

## Annexure-I

### Master of Tourism and Travel Management (M.T.T.M) Batch 2022-24

#### PROGRAM OUTCOME (P.O.)

- P.O. 1.** The Students gain overall comprehensive knowledge about the tourism industry.
- P.O. 2.** Students apply knowledge gained through on-the-job training by working in the tourism sector and inculcate leadership skills through various programs.
- P.O. 3.** The students understand basic foreign languages and communicate with a working knowledge of the foreign language.
- P.O. 4.** The students gain the ability to communicate effectively with guests and carry out guest relations.
- P.O. 5.** The students will become able to carry out tourism research and gain the ability to independently conduct tours at different destinations.
- P.O. 6.** The students can apply the knowledge gained in the course to start their business ventures in tourism.

#### PROGRAM SPECIFIC OUTCOME (P.S.O.)

- P.S.0.1.** The students gain overall comprehensive knowledge about the tourism industry.
- P.S.0.2.** The students understand basic foreign languages and communicate with a working knowledge of the foreign language.
- P.S.0.3.** The students gain the ability to communicate effectively with guests and carry out guest relations.

The Master of Tourism and Travel Management (MTTM) is a two-year full-time programme. The course structure and programme administration scheme are as follows: -

#### COURSE STRUCTURE

The programme has been organized in two years –First Year and Second Year, each comprising of two semesters. The list of courses offered during First Year and Second Year of the programme shall be as follows: -

**TOTAL Credits for MTTM = 112: TOTAL MARKS=2800**

Course No.	Title of the Course	Credits
	<b>1<sup>st</sup> Semester</b>	
	<b>Core Courses</b>	
MTTM-501	Management Practices and Organisation Behaviour	4
MTTM-502	Tourist Resources of India	4
MTTM-503	Travel Agency and Tour Operations Business	4
MTTM-504	Tourism System	4
MTTM-505	Introduction to Hospitality Industry	4
MTTM-506	Foreign Language -German OR -French <b>Choose any one- The Language opted for in the first semester will have to be continued in the second semester</b>	4

	<b>Total Credits (1<sup>st</sup> Semester)</b>	<b>24</b>
Note	<i>After First Semester students are required to take an Educational Tour and then prepare a report for the same which will be evaluated in the Second Semester</i>	
	<b>2<sup>nd</sup> Semester</b>	
	<b>Core Courses</b>	
MTTM-507	Interdisciplinary Approaches to Tourism	4
MTTM-508	Tourism Marketing	4
MTTM-509	Tourism Planning and Sustainable Development	4
MTTM-510	Airline Ticketing and Cargo Management	4
MTTM-511	Ethical, Legal and Regulatory Aspects of Tourism	4
MTTM-512	Foreign Language -German OR -French	4
MTTM-513	Educational Trip Report	4
	<b>Elective Course (General)</b>	
MTTGE-01	Tourism Products of Himachal Pradesh	4
	<b>Total Credits (2<sup>st</sup> Semester)</b>	<b>32</b>
	<b>3<sup>rd</sup> Semester</b>	
	<b>Core Courses</b>	
MTTM-514	Research Methodology	4
MTTM-515	Leadership Development Camp (AEC/SEC)	4
	<b>Elective Course (Specific)</b> <b>Students are required to choose a total of four Specific Elective Courses (Two each from two different specializations) as per their area of interest.</b> <b>Minimum eight students must be there to start any elective group).</b>	
	<b>Travel Trade Specialization – Group I</b>	
TT-01	Itinerary Preparation and Tour Packaging	4
TT-02	Meetings, Incentives, Conferences and Expositions	4
TT-03	Tour Guiding and Interpretation	4
	<b>Tourism Management Specialization – Group II</b>	
TM-01	Entrepreneurship Development in Tourism	4
TM-02	Destination Management	4
TM-03	Strategic Tourism Management	4
	<b>Cultural Tourism Specialization- Group III</b>	
CT-01	Religious Tourism	4
CT-02	Cultural and Heritage Tourism	4
CT-03	Cross Cultural Tourism	4
	<b>Total Credits (3rd Semester)</b>	<b>24</b>
	<b>4th Semester</b>	
	<b>Core Course</b>	
MTTM-516	Internship Report Internship Report (The students will be required to undertake 4 months internship after the third semester from 01st January to 30 <sup>th</sup> April. They will return on 1 <sup>st</sup> May along with an internship report and project report	4

	(as assigned) to be submitted to the Institute before Final Viva.)	
MTTM-517	Project Report (Topics will be assigned to students before they leave for Internship)	4
MTTM-518	<b>Comprehensive Viva-Voce</b> (Based on courses taught in all the four Semesters with the primary focus on specialisation courses)	4
	<b>Elective Course (General) /MOOC</b>	
MTTGE-02	Major Tourist Destinations of India	4
	<b>Elective Course (Specific)</b> <b>Students are required to choose a total of four Specific Elective Courses (Two each from two different specializations) as per their area of interest. Minimum eight students must be there to start any elective group</b>	
	<b>Travel Trade Specialization – Group I</b>	
TT-04	Outbound Tourism	4
TT-05	Transport Management	4
TT-06	Airport Management	4
	<b>Tourism Management Specialization- Group II</b>	
TM-04	Responsible Tourism	4
TM-05	Crisis and Disaster Management in Tourism	4
TM-06	Human Resource Management	4
	<b>Cultural Tourism Specialization- Group III</b>	
CT-04	Indian History, Art, Culture and Architecture	4
CT-05	Culture and Social Psychology of Tourism	4
CT-06	Culture Preservation and Representation	4
	<b>Total Credits (4<sup>th</sup>Semester)</b>	32
	<b>Total Credits</b>	<b>112</b>
	<i>Alternative Study Credit Activities*</i> <b>The students have the option of substituting 4 credits out of 116 with any MOOC Course done during the entire student cycle of 2 years during the MTTM program. The credits will only be substituted if the student gets at least a pass grade in the said subject from the course structure for which he or she wishes to substitute his/her credits with the MOOC Course.</b>	
ASCA-01	MOOC Courses	4
	<b>Total Alternative Credits</b>	<b>4</b>

**MTTM Degree : Total Credits = 112, Total Marks = 2800**

**Credit pattern/  
Scheme of Examination**

**FIRSTSEMESTER**

<b>Course Code</b>	<b>CourseTitle</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Hours Per Week</b>	<b>Credit</b>	<b>IA</b>	<b>EA</b>	<b>Total</b>
MTTM-501	Management Practices and Organisation Behaviour	4	0	0	4	4	40	60	100
MTTM-502	Tourist Resources of India	4	0	0	4	4	40	60	100
MTTM-503	Travel Agency and Tour Operations Business	4	0	0	4	4	40	60	100
MTTM-504	Tourism System	4	0	0	4	4	40	60	100
MTTM-505	Introduction to Hospitality Industry	4	0	0	4	4	40	60	100
MTTM-506	Foreign Language -German OR -French <b>Choose any one- The Language opted for in the first semester will have to be continued in the second semester</b>	4	0	0	4	4	40	60	100
	<b>Total</b>					<b>24</b>			<b>600</b>

**SECOND SEMESTER**

<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Hours Per Week</b>	<b>Credit</b>	<b>IA</b>	<b>EA</b>	<b>Total</b>
MTTM-507	Interdisciplinary Approaches to Tourism	4	0	0	4	4	40	60	100
MTTM-508	Tourism Marketing	4	0	0	4	4	40	60	100
MTTM-509	Tourism Planning and Sustainable Development	4	0	0	4	4	40	60	100
MTTM-510	Airline Ticketing and Cargo Management	4	0	0	4	4	40	60	100
MTTM-511	Ethical, Legal and Regulatory Aspects of Tourism	4	0	0	4	4	40	60	100
MTTM-512	Foreign Language -German OR -French	4	0	0	4	4	Viva 40	60	100
MTTM-513	Educational Trip Report	0	0	4	--	4	100	-	100
<b>Elective Course (General) / MOOC Option</b>									
MTTGE-01	Tourism Products of Himachal Pradesh	4	0	0	4	4	20	80	50
	<b>Total</b>					<b>32</b>			<b>800</b>

**THIRDSEMESTER**

Course Code	Course Title	L	T	P	Hours Per Week	Credit	IA	EA	Total
MTTM-514	Research Methodology	4	0	0	4	4	40	60	100
MTTM-515	Leadership Development Camp (AEC/SEC)	0	0	4	---	4	100	00	100
<p><b>Elective Course (Specific)</b>  <b>Students are required to choose a total of four Specific Elective Courses (Two each from two different specializations) as per their area of interest. Minimum FIFTEEN students must be there to start any elective group).</b></p>									
<p><b>Travel Trade Specialization – Group I</b></p>									
TT-01	Itinerary Preparation and Tour Packaging	4	0	0	4	4	40	60	100
TT-02	Meetings, Incentives, Conferences and Expositions	4	0	0	4	4	40	60	100
TT-03	Tour Guiding and Interpretation	4	0	0	4	4	40	60	100
<p><b>Tourism Management Specialization – Group II</b></p>									
TM-01	Entrepreneurship Development in Tourism	4	0	0	4	4	40	60	100
TM-02	Destination Management	4	0	0	4	4	40	60	100
TM-03	Strategic Tourism Management	4	0	0	4	4	40	60	100
<p><b>Cultural Tourism Specialization- Group III</b></p>									
CT-01	Religious Tourism	4	0	0	4	4	40	60	100
CT-02	Cultural and Heritage Tourism	4	0	0	4	4	40	60	100
CT-03	Cross Cultural Tourism	4	0	0	4	4	40	60	100
<b>Total</b>						<b>24</b>			<b>600</b>



	<b>must be there to start any elective group</b>								
	<b>Travel Trade Specialization – Group I</b>								
TT-04	Outbound Tourism	4	0	0	4	4	60		100
TT-05	Transport Management	4	0	0	4	4	60		100
TT-06	Airport Management	4	0	0	4	4	60		100
	<b>Tourism Management Specialization- Group II</b>								
TM-04	Responsible Tourism	4	0	0	4	4	60		100
TM-05	Crisis and Disaster Management in Tourism	4	0	0	4	4	60		100
TM-06	Human Resource Management	4	0	0	4	4	60		100
	<b>Cultural Tourism Specialization- Group III</b>								
CT-04	Indian History, Art, Culture and Architecture	4	0	0	4	4	60		100
CT-05	Culture and Social Psychology of Tourism	4	0	0	4	4	60		100
CT-06	Culture Preservation and Representation	4	0	0	4	4	60		100
	<b>Total Credits (4<sup>th</sup>Semester)</b>								
	<b>Total Credits</b>				32				800

L:-

Lecturesperweek;T:Tutorialsperweek;P:Practicalperweek;IA:InternalAssessment;EA:ExternalAssessment

### **BREAKUP OF CREDITS**

Semester	Core Courses	General Elective Courses	Discipline Specific Courses	AEC/SEC	Credits
1 <sup>st</sup> Semester	24	00	00	<b>00</b>	<b>24</b>
2 <sup>nd</sup> Semester	28	04	00	<b>00</b>	<b>32</b>

3 <sup>rd</sup> Semester	04	00	16	<b>04</b>	<b>24</b>
4 <sup>th</sup> Semester	12	04	16	<b>00</b>	<b>32</b>
<b>Total Credits</b>	<b>68</b>	<b>08</b>	<b>32</b>	<b>04</b>	<b>112</b>

## **II - PROGRAMME ADMINISTRATION**

### **1. CHOICE OF COURSES**

#### **a) Choice of Elective Course (Specific)\***

Students will have the option of taking two specializations out of three. Students are required to choose a total of four Specific Elective Courses (Two each from two different specializations) as per their area of interest in third and fourth semester.

