To acquaint tourism students to the fundamental concepts of finance in tourism sector.

### Course Contents:

**Unit : I Introduction to Finance in Tourism:** concept, scope, nature and objectives of financial management in tourism; overview of key finance decisions and principles that form the basics in financial management in tourism, role of finance function in tourism organizations; Time value of money- conceptual frame work of time value of money and its significance in financial decisions in tourism organizations, computation of future value and present value, valuing perpetuities. Risk and Return: concept.

**Unit: II Cost of Capital of Funds Acquired by Tourism Organizations-** concept, significance, determining cost of specific sources of capital, weighted average cost of capital. Capital Structure Designing in Tourism Organization- concept, factors affecting capital structure; Relevance theories of capital structure –net income approach and traditional approach; Irrelevance theories of capital structure-net operating income approach and MM hypothesis; EBIT EPS analysis; Indifference point computation.

**Unit: III Capital Investment Decisions in Tourism Organizations:** Concept and types of capital expenditures, capital budgeting process, Estimation of Cash Flows for investment analysis in tourism sector, Capital budgeting decision criteria in tourism sector:- pay-back period and post pay-back method, accounting rate of return method, present value method, net present value method and internal rate of return.

### Note:-

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

### Suggested Readings:

1. Copeland, T.E. "Financial theory and corporate policy", Pearson Education, New Delhi.
2. James, Van Horne, "Financial management policy", Pearson Education, New Delhi
3. Keown A.J. "Financial Management" Prentice Hall Of India
4. Pandey I.M., "Financial Management" Vikas Publishing House Pvt. Ltd.
5. Khan and Jain, "Financial Management" Tata Mcgraw Hill

## Tourist Transport Management

Course Code: MTTM17407DCE  
MTTM 4<sup>th</sup> Semester  
Credits: 3

Cont. Assessment I: 25  
Term End Exam: 50  
Min. Pass Marks: 40%

**Objectives:** This subject is intended to prepare students to enter a transport company where he will be required to be well-versed with the modalities of tourist transport management.

### Course Contents:

**Unit : I Surface Transport System:** Approved tourist transport operators, car hire companies including Rent-a-car and tour coach companies, Fare Calculation, Transport & Insurance documents, transportation cycle, calculation of rates for surface travel Regional Transport Authority, Road transport documentation and insurance, All India tourist transport permit, setting up of a tourist transport company. Scheduled and non-scheduled air services, LCC and its benefits, Factors likely to affect the future of air transport industry

**Unit : II Rail Transport System:** Major railway system of world (British Rail, Euro Rail, Japanese Rail and Amtrak Orient Express), Tibetan Rail. Indian Railways- Functioning and operations, Types of rail tours available in India, Indrail Pass, Major tourist trains- Palace on Wheels, Royal Orient, Fairy Queen, Deccan Odyssey and Toy Trains. GSA's abroad.

**Unit : III Water Transport System:** An overview, Cruise ships, Ferries, Hovercraft and Boats, Terms used in water Transport, management strategies of Star cruise, Ocean Odyssey, Queens Mary -2, Major water based leisure practices and their features in India, Shikara; importance, types and Architecture.

### Note:-

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

### Suggested Readings:

1. *Annual Reports of Ministry of Tourism/Railways/Civil Aviation*
2. *Motor Vehicles Act*
3. *Tourism System by Mill, R.C., and Morrison*
4. *Transport for Tourism by Stephen Page*



## Internship and Training Project

*Course Code: MTTM17408GE*  
*MTTM 4<sup>th</sup> Semester*  
*Credits 4*

*Max. Marks: 100*  
*Min. Pass Marks: 40%*

All MTTM students shall be required to earn 4 credits under generic and open electives from any company in or outside state, they will be placed for internship and training project.

The **Internship Training Project (MTTM17408GE)** shall be evaluated by company supervisor and by external examiner followed by project viva-voce conducted by the panel of experts. The evaluation of Internship and Training Project shall consist of three parts. Firstly, evaluation shall be done by the company supervisor where student is placed and shall have weightage of 1 credit. Secondly, evaluation shall be done by the external evaluator, to be appointed by the Head, Department of Management Studies, University of Kashmir from the panel and shall have weightage of 2 credits. Lastly, evaluation shall be made by the following panel of experts through Viva-Voce of the students and shall have weightage of 1 credit:

- a) Head, Department of Management Studies as Chairman;
- b)** One External Examiner from the panel submitted by Head of the Department and approved by the Hon'ble Vice Chancellor;
- c)** Two teachers of the department to be nominated by the Head of the Department.

## Community Based Tourism

Course Code: MTTM17003GE

MTTM 4<sup>th</sup> Semester

Credits: 2

Term End Exam: 50

Min. Pass Marks: 40%

**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.

### 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**

## MICE Tourism

*Course Code: MTTM17004GE*

*MTTM 4<sup>th</sup> Semester*

*Credits: 2*

*Term End Exam: 50*  
*Min. Pass Marks: 40%*

**Objectives:** The purpose of this course is to familiarize the students with the essentials of Meetings, Incentive, Conference and Exposition (MICE) planning and to understand the managerial and operational aspects pertaining to MICE Tourism.

### Course Contents:

**Unit : I Introduction to Events:** Meaning, characteristics and types of Events, Key steps to a Successful Event, Major Characteristics, Five C's of Event Management, Social, Economic, Political and Developmental implications of Events, Role of Events for promotion of Tourism, Role and functions of ICPB and ICCA.

**Unit – II Introduction to MICE:** Concept of MICE, Components of MICE, MICE as a supplement to Tourism, Economic and Social significance of MICE, Introduction to professional meeting planning- definition, types and roles; TA's and TO's as meeting planner, Events Venues: concept and types, Factors including ICT affecting future of events business.

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

### Suggested Readings:

6. *Avrich Barry (1994), Event and Entertainment Marketing, Vikas, New Delhi.*
7. *Anton Shone & Bryn Parry (2002), Successful Event Management, Cengage Learning.*
8. *Bhatia A.K. (2001), Event Management, Sterling Publishers, New Delhi.*
9. *David C. Watt (1998), Event Management in Leisure and Tourism, Pearson, UK..*
10. *Joe Gold Blatt (1997), Special Events- Best Practices in Modern Event Management, John Wiley and Sons, New York.*
11. *Leonard H. Hoyle (2002), Event Marketing, John Wiley and Sons, New York.*
12. *Montgomery, R.J. 1994, "Meeting, Conventions and Expositions: VNR, New York.*