



SYALLBUS

FOR

**Master in Travel & Hospitality Management
(MTHM)**

PROGRAMME



University of Kashmir
The Business School



Master in Travel & Hospitality Management (MTHM)
Choice Based Credit System Scheme
(Effective session, 2014)

Semester: MTHM 1st						
Course Code	Title	Paper Category	Hours /Week			Credits
			L	T	P	
MTHM-CR-101	Tourism Concepts and Principles	Core	3	2	-	4
MTHM-CR-102	Tourism Resources in India	Core	3	2	-	4
MTHM-CR-103	Travel Agency Management & Tour Operations	Core	3	2	-	4
Note: All the candidates are required to opt any three of the following allied papers						
MTHM-EA-104	Management and Organizational Behaviour	Allied	3	2	-	4
MTHM-EA-105	Tourism Communication	Allied	3	2	-	4
MTHM-EA-106	Foreign Language: Arabic	Allied	3	2	-	4
MTHM-EA-107	Foreign Language: French	Allied	3	2	-	4
MTHM-EA-108	Foreign Language: German	Allied	3	2	-	4
MTHM-EO-109	Tourism Management	Open	3	2		4
Semester: MTHM 2nd						
Course Code	Title	Paper Category	Hours /Week			Credits
			L	T	P	
MTHM-CR-201	World Tourism Geography	Core	3	2	-	4
MTHM-CR-202	Tourism Marketing	Core	3	2	-	4
MTHM-CR-203	Human Resources Management in Tourism	Core	3	2	-	4
Note: All the candidates are required to opt any three of the following allied papers						
MTHM-EA-204	Airline Ticketing	Allied	3	2	-	4
MTHM-EA-205	Accounting and Finance	Allied	3	2	-	4
MTHM-EA-206	Tourism Information Systems	Allied	3	2	-	4
MTHM-EA-207	Quantitative Techniques in Tourism	Allied	3	2	-	4
MTHM-EA-208	Tourist Transport Management	Allied	3	2		4
MTHM-EA-209	National Study Tour	Allied	-	-	2	1
MTHM-EO-210	Tourism Products of J & K	Open	2	2	2	4

Semester: MTHM 3rd						
<i>a) In this semester, it is also mandatory for all the students to earn 4 credits from outside the faculty out of total 24 credits.</i>						
Course Code	Title	Paper Category	Hours /Week			Credits
			L	T	P	
MTHM-CR-301	Tourism Planning and Development	Core	3	2	-	4
MTHM-CR-302	Research Methodology	Core	3	2	-	4
MTHM-CR-303	Hospitality Management	Core	3	2	-	4
MTHM-CR-304	Comprehensive Viva	Core	-	-	2	2



Course Code	Title	Paper Category	Hours /Week			Credits
			L	T	P	
Note: All the candidates are required to opt any three of the following allied papers						
MTHM-EA-305	Entrepreneurship Development in Tourism	Allied	3	2	-	4
MTHM-EA-306	Tourist Behavior	Allied	3	2	-	4
MTHM-EA-307	Destination Management	Allied	3	2	-	4
MTHM-EA-308	Strategic Tourism Management	Allied	3	2	-	4
MTHM-EA-309	Summer Camp	Allied	-	-	2	1
MTHM-EO-310	Personality Development in Tourism	Open	2	2	2	4
Semester: MTHM 4th						
Course Code	Title	Paper Category	Hours /Week			Credits
			L	T	P	
MTHM-CR-401	Internship Training Project	Core	-	-	16	8
MTHM-CR-402	Sustainable Tourism Development	Core	3	2	-	4
Note: All the candidates are required to opt any three of the following allied papers						
MTHM-EA-403	Airlines and Cargo Management	Allied	3	2	-	4
MTHM-EA-404	Ethical, Legal and Regulatory Aspects of Tourism	Allied	3	2	-	4
MTHM-EA-405	Event Management	Allied	3	2	-	4
MTHM-EA-406	Alternative Forms of Tourism	Allied	3	2	-	4
MTHM-EO-407	Tourism Business Opportunities	Open	2	2	2	4

Note:

1. The school shall be offering two year MTHM programme and the scheme shall consist of **100 credits**, comprising of **50 core credits**, **50 elective credits** and **4 open elective credits**.
2. The minimum pass percentage in each paper shall be 40% as prescribed by the university under CBCS.
3. 20% marks out of total marks for each theory paper shall be earmarked for continuous (internal assessment/ assignment) and 80% for semester end examination.
4. The **Summer Camp** shall have **one credit** and its evaluation shall be done on the basis of the Camp Diary prepared by the each student proceeded by presentation made by them individually. The evaluation team for this shall comprise of tourism faculty and Director, TBS or his nominee.
5. The internship and training project 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 20% marks. Secondly, evaluation shall also be done by the external evaluator, to be appointed by the Director, The Business School, University of



Kashmir and shall have weightage of 30% marks. Lastly, evaluation shall be made by the following panel of experts through Viva-Voce of the students and shall have weightage of 50% marks:

- a) Director, The Business School
 - b) One External Examiner
 - c) Two teachers from The Business School (to be nominated by the Director, TBS on rotation basis).
6. Total marks for internal assessments shall be 20 for each paper and there shall have two internal assessment tests and one assignment. 1st internal assessment test shall be conducted at the end of 9th week covering 2/3rd units of the syllabus and 2nd internal test shall be conducted in the 15th week covering rest of the syllabus.
7. The **National Study Tour having weightage of one credit** shall be organised by the school at the end of 1st Semester in order to expose students and enable them to grasp practical knowledge of the tourism concepts being used by the various properties and tourism organisations while pursuing their operational activities.
8. Comprehensive Viva (MTHM-CR-304) shall be conducted by the committee to be constituted by the Director, TBS as follows:
- a) Director, TBS (Chairman)
 - b) One External Examiner.
 - c) Two faculty members from the Business School (nominated by the Director on rotation basis).



Tourism Concepts and Principles

Course Code: MTHM-CR-101
MTHM 1st Semester
Credits: 4

Cont. Assessment: 20
Term End Exam: 80
Min. Pass Marks: 32

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, visitor, Tourist, Excursionist, Traveller, Transient, Definitions followed in India, 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:** Elements of Tourism, Introduction to 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; 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. Burkart A.J., Medlik S. (1974), *Tourism - Past, Present and Future*, Heinemann, London.
2. Chuck Y. Gee, James C. Makens & Dexter J. L. Choy (1989), *The Travel Industry*, Van Nostrand Reinhold, New York.
3. Dar, Shahnawaz Ahmad, *Tourism and Pilgrimage*, Sarup Publishers, New Delhi
4. Kamra, Krishan K. & Chand, Mohinder, *Basics of Tourism*, N. Delhi, Kanishka Publishers.
5. Medlik, S. (1997), *Understanding Tourism*, Butterworth Hinemann, Oxford.
6. Michael M. Coltman (1989), *Introduction to Travel and Tourism - An International Approach*, Van Nostrand Reinhold, New York.
7. Mill and Morrison, *The Tourism System: An Introductory Text*, Prentice Hall
8. P.C Sinha: *Tourism Evolution: Scope Nature and Organisation: Anmol Publication*
9. Sunetra Roday et al (2009), *Tourism Operations and Management*, Oxford University Press
10. Swain, Sampad Kumar, *Tourism: Principles and Practices*, Oxford University Press.



Tourism Resources in India

Course Code: MTHM-CR-102

MTHM 1st Semester

Credits: 4

Cont. Assessment: 20

Term End Exam: 80

Min. Pass Marks: 32

Objectives: The aim of the course is to foster a thorough understanding of the tourism resources and products available within the Indian sub-continent. The course intends to build professional competence among the students to enable them to deal with unique characteristics of India.