#### **b) Internship and Educational Tour** are mandatory and will be an integral part of the Course Structure.

#### **c) Foreign language opted for in the First Semester will have to be continued in the Second Semester**

### **2. INSTRUCTIONS TO THE PAPER SETTERS:-**

For Theory paper of Total 60 marks set ten (10) questions in all. Two questions from each unit. The students are required to attempt five (5) questions in all, selecting one question from each unit. Each Question will be for 12 Marks.

The marks scheme will be the above for all courses except Generic Elective

**For all Courses \*except Generic Elective) Theory will be of 60 marks and Internal Assessment for 40 marks, for all courses except the following.**

- **Course MTTM 512:** Viva Voce of 20 marks will be conducted by an External Examiner

- **Course MTTM 513:** Educational trip report will be prepared by students and will be evaluated for 100 marks, by the tour in charge.

- **Course MTTM 515:** Leadership Development Camp (LDC) will be of 100 marks. Students will go for LDC for at least 7 days and then submit a report on the same to be evaluated by an Internal Expert.

-- **Course MTTM 516-** Internship will be of total 100 marks (60 marks Report and 40 presentation) . Students will go for **4 months** Internship and submit a report to be evaluated by External/Internal Faculty

-**Course MTTM 517-** Project report will be of 100 marks (60 marks Report and 40 presentation), on topics assigned to students. Report will be evaluated by External/Internal Faculty.

- **Course MTTM 518-** Final Viva Voce will be of 100 marks to be conducted by an External Expert

## **2. EVALUATION PLAN**

### **a) Examination Pattern**

<b>Component</b>	<b>Frequency</b>	<b>Marks*</b>
End Term Assessment	1 time	60%
Continuous Internal	Throughout the	40%

Assessment* (IA)	Semester	

### Scheme for Continuous Evaluation\*

The teacher can choose any three or more options as components for conducting internal assessment so as to achieve the course outcomes. The choice of components and weightage assigned to each component must be communicated to students at the beginning of the semester. One of the components must have focus on critical analysis and application of concepts taught in the class.

Sr. No.	Component
1.	Written Assignments
2.	Case discussions
3.	Term papers
4.	Viva-voce
5.	Student Seminar
6.	Individual and group Presentation
7.	Extempore
8.	Group Discussion
9.	Quiz
10.	Role Play
11.	Any other simulation activity
12.	Report on Field Visit
13.	Surprise test
14.	Research Project ( Group/Individual)
15.	Test
16.	Class participation & Conduct
17.	Attendance
18.	Small group activity based on assessment of skills acquired by learners
19.	Any other component required for attaining course outcome

#### a) Reports

- a. **Educational cum Industrial Tour Report:** The Educational Tour Report will require the preparation of a report of 1000 to 2500 words and will be submitted by the students at the end of 2nd semester.
- b. **Internship Report:** Internship Report will comprise all details of learning and procedures carried out by students during Internship. The report must include an Internship Completion certificate from the particular Organization where Internship was undertaken.
- c. **Project Report:** Will comprise a detailed study on the topic assigned to the students. It will be submitted by the students during the fourth semester.

#### Elective General / Inter Disciplinary Courses

Inter Disciplinary Courses for 2 credits under Elective Course (General) will be **fully internal courses** and will be **evaluated through Continuous Evaluation Scheme**

## Viva- Voce Examination

- a. A Comprehensive Viva-Voce will be conducted at the end of the 4<sup>th</sup> Semester.

## Grading

- a) The marks obtained in the CCA and the ESE will be combined and used for the deciding of the course grade that the student will be getting. Relative grading will be done by the Office of the CoE HPU for each course class in all the colleges as is described in the next section.
- b) Two systems of grading will be used:
  - i. Absolute Grading, and
  - ii. Relative Grading.
- i. Absolute Grading will be done in case of courses in which the total number of students anywhere in the HPU and its affiliated colleges is 50 or less. Example can be a course that is being offered in only one or two colleges. In such cases the final scores obtained by the students will be graded in an absolute manner on the basis of per cent marks obtained by the students as follows:

= and > 95 % marks	Grade Point 10.0	Letter grade S+
90 to less than 95 % marks	Grade Point 9.5	Letter Grade S
85 to less than 90 % marks	Grade Point 9.0	Letter Grade O++
80 to less than 85 % marks	Grade Point 8.5	Letter Grade O+
75 to less than 80 % marks	Grade Point 8.0	Letter Grade O
70 to less than 75 % marks	Grade Point 7.5	Letter Grade A++
65 to less than 70 % marks	Grade Point 7.0	Letter Grade A+
60 to less than 65 % marks	Grade Point 6.5	Letter Grade A
55 to less than 60 % marks	Grade Point 6.0	Letter Grade B+
50 to less than 55 % marks	Grade Point 5.5	Letter Grade B
45 to less than 50 % marks	Grade Point 5.0	Letter Grade C
Less than 45 % Marks	Grade Point 0.0	Letter Grade F (Fail)
Incomplete	-----	Letter Grade I
Audit Pass	-----	Letter Grade P
Audit Fail	-----	Letter Grade X

- ii. Relative Grading will be done in all cases where the number of students in the HPU and its affiliated colleges is more than 50. This will be done on the basis of the scores / marks (preferably in per cent form) received from all the colleges in which the course is being taught, and is to be done as explained and described below by the Office of the Controller of Examinations, Himachal Pradesh University.

Based on the precept that the students in a course class are a random sample drawn from a normal population of the students in all such classes anywhere, the students in the given course class will be graded in a relative manner within the context of the class and the categories of the normal distribution. It is well known that in a normal distribution 50% of the values are larger than the mean ( $\mu$ ) and 50% are less than the mean, and that 68% of the

values lie between mean and plus / minus one standard deviation (i.e.  $\mu \pm \sigma$ ), 95% of the values lie between mean and plus / minus two standard deviations (i.e.  $\mu \pm 2\sigma$ ), 99.7% of the values lie between mean and plus / minus three standard deviations (i.e.  $\mu \pm 3\sigma$ ), and only 0.26% of the values lie beyond mean plus / minus three standard deviations (i.e. beyond  $\mu \pm 3\sigma$ ). This property of the normal distribution will be used in deciding the grades of the students in a course class (the random sample) in a relative manner for all the students appearing in a particular course in a particular semester in all the colleges affiliated to the HPU, by the Office of the CoE, HPU. For doing this the following steps are to be taken:

1. When all the awards have been received, calculate the mean award (symbolized as  $\bar{x}$ ) using the formula

$$\bar{x} = (\sum x_i) / n$$

where  $x_i$  is the score of student  $i$ ,  $n$  is the total number of students in the class and symbol  $\sum$  means summation over the values that follow.

2. Calculate the standard deviation (symbolized as  $s$ ) of all the awards in the class using the formula

$$s = \sqrt{(\sum (x - \bar{x})^2 / n)}$$

3. Divide the students in the class into the following categories:

i.	Category I:	$> \bar{x} + 3\sigma$
ii.	Category II:	$\leq (\bar{x} + 3\sigma)$ and $\geq (\bar{x} + 2.5\sigma)$
iii.	Category III:	$\leq (\bar{x} + 2.5\sigma)$ and $\geq (\bar{x} + 2\sigma)$
iv.	Category IV:	$\leq (\bar{x} + 2\sigma)$ and $\geq (\bar{x} + 1.5\sigma)$
v.	Category V:	$\leq (\bar{x} + 1.5\sigma)$ and $\geq (\bar{x} + \sigma)$
vi.	Category VI:	$\leq (\bar{x} + \sigma)$ and $\geq \bar{x}$
vii.	Category VII:	$\leq \bar{x}$ and $\geq (\bar{x} - \sigma)$
viii.	Category VIII:	$\leq (\bar{x} - \sigma)$ and $\geq (\bar{x} - 1.5\sigma)$
ix.	Category IX:	$\leq (\bar{x} - 1.5\sigma)$ and $\geq (\bar{x} - 2\sigma)$
x.	Category X:	$\leq (\bar{x} - 2\sigma)$ and $\geq (\bar{x} - 2.5\sigma)$
xi.	Category XI:	$\leq (\bar{x} - 2.5\sigma)$ and $\geq (\bar{x} - 3\sigma)$
xii.	Category XII:	$< (\bar{x} - 3\sigma)$

4. Assign the grades to the students in the class as follows:

Category I:	Grade Points 10.0	Letter Grade S+
Category II:	Grade Points 9.5	Letter Grade S
Category III:	Grade Points 9.0	Letter Grade O++
Category IV:	Grade Points 8.5	Letter Grade O+
Category V:	Grade Points 8.0	Letter Grade O
Category VI:	Grade Points 7.5	Letter Grade A++
Category VII:	Grade Points 7.0	Letter Grade A+
Category VIII:	Grade Points 6.5	Letter Grade A
Category IX:	Grade Points 6.0	Letter Grade B+
Category X:	Grade Points 5.5	Letter Grade B
Category XI:	Grade Points 5.0	Letter Grade C
Category XII:	Grade Points 0.0	Letter Grade F (Fail)
Category XIII:	Incomplete	Letter Grade I
Category XIV:	Audit Pass	Letter Grade P
Category XV:	Audit Fail	Letter Grade X

Notes:

1. Category XIII (Incomplete, with letter grade I) is given to students who are unable to complete the programme and are considered 'dropped'.
2. Categories XIV and XV (Audit Pass with letter grade P and Audit Fail with letter grade X) are given to the students who are auditing (attending the class, but not for grade) the course and are passing or failing respectively. These grades will not be counted for determining the Grade Point Average (GPA) and Cumulated Grade Point Average (CGPA) of the student.

#### Determining GPA and CGPA

For each student the Grade Point Average (GPA) and the Cumulated Grade Point Average (CGPA) will be determined by the CoE office of the HPU as follows:

$$GPA \text{ or } CGPA = (\sum C_i G_i) / (\sum C_i)$$

Where,  $C_i$  is the credit earned for course  $i$  ( $i$  varying from 1 to  $n$ ) and  $G_i$  is the grade point obtained by the student in course  $i$  ( $i$  varying from 1 to  $n$ ),  $n$  being the number of courses passed so far by a student.

At the completion of the PG programme the CGPA will be determined for the whole programme and will be assigned letter grades as below:

CGPA	Letter Grade	Explanation of letter Grade	Classification of the Final Result
9.51 and above	S+	Super	First Class - Exemplary
9.01 to 9.50	S		
8.51 to 9.00	O++	Outstanding	First Class - Distinction
8.01 to 8.50	O+		
7.51 to 8.00	O		
7.01 to 7.50	A++	Excellent	First Class
6.51 to 7.00	A+		
6.01 to 6.50	A		
5.51 to 6.00	B+	Good	Second Class
5.01 to 5.50	B		
4.51 to 5.00	C	Average	Third Class
4.50 and below	F	Fail	Fail
No Grade	I	Incomplete	Incomplete

## **First Semester**

### **MTTM-501: MANAGEMENT PRACTICES AND ORGANISATION BEHAVIOUR**

**Course Objective:** *This is the basic introductory course for learners of business management. This course helps learners to use management skills and techniques in all routine managerial activities in all aspects of businesses effectively and efficiently. Besides, the awareness about manager's role in handling the individuals in an organization will also be the focus of course.*

#### **COURSE OUTCOME (C.O.)**

After completion of the course, students shall be able to

**C.O.1.** Apply knowledge about the basics of Management in tourism management.

**C.O.2.** Apply the concept of management in travel organizations.

**C.O.3.** Understanding the concept of organisational behaviour and group dynamics.

**C.O.4.** To acquaint the students with organisational culture.

**Module-1:** Definition, meaning, nature and scope of management, Evolution of management thought. Contribution of Henry Fayol and F.W. Taylor. Different Approaches to management, Corporate Social Responsibility. Meaning of TQM, Systems Theory, Quality Circles and Kaizen.