Course Contents:

Unit : I Introduction: Definition, Concept and Classification of Tourism Resources; Heritage – Meaning, Types of Heritage Tourism, Cultural Heritage of India - Stages of evolution, continuity; Heritage Management Organisations - UNESCO, ASI, ICOMOS, INTACH.

Unit : II Architectural and Religious Heritage of India: Glimpses on the prominent architecture style flourished in different period, Different style of architecture in India – Islamic, Hindu, Jain and Buddhist. Popular Religious Centres of Muslim, Hindu, Buddhist, Jain, Sikh and Christian religions. Selected case studies of World Heritage Sites in India (Taj Mahal, Khajuraho, Konark, and Ajanta & Elora Caves).

Unit : III Museology, Art and Culture: Important Museums, Art Galleries and Libraries of India; Performing arts of India: classical dances, folk dances and folk culture; Handicrafts and textiles: important handicraft objects and centres, craft *melas*; Souvenir industry; Fairs and Festivals: Social, religious and commercial fairs of touristic significance. Indian cuisine (gastronomy), regional variations.

Unit : IV Wildlife Tourism: Major wildlife sanctuaries, national parks and biological reserves; (Jim Corbett Tiger Reserve, Kanha, Kaziranga, Sasan Gir, Dachigam, Hemis, Ranthambhore and Keoladeo Ghana). Hill Stations, Beaches, Deserts and Islands of India.

Note:-

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

Suggested Readings:

1. Agrawal V.S.: *The Heritage of Indian Art*, Govt. of India Publication.
2. Basham A L: *The Cultural History of India*, Tapling Publishing Co., New York
3. Basham A L: *The Wonder that was India*, Tapling Publishing Co., New York
4. Brown Percy, *Indian Architecture*.
5. Christopher Tadgell : *The History of Architecture in India*, Penguin, New Delhi
6. Daljeet and PC Jain: *Indian Miniature Paintings*, Brijwasi Art Press
7. Dalmia Yashodhra: *Contemporary Indian Art: Other Remedies* , Marg Publisher, Mumbai
8. Dixit Manoj and Charu Sheela, *Tourism Product of India*, Lucknow: New Royal Publisher
9. Jagannathan Shankutala : *Hinduism – an Introduction* , Vakils, Feffer and Simon, Mumbai
10. Keay John: *India: A History*, Harper Collins
11. Luniya B.N.: *Ancient Indian Culture*, Laxmi Narain Educational Publisher, Agra
12. Pattanaik Devdutt: *A Handbook of Hindu Mythology* , Penguin Global
13. Sarina Singh et. al., *India*, Lonely Planet Publications.
14. Thapar Romila and Percival Spear: *History of India*, Orient Longman, New Delhi
15. Venkataraman Leela: *Indian Classical Dance*, Roli Books



Travel Agency Management & Tour Operations

Course Code: MTHM-CR-103
MTHM 1st Semester
Credits: 4

Cont. Assessment: 20
Term End Exam: 80
Min. Pass Marks: 32

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 Operation Documentation: 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, Selling through distribution chains. 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.(2010) *The Business of Travel Agency Operations and Administration*, McGraw Hill, Singapore.
2. Frenmount P.,(2000), *How to open and run a Money Making Travel Agency*, Johan Wiley and Sons, New York.
3. Gee, Chuck and y. Makens, (2000) *Professional Travel Agency Management*, Prentice hall, New York.
4. Holloway, J.C., (2010), *the Business of Tourism*, Pitman.
5. Ministry of Tourism, Govt. of India, *Reports and guidelines for travel agency and tour operators*.
6. Stevens Laurence, (1990). *Guide to Starting and Operating Successful Travel Agency*, Delmar Publishers Inc., New York.
7. Syratt G, (1995). *Manual of Travel Agency Practice*, Butterworth, Oxford.



Management and Organisational Behaviour

Course Code: MTHM-EA-104
MTHM 1st Semester
Credits: 4

Cont. Assessment: 20
Term End Exam: 80
Min. Pass Marks: 32

Objectives: This course aims at providing conceptual understanding of management concepts enriching the understanding of students on the various forms of organization and management. After studying this course the student should be able to walk away with knowledge and skills that would help them study and understand human behaviour better and apply the knowledge to real life business problems.

Course Contents:

Unit : I Management: Concept, Nature and functions. Management as an art and science, Management as profession. Tasks of a professional manager, Managerial skills, Social responsibilities of business, Manager and environment, Levels in management

Unit : II Functions of Management: Planning: Concept, Nature, Importance, type and steps in planning process, Management by Objectives (MBO), Organising: Concept of organising and organisation, organizational structure, Centralization, Decentralization, Line/Staff Concepts and Functional Authorities, Delegation of Authority, Staffing: Meaning, Manpower planning, job analysis, selection, training and development. Directing: Concept, Nature, Importance, and principle of direction, Motivation, leadership and communication. Controlling: Meaning, Importance, process, types of control and control techniques.

Unit : III Organizational Behaviour: Definition, Importance, Scope, Fundamental Concepts of OB, Different models of OB, Challenges and opportunities for OB; Diversity in organizations.

Unit : IV Human Values and Functions: Main components of attitudes, major job attitudes. Emotions & Moods: basic emotions and moods, OB application of emotions and moods. Personality: Personality and its models, personality trait relevance to OB. Values: Importance of values. Perceptions: perception and factors influencing perception, link between perception and individual decision making. Group Behaviour: Defining and classifying groups, stages of group development, group decision making and group properties. Types of teams and creating effective team, Definition of organization culture, functions of organization culture, creating and sustaining organization culture. Forces for organization change, approaches to manage organizational change.

Note:-

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

Suggested Readings:

1. Ghuman, Karminder & K. Aswathappa: *Management: Concept, Practice & Case*, Tata Mc Graw – Hill, New Delhi.
2. Hampton, 'Management', McGraw – Hill, International Edition, Tokyo, 1992
3. Koontz & Weirich, 'Management', McGraw – Hill, Tokyo, 2004 (Text Book)
4. Peter F. Drucker, 'Practice of Management', Pan Books, London, 1987 Reprint
5. Richard .M Hodgets, 'Management', Academic Press, New Jersey, 1993
6. Stoner & Wankel, 'Management', Prentice Hall India, New Delhi, 1999



Tourism Communication

Course Code: MTHM-EA-105
MTHM 1st Semester
Credits: 4

Cont. Assessment: 20
Term End Exam: 80
Min. Pass Marks: 32

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.

Language Laboratory: Practical Exercises & Discussions.

Unit : IV Customer Care: Effective customer care, Managing customer complaints & negotiating with the customer, Handling Interpersonal Conflict, Counselling skills, Public Relation (PR), The PR Process, Major activates of PR department and Media Relations.

Note:-

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

Suggested Readings:

1. Bovee, Thill & Schatzman (2003), *Business Communication Today*, Pearson, New Delhi.
2. Jon & Lisa Burton, *Interpersonal Skills for Travel and Tourism*, Longman Group Ltd.
3. Kaul, Asha (2005), *Effective Business Communication*, PHI, New Delhi.
4. Lynn Vander Wagen, *Communication in Tourism & Hospitality - Hospitality Press Ltd.*
5. Mandal S.K. (2007), *Jaico, Effective Communication and Public Speaking*, Mumbai.
6. Munter Mary, *Guide to Managerial Communication: Effective Writing & Speaking*, PHI, New Delhi.



Foreign Language: Arabic

Course Code: MTHM-EA-106
MTHM 1st Semester
Credits: 4

Cont. Assessment: 20
Term End Exam: 80
Min. Pass Marks: 32

Objectives: The aim is to develop effective communication with greater emphasis on oral communication so that students can write and understand Arabic Language most efficiently and effectively.