**Module-2;** Functions of Management. Planning- Nature, Scope, steps and hierarchy of plans; Organizing – Types of organization, line and staff organization, Span of management, Centralization, Decentralization. Delegation of Authority, Management by Objective (MBO), Organization Culture and Effectiveness, Directing: Nature, Principle and Techniques Controlling: Types of Control, Controlling for organizational effectiveness.

**Module-3:** Theories of motivation, Maslow's Need Hierarchy, Herzberg's two factor theory, Need theories, Goal theories. Equity Theory, Expectancy Theory.

Leadership: Concept and theories, Trait Theory, Autocrat and Democrat. Leadership; Blake and Mouton's managerial Grid, P Hersey and Kenneth Blanchard's Situational Leadership.

**Module-4:** Definition, Importance, Fundamental Concepts of Organizational Behaviour, Influence of Socio-cultural factors on organization, Perceptions, Personality and Attitudes, Values, Learning and Job satisfaction.

**Module-5:** Transactional analysis, Group dynamics, Management of change, Conflict Management, Organizational Culture.

#### **REFERENCES: (All Latest Editions)**

1. Management Principles and Practice, by R. Srinivasan and S.A. Chunawalla, Himalaya Publishing House New Delhi.
2. Principles of Management by Terry and Franklin, AITBS Publishers & Distributors, Delhi.
3. Principles and Practice of Management by L.M. Prasad, Sultan Chand and Sons, New Delhi.
4. Harold Koontz and Heinz Weihrich Management.
5. Burton and Thakur; "Management Today – Principles and Practices".

## **MTTM-502: TOURIST RESOURCES OF INDIA**

**Course Objective:** *This course introduces all comprehensive knowledge of Tourism attractions to India, including Indian history, culture, religions, fairs and festivals and Indian physical geography. The course is aimed at students gaining knowledge of all Indian tourism products sold for tourists.*

### **COURSE OUTCOME (C.O.)**

After completion of the course, students shall be able to

**C.O.1.** Explain the tourist resources of India.

**C.O.2.** Elaborate on Indian cultural ethos.

**C.O.3.** Communicate the importance of the protection of tourists' resources.

**C.O.4.** Elaborate tourist resources of Himachal Pradesh.

**Module-1:** Definition and components of Tourism product. Classification of tourism Products. Cultural Heritage of India: Religion & Philosophy. Popular Religions Centres of Hindu, Buddhist, Jain, Sikh, Muslim, and Christian Religion. Case Study of religions monuments - Mahabalipuram, Khajuraho, Konark, Varansi, Ajanta, Ellora, Elephanta.

**Module-2:** - Glimpses of the prominent architectural style flourished over the ages in India.

Museums, Assets & unique features of National Museums. Performing arts of India, Classical dances, folk dances with special touristic appeal. Various Indian Musical Instruments Fairs & Festivals - Social, Religions & Commercial fairs of touristic significance. Organising promotional events like - snake boat race, white water festival, kite festival & winter carnival (Goa) etc.

**Module-3:** - Handicrafts of India - Important Handicraft objects & centres, craft mela, Souvenir Industry. Created tourist attractions - Academic, Scientific and Industrial.

**Module-4:** - Flora & Fauna of India as potential tourist resource. National parks, wildlife sanctuaries, case study of Corbett Tiger Reserve, Nanda Devi, Kanha & Gir National parks.

**Module-5:** - Geography, Physiography: Important Tourism Destinations: Shimla. Kullu-Manali. Kangra of Himachal State.

### **REFERENCES: (All Latest Editions)**

1. Tourists Resource of India - Ram Acharya.
2. Tourists Resources of India - Ratandeep Singh.
3. Tourists Resources of India - Jagmohan Negi.
4. Himachal Pradesh, The Land. The people by S. S. Negi.

## **MTTM-503: TRAVEL AGENCY & TOUR OPERATIONS BUSINESS**

**Course Objective:** *The objective of this course is to make students understand all kinds of logistics and operations related with travel agency and tour operations that are vital for tourist movement. Students also gain knowledge of the procedure of starting a travel agency business and all global and Indian organizations associated with the Travel agency/tour operations trade.*

### **COURSE OUTCOME (C.O.)**

After completion of the course, students shall be able to

**C.O.1.** Open a travel agency business efficiently.

**C.O.2.** Identify the reasons of people choosing travel intermediaries.

**C.O.3.** Acquire knowledge about activities and characteristics of travel agencies.

**C.O.4.** Elaborate upon the package tour concept.

**Module-1:** Travel Agency & Tour Operator-Definition & differentiation origin & developmental history of Travel Agency and Tour Operation system: Type of Travel Agencies based on the nature and volume of business: Group, Retail, outbound, inbound and independent tour operators: changing dimensions of Travel trade.

**Module-2:** Functions of Travel Agents & Tour operators: Ticketing, reservations, itinerary preparation, immigration related services, information, counselling and other ancillary services to GI Ts & FITs.

**Tour Packaging:** The concept of tour & tour packaging Growing demand for tour packages: organisations and agencies in tour packaging business: Various types of tour packages.

**Module-3:** Human Resource Planning: Concept, Significance and the process. Public sector in Travel Trade Business - Case study of ITDC and HPTDC.

**Module-4:** Significance of Linkages & Coordination in Travel Trade Coordination with Accommodation and Transport sector, shopping enterprises and public sector tourism organisations.

Various concessions, discounts and other incentives offered by hospitality, transportation and other sectors of tourism to travel agents and tour operators.

**Module-5:** Role and contribution of common interest bodies like ICAO, IATA, UFTAA, WATA, TAAI & IATO in healthy growth of travel agency and tour operations Business.

Future of Travel Agency and tour operations business in Indian Context.

#### **REFERENCES: (All Latest Editions)**

1. Travel Agency and Tour operation Concepts and Principles - Jagmohan Negi
2. Encyclopaedia of Tourism Management - P.C. Sinha.
3. Regional Development, Tourism Hotels & Travel Trade by Jagmohan Negi

#### **MTTM- 504: TOURISM SYSTEM**

**Course Objective:** *This course shall introduce learner to tourism's growth and development. The course also highlights the role of tourism as an economic intervention and its significance in economy; Course discusses the global nature of tourism, tourism product and emerging trends in tourism industry. It is also important to appreciate the future of tourism.*

#### **COURSE OUTCOME (C.O.)**

After completion of the course, students shall be able to

**C.O.1.** Discuss the development of tourism around the world.

**C.O.2.** Identify important destinations around the globe.

**C.O.3.** Discuss the global nature of tourism.

**C.O.4.** Describe emerging trends in tourism industry

#### **Module-**

**1:** Tourism Recreation and Leisure: Definition Meaning and Differentiation. Meaning of Tourist, Traveller, Visitor Transient and Excursionist. Various Travel Motivations. Maslow's hierarchy of needs model & travel motivation. Plog's Psychographic classification of Tourists & travel motivations.

#### **Module-**

**2:** Conceptual basis of Tourism Product (TOPRQPSTP). Special Elements & difference from other co

Consumer Products. Concept of Resource/Attraction Product /Destination and Market.

**Module-3:** Types & forms of Tourism. Concept of Sustainable/Alternate/Mass and new Tourism (Importance). Future Tourism scenario (Projections, Trends Changes. (Forms).

**Module-4:** TOURISM impacts, concept of carrying capacity. Types of Impacts. Physical Socio Cultural Economic ,Environmental Impact Assessment. Frame work for assessing Impact of Tourism. Tourism Organizations: UNWTO, PATA, IATA.

**Module-5:** MAP WORK: Location of important Tourist Destinations in the global context. Approaches to Tourism Development (Systems/Integrated/Community).

#### **REFERENCES: (All Latest Editions)**

1. Tourism Dimensions-S.P. Tewari.
2. Development of Tourism in India-Lajipathi Rai
3. Tourism Development in India-Chopra
4. Dynamics of Modern Tourism-Ratan Deep Singh.
5. Tourism Management: Bijendra Punia.
6. Dynamics of Modern Tourism-Pushpinder Gill
7. Tourism Dimensions in India-Chopra.
8. Basics of Tourism: Theory, Operation and Practice: K. K. Kamra and Mohinder Chand.
9. Tourism Impact Assessment: P.C. Sinha.
10. Tourism Development and Impacts: S.P. Bansal.
11. Tourism Planning: Inskeep.

#### **MTTM - 505: INTRODUCTION TO HOSPITALITY INDUSTRY**

**Course Objective:** *Through this course the students acquire knowledge of the diverse accommodation sector that includes different forms of accommodation units. Students also gain an understanding of the basic operations and specific departments in an accommodation property, along with understanding the nature in which they can start their own accommodation businesses with procedures required and incentives provided for the development of this sector.*

#### **COURSE OUTCOME (C.O.)**

After completion of the course, students shall be able to

**C.O.1.** Differentiate between types of accommodation.

**C.O.2.** Use knowledge and skills associated with problem solving, creative and critical thinking.

**C.O.3.** Learn to conduct oneself in a professional manner.

**C.O.4.** Gain an understanding of the basic operations in accommodation industry.

**Module -1:-** Accommodation: Meaning & Scope, types of Accommodation. Hotel sector over time. Origin and development of Motels. Concept of resorts and Time Sharing Resorts.

**Module -2:-** Registration & gradation of hotels, concept, requirements and procedure in Indian context. Functional departments of a hotel: important features of Front office, catering housekeeping, accounts, marketing personnel, maintenance, safety & security.

**Module -3:-** Range of Services extended by an international hotel essential and allied. Organisational infrastructure of hotels, motels and resorts. Manpower requirements in hotel sector, training facilities available in India.

**Module -4 :-** Role and input on multinationals in hotel sector. Case Study of ITDC, and Oberoi.

**Module-5:-** Fiscal and non-fiscal incentives offered to hotel industry in India. International hotel regulations.

Hotel Project planning (feasibility study) - conceptual framework.

**REFERENCES: (All Latest Editions)**

1. Tourism and Travel concepts and Principles by Jagmohan Negi.
2. Dynamics of Tourism by R.N. Kaul.
3. Manual on hotel operations by Sudhir Andrews.
4. Marketing of Travel & Tourism by Victor Middleton.
5. Regional Development Tourism Hotels & Travel Trade by Jagmohan Negi.
6. Tourism Dimensions by S.P. Tiwari.
7. Tourism Development in India by Leela Shelly.
8. Principles of Grading, Classification of Restaurants, Resorts & Hotels by Jagmohan.

**MTTM- 506: FOREIGN LANGUAGE (Choose any ONE)**

**Course Objective:** *The objective of this course is to orient the tourism students in a foreign language of their choice to gain a working knowledge required for understanding a different language and adopt reading, writing and basic conversation skills.*

**COURSE OUTCOME (C.O.)**

After completion of the course, the students will

- C.O.1.** Gain working knowledge of foreign language.
- C.O.2.** Orient students in a foreign language of their choice.
- C.O.3.** Adopt reading, writing and basic conversation skills in foreign language.
- C.O.4** Communicate with inbound tourists efficiently in future.

**MTTM-106- GERMAN.**

- |                                                                                                   |                         |
|---------------------------------------------------------------------------------------------------|-------------------------|
| 1. Text for Comprehension                                                                         | 10 marks from the book. |
| 2. <b>GRAMMER</b>                                                                                 | 50 marks                |
| 1. Add the right verb forms.                                                                      |                         |
| 2. Articles and plural form of the noun.                                                          |                         |
| 3. Use of indefinite articles in sentences.                                                       |                         |
| 4. Use of separable verbs.                                                                        |                         |
| 5. Use of AKK Articles and Akkusative pronouns in sentences (mich, dich, ihn, sie, Sie, Sie each) |                         |
| 6. Use of modal verbs. Fill in the blanks: (Wollen, müssen, können, dürfen, sollen)               |                         |
| 7. Use of Wann, Wenn, Saru and weil.                                                              |                         |

**Internal assessment based on assignments and class tests. 40 marks.**

**Prescribed books:**

1. Deutsch als Fremdsprache I A by Braun Nieder Schnee.
2. Glosser, Chapter 1<sup>st</sup> to 8<sup>th</sup>.

Easy German. Grammar for the Beginners.

**OR**

**MTTM 506 -FRENCH**

**Module -1 :-** Easy exercises from the Grammar Sections of the text books relating to possessive adjectives, pronouns, prepositions, demonstrative adjectives, Articles etc  
..... 25 mark

**Module-2:-** Conjugation of regular and irregular verbs covered in the book into present tense only

10marks

**Module -3:-**Changing of gender, giving the opposites, restructuring jumbled sentences, writing number in words 15marks

**Module-4:-**Translation of sentences from the text from English to French and French into English. 10 marks

**Totalmarks=60**

**INTERNALASSESSMENT**

**40Marks.**

Books for Reference:

1. COURS DE LANGUE ET DE CIVILISATION FRANÇAISES BOOK BY G. MAUGER.
2. A Votre Service 1. By Chandreshkar Hangal. Krishan Le Niman Lesson 1-6 pages 1-68.

## SecondSemester

### **MTTM-507: INTERDISCIPLINARY APPROACHES TO TOURISM**

**Course Objectives:** *Tourism typically and widely is studied by means of a number of processes with little or hardly any consensus on how the analysis of tourism should be endeavoured. This course focuses mainly on geographical, anthropological, sociological and economic approaches to tourism academics.*

#### **COURSE OUTCOME (C.O.)**

After successful completion of the course, the students will have

**C.O.1.** Understanding of geography of tourism.

**C.O.2.** Knowledge of tourism and anthropology relationship.

**C.O.3.** Recognition of tourism as a social phenomenon.

**C.O.4.** Insight into the psychology of tourism.

**Module-1** Geography of Tourism: Latitude, Longitude, International Date Time. Times Zone. Time Differences, GMT Variations. Elements of weather and Climate. Climatic Regions of the World. Impact of Weather and Climate on Tourists and Destinations. Map Reading and Practical Exercise (Popular International Tourism Destinations).

**Module-2** Anthropology of tourism: Tourism and Anthropology relationship, Issues in Anthropology of Modern Tourism, Comparative and Dynamic Perspectives. Relations of Tourism to Ritual, Play, and Pilgrimage.

**Module-3:** The Relation of Tourism to Class, Life-Style and Cultural Change. Impacts of Discretionary Income, Cultural Self-confidence and Socio-Symbolic Reversals on Tourism. Studies of tourism in relation to Museums, Festivals and Theme Parks, Individual Biographical, Recreational and Tourist Growth Patterns.

**Module-4:** Sociology of Tourism: The Concept of Society in Sociology, Tourism as Sociological Phenomena, Conception of Tourism, Notions of Nation- State and National Society, Studies of Travel Modes/Genres, Holiday Types, Gender Differences and Sustainability Issues. Authenticity in Tourism Experiences, Tourism Link to Globalisation and General Advances of Internationalisation.

**Module-5:** Psychology of Tourism: Motivation and the Tourist, Personality and the Tourist, Attitudes and the Tourist, Environment and the Tourist.

The Societal and Organisational Contexts of Tourism: Tourist Destination Images, Evaluation of tourism facilities, The Social Impacts of Tourism, A Summary Model of Tourist Behaviour.

#### **REFERENCES: (All Latest Editions)**

1. Álvaro Matias Peter Nijkamp Manuela Sarmiento, Tourism Economics; Springer Nature
2. Boniface, B.G. and Chris Cooper, The Geography of travel and Tourism Oxford: Butterworth Heinemann.
3. Dennison Nash, Jafar Jafari, Anthropology of Tourism; Emerald Publishing Limited
4. Dennison Nash, The Study of Tourism: Anthropological and Sociological Beginnings; Emerald Group Publishing Limited
5. Hall C.M. and Stephen, J. Page, The Geography of tourism and recreation. Environment, place & space, London: Routledge.

## **MTTM-508: TOURISM MARKETING**

**Course Objective:** *The course Provides essential knowledge about the concept of marketing and types of marketing used in tourism business marketing. New forms of marketing like Social media marketing are discussed with students to understand the variety of channels being used by business for marketing*

### **COURSE OUTCOME (C.O.)**

After completion of the course, the students will

- C.O.1.** Understand the linkages in tourism marketing.
- C.O.2.** Provide the essential knowledge about the concept of marketing and its types.
- C.O.3.** Identify the marketing problems of tourism products in India.
- C.O.4.** Discuss the new forms of marketing in tourism.

**Module-1:-** Concept of Marketing. Approaches to Marketing - Tradition Vis-à-vis Modern. Components of Marketing Mix with special reference to Tourism. Marketing Environment variables-Micro and Macro. Market Segmentation – approaches and strategies consumer behaviour.

**Module – 2 :-** Marketing problems of Tourism products in developing economy with special reference to India. Concept of Product in Tourism and special issues related to marketing of Tourism products. Social Marketing, Green marketing, E-marketing, Relationship marketing.

**Module – 3:-** Marketing Research – Importance, nature Objectives and scope, Techniques of marketing Research. Data reliability and values of issues, Marketing information system.

**Module- 4:-**

Linkage in Tourism Marketing: Linkages in Travel and Tourism marketing between Accommodation, Transport, Travel and Tour sectors and Governments. Market segmentation & product positioning. Role of Public Sector Tourism Institutions in Tourism marketing.

**Module – 5:** Communication mix: Component of communication mix: Communication- mix in Tourism & Travel marketing. Public relations: Significance of PR, Methods and Techniques of PR: Role of various promotional unit organization and their specific strategies in promoting international Tourism in India. Advertising Decisions: Meaning and Advertising process, role of advertising in Tourism, Advertising objectives and budgets, copy formulations and advertising appeals and their execution, Media alternatives and Media selection, and measurement of advertising effectiveness. Personal selling: Meaning and its role in tourism promotion.

### **REFERENCES : (All Latest Editions)**

1. Marketing Management: S.P. Bansal, Kalyani Publisher
2. Tourism Marketing by S.M. Jha
3. Tourism marketing by Victor Middleton.
4. Marketing Management by Phillip Kotler.
5. Dynamics & Tourism by Rattan Deep Singh.
6. Marketing Research by S.P. Bansal

## **MTTM-509: TOURISM PLANNING & SUSTAINABLE DEVELOPMENT**

**Course Objectives:** *The purpose of this course is to acquire in-depth knowledge about the sustainable tourism development and to become familiar with the ecosystem and its approaches which are required to become a responsible tourism professional.*

## **COURSE OUTCOME (C.O.)**

After successful completion of the course, the students will have

**C.O.1.** Understanding of the concept of planning with respect to tourism.

**C.O.2.** Knowledge of tourism policies and five year plans in India.

**C.O.3.** Idea of mass tourism and its various negative effects.

**C.O.4.** Insight into the emergence of sustainable tourism development, types and the future of sustainable tourism.

**Module-1:** Levels, type and process of planning; Conceptualization, Background Analysis, In-depth Research and Analysis Phase; Tourism project feasibility study; Synthesis phase and preparation of statements in Destination planning; Policy making bodies in India; Involvement of Local community in tourism Development

Techniques of Plan Formulation; Planning for tourism Destinations; Tourism planning, significance, Constraints, Grey areas and Scope; Destination Life Cycle Concept; Sources of Funding, Incentives & Concessions extended for tourism Projects; Economics of Tourism; Positive and negative impacts of tourism (environmental, economic, socio-cultural).

**Module-2:** An outline of L K Jha Committee, 1963; National Tourism Policy, 1982; Destination Development and its components; National action Plan on Tourism, 1992; The latest policy document on tourism; Tourism Planning at International, National and State Level; Tourism and Five year plans in India; Objective Setting, Goal setting, Strategy setting and Plan writing

**Module-3:** Concept of mass tourism ; Emergence of alternative tourism, conventional versus alternative tourism; Mass vis-à-vis selective tourism; Synergism between tourism promotion & nature conservation; Environment and tourism – areas of conflict, symbiosis and synergy; Tourism in various bio- geographic realms and specific situation of environmental concern; United Nations Conference on Environment and Development (UNCED) Agenda 21

**Module-4:** Sustainable Development: Historical Background; The Nature and Scope of Sustainable Tourism; Towards a New Approach to Sustainable Tourism Management; Global Warming and Sustainable Development; Environmental Dimension; Economic Dimension; Social Dimension;

**Module-5:** Sustainable Tourism Development-Guiding Principles for Planning and Management; Empowering Community through tourism; Community based tourism; Ecotourism; Future of Sustainable Tourism

## **REFERENCES : (All Latest Editions)**

1. Sustainable Tourism: A Global perspective by Rob Harris, Tony Griffin, Peter Williams , Butterworth –Heinemann.
2. Sustainable Tourism by S.P. Singh, <http://www.bagchee.com/>
3. Sustainable Development of Tourism: An Annotated Bibliography by World Tourism Organization.
4. Cases in Sustainable Tourism; an Experiential Approach to Making Decisions by Irene Herremans.
5. Sustainable Tourism; Theory and Practice by David Weaver

## **MTTM- 510: AIRLINE TICKETING AND CARGO MANAGEMENT**

**Course Objective:** *This course orients the students in travel geography, airline ticketing procedures, software used and main organizations governing airline operations.*

## **COURSE OUTCOME (C.O.)**

After completion of the course, students shall be able to

**C.O.1.** Deal with travel agency office procedures.

**C.O.2.** Make travel plans based on travel geography.

**C.O.3.** Deal with terms used in airline ticketing and cargo Management.

**C.O.4.** Gain knowledge of ticketing software's and main organisations governing airline operations.

**Module 1:** Office Procedures: Office planning-accounting-budget management-cost control-ticket stock control-foreign exchange and ticket cancellation policies against INR and USD fares, against fare paid in foreign currency-special instructions while issuing a ticket commissions on domestic and international tickets-ticketing instructions-PNR and writing the names with right pronunciations.

**Module 2:** Travel geography-time differences-planning itineraries by air with best suitable tickets-procedure to purchase a ticket, back entries and cancellations-fare calculation-routing-ticket booking.

**Module 3:** Ticketing through available systems like Amadeus and Galileo-airport services including immigration and custom-baggage handling and charges different class journeys-special fares-round and circle trip fares-open jaw journey-lowest combination principle.

**Module 4:** Industry Regulations & Indian Skies, Present Policies, practices and Laws pertaining to airlines.Licensing of carriers, freedoms of Air.

**Module 5:** Introduction to Cargo, mode and means of transportation. Air cargo tariffs, different types of air freight rates, types of other charges, Documentations: Custom clearing documents, accompany documents, shipper's letter of instruction, delivery order, transport documents, the airway bill of lading. Introduction to Logistics and Supply Chain Management.

## **REFERENCES: (All Latest editions)**

1. IATA notes.
2. Travel agency and tour operation-concepts and principles by Jagmohan Negi.
3. Amadeus and Galileo systems.
4. Encyclopaedia of Tourism Management-PCSinha.
5. ABC & OAG Guides, TIM Air Tariff.
6. TACT Rates & Rules Book Customs ACT.
7. Introduction to Air Cargo Management: - an illustrative reference material for beginners. Babu

## **MTTM-511:-ETHICAL, LEGAL AND REGULATORY ASPECTS OF TOURISM**

**Course Objective:** *The course provides an in-depth knowledge about legalities and rules and laws applicable in India, with respect to tourism operations of various sectors of industry, travel permits and consumer safety and protection in tourism.*

## **COURSE OUTCOME (C.O.)**

After completion of the course, the students can

**C.O.1.** Understand ethics and its significance in tourism.

**C.O.2.** Apply different laws in the tourism industry

**C.O.3.** Conduct business in an ethical manner

**C.O.4.** Knowledge of travel permits, consumer safety and protection in tourism.

**Module – 1 :-** Defining ethics and its significance in tourism. Principles and practices in business ethics. Business compulsions, motivation and ethical parameters.

**Module – 2 :-** Laws relating to accommodation, travel agencies and tour operation sector, Law and regulations related to airlines and airways, laws related to surface transport. DGCA formalities for business and recreational flying in India.

**Module – 3 :-** Special permits to restricted areas for foreign tourists in India, restricted area in India for foreign tourists and related authorities at these places to obtain permits, permits related to various monasteries and wildlife areas and their procedure.

**Module – 4 :-** Law designed for Adventure Tour operation, special permits for rafting, paragliding, heli-skiing and angling. Peak booking formalities, IM Rules for mountain expeditions, cancellation of permits and bookings.

**Module – 5 :-** Travel Insurance and consumer protection act, International consumer protection acts in tourism, Evacuation and International insurance business, foreigners act, passport act and visa extension.

**REFERENCES: (All Latest Editions)**

1. Tourism Guidelines published by Govt. of India, Ministry of Tourism.
2. Tourism guidelines issued by Department of Tourism for hotel and restaurant operation.

**FOREIGN LANGUAGE – Choose Any ONE**

**COURSE OUTCOME (C.O.)**

After completion of the course, students shall be able to

**C.O.1.** Provide enhanced knowledge of foreign language.

**C.O.2.** Orient in a foreign language of their choice.

**C.O.3.** Adopt reading, writing and basic conversation skills in foreign language.

**C.O.4** Communicate with inbound tourists efficiently in future.

**MTTM-512: FOREIGN LANGUAGE: GERMAN**

1. Translation from German to English from the prescribed textbook. 10marks
2. Translation of five sentences from English to German. 5marks
3. Letter writing (write and invitation to a friend apply for a job, describe your city or house to your friend, leave application) 15marks
4. Grammar:-
  - a) Use of Dativ verbs 5marks
  - b) Use of Dativ Pronouns 5marks
  - c) Use of Dativ prepositions 5marks
  - d) Use of perfect tense 5marks
  - e) Use of past tense 5marks
  - f) Adjective declensions with definite and indefinite articles 5marks

**Viva-Voce**

**(40marks)**

Prescribed books:

1. Deutsch als Fremdeprache I ABY Braun, Nieder Schme (9-16)
2. Glossar.
3. Easy German Grammar for the Beginners

OR

**MTTM-512 :FOREIGN LANGUAGE – FRENCH**

**Module- 1:** -Exercises from the Grammar section of the books relating to filling in the blanks. Reconstructing sentences using preposition etc ..... 20marks

**Module –2:-**Conjugation of regular & irregular verbs in to present ,past& future tense. Changing the tense of sentences ..... 10marks

**Module-3:-** Simple dialogue to be formulated in French for demanding a service e.g ordering a dish ,dish reserving a room making a complaint etc..... 25marks

**Module- 4:** -Translation of seen sentences from the text from English to French and English to French into English. .... 15marks.

**Theory – ( 60 marks)**

**Viva (40 marks)**

**BOOKS PRESCRIBED:-**

1. COURS DE LANGUE ET DE CIVILISATION FRANCAISES BOOK I. Chapter 15 – 25. By G. MAUGER. LESSON 15-25 PAGE 42-67.
2. AVOTER SERVICE 1. by Chandrasekar, Hangal, Krishnan, LeNinan. Lesson 7-12 page 69-144.

**MTTM-513 : EDUCATIONAL TRIP REPORT (100 marks)**

**Course Objective:** *The course is aimed at creating first hand knowledge of various tourism destinations, and tourism planning and tourism management therein, by taking students to an Educational tour covering some known tourism destinations*

**COURSE OUTCOME (C.O.)**

After completion of the course, students shall be able to

**C.O.1.** Plan itineraries for the tour.

**C.O.2.** Create first hand knowledge of various tourism destinations visited.

**C.O.3.** Practical exposure of the various components of tourism.

**C.O.4.** Handle and manage group tours.

**ELECTIVE COURSE (GENERAL)**

**MTTGE -01: TOURISM PRODUCTS OF HIMACHAL PRADESH**

**Course Objective:** *The objective of this course is to provide in depth knowledge to students about all the kinds of tourism product of Himachal Pradesh*

**COURSE OUTCOME (C.O.)**

After completion of the course, students shall be able to

**C.O.1.** Theoretically explore all the natural tourism sites in Himachal Pradesh.

**C.O.2.** Explain all archaeological sites in Himachal Pradesh such as monuments, Temples, Pilgrim Centres, Forts, Palaces and Museums, Buddhist heritage sites etc.

**C.O.3.** Understand the need of Marketing of tourism products of Himachal Pradesh.

**C.O.4.** Communicate the importance of the protection of tourists' resources.

**Module -1:** Geography of Himachal Pradesh, Climate, People, Language, Population.

**Module -2:** Religious & cultural Tourism in Himachal Pradesh. A study of main temple circuit of Himachal Pradesh. Folk Dances, Fairs and Festivals of HP.

**Module -3:** Scope of health tourism in Himachal Pradesh. Cuisine of HP, Customs of HP, Marriage customs.

**Module -4:** Marketing of Tourism products of HP. Organisational structure and role of HPTDC in promoting tourism in HP.

**Module -5:** Wild life of HP, Scope of Adventure tourism in HP, Conservation of Flora and Fauna , mountain manners, Measurement and check of pollution.

**REFERENCES: (All Latest Editions)**

1. Festivals, fairs & Customs of H.P.-MianGoverdhan Singh.
2. Explore Himachal – Gian Chand, MonoharPuri

## **Third Semester**

### **MTTM-514: RESEARCH METHODOLOGY**

**Course Objective:** *The students gain elementary research knowledge in this course by studying various research techniques and statistics used in research which can hone their skills for conducting research studies.*

#### **COURSE OUTCOME (C.O.)**

After completion of the course, students shall be able to

**C.O.1.** Gain elementary research knowledge.

**C.O.2.** Understand research techniques and statistics used in research.

**C.O.3.** Knowledge of report writing and presentation.

**C.O.4.** Conduct research in tourism.

**Module – 1:** Introduction: Meaning, objectives and significance of research, types of research, research process. Social science Research: Meaning, scope and objectivity of social science Research, **Tourism Research:** Major Areas for research in Travel and Tourism, Challenges and status of Tourism research in India.

**Module – 2: Research Design:** Meaning, need and important features, types of research design, selection and formulation of research problem. Hypothesis: Nature & role in social sciences. Measurement and scaling techniques: Measurement in research, measurement scales, tests of sound measurement, techniques of developing measurement tools, scaling, meaning, classification, and its techniques.

**Module – 3:** Sampling design: Census is 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- Advantages and Drawbacks. methods of collecting primary data, observation method, interviews method, the questionnaire, mail survey, projective techniques.

**Module – 4:** Data processing: Introduction, editing of data, classification and coding of data, tabulation, graphical presentation of data.

Data analysis: -Statistical analysis, hypothesis testing Chi-square ( $X^2$ ) Test, analysis of variance (ANOVA)

**Module – 5:** Report writing and presentation: substance of reports, formats of reports, presentation of reports.

Tourism Market Research: -Need for tourism market research, techniques of tourism market research, planning tourism marketing research programme, forecasting tourist demand & trends, Case Study

#### **REFERENCES: (All Latest editions)**

1. Methodology and techniques of social research by Wilkinson & Bhandarkar.
2. Methodology of Research in Social Sciences by O.P. Krishnaswami.
3. Sadhav Singh, Research Methodology in Social Sciences, Himalaya Publishing House, New Delhi.
4. S.M. Moshin, Research Methods in Behavioural Sciences, Orient Langman, Hyderabad.

## **MTTM-515-: LEADERSHIP DEVELOPMENT CAMP (AEC/SEC)**

**Course Objective:** *The objective of this course is to develop the leadership qualities through various field activities, like trekking, camping, mountaineering, adventure sports, along with possibilities of learning in outdoor environments.*

### **COURSE OUTCOME (C.O.)**

After completion of the course, students shall be able to

- C.O.1.** Emerge as leaders in teams in organizations.
- C.O.2.** Become familiar with team building activities and fun games.
- C.O.3.** Develop as entrepreneurs in the tourism sectors
- C.O.4.** Successfully survive through tough terrains in expeditions

The duration of this programme will be of minimum seven (7) days. After coming back the students will submit their report in the department. Leadership Development programme report will be of **100 marks**.

**ELECTIVE COURSES (SPECIFIC) – Choose a total of 4 specific course (2 each from 2 different Specializations) as per your area of interest. Minimum 15 students must be there to start any Elective Group**

### **Travel Trade Specialisation – Group I**

#### **TT-01- ITINERARY PREPARATION & TOUR PACKAGING**

**Course Objective:** *In this course tourism students are taught the details of tour planning, framing itineraries, costing and tours escorting and to study and examine travel packages of known travel companies, so that the students can learn to prepare and run travel packages independently.*

### **COURSE OUTCOME (C.O.)**

After completion of the course, students shall be able to

- C.O.1.** Acquire knowledge of tools and techniques required for preparing an itinerary.
- C.O.2.** Prepare itineraries for tourists.
- C.O.3.** Understand the linkages in travel trade industry.
- C.O.4.** Carry out the cost of tour packages.

**Module -1:** Definition of Itinerary, various types of itineraries, tools, techniques and procedure involved in itinerary planning, constraints in itinerary preparation.

**Module -2:** Preparation of Itineraries for special interest tours like Buddhism in India, Wildlife tours, Heritage tours, cuisine, Yoga, Photography and various adventure tour programmes in Himachal.

**Module -3:** Linkages in Travel trade Industry with respect to Itinerary preparation (Procurement of the various services related to Itinerary preparation).

**Module- 4:** Tour packaging-types, components of standard tour package:

The points to be considered while designing a tour package. Review of tour package offered by TCI, Thomas Cook, Cox & Kings and SOTC. Out bound packages.

**Module -5:** -Costing of a tour package, Techniques and tools of costing, cost sheet, calculation of supplementary services.