Course Contents:

Unit : I Elementary Arabic Grammar: The Arabic Alphabet- Arabic Sounds, How to write Arabic- different shapes of Arabic letters, Arabic Vowels-Movements, Parts of speech- the noun, verb, participles, the noun(common noun and particular noun, number and gender), Arabic pronoun (attached and un attached pronoun, demonstrative and relative pronouns), Interrogatives, the propositions, Arabic phrases (adjective and possessive phrases), The sentence(nominal and verbal sentences), The verb (transitive and intransitive), The verb (present , past and future), The imperative verb, Active and passive cases of verbs, The derived form of nouns.

**Unit : II Arabic text and applied grammar:
Book Prescribed;**

دروس اللغة العربية لغير الناطقين بها (الجزء الأول) للدكتور ف. عبد الرحيم

Published by: Islamic Foundation Trust 78,
Perambur High Road Chennai -600012

Unit : III (A) Translation: Elementary vocabulary on the following topics; Introduction- greetings, At the airport, At the railway station/ bus and taxi stand, In the hotel/restaurants, In the market/shopping mall, At the sightseeing places, At the bank, At Travel Agency and Tour Operator's Office, Food and drinks, Fruits and vegetables, Colours and shades, Family and relations, Parts of the body, Days and timings, Months and seasons of the year, Weather and environment, Trade and commerce, Different professions, Cardinal and ordinal numbers.

(B) Translation: From English to Arabic and vice versa; Words/phrases, Constructions, Simple , nominal and verbal sentences.

Unit : IV Oral expressions: Common expressions regarding; Introduction and greetings, Daily life, Things around you, Different occasions and places.

Suggested Readings:

1. Arabic for Beginners by Syed Ali - اللغة العربية للمبتدئين
2. Functional Arabic العربية الوظيفية by Dr. S.K. Bahmi
3. Teach yourself Arabic – A new approach by S A Rahman
4. A practical approach to Arabic language by Wali akhter
5. Arabic made easy by Abdul hashim
6. Spoken Arabic made easy by Ammanullah vadakangan
7. CBSC Arabic grammar by Ammanullah vadanjan
8. Let us speak Arabic by S A Rahman
9. Let us converse in Arabic by Syed ali
10. Arabic in three months by Mohd Asfour
11. The essential Arabic العربية ما يلزم من العربية by Rafiel Imad Faynan
12. Arabic language and grammar by Dr Jochanan Kapliwatzky
13. Arabic Grammar of written language by G W Thatcher
14. Media Arabic by Elisabeth Rendall.



Foreign Language: French

Course Code: MTHM-EA-107

MTHM 1st Semester

Credits: 4

Cont. Assessment: 20

Term End Exam: 80

Min. Pass Marks: 32

Objectives: The aim is to develop effective communication with greater emphasis on oral communication so that students can write and understand French Language most efficiently and effectively.

Course Contents:

Unit : I Basic Elements of Grammar lay down in the prescribed text book: French Alphabets, Accents, Vowels, Phonetic Symbols, liaison and Nasal Sounds.

Conjugation of Regular and Irregular Verbs: Both Present Tense and Past Tense

Use of Definite and indefinite articles, Singular and Plural Nouns, Verbs, Personal Pronouns, Possessive Adjectives and Regular and Irregular Adjectives.

Imperative Sentences.

Unit : II Translation from French into English: One short simple French text based on the prescribed text book or from outside, to test the ability of the student to understand the text. Questions on text to be answered in French and English.

Unit : III Grammar: Conjugation of Regular and Irregular Verbs (Future Tense)- avoir, etre, faire, lire, donner, voir, prendre, partir, entendre, aller etc.

Adverbs, Passe Simple, Imparfait, Future Proche. Change of Sentences from active voice to passive voice, Comparison of Adjectives, Conditional Tenses.

Unit : IV Written Comprehension: One short simple French text based on the prescribed text book or from outside to test the ability of the students to understand the text. Translation of French into English and English to French. Passage Explanation. Direct – Indirect narration.

Suggested Readings:

1. *French Made Easy (Beginners-Contact): F. Makowosky (1-20 Lessons) + audio cassettes.*
2. *Teach Yourself- French: Dr. Kiran Chaudhary (1-15 Lessons with corresponding grammar and exercises) + audio cassettes.*
3. *Collins French Pocket Dictionary (French- English) (English – French)*
4. *Modern French Course (Mathurin Dondo)*
5. *Le francais et la vie - Vol. II (G. Mauger / M. Brueziere)*
6. *Le francais et la vie - Vol. I (G. Mauger / M. Brueziere)*



Foreign Language: German

Course Code: MTHM-EA-108

MTHM 1st Semester

Credits: 4

Cont. Assessment: 20

Term End Exam: 80

Min. Pass Marks: 32

Objectives: The aim is to develop effective communication with greater emphasis on oral communication so that students can write and understand German Language most efficiently and effectively.

Course Contents:

Unit : I Basic Elements of Grammar laid down in the prescribed text book

Unit : II Translation from German into English or Hindi From Text Book. Question on text to be answered in German. Question on German.

Unit : III Easy Composition–Text Book prescribed–Doutache sprashlehre fuer Auslaender (Gesamtanacabe) by Schulz Griesbaxh. (Max. Hneber-Cerlac,Muencher).

Unit : IV Essay Writings, Passage Translation, Story Writing, Passage Explanation, Grammar: Change of Sentences from Active Voice into Passive Voice, Direct – Indirect Narration, Comparison of Adjectives.

Suggested Readings:

1. *Deutsch Als.Premdsprace.*(TELL.J.A.) BRAUN NIEDER SCHMOECEENST KIETTVERLAG, Indian Edition – Oxford Univ. press, New Delhi.
2. *German-How to speak and write it* by Joseph Rosenberg-Odhanas Press.
3. *Essential German Grammer* byo Guy Stern. Evertt.F.Bleiber(Wedder Papergadition).
4. *Dentschal Premdskrache* (Tellib)
5. *Braun-Nieder Schmoc*(Ernst Diatt Verlag)
6. *Collins Dictionary*(Eng.-Eng.) (German)
7. *Cassels Dictionary* – Eng./Eng./German.



Tourism Management

Course Code: MTHM-EO-109
MTHM 1st Semester
Credits: 4

Cont. Assessment: 20
Term End Exam: 80
Min. Pass Marks: 32

Objectives: The aim of the course is to help students in understanding the nature of tourism phenomenon, role of international and national tourism organisation, travel agency and tour operation business and basic of hospitality operations.

Course Contents:

- Unit : I** **Tourism Fundamentals:** Concept, Definition and Significance of Tourism, Components and Types of Tourism (International and Domestic Tourism, Outbound Tourism & Inbound Tourism), Types of Mobility (Visitor, Excursionist and Tourist).
- Unit : II** **Tourism Organizations:** World Tourism Organization(WTO), International Air Transport Association(IATA), Pacific Area Travel Association(PATA), International Civil Aviation Organization(ICAO), Universal Federation Of Travel Agents Association (UFTAA), Travel Agents Association of India (TAAI), Ministry of Tourism, Govt. of India, Department of Tourism, Govt. of J&K, Jammu And Kashmir Tourism Development Corporation(JKTDC).
- Unit : III** **Tourism Business:** Growth of Travel Agency, Modern Travel Agency, Functions of Travel Agency (ticketing, facilitation, special services, bookings and cancellations), Package tour and its types. Packaging a Tour, Tour Brochure, Approval procedure for Travel Agents & Tour operators.
- Unit : IV** **Hospitality Management:** Concept of Hospitality and its role in the development of tourism, Type of accommodations available, Different categories of hotels, Different departments of hotel (Front Office, Food and Brewages, and House Keeping), Types of Hotel Plans, Different types of Restaurants.

Note:-

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

Suggested Readings:

1. Aggrawal, Surinder: *Travel Agency Management: Communication India*, 1983.
2. Brymer, Robert A.: *Introduction to Hotel and Restaurant Management*, Hub Publications, Co., Iowa, 1984.
3. Burkart & Madlik: *Tourism- Past, present and future*, Heinemann, London.
4. Christopher J. Holloway: *The Business of Tourism: Macconald and Evans*, 1983.
5. Cooper, Fletcher et al, *Tourism Principles & Practices*, Pitman, 1993.
6. Geo, Chack: *Professional Travel Agency Management*
7. Mill & Morrisson, *The Tourism System: An introductory Text*, Prentice Hall, 1992.
8. Mill. R.C, *Tourism: The International Business*, Prentice Hall, 1990.
9. Wahab, S.B.: *Tourism Management*, Tourism International Press London, 1986.



World Tourism Geography

Course Code: MTHM-CR-201
MTHM 2nd Semester
Credits: 4

Cont. Assessment: 20
Term End Exam: 80
Min. Pass Marks: 32

Objective: This course shall help the students in understanding the significance of geographical 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 Introduction: Fundamentals of Geography, Importance of Geography in Tourism, Weather and Climate, Climatic Regions of World, Influence of climate on tourism movements, Changing Spatial Patterns of International Tourism.

Unit : II Resource Mapping in Tourism: Map and its types, Map Reading, Role of Maps in Tourism, Longitude & Latitude, International Date Line, Time Zones, Time difference. Remote Sensing & Geographical Information System and their application in Tourism.

Unit : III Occidental Tourism Geography: North America (United States of America: New York, Washington, Los Angeles, San Francisco, Orlando, Dallas; Canada: Ottawa, Montreal, Vancouver, Mexico); Central America (Costa Rica, Panama, Belize); Destination of South America; Europe: France, Spain, Italy, United Kingdom, Moscow, Germany, Austria, Greece, Switzerland, the Netherlands.

Unit : IV Oriental Tourism Geography: Africa: South Africa, Mauritius, Kenya; Middle East: Egypt, Morocco, Saudi Arabia, United Arab Emirates; North & East Asia/ Pacific: China, Malaysia, Thailand, Singapore, Australia, New Zealand, Japan; South Asia: Bhutan, Sri Lanka, Pakistan.

Note:-

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

Suggested Readings:

1. Boniface & Cooper C. (2009), *Worldwide Destinations: The Geography of Travel & Tourism*, Oxford Butterworth Heinemann.
2. Burton, R. (1995), *Travel Geography*, Pitman Publishing, Marlow Essex.
3. Dixit, M. *Tourism Geography and Trends*, Royal Publication, New Delhi.
4. Hall M. (1999), *Geography of Travel and Tourism*, Routledge, London.
5. Hall, C. and Page, S. (2006), *The Geography of Tourism and Recreation- Environment, Place and Space*, 3rd edition, Routledge, London.
6. *International Atlas*, Penguin Publication and DK Publications
7. Robinson H. A. (1976), *Geography of Tourism*, Mac Donald & Evans, ltd.
8. Sinha, P.C. *Tourism Geography*, Anmol Publication, New Delhi.
9. *Travel Information Manual (2009)*, IATA, Netherlands.



Tourism Marketing

Course Code: MTHM-CR-202
MTHM 2nd Semester
Credits: 4

Cont. Assessment: 20
Term End Exam: 80
Min. Pass Marks: 32

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 Marketing Concepts: Definition, Need and Importance, Introduction to tourism marketing. Tourism Product, Characteristics of tourism products, Marketing Functions. – Market Research – Market Segmentation – Tourism Marketing Mix.

Unit : II Tourism Markets: Types, world tourism markets, inbound and outbound markets for India & Domestic markets: Analysis and selection of market. Market Segmentation, Targeting, market positioning, Measuring and forecasting demand; forecasting methods, managing capacity and demand. Travel purchase and tourist buying process. Tourist decision making models.

Unit : III Marketing Strategies: The P's of Marketing: Product- Product management, development, product lifecycle and branding. Pricing: Factors influencing pricing, methods of price Strategies and Approaches, Place: Channels of Distribution, Promotion: Advertising – Sales Promotion – Publicity – Personal Selling, People: encounters, managing tourism experience through people and important practices to manage people Process – Elements, managing process, developments in service processes in tourism, Physical evidence – Concept, role & components.

Unit IV: Market Research: Definition, research and survey methodologies, application, technology and trends in tourism marketing, role of government bodies, national, state tourism offices, local bodies, private organizations, NGO's in tourism marketing. Marketing of tourism services: Marketing of Airlines, Hotel, Resort, Travel Agencies and other tourism related services- Challenges and strategies.

Note:-

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

Suggested Readings:

1. Chaudhary Manjula, 2010, Oxford University Press, New Delhi, Tourism Marketing
2. Gavens: Marketing Management (Delhi – Himalaya)
3. Hollowacy I.C. and Plant R.V. (1992) Marketing for Tourism Pitman.
4. Jha S.M. – Tourism Marketing (Bombay – Himalaya)
5. Kotler P.(1986) “ Marketing Management” C. Delhi – Prentice Hall India.
6. Philip Kotler, John Bowen, James Makens, Marketing for Hospitality and Tourism
7. Ramasamy VS & Namakumar.S,(1990) ‘Marketing Management : Planning & Control’, Macmillan, New Delhi.
8. Stanton William, J, (1999) ‘Fundamentals of Marketing, McGraw Hill, New York.



Human Resource Management in Tourism

Course Code: MTHM-CR-203
MTHM 2nd Semester
Credits: 4

Cont. Assessment: 20
Term End Exam: 80
Min. Pass Marks: 32

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 exercise.
- 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. Industrial relations, Causes for good and poor industrial relations.
- Unit : IV** **Manpower Training and Development:** Concept, objectives and significance. Determination of training needs. Methods for operatives training and management development programmes. Stages of Training programmes. Evaluation of effectiveness of training Programmes.

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 ,13th Edition*
3. Lata& Nair *Personnel Management & Industrial Relations ,S.Chand*
4. M.S. Saiyadian , *Human Resource Management, Tata Mac Graw Hill 3rd Edition*
5. Shell/Bohlander , *Human Resource Management, Cengage Learning 2007*
6. UdaiPareek ,*Training Instruments In Hrd And Od ,Tata Mac Graw Hill 2nd Edition*



Airline Ticketing

Course Code: MTHM-EA-204
MTHM 2nd Semester
Credits: 4

Cont. Assessment: 20
Term End Exam: 80
Min. Pass Marks: 32

Objectives: This course is intended to prepare the students to enter travel agency business operations, where they shall be required to be well-versed with the modalities of air ticketing.

Course Contents:

Unit: I Aviation Geography: Time Difference, Flight Time, Divisions of World by IATA, Global Indicators, OAG (ABC) Book Familiarisation, Minimum Connecting Time, Coding & Decoding of Country, City, Airport, Airline, Important Airlines and Airports of World & Fare Construction Terms.

Unit: II Passengers Documentation/Travel Formalities: Passport, Visa, Taxes, Currency regulation, Neutral Units of Construction, Custom Regulation and Baggage Rules

Unit: III Air Fare Calculation: Types of Journeys; One way (OW), Round Trip (RT), and Circle Trip (CT), International Sales Indicators, Special Fares and Discounted Fares, Limitations on Indirect Travel, Journey in different classes, Credit Cards, Universal Air Travel Plan (UATP).

Unit: IV Air Familiarisation of Air Tariff: Introduction to Fare Construction, Mileage Principles, Fare Construction with Extra Mileage Allowance (EMA) & Extra Mileage Principle, Highest Intermediates Point (HIP), Circle Trip Minimum (CTM), Back-haul Check and Add-ons.

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.*



Accounting and Finance

Course Code: MTHM-EA-205
MTHM 2nd Semester
Credits: 4

Cont. Assessment: 20
Term End Exam: 80
Min. Pass Marks: 32

Objectives: This course provides the students an understanding of the application of accounting and financial techniques in managerial decision making.

Course Contents:

- Unit : I Financial Accounting:** Concept and process; Generally Accepted Accounting Principles; Depreciation Methods-Straight line method, Written down value method; Trial Balance; Final Accounts - Meaning, features, uses and preparation of Trading Account, Profit & Loss Account and Balance Sheet - Adjusting and Closing entries.
- Unit : II Financial Statement Analysis:** Concept, objectives and types. Ratio analysis-study of liquidity, solvency and profitability ratios. Funds Flow Analysis – uses and preparation of funds flow statement. Cash Flow Analysis – uses and preparation of cash flow statement.
- Unit : III Financial Management:** Nature and scope of finance; Financial Goal- Profit vs. Wealth maximization; Finance Functions – financing, investment and dividend decisions. Time value of money; Capital Structure and sources of finance. Financial Leverage.
- Unit : IV Working Capital Management:** Concept and Objectives; Factors affecting Working Capital requirements; Estimating Working Capital requirements; Management of Cash, Inventory and Receivables.

Note:-

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

Suggested Readings:

1. *Anthony R.N. & Reece J S. Accounting Principles. Homewood Illinois, Richard D. Irwin.*
2. *Batacharya S.K. & Dearden J. Accounting for Management- Text and Cases. Vikas New Delhi*
3. *Chandra P, "Financial Management – Theory and Practice", Tata McGraw Hill, New Delhi.*
4. *Pandey I.M., "Financial Management", Vikas Publishing, New Delhi.*
5. *Sahaf M A Management Accounting – Principles & Practice, New Delhi, Vikas Publishing House*



Tourism Information System

Course Code: MTHM-EA-206
MTHM 2nd Semester
Credits: 4

Cont. Assessment: 20
Term End Exam: 80
Min. Pass Marks: 32

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 Basic:** An appreciation of computer hardware and software terminology, The use of an operating system, Data storage and retrieval, E-Tourism, Use of IT in Travel, Tourism and Hospitality.
- Unit : II Information System and E-Business Models:** Management Information System, Quality Assurance and Control, Typologies of E-tourism: Business models-Business to Business (B2B), Business to Consumer (B2C), Consumer to Business (C2B), Consumer to Consumer (C2C), Business 2 Employee (B2E), and Business to Government (B2G).
- Unit : III Travel Technology:** Online Travel and Hotel Portals - Products, Online Payments: Payment Gateway, Billing and Settlement Plan (BSP), Security issues and Certification, Travel Blogs, Promotion of Travel, Tourism and Hospitality Products online,
- Unit : IV E-Distribution:** What is CRS, How it functions. CRS for rail transport, Hotels and airlines. Different packages used: Abacus, Fantasia, Amadeus, Apollo-Galileo, Sabre etc. Practical of dummy CRS packages (if available). Global Distribution System, Hotel Distribution System.

Note:-

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

Suggested Readings:

1. Basandra S.K., 'Computer Today', New Delhi: Galgotia Publications.
2. Braham B, Computer System in Hotel & Catering Industry, Cassell, 1988.
3. Buhalis D, E-tourism: Information Technology for Strategic Tourism Management, Prentice Hall India, 2004.
4. Clark A, Small Business Computer Systems, Hodder & Stoughton, 1987.
5. Inkpen G, Information Technology for Travel and Tourism, Addison Wesley, 2000
6. Lucey T, Management Information Systems, DP Publications.
7. Parkinson LK & Parkinson ST, Using the Micro-computer in Marketing, McGraw Hill, 1987.
8. Rayport J.F. & Jaworski B.J, Introduction to E-commerce, McGraw-Hill, 2002.
9. Sheldon P, Tourism Information Technology, CABI., 2002



Quantitative Techniques in Tourism

Course Code: MTHM-EA-207

MTHM 2nd Semester

Credits: 4

Cont. Assessment: 20

Term End Exam: 80

Min. Pass Marks: 32

Objectives: The objective of the course is to make the students familiar with some basic mathematical, statistical and operations research techniques. The main focus, however, is in their applications in business decision making.

Course Contents:

Unit : I **Mathematical basis of Managerial decisions:** An overview; Nature and Scope of Quantitative methods in management; Scientific approach to Quantitative techniques; Functions and their managerial application (linear & quadratic functions); Concept of Derivative of functions and its managerial applications for finding maxima and minima (functions of single variable only); Game Theory: Zero sum games – Pure and mixed strategies (matrices reducible to 2×2).

Unit : II **Probability:** Basic concepts of Probability, Applications of addition rule and multiplication rule of probability- simple situation problems; Numerical problems on Bayes' theorem- the special case of multiplication rule; Elementary characteristics and simple situation applications of discrete and continuous probability distribution:- Binomial, Poisson and Normal probability Distribution only; Queuing theory: Elementary characteristics and simple situation applications.

Unit : III **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, Big M method; Transportation problem: Initial basic feasible solution methods, Modified approximation method for finding optimal solutions to transportation problems; Introductory concepts in Assignment problems – Hungarian assignment method for optimal assignment.

Unit : IV: Introductory concepts in network analysis: 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 for events and activities; Probability considerations in PERT networks; Elementary PERT/ CPM – Cost Analysis, Time-cost tradeoff in network analysis; Decision theory: criteria for managerial decisions under uncertain and probabilistic kinds of decision making environments; Calculation of EMV and EVPI.

Note:-

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

Suggested Readings:

1. Kothari- *Quantitative Techniques* (Vikas), 3rd ed. 1996.
2. Peter C Bell- *Management Science/ Operations Research* (Vikas)
3. Punch, Keith, F. *Survey research – the basics*, New Delhi: Sage Publications, 2003.
4. Taha Hamdy- *Operations Research- An Introduction* (Prentice-Hall, 7th edition)
5. Vohra- *Quantitative Techniques in Management* (Tata McGraw-Hill, 2nd edition), 2003.
6. Walliman, Nicholas. *Social research methods*, New Delhi: Sage Publications, 2006.



Tourist Transport Management

Course Code: MTHM-EA-208
MTHM 2nd Semester
Credits: 4

Cont. Assessment: 20
Term End Exam: 80
Min. Pass Marks: 32

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 Evolution of Tourist Transport System: Importance of transport in tourism, Marketing of passenger transportation, patterns of demand for tourist transportation, characteristics of supply and marketing strategies, transport mode selection methods

Unit : II Surface Transport System: Approved tourist transport operators, car hire companies including Rent-a-car and tour coach companies, Options available to the clients – Car, coach, bus, Rent-a-car Scheme and coach-Bus Tour, Fare Calculation, Transport & Insurance documents, transportation cycle, calculation of rates for surface travel Regional Transport Authority, Road transport documentation and insurance, contract carriage, state carriage, All India Permit, setting up of a tourist transport company

The airline industry present policies, practices. Functioning of Indian carriers. Air Corporation Act, Air charters. Scheduled and non-scheduled air services, LCC and its benefits, Air Taxi operations, Air charters in India, Aviation Policy of India, Factors likely to affect the future of air transport industry

Unit : III Rail Transport System: Major railway system of world (British Rail, Euro Rail, Japanese Rail and Amtrak Orient Express) and tourism, Tibetan Rail.

Introduction to Indian Railways: Past, Present and Future, Types of rail tours available in India, Indrail Pass, Special schemes and packages available, major tourist trains (Palace on Wheels, Royal Orient, Fairy Queen, Deccan Odyssey and Toy Trains). GSA's abroad, facilities offered like Rail Yatri Nivas, tourist police and railway tourist guides (Kiosks and ORIS), IRCTC

Unit : IV Water Transport System: An overview, Cruise ships, Ferries, Hovercraft and Boats, Terms used in water Transport, Operational and marketing 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*



Tourism Products of Jammu and Kashmir

Course Code: MTHM-EO-210
MTHM 2nd Semester
Credits: 4

Cont. Assessment: 20
Term End Exam: 80
Min. Pass Marks: 32

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 **Tourism industry of J&K:** History and Growth, Structure of Tourism Industry, Present scenario of Tourism in J&K. Tourism trade organisations, Role of Public and private organisation in development and promotion of tourism in J&K.

Unit : II **Tourist resources of Jammu:** Pilgrimage & Religious attractions, Mata Vaishno Devi, Ragonath Mandir, Shiv Khori, Bawey Wali Mata Temple, Ranbireshwar temple, Baba Dhansar, Peer Baba, Peer Mitha, Shahdra Sharief. Hill Stations & lakes: Patnitop, Surinsar, Mansar lake, Amar Mahal Palace.

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

Unit : III **Tourism resources of Kashmir valley:** Natural Resources: Hill Stations: Gulmarg, Pahalgam, Sonamarg, Yusmarg, Veerinag, Kokernag, Aharbal, Doodpathri, Bungus, Gurez, Lolab Valley. Lakes: Dal lake, Wullar lake, 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, Budshah Dumat, Panderthan, Harwan, Zainalank, Awantipora, Jamia Masjid Srinagar, Shah Hamadan's Mosque, Shankaracharya temple, Pari Mahal, Mughal Gardens.

Fairs and Festivals of Kashmir region.

Unit : IV **Tourism resources of Ladakh:** Lakes and Valleys: Pangong Tso, Tsomorrangi, Tso Kar, Thatsangkaru Lakes. Drass, Nubra, Zanaskar, Suru, Sankoo

Pilgrimage and religious attractions: Thiksey Monastery, Monastery, Likir Monastery, Spituk Moastry, Alchi Choskor Monastery

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 (2012) "Tourism and Pilgrimage: A Case Study of Kashmir Valley" Sarup Publishers New Delhi.
2. Deewan, Parvez (2004) " Parveez Deewans 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.



Tourism Planning and Development

Course Code: MTHM-CR-301
MTHM 3rd Semester
Credits: 4

Cont. Assessment: 20
Term End Exam: 80
Min. Pass Marks: 32

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 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 : III 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), Demonstration Effect-Doxey's Index, Design considerations in the Tourism Development.

Unit : IV 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, National Committee on Tourism, Investment opportunities and government policy for investment in hotel/tourism industry. Incentives & concessions extended for tourism projects and sources of funding.

Case studies: Critical Analysis of Tourism policies of Rajasthan, Uttarakhand and Kerala. Role of Tourism Department in J & K, and Tourism Planning & Development in France, Italy, U.K., Dubai, the U.S.A.

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, 2003
3. Gunn, 'Tourism Planning: Basic, Concepts and Cases', Cognizant Publications, 2002
4. New Inskip, Edward, *Tourism Planning: An Integrated and Sustainable Development Approach*, VNR, New York, 1991.
5. Page J. Stephen & Brunt Paul, *Tourism- A Modern Synthesis*, Thomson Publishers, London, 2007.
6. Shalini (EDT) Singh, Dallen J. Timothy, Ross Kingston Dowling, 'Tourism in Destination Communities', CABI Publishing, 2003
7. Sharma, J. K. (2000), *Tourism Development; Design for ecological sustainability*, Kaniska Publication, New Delhi.



Research Methodology

Course Code: MTHM-CR-302
MTHM 3rd Semester
Credits: 4

Cont. Assessment: 20
Term End Exam: 80
Min. Pass Marks: 32

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 **Introduction:** Meaning, objectives and significance of research, types of research, research process. Social science Research: Meaning, scope and objectivity of social science Research, Ethics in social science research. Tourism research: Major Areas for research in Travel and Tourism, Challenges and status of Tourism research in India.

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

Unit : III **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: Sources of data required, methods of collecting primary data, observation, interviews method, the questionnaire, mail survey.

Unit : IV **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, Test, Analysis of variance (ANOVA), Chi-square (χ^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*, Wishwa Prakashan, New Delhi, 2003.
2. Chandan, J.S. (1998). *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, 2006.
4. Gupta S. P. *Statistical Methods*, 30th edition, Sultan Chand, New Delhi, 2001.
5. Krishnaswami, O.R. and Ranganatham, M. *Methodology of research in social sciences*, 2/e, Mumbai: Himalaya Publishing House, 2005.
6. Punch, Keith, F. *Survey research – the basics*, New Delhi: Sage Publications, 2003.
7. S.M. Moshin, *Research Methods in Behavioural Sciences*, orient Longman, Hyderabad, 1989.
8. Sdhav Singh, *Research Methodology in Social sciences*, Himalaya Publishing House, New 4. Delhi, 1996.
9. Salkind Neil J. *Exploring Research*, 3rd Edition, Prentice Hall, New Delhi, 1997.
10. Walliman, Nicholas. *Social research methods*, New Delhi: Sage Publications, 2006.



Hospitality Management

Course Code: MTHM-EA-303
MTHM 3rd Semester
Credits: 4

Cont. Assessment: 20
Term End Exam: 80
Min. Pass Marks: 32

Objectives: This subject 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 Introduction to Hospitality Industry: Accommodation: Meaning & scope, Accommodation and Tourism - linkage and inter-relationships, Types of Accommodation, Hotels & Hoteliering sector overtimes, Houseboat; its evolution, features, & importance, Emergence of the concept of resort properties, Classification of Accommodation on the basis of different criteria, Alternative Accommodations, Hotel Tariff Plans, Types of Guest Rooms. Future trends in Hospitality Industry, Role of Associations in hospitality management- Functions and operations.

Unit: II Hotel Organization: Need for Organisational structure, major departments of a Hotel: Role and function of Different Departments; Front Office, House Keeping, Food and Beverage, Personnel and Accounts, Engineering and Maintenance, Human Resource, Security, Sales and Marketing, Purchase, etc.

Unit: III Procedures for Constructing Hotel in India: Registration and Gradation of hotels - requirements and procedure in Indian context, Star categorisation, Sources of Finance, Incentives and subsidy extended to Hotels in Tourist areas and Tourist Backward areas, Hotel Related Technical Words.

Unit: IV Evaluating Hotel Performance: Methods of Measuring Hotel performance - Occupancy ratio - Average Daily Rate, Average Room Rate Per Guest - Market Share Index - Evaluation of Hotel by Guests, Yield Management

Case Study of ITDC, Hyatt and Oberoi

Note:-

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

Suggested Readings

1. Andrews, Sudhir : (1991), *Food and Beverage Service*, Tata M C Graw-Hill, New Delhi.
2. Andrews, Sudhir : 1985, *Hotel Front Office*, Tata M C Graw - Hill, New Delhi.
3. Andrews, Sudhir : *Hotel House Keeping*, Tata M C Graw - Hill, New Delhi.
4. G. Raghubalan & Smritee Ragubalan: *Hotel Housekeeping operations and Management*.
5. Gray and Ligouri (2000), *Hotel and Motel Management and Operations*, PHI, New Delhi.
6. Gray and Ligouri: 'Hotel and Motel Management and Operations' PHI, New Delhi, 2000
7. Jagmohan Negi (1997), *Professional Hotel Management*, S. Chand, New Delhi
8. Jagmohan Negi, *Principles of Grading, Classification of Restaurants, Resorts & Hotels*
9. John Cousins David Foskett & Caillein Gillespie, *F&B Management*, Pearson Education, England.
10. *Selected case studies from sterling. Delmia, Toshali and R.C.I.*



Entrepreneurship Development in Tourism

Course Code: MTHM-EA-305
MTHM 3rd Semester
Credits: 4

Cont. Assessment: 20
Term End Exam: 80
Min. Pass Marks: 32

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 analyzing 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.

Unit : IV Entrepreneurial Issues in Tourism & Hospitality: Management Issues in Tourism & Hospitality Industry; Entrepreneurial case studies of major Multi National Companies and National Tourism and Travel Firms- Make My Trip, Thomas Cook, Cox and Kings, Kuoni, Taj Hotel, Radisson Hotel, Welcome etc

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 (2010). *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, Sangram Keshari. *Fundamentals of entrepreneurship*, New Delhi: Prentice Hall of India.



Tourist Behaviour

Course Code: MTHM-EA-306
MTHM 3rd Semester
Credits: 4

Cont. Assessment: 20
Term End Exam: 80
Min. Pass Marks: 32

Objective: The course shall enable students to gain critical understanding of tourist behaviour and its varied manifestations. The theoretical and applied components of the course shall expand the knowledge of the students about the wider contexts of the global tourism system as it unfolds in different parts of the world.

Course Contents:

Unit : I Introduction to tourist behaviour: Tourist behaviour, Characteristics affecting tourist behaviour: cultural factors, social factors, personal factors, psychological factors, group factors, Tourist decision making process and influences; Complexity of tourist behaviour.

Unit : II Models of tourist behaviour: Pull and Push factor theory, Leisure behaviour, Maslow's need hierarchy Model, Mathieson and Wall Model, Stanley Plog's Model of Destination Preferences, Global shifts in tourist behaviour and travel patterns.

Unit : III Tourist Buying Behaviour: Buyer decision process – need recognition, information search, evaluation of alternatives, purchase decision, post purchase behaviour. Examination of tourist forms & types & their characteristics: - activities, interests & opinions of tourism market segment their buying decision behaviour.

Unit : IV Concepts of Cross Culture Behaviour in Tourism: Concepts and definitions of culture, Cultural differences, Sub-cultures, Inter-cultural interaction model, Tourism Cross Culture studies, Social Contact : concept and definitions, determinants of tourist–host contact, cultural shock, contact hypothesis, Values: concept and definitions, values and culture, Social interaction: concept and definitions, Perception-concept and definitions, Relationship between culture, social interaction and perception.

Note:-

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

Suggested Readings:

1. Dwivedi, R.S., *Dynamics of Human Behaviour at Work*, Oxford and IBH Publishing Co.,
2. Flemming, Hanson: *Consumer Choice*
3. Fred D Reynolds and William D. Wells : *Consumer Behaviour*
4. Mansfeld, Yoel & Pizam, Abraham, "Consumer Behaviour in Travel & Tourism"
5. Pareek U. *Managing Conflict and Collaboration*, Oxford and IBH Publishing Co.,
6. Pearce, L. Philip, "Tourist Behaviour & The Contemporary World"
7. Pearce, L. Philip, "Tourist Behaviour – Themes & Conceptual Schemes"
8. Rom, J. Markin: *The Psychology of Consumer Behaviour*
9. Swarbrooke, J. & Susan, H., "Consumer Behaviour in Tourism"



Destination Management

Course Code: MTHM-EA-307
MTHM 3rd Semester
Credits: 4

Cont. Assessment: 20
Term End Exam: 80
Min. Pass Marks: 32

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; carrying capacity and sustainability; 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 (2008), *Destination Marketing*, UK: Butterworth-Heinemann
2. Frank Howie (2003), *Managing the Tourist Destination*, London: Continuum.
3. Ernie Heath and Geoffrey Wall (1992), *Marketing Tourism Destinations*, John Wiley and Son, Inc.



Strategic Tourism Management

Course Code: MTHM-EA-308
MTHM 3rd Semester
Credits: 4

Cont. Assessment: 20
Term End Exam: 80
Min. Pass Marks: 32

Objectives: The aim of the course is to understand the concept and process of strategic management to be adopted in the tourism and hospitality industry with special focus on strategies that a firm has to possess to be competitive in destination management.

Course Contents:

- Unit : I** Introduction: Strategic management (SM) , Business Policy (BP) and Business Plan; Basic concepts of SM; Impact of Globalization and e-Com; Theories of organizational adaptation; Creating a learning organization; Basic model of SM; Strategic decision making; Impact of Internet; Firm and its environment.
- Unit : II** Scanning the environment: Environmental scanning; Industry analysis; Competitive intelligence; Forecasting; Synthesis of external factors; ETOP Study.
Internal scanning: Organizational analysis; resource-based approach; value chain analysis; Scanning functional resources; Strategic audit;
- Unit : III** Strategy formulation: Situational analysis: SWOT analysis, TOWS Matrix; Corporate strategy; Strategies for growth and diversification; Process of strategic planning; Stages of corporate development; Portfolio analysis; Corporate parenting; Functional strategy; Core competencies; Strategic choice.
- Unit : IV** Strategy implementation and control: Organizing for action; Developing programmes, budgets and procedures; How strategy to be implemented? Strategy implementation through structure, values, and ideologies; McKinsey's 7s framework; Acquisition of resources and competence; Organization life cycle; Management & Control, Activity-based costing; Strategic Information Systems

Note:-

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

Suggesting Readings:

1. Beamish P- *Asia-Pacific Cases in Strategic Management* (Tata McGraw-Hill, 2000).
2. David F R- *Strategic Management: Concepts and Cases* (Pearson Education, 9th edition) 2004.
3. Dess G- *Strategic Management: Creating competitive Advantage* (Tata McGraw- Hill, 2002) 2004 – M. Hill International, N. York.
4. Pitts R A and Lei D- *Strategic Management: Building and Sustaining Competitive Advantage* (Vikas, 3rd edition), 2003.
5. Thompson A and Strickland A J- *Strategic Management: Concepts and Cases* (Tata McGraw- Hill, 2002)
6. Wheelen T L and Hunger J D- *Concepts in Strategic Management and Business Policy* (Pearson Education, 2004)
7. White C- *Strategic Management* (Palgrave, 2004)



Personality Development in Tourism

Course Code: MTHM-EO-310
MTHM 3rd Semester
Credits: 4

Cont. Assessment: 20
Term End Exam: 80
Min. Pass Marks: 32

Objective: The objective of this course is to bring about personality development with regard to the different behavioural dimensions that have far reaching significance in the direction of organisational effectiveness.

Course Contents:

- Unit : I** **Basics of Communication:** Concept of communication, Types of Communication, Communication Process, Verbal & non-verbal communication, Elements of good Oral Communication, Speaking and Listening Skills, Designing and delivering presentations, Preparing Resume, Memo and Proposals. Effective Customer Care, Managing Customer Complaints & Negotiating with the Customer, Counselling Skills, Public Relation
- Unit : II** **Personality Development:** Meaning of Personality, Personality Factors-external, internal, Effective or winning personality, Overcoming hesitation and fear of facing the public, Corrective and developmental exercises - confidence building, role plays
- Unit : III** **Personality Grooming:** Personality grooming, physical fitness, dressing sense, formal and informal clothing, behaviour with male and female clients, behaviour in office
- Unit : IV** **Inter-Personal Relations:** Feelings; types and steps to deal with complex feelings, Assertiveness and Confidence building, Emotions, emotional empathy and emotional intelligence, Developing an Understanding of Social Etiquettes, Principles and Policies of the Organization related to Ethics and Social Responsiveness

Note:-

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

Suggested Readings:

1. Ananta Kumar Giri, *Values, Ethics and Business: Challenges for Education and Management*, Jaipur/New Delhi: Rawat Publications, Latest Edition.
2. Atkinson and Hilgard's, *Introduction to Psychology*, 14th Edition Edward E. Smith, Susan Nolen-Hoeksema, Barbara Fredrickson, Geoffrey Loftus
3. Bernard M. Bass and Irwin A. Berg, *Objective Approaches to Personality Assessment*, Princeton, New Jersey, 1959.
4. Munter Mary, 'Guide to Managerial Communication: Effective writing & Speaking', PHI, New Delhi, 2002
5. Ravi Aggarwal : *Communication Today & Tomorrow*, Sublime Publications, Jaipur, 2008.
6. S.K. Bhatia, *Business Ethics and Managerial Values*, New Delhi: Deep & Deep Publications Pvt. Ltd., Latest Edition.
7. *Trade wings Manual for Personality Development*



Sustainable Tourism Development

Course Code: MTHM-CR-402
MTHM 4th Semester
Credits: 4

Cont. Assessment: 20
Term End Exam: 80
Min. Pass Marks: 32

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: 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 - Potential of Ecotourism in Post-Conflict Peace building, Case Study on Siachin Glacier; Home-stays-An Approach to Facilitate Ecotourism: Case Study on Korzok, Ladakh; Ecotourism between India & Pakistan: Case Study on K2 Peace Park.

Note:-

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

Suggested Readings:

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



Airlines and Cargo Management

Course Code: MTHM-EA-403
MTHM 4th Semester
Credits: 4

Cont. Assessment: 20
Term End Exam: 80
Min. Pass Marks: 32

Objective: This course shall prepare the students to enter in cargo handling agencies with well versed knowledge of the structure and dynamics of airlines and air cargo industry. Further, it shall enable students to gain a thorough insight into various operations, management of airlines and cargo handling.

Course Contents:

Unit- I Airline Management: Aviation History, Types of Airlines - Types of Aircrafts – Open sky policy- Freedoms of Air -International Conventions - Warsaw Convention - Chicago Convention – Bermuda Convention, Industry Regulations and Indian Skies, Present Policies, Practices and Laws pertaining to Airlines, Licensing of Carriers

Functions and Role of ICAO, IATA, DGCA and Airport Authority of India

Unit-II: Introduction to Cargo Industry: Evolution and Growth of Cargo Industry, Basic Cargo Operations, Concepts and Common terms used in Cargo handling, Relevance and importance of Cargo Industry, Rules governing acceptance of Cargo, The Air Cargo Agency; The IATA Cargo Agent, The Consolidator, Use of Guides

Familiarization of Cargo Tariffs, Rounding off of weights / Dimensions / currencies, Chargeable weights - Specific commodity rates, class rates, general cargo rates, valuation charges.

Unit- III Cargo Documentation: Air way bill, charges collection advice, irregularity report, cargo manifesto, cargo transfer Manifesto, Documents concerning postal mails and diplomatic mails, Shippers declaration for dangerous goods.

Unit- IV Cargo Handling: Cargo capacity of Air and Ships, Cargo needing special attention, Live Animals Regulations, Introduction to dangerous goods regulations, some important Cargo companies. 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. ABC & OAG Guides
2. Air Cargo Tariff Manuals
3. IATA Live Animals Regulations Manuals
4. Jagmohan Negi (2005) Air travel Ticketing and Fare construction, Kanishka, New Delhi.
5. Ratandeep Singh (2008), Handbook of Global Aviation Industry and Hospitality services, Kanishka Publishers, New Delhi
6. TACT Rates & Rules Book



Ethical, Legal & Regulatory Aspects in Tourism

Course Code: MTHM-EA-404
MTHM 4th Semester
Credits: 4

Cont. Assessment: 20
Term End Exam: 80
Min. Pass Marks: 32

Objective: To understand basic principles of various laws, codes, rules and regulations relating to tourism for providing professional assistance and advice to tourists.

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 (2007), *Company Law*, Eastern Book & Co., Lucknow.
2. Chandra P.R (2007), *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 Guide lines 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 (2007), *Business Laws*, Tata McGraw Hill, New Delhi.
14. *Wildlife Protection Act 1972*



Event Management

Course Code: MTHM-EA-405
MTHM 4th Semester
Credits: 4

Cont. Assessment: 20
Term End Exam: 80
Min. Pass Marks: 32

Objectives: The purpose of this course is to familiarize the students with the essentials of event management and to understand the managerial and operational aspects pertaining to event management.

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.

Unit – II Event Planning and Organizing: Event preparation, logistics and support services; Financial management and Marketing of events, Risk management and emergency services, Problem Solving and Crisis Management,

Unit – III 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; 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 – IV Budgeting and Marketing: Marketing equipments 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, Cargo Transportation. Case Studies: ITB, WTM, BTF, TTW, FITUR, KTM, IITM, CII-Events, PATA Travel Mart

Note:-

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

Suggested Readings:

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



Alternative Forms of Tourism

Course Code: MTHM-EA-406

MTHM 4th Semester

Credits: 4

Cont. Assessment: 20

Term End Exam: 80

Min. Pass Marks: 32

Objective: This course gives knowledge to the students about the various emerging alternative forms of tourism and their evolution, operational and management aspects.

Course Contents:

Unit : I Adventure Tourism: Definitions and Concepts, Types of Adventure Tourism: Land based Adventure (Trekking, Mountaineering, Rock Climbing etc), Water based adventure (Water surfing, white water rafting, para-sailing etc) and Air based adventure (Parachute jumping, Gliding, para-gliding etc); Operational Perspectives: Base Camp operations, Camping Operations, Rescue Operations, Adventure Tour Guiding & Interpretation Services; Adventure Trail Development.

Unit : II Ecotourism: Concept of ecotourism and its Management. The impacts of ecotourism in an area (positive and negatives), some best practised ecotourism sites in world. Eco-tel; Eco resorts; Eco lodges; Forest Lodges etc. Concept of Eco guiding and Green Trails, Eco and nature Interpretation; Understanding the motivation of green hikers; Eco designs in tourism facilities; Eco Certification Programmes and their controversies.

Unit : III Community Based Tourism: 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 : IV Tribal Tourism: Definition and concepts, tribal resources: anthropology, art, folklore, festivals, rituals, cuisine etc motivations behind visiting tribal tourism sites, promotional issues of tribal tourism, controversies and ethical issues in tribal tourism, ethnic entrepreneurship, major tribes in India and J&K, tribal policy in India.

Note:-

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

Suggested Readings:

1. *Adventure Travel Report, 1997.*
2. *Adventure Travel Society, 2001.*
3. *Buckley, Ralf, Adventure Tourism, CABI: Oxfordshire, UK*
4. *Darst, P. and G. Armstrong. Outdoor Adventure Activities for School and Recreation Programs. Minneapolis: MN: Burgess.*
5. *Ewert, A.W. Outdoor Adventure Pursuits. Worthington, Ohio: Publishing Horizons Inc.*
6. http://www.adventuretravel.com/research_definitions.htm
7. <http://www.tia.org/pubs/domestic.asp?PublicationID=40>
8. *Malik, S.S., Adventure Tourism, Delhi: Rahul*
9. *Mowforth, M. and Munt, I. (2003), Tourism and Sustainability. Development and New Tourism in the Third World. Routledge, London.*
10. *Pearce, D.G. and Butler, R.W. Contemporary issues in tourism development, Routledge*
11. *Swarbrooke J., C. Beard, S. Leckie and G. Pomfret. Adventure Tourism- New Frontier, Butterworth Heinemann: London*
12. *Weaver, D. (2001), The Encyclopedia of Ecotourism, CABI Publication, UK.*



Tourism Business Opportunities

Course Code: MTHM-EO-407
MTHM 4th Semester
Credits: 4

Cont. Assessment: 20
Term End Exam: 80
Min. Pass Marks: 32

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, TFCEI, MSMEs, Incentives from MOT GOI/GOJK, Organizational Framework for Promotion and Development of Tourism and Travel Business, Venture Creation and Management in tourism.
- Unit : IV** Management Issues in Tourism & Hospitality Industry; Entrepreneurial case studies of major MNCs and National Tourism and Travel Firms- Make My Trip, Thomas Cook, Cox and Kings, Kuoni, Taj Hotel, Radisson Hotel, Welcome etc.

Note:-

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

Suggested Readings:

1. Chowdhary, N & Prakash, M (2010). *Managing A Small Tourism Business*, Matrix Publication, New Delhi.
2. Desai, Vasant. *Small-Scale Industries and Entrepreneurship*. Himalaya Publishing House, Delhi
3. Mohanty, Sangram Keshari. *Fundamentals of entrepreneurship*, New Delhi: Prentice Hall of India.
4. Kaulgud, Aruna. *Entrepreneurship Management*. Vikas Publishing House, Delhi.