## **REFERENCES: (All Latest Editions)**

1. Travel Agency and Tour operation concepts and Principals by JagmohanNegi.
2. Encyclopaedia of Tourism Management by P.C. Sinha.
3. Tourism and travel Concepts and Principles by JagmohanNegi.
4. Regional Development, Tourism Hotels & Travel Trade by JagmohanNegi

## **TT-02: MEETINGS, INCENTIVES, CONFERENCES AND EXPOSITIONS**

**Course Objective:** *The course introduces concepts of events and their management in holistic perspective. Students will learn importance of events as a business, important types of events and managing events. The focus is on specialized events and to help learner to be able to organize events in a professional manner.*

### **COURSE OUTCOME (C.O.)**

After completion of the course, students shall be able to

**C.O.1.** Clarify concept of events and their management.

**C.O.2.** Understand the evolution of MICE industry.

**C.O.3.** Conceptual knowledge of Conference, Convention and Events and their types.

**C.O.4.** Firm grip on famous tourism festivals and trade fairs of India.

**Module-1:** Conceptual foundations of events: Major Characteristics; five C's of event management Conceptualization, Costing, Canvassing, Customization, Carrying out; Advantages of events- to the Organizer, Event Planner, Participants, Economy and Society; Broad classification of Events, Event planning process.

**Module-2:** Concepts of MICE: Evolution of MICE industry; Components, Economic and social significance of MICE, Planning and Sustainable Planning for MICE; Professional meeting planning- definition, types and roles; associate, corporate & independent meeting planners; TA's and TO's as meeting planner, Responsibilities/Role of Meeting planners.

**Module-3:**Conference, Convention and Events Venues: Concept and types; Conference venues- facilities, check-in and check-out procedures, requirements; conference room lay-outs; Conventions-meaning, significance and process, Convention manager; Convention visitor Bureaus – functions, structure and funding sources, Introduction to conference facilities in India. Role and functions of ICPB and ICCA

**Module-4:** Trade shows and exhibitions/expositions: Types of Shows, benefits of exhibitions, participant decision- making process. Contract negotiations– Principles; steps, negotiation with hotels, airlines and ground handlers. Case studies: Tourism festivals: Ellora Festival, Taj Festival, Khajuraho, Festival, Konark festival, Hampi Festival, Trade Fairs : World Travel Mart ITB, TTW, PTM.

**Module-5:** Incentive Tour and Meeting Technology: Concepts, trends, growth and Characteristics, its organizing and special requirements/checklists, Latest meeting technologies - Video conferencing and Information Communication Technology (ICT) Implementation advantages, Factors including ICT affecting future of events business.

## **REFERENCES: (All Latest Editions)**

- 1.Coleman, Lee &Frankle, Powerhouse Conferences. Educational Institute of AH & MA.
- 2.Hoyle, Dorf& Jones, Meaning conventions & Group business. Educational institute of AH & MA.
- 3.JudithMair, Conferences and Conventions A Research Perspective Routledge – 20 Series: Montgomery, R.J, Meeting, Conventions and Expositions: VNR, New York

4. Vassilios Ziakas. Event Portfolio Planning and Management A Holistic Approach Routledge
5. Clare Weedon, Responsible Tourist Behavior; Routledge — 162 pages Series:

### **TT-03- TOUR GUIDING AND INTERPRETATION**

**Course Objective:** *The purpose of this course is to provide an in-depth knowledge about the profession of tour guiding and interpretation and to become familiar with the techniques and approaches for successful presentations of the destinations to the tourists.*

#### **COURSE OUTCOME (C.O.)**

After completion of the course, students will acquire

**C.O.1.** Knowledge of concept, history and responsibilities of tour guides.

**C.O.2.** Importance of effective communications skills for a tour guide.

**C.O.3.** Conceptual understanding of visitor interpretation and nature interpretation.

**C.O.4.** Knowledge of emergencies to be handled and skills required by guides to deal with emergencies.

**Module- 1:** Tour Guiding: Concept-History-Dimensions and Present Status. Role and Responsibilities of Tour Guide- Tour Guides Code of Conduct. Personal hygiene and grooming checklist for tour guides. Principles of Tour Guide-How to develop tour guiding skills.

**Module -2:** Communication for tour guiding-Language –Posture and Presentation. Roadblocks in Communication- Speaking faults-Body language for speaking. Tour commentary-Composition and Contains-Microphone Technique-Sense of Humor-How to deals with awkward questions Timing and Indications-Apology and Pausing. Linking commentary with what to be seen.

**Module-3:** Visitor interpretation: Concept-Principles and Types. How to develop good interpretation skill-Popular understanding of a place. Principles of good interpretive practice. Re constructive and Receptive Interpretation- Personal Stereo type.

**Module- 4:** Nature interpretation- Concept-Perspective-Approach-Principles of Nature interpretation. Intrinsic quality of a Resource Hierarchy of interpretation. Heritage interpretation.

**Module-5:** Dealing with Emergencies- Accidents, Law and Order, Theft, Loss of documents. First Aid: Importance-General Procedures-Evaluation of Situation. First aid Procedure- Artificial ventilation-Bleeding Control-Treating Wounds. Principles of bandaging- Treating Burns-Treating Snake Bite-Dealing with Fractures. Complaint Handling.

#### **REFERENCES: ( All Latest Editions)**

1. Travel Agency & Tour Operations, Foster D
2. Conducting Tours, Dellers
3. Travel Agency and Tour Operat TT-31 lion, J M Negi
4. Travel Agency Management, M.N. Chand
5. Tour Operations and Tour Guiding, J.N. Negi
6. What time is this place, David Hetchenberg.

#### **Tourism Management Specialization – Group II**

## **TM-01: ENTREPRENEURSHIP DEVELOPMENT IN TOURISM**

**Course Objective:** *This course aims to enrich the students understanding about the concepts & scope of entrepreneurship in Tourism and to inculcate entrepreneurial competencies to encourage students to take up Tourism entrepreneurship ventures.*

### **COURSE OUTCOME (C.O.)**

The successful completion of this course shall enable the students to

**C.O.1.** Understand the concepts and scope of entrepreneurship in Tourism.

**C.O.2.** Gain knowledge of concepts, features and characteristics of small scale enterprises.

**C.O.3.** Familiarise with the entrepreneurial process.

**C.O.4.** Identify the role of Govt. Institutions in Entrepreneurship.

**Module- 1:** Entrepreneurship : Evolution of the Concept & Definition, Functions Of Entrepreneurship; Theories of Entrepreneurship: Entrepreneurial motivations: Concept and Meaning, Motivational cycle, Theories of Entrepreneurial Motivation with reference to Tourism Industry; Entrepreneurship opportunities in Tourism: Conventional, Non-Conventional & Secondary Opportunities; Entrepreneurial Characteristics for travel, Tourism and hospitality trade; Advantages of Entrepreneurship to society. Factors affecting Entrepreneurship growth. Challenges of entrepreneurship in Tourism.

**Module- 2:** Small Scale Enterprises: Concept & definitions, Classification & definition of Industries, Essentials ,features & Characteristics of Small Scale Enterprises, Need and Rationale of SSI Development, Role of Entrepreneurship/SSI in Economic Development. Entrepreneurship vis-a-vis Liberalization, Privatization & Globalization. Challenges of Small scale Industries in Tourism.

**Module- 3:** Tourism Entrepreneurship: Concept & Definition, Policy measures for Tourism entrepreneurship in India. 7- S Objectives of Tourism Policy of India, Tourism Entrepreneurial competencies- Major competencies. Developing entrepreneurial competencies, success full start ups and ventures.

Entrepreneurial Process: Idea generation, Identification of an Opportunity, Market Assessment, Analyzing Competitive Situation, Understanding Trade Practices, Resource Mobilization.

**Module- 4:** Financial Planning: Concept & Meaning, Need of Financial Planning, Role of Govt. Institutions in Entrepreneurship/SSI Development; Business Plan : Elements of Business Plan, Preparation of Business Plan, Site Selection, Feasibility Report, Role of Technology in Tourism Business.

**Module -5:** Forms of Business ownership- Sole proprietorship, Partnership, Selection of an appropriate ownership structure, H R Issues in Tourism & hospitality Industry ,Strategies for Growth & Stability for Tourism India; Entrepreneurial case studies of major Travel Agencies/ Hotels on risk taking, innovation, creativity and growth in Tourism.

### **REFERENCES: (All Latest Editions)**

1. Bedi, Kanishika: Management & Entrepreneurship, Oxford, New Delhi.
2. Bird B.J. Entrepreneurial Behavior. New York: John Wiley & Sons
3. Peter F., Drucker, Innovation and Entrepreneurship, 1985, Harper; NY
4. Vasant Desai, Entrepreneurship & Small Business Management
5. S. S Khanna, Entrepreneurial Development
6. C B Gupta, N P Srinivasan, Entrepreneurial Development
7. D N Mishra, Entrepreneur and Entrepreneur Development & Planning in India

## **TM-02- DESTINATION MANAGEMENT**

**Course Objective:** *This course aims to provide knowledge about the tourist destination concept, the tourist destination management system, the concept of destination resources and attractions, and destination marketing.*

### **COURSE OUTCOME (C.O.)**

The successful completion of this course shall enable the students to

- C.O.1.** Understand the tourism destination concept and tourist destination demand analysis.
- C.O.2.** Identify the organisations involved in destination management.
- C.O.3.** Address the issues in destination management.
- C.O.4.** Acquire knowledge of sustainable destination tourism development.

**Module- 1:** Tourist market contemporary challenges. The tourist destination concept. Tourist destination demand analysis.

**Module-2:** Destination management organization. Tourist destination offerings. Determinants. Organizations involved in destination management.

**Module-3:** Empowering Community through Tourism, Community based Tourism. Issues in Destination management.

**Module- 4:** Tourist destination competitiveness. Tourist destinations marketing- Essentials, and Case of Thailand and India destination marketing.

**Module- 5:** Sustainable destination tourism development and Sustainable Development Goals for Destinations.

### **REFERENCES: (All Latest Editions)**

1. Tony Griffin, Sustainable Tourism, A Global perspective by Rob Harris, Peter Williams, Butterworth-Heinemann.
2. World Tourism Organization, Sustainable Development of Tourism: An Annotated Bibliography,
3. Irene Herremans, Cases in Sustainable Tourism; an Experimental Approach to Making Decisions.
4. David Weaver Powell's City of Book, Sustainable Tourism; Theory and Practice
5. Swarbrooke, J. Sustainable Tourism Management, CABI publishers

## **TM-03: STRATEGIC TOURISM MANAGEMENT**

**Course Objective:** *This course aims to develop the understanding of strategic vision, mission of the organization and to develop strategic insights among the students regarding the organizational objectives.*

### **COURSE OUTCOME (C.O.)**

The successful completion of this course shall enable the students to

- C.O.1.** Understand the basics of strategic management and its scope in tourism.
- C.O.2.** Gain knowledge of external and internal environment analysis.
- C.O.3.** Insight into the corporate level strategies.
- C.O.4.** Acquire detailed information of strategic evaluation and its importance in tourism.

**Module-1:** Strategy: Concept, Definition and explanation, Different levels at which strategy operates in Tourism Organization, Strategic Management - Nature & scope in Tourism. Process of Strategic Management- phases & elements. Strategic Decision making in Tourism- issues and dimensions.

**Module-2:** External Environment Analysis: The General Environment Analysis (DPEST), Industry Environment Analysis - Porter's five force's model, Competitor analysis. Internal Environment Analysis: Resource Based View in Tourism industry..

**Module-3:** Corporate Level Strategies: Grand Strategies - Stability strategies, Expansion Strategies, Retrenchment Strategies. Business Level Strategies - Generic Business Strategies. Strategic Analysis & Choice- Process of Strategic Choice viz a viz Tourism, Corporate strategic analysis through BCG matrix of a Hotel Chain.

**Module-4:** Strategic Implementation:

Issues related to Tourism. Implementing Business Level Strategies - Cost, Differentiation & Focus. Implementing Functional Strategies - Marketing, Finance, HR, and Production & Technology in Tourism industry. Change and its impact on Strategic Implementation, Leadership and Strategic Implementation.

**Module- 5:** Strategic Evaluation and Control: An overview of Strategic Evaluation & Control - Nature & Importance in

Tourism, Process of Strategic Evaluation, and Barriers of Evaluation in Tourism.

Strategic Control: Types of Strategic Control, Basic Control Tools Responsibility Centre, Budgeting, Balanced Score Card, Management Report, Benchmarking.

### **REFERENCES: (All Latest Editions)**

1. Azhar Kazmi, Strategic Management & Business Policy Tata McGraw-Hill Publishing.
2. Alex Miller Strategic Management, McGraw-Hill Companies.
3. Fred R. David, Strategic Management: Concepts and Cases, Prentice hall publication, edition.
4. Luiz Moutinho, Strategic Management in Tourism. ACAB International Publication
5. Peter E. Murphy & Ann E. Murphy, Strategic Management for Tourism Communities, Bridging the Gaps, Channel View Publications.

## **Cultural Tourism Specialisation – Group III**

### **CT-01-RELIGIOUS TOURISM**

**Course Objective:** *This course will help students to learn about various concepts, issues and practices of religious and pilgrimage tourism. Students will develop case studies on various prominent religious and pilgrimage destinations of India.*

#### **COURSE OUTCOME (C.O.)**

The successful completion of this course shall enable the students to

**C.O.1.** Acquire details of various religions being practiced in India.

**C.O.2.** Address the Issues being currently faced in the development of religious tourism in India

**C.O.3.** Gain knowledge of various popular religious and pilgrimage destinations of India.

**C.O.4.** Understand the need of proper management and efficient marketing of religious tourism in India.

**Module-1:** Religious tourism and pilgrimage tourism, Religions of India : Islam, Hinduism, Buddhism, Jainism, Sikhism, and Christianity. Motivations for Religious Tourism, Sacred Pilgrimage, Religious Tourism as an educational experience, Religious Philosophies of India & Western Religious Philosophy;

**Module-2:** Issues being currently faced in the development of religious tourism in India, Religious Tourism and sustainability, Economic , Socio- cultural and Environmental issue associated with religious tourism in India.

**Module- 3:** Popular Religious and Pilgrimage Destinations of India-I

Hindu- Char Dham Yatra, Jyotirlinga Yatra, Devi Yatra Vindhyachal (U.P.) Kamakhya (Assam), Vaishno Devi, Kashi, Prayag, Gaya, Ayodhya, Mathura– Vrindavana, Allahabad, Ujjain, Hardwar, Nasik, Gangasagar.

Buddhist: Lumbini, Bodhgaya, Sarnath, Kushinagar, Sharavasti, Sankisa, Vaishali, Rajgriha, Kapilvastu, Nalanda, Sanchi, Ajanta.

**Module- 4:** Popular Religious and Pilgrimage Destinations of India-II

Jain: Kashi, Pavapuri, Shatrunjaya, Girnar, Mt. Abu, Sharavanbelgola, Palitana

Muslim: Ajmer Sharif, Nizamuddin (Delhi), Fatehpur Sikri, and some important Mazars.

Sikh: Patna, Nanded, Guru-ka-Tal (Agra), Amritsar.

Saint: Kabir, Tulasi, Raidas, Sankaracharya.

**Module- 5:** The Management and Marketing of Religious Tourism, Festivals & Religious Events.

#### **REFERENCES: (All Latest editions)**

1. Basham, A.L. , The Wonder That Was India. Rupa & Co. New Delhi
2. Thapar, Romila , A History of India: Volume 1. Penguin Book, New Delhi,
3. Basham, A.L. , A Cultural History of India. Oxford University Press, USA.
4. Singh, Upinder , .A History Of Ancient and Early Medieval India: From The Stone Age To The 12Th Century, Pearson Education India, New Delhi.
5. Chandra, B. , History of Modern India. Orient Blackswan, New Delhi
6. Brown, P. , Indian Architecture (Buddhist and Hindu Period), Tobey Press, New York

#### **CT-02-CULTURAL AND HERITAGE TOURISM**

**Course Objective:** *The main objective of the course is to provide a comprehensive view of culture- heritage tourism relationship to the students and to acquaint them with the possible impacts arising in that relationship. The Indian culture and heritage shall be taught with the purpose of application of the same in tourism sector.*

#### **COURSE OUTCOME (C.O.)**

After successful completion of the course, students shall be able to

**C.O.1.** Understand the basics of Indian cultural heritage.

**C.O.2.** Gain knowledge of pilgrimage tourism in India.

**C.O.3.** Identify the architectural heritage sites of India.

**C.O.4.** Acknowledge the role of UNESCO, ASI and ICOMOS in Conservation and Preservation of Heritage Sites.

**Module- 1:** Introduction to Indian Culture and Heritage Cultural Tourism- Concept and Significance, Features of Indian Cultural Heritage- preservation and conservation of monuments and Culture. Cultural transition, Indian cultural heritage.

**Module-2:** Pilgrimage Tourism Case Studies- Ajmer Sharif, Char Dham Yatra, Vaishnavadevi, Bodhgaya, & Mount Abu.

**Module- 3:** Architectural Heritage Rock cut Architecture, Buddhist Architecture, Gandhara & Mathura Schools of Art , Hindu Temple Architecture, Indo-Islamic Architecture & Modern Architecture,

**Module-4:** Symbiotic relationship between religious, Pilgrimage & Ethnic Tourism, Protection, Conservation & Preservation of Culture & Heritage Sites.

**Module-5:** Global Approach UNESCO – criteria for World Heritage Sites, Approved heritage sites, Role of ASI, ICOMOS (International Council on Monuments and Sites) in Conservation and Preservation of Heritage Sites. Case Studies- KumbhaMela, Pongal/Makar-Sankranti, Carnival (Goa), TajMahotsava, KhajurahoMahotsava and Desert Festival

#### **REFERENCES- (All Latest editions)**

1. Gupta, SP, Lal, K, Bhattacharya, M. Cultural Tourism in India
2. Michell, George, Monuments of India, Vol. 1. London.
3. Davies, Philip, Monuments of India, Vol. II., London.
4. Brown Percy, Indian Architecture (Buddhist and Hindu), Bombay.
5. Brown Percy, Indian Architecture (Islamic period), Bombay.
6. Vatsayana, Kapila, Indian Classical Dance, New Delhi.

#### **CT-03-CROSS CULTURAL TOURISM**

**Course Objective:** *The main goal of the this course is to understand cross cultural differences in travel and tourism across countries, understand appropriate behavior, customs and people from different countries as tourists and hosts. The course is also aimed creating a system of knowledge of the manner in which business operations and tourism dealings must be carried out in a global tourism environment*

#### **COURSE OUTCOME (C.O.)**

After successful completion of this course, students will be able to

- C.O.1.** Recognize the need to study cultural differences in tourism.
- C.O.2.** Describe various concepts and terms of cultural tourism.
- C.O.3.** Acknowledge the importance of cross cultural etiquettes.
- C.O.4.** Identify the link between culture and communication.

**Module- 1:** Meaning of Culture and elements comprising culture. Need to study cultural differences in tourism.

Meaning, and Types and Forms of Communication

**Module- 2:** Hofstede's Cultural Dimensions. Edward Hall's concept of "Cultural grammar". Four parameters of a national culture: Time, Context, Space and Informational flows.

Main characteristics of high-context and low-context cultural communications styles. Definition of high-context and low-context cultures.

**Module- 3:** Cross cultural etiquette. Cultural contrasts and cultural shock. Cross cultural Adjustment, Intercultural competence. Linguistic, communicative, cultural, conceptual competence Fons Trompenaars and Charles Humpden-Turner's method of "modern dilemmas". Main dimensions of this concept: Universalism – Particularism, Individualism – Collectivism, Specific vision – Diffuse vision, Achievement – Ascription, Emotional – Neutral, attitude towards time and towards environment.

**Module-4:** Culture and Communication. Cultural stereotypes. Barriers to intercultural communication. Business Etiquettes and cultural differences in East and West. Do's and don'ts.

**Module- 5:** Multiculturalism, Globalization and creation of a melting pot of cultures through tourism. Managing multicultural differences of tourists and Tourism workforce.

**REFERENCES: (All Latest Editions)**

1. Martin, J.N. & Nakayama, T.K. (2007). Intercultural communication in contexts. 4th Edition. Mountain View, CA: Mayfield.
2. Gert Hofstede (2003). Culture's Consequences: Comparing Values, Behaviors, Institutions and Organizations Across Nations.
3. Reisinger, Yvette (2003). Cross-Cultural Behaviour in Tourism.
4. Cooper, J., Calloway-Thomas, Carolyn, & Simonds, C. (2007). Intercultural Communication: A Text with Readings. New York: Pearson.
5. Horner, Susan, and Swarbrooke, John (2007). Consumer Behaviour in Tourism, 2/e. Burlington: Butterworth-Heinemann.
6. Reisinger, Yvette (2009). International Tourism: Cultures and Behaviours. Burlington: Butterworth-Heinemann

## **FourthSemester**

**Course Objective:** *The course introduces knowledge and logistics of Event management. Students learn to organize and manage events but practically engaging in hosting events.*

### **MTTM 516 - INTERNSHIP REPORT**

**Course Objective:** *The objective of this course is to enable students to develop and relate theory to practice. The course will be Instrumental in making an informed career choice after exposure to the actual work environment so that the students get an opportunity to understand the expectations of industry and become prepared for final placements.*

#### **COURSE OUTCOME (C.O.)**

After completion of the course, students shall be able to

- C.O.1.** Apply all knowledge in practical working in the industries.
- C.O.2.** Practical exposure of the travel and tourism industry.
- C.O.3.** Handling actual travel trade operations.
- C.O.4.** Understanding the importance of linkages within the travel industry.

### **MTTM-517:- PROJECT REPORT**

**Course Objective:** *The purpose of the course is to make students prepare a written report through primary or secondary research on various topics of tourism assigned to them in order to assess their topic knowledge, written, report writing and presentation skills*

#### **COURSE OUTCOME (C.O.)**

After completion of the course, students shall be able to

- C.O.1.** Conduct small-scale research in tourism.
- C.O.2.** Exploring various travel destinations and tourism types.
- C.O.3.** Prepare research reports in tourism.
- C.O.4.** Increased understanding of tourism projects.

### **MTTM 518 – COMPREHENSIVE VIVA-VOCE**

**Course Objective:** *The objective of this course is to assess the knowledge gained by students after completion of the full degree programme.*

#### **COURSE OUTCOME (C.O.)**

After completion of the course, students shall be able to

- C.O.1.** Defend all questions and give suggestions to resolve problems related to tourism
- C.O.2.** Preparing students for handling pressure situations.
- C.O.3.** Enhancing the formal communication skills of individuals.
- C.O.4.** Gives confidence to students for facing interviews.

## **ELECTIVE COURSE (GENERAL)**

### **MTTGE-02: MAJOR TOURIST DESTINATIONS OF INDIA**

**Course Objective:** *The main goal of this course is to provide students a comprehensive knowledge about major tourism destinations of India.*

**COURSE OUTCOME (C.O.)**

After completion of the course, students shall be able to

**C.O.1.** Gain Knowledge about major tourism destinations of India.

**C.O.2** Identify the monuments of historic importance in India.

**C.O.3.** Describe the famous hill stations and national parks of India.

**C.O.4.** Insight into the coastal destinations and islands of India.

**Module-1:** Historical / Monumental / Architectural destinations Delhi – Agra- Jaipur, Khajuraho, Nalanda, Ajanta- Ellora, Hampi- Halebid, Lucknow.

**Module-2:** Religious / Cultural Centers Haridwar- BadriNath- Kedarnath, Bodh Gaya, Bhuvaneshwar – Puri- Konark, Rameshwaram, Dwarka, Amritsar.

**Module-3:** Hill Stations and National Parks; Leh, SriNagar, Manali, Darjeeling, Ooty, ahabaleshwar. Jim Corbett, Sariska, Kanha, Gir

**Module-4:** Coastal Destinations & Islands; Puri, Mumbai, Goa, Lakshadweep.

**Module-5:** Cochin, Kanyakumari, Chennai, Pondicherry, Andman& Nicobar, Kolkata

**REFERENCES: (All Latest Editions)**

1.Ahmad, Aizaz: General Geography of India, NCERT, New Delhi.

2. Goh Cheong Long: An Economics of India, Oxford University.

National Atlas of India, Govt. of India Publication, Calcutta 1997. Atlas of World Oxford Press, New Delhi.

3.Singh, R.L. (ed.) India: A Regional Geography National Geographical Society of India, Varanasi.

1. Manorama Year Book

**ELECTIVE COURSES (SPECIFIC) – Choose a total of 4 specific course (2 each from 2 different Specializations) as per your area of interest. Minimum 15 students must be there to start any Elective Group.**

**The students will have to choose the same 2 groups as chosen in Semester 3.**

**TRAVEL TRADE SPECIALIZATION**

**TT-04: OUTBOUND TOURISM**

**Course Objective:** *The purpose of the course is to make students understand global destinations for Outbound Tourism along with gaining knowledge of their geography, attractions and location.*

**COURSE OUTCOME (C.O.)**

After completion of the course, students shall be able to

- C.O.1.** Understand the outbound tourism in Indian context.
- C.O.2** Identify the leading outbound tourism destinations.
- C.O.3.** Figure out the strategies of highest tourism earning countries.
- C.O.4.** Gain knowledge of geography of European countries.

**Module -1:**Meaning of Outbound Tourism. Top places for India as outbound tourism destinations.

**Module -2:** Europe, as a leading outbound tourism destination. Case study of UK, France, Switzerland, Italy.

**Module -3:** Strategies of Selected highest tourism earning countries. Study of UK, France, Spain.

**Module -4:**Geography of European Countries, mountain Ranges, Rivers, Lakes.

**Module -5:** City Codes, Airport codes, Map work of European Countries.

#### **REFERENCES: (All Latest Editions)**

1. Tourism and India: a critical analysis –Kevin Hannam and Anya Diekmann.

#### **TT-05: TRANSPORT MANAGEMENT**

**Course Objective:** *This course provides a comprehensive overview of all kinds of transport used in the Tourism Industry, its importance, with specific emphasis on Indian Transport System.*

#### **COURSE OUTCOME (C.O.)**

After successful completion of the course, students shall be able to

**C.O.1.** Acknowledge the importance of tourism transportation as an essential feature of tourism infrastructure.

**C.O.2** Understand the air transport industry in the International context.

**C.O.3.** Identify surface transport growth as a major contributor in tourism development.

**C.O.4.** Describe the history & present status of water transport.

**Module-1:**Transportation as dynamic & visual manifestation of tourism. History of different modes Of transportation. Landmarks in the development of transport sector and factors affecting the development of different modes of transport.

**Module-2:**Airlines & tourism: history of airlines' in India. Role and contribution of air India, Indian.Airlines, private airlines & helicopter services.Infrastructural basis of airlines in India. Role of airlines in tourism promotion: recent policies regarding airlines, problems of airlines business.

**Module-3:** Surface transport & tourism: Growth and development of surface transport in India, importance of surface transportation. Infrastructural basis for surface transport. Coaches' & car rental system in India. Problems faced by surface transport sector. Role and contribution of NHAI.

**Module-4:**Railway & tourism: history & present status of Indian railway. Zonal distribution, infrastructural basis of Indian Railway.Role of Indian railway in tourism promotion.Special trains & packages for tourists. Problems faced by Indian railway.

**Module-5:** Water transport: history & present status of water transport .Waterways of India. Types of water transport: Ocean liners, Cruise liners, ferries, hovercraft, river and canal boats and fly cruise.

**REFERENCES: (All Latest Editions)**

- 1.JagmohanNegi – Travel Agency and Tour Operations.
- 2.Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text
- 3.Bhatia, A.K., - International Tourism
- 4.Seth, P.N., (1999) Successful Tourism Management (Vol 1 &2)

**TT-06: AIRPORT MANAGEMENT**

**Course Objective:** *To provide a deep understanding about airport development, management and operations.*

**COURSE OUTCOME (C.O.)**

After successful completion of the course, students shall be able to

- C.O.1.** Understand the evolution, structure and working of an airport.
- C.O.2** Analyse the airport management process.
- C.O.3.** Gain knowledge of various human resources involved in aviation sector.
- C.O.4.** Explore air traffic control process and ground handling Issues.

**Module-1:**Evolution of the Airport- Airport Design- Structure of an airport, Working of an airport, leading airports of the world, Changi International Airport, Kuala Lumpur International , London Heathrow Airport, Charles de Gaulle international airport , Frankfurt Airport, John F Kennedy International Airport, Major airports in India-Airport Authority of India .

**Module-2:**Managing airports:- Airport Planning, Terminal planning, design, and operation, Airport Operations, Airport Function, Organization Structure of Airline sectors, Airport Authorities.

**Module-3:** Human Resource in Aviation-flight crew, cabin crew, ground staff, flight dispatchers, Air Traffic Controllers, Baggage Handlers, customer service agents, aircraft maintenance engineers, security staff- aircraft ground handling-passenger service- catering-RAMP service- -ground instructor-ground loop-ground speed-ground resonance-airport security.

**Module-4:** Air Traffic Control - airport enforcement authority-process and equipment-- medical certificates for pilots instrument flight rules-important flight instruments-flight data recorder-cockpit-cockpit voice recorder-aircraft instrumentation-flight altitude-air speed-autopilot-midair collision-airfield traffic pattern-internal navigation system-air traffic control-ground control- Response to emergencies-civil aviation authority-airport authority-Warsaw convention-code share agreement.

**Module-5:** Ground handling issues-the importance of commercial facilities-recent developments and future trends - market for commercial facilities-approaches to the provision of commercial facilities

**REFERENCES: (All Latest Editions)**

1. Graham Annie (2010), Aviation and Tourism-Implications for Leisure Travel, Ashgate, USA
2. Raju G, MihirBabu G (2009), “Civil Aviation,-A global perspective”, Excel Books ,New Delhi.

3. Graham A (2009), *Managing Airports - An international Perspective*, Butterworth Heinemann.
4. Alexander T Wells (2003), *Airport Planning & Management* McGraw Hill Professional.
5. Alexander T, Well, Seth, *Principles of Airport Management*
6. Nnuefville.R, *Airport System, Planning Design & Management*
7. Percy K Singh (2009), *Pilot, Airhostess, Flight Engineer and Steward- Roles and responsibilities*.

## **Tourism Management Specialisation – Group II**

### **TM-04: RESPONSIBLE TOURISM**

**Course Objective:** *This course will help students to learn about the concepts, issues, principles and practices of responsible tourism. Students will examine how the development of tourism and the different agents involved and will be introduced to a range of examples of responsible tourism in different destinations.*

#### **COURSE OUTCOME (C.O.)**

After completion of the course, students shall be able to

**C.O.1.** Understand the historical background, nature and scope of responsible tourism.

**C.O.2** Cultivate an insight into the sustainable tourism and community based tourism.

**C.O.3.** Identify the role of different agencies in responsible tourism.

**C.O.4.** Understand the future of sustainable tourism.

**Module-1:** Responsible Tourism : Historical Background, Nature and Scope of Responsible Tourism, Critiques of Current Thinking in Responsible tourism and Sustainable Management, Issues related to responsible tourism, Economic responsibility, social responsibility , Environmental responsibility

**Module-2:** Sustainable Tourism & Responsible Tourism: Sustainable Tourism Development-Guiding Principles for Planning and Management. Responsible Tourism, Key Characteristics of Responsible Tourism, Empowering Community through Tourism, Community based Tourism and Global Climate change-issues and challenges

**Module-3:** Role of different agencies in Responsible Tourism: Public Sector, Tourism Industry, Voluntary Sector, Host Community, Media, Tourist In Coastal Areas and Sea, Rural Area, Urban Areas, Mountainous Regions, Islands, Developing Countries. Role of Marketing in promotion of Responsible Tourism

**Module-4:** Infrastructure and instruments for Responsible Tourism: Tourist Destinations, Visitor Attractions, Tour Operations, Transport, Hospitality, Cultural, Tourism ,Eco-tourism, Business Tourism.

**Module 5:** Future of Sustainable Tourism, sustainable tourism instruments-measurement, command and control, economic, voluntary and supporting instruments. Case study on responsible tourism.

#### **REFERENCES: (All Latest Editions)**

1. Tony Griffin , *Sustainable Tourism, A Global perspective* by Rob Harris, , Peter Williams, Butterworth- Heinemann.
2. World Tourism Organization, *Sustainable Development of Tourism: An Annotated Bibliography*,
3. IreneHerremans, *Cases in Sustainable Tourism; an Experimental Approach to Making Decisions* .

4. David Weaver Powell 's City of Book, Sustainable Tourism; Theory and Practice .
5. Swarbrooke, J. Sustainable Tourism Management, CABI publishers

### **TM-05: CRISIS AND DISASTER MANAGEMENT IN TOURISM**

**Course Objective:** *This course will help students understand the wide variety of disasters that affect the tourism industry. The aim is to make students learn the logistics of disaster preparation and management with regard to tourist and host safety and security.*

#### **COURSE OUTCOME (C.O.)**

After completion of the course, students shall be able to

**C.O.1.** Understand the dimensions of disaster and how it affects tourism industry.

**C.O.2** Analyse crisis planning and organisational measures.

**C.O.3.** Comprehend the impacts of terrorism on tourism business.

**C.O.4.** Learn and demonstrate safety, security and rescue procedures required during emergencies.

**Module- 1:** Dimension of Disaster Affecting Travel and Tourism Industry: Defining Disaster, Types of Disaster affecting Tourists Psychology, Understanding Disaster Impacts on Travel and Tourism Industry.

**Module- 2:** Crisis Planning and Organisational Measures: Calculating Business Environment Risk Index (BERI), Crisis Management in Tourism Industry, Crisis Handling Strategies, Offensive Handling Strategies, Crisis Planning (Generic Planning, Contingency Planning, Preventive Planning)

**Module -3:** Impact of Terrorism on Travel and Tourism Business: Analysis of Impact of Terrorism on Tourism, Significance of Negative Events in Tourism Decision Process, Rebuilding the Image of the Destination, Strategic actions as Preventive Measures.

**Module- 4:** Safety, Security and Rescue Procedures during Emergencies -Security and security services in Travel and Tourism Industry, Relevance of Safety signs at Tourism Infrastructure, Possible risk at crowded places, Crowd Management Plan.

**Module-5:** Safety, Security and Rescue Procedures during Emergencies -Incident Reporting and Communication during Emergencies, Importance of First aid and Handling Emergency Equipment, Fire, Evacuation, and Bomb Threat Procedures, Instructions for all Employees during Disaster

#### **REFERENCES: (All Latest Editions)**

1. Crisis Management in Tourism Industry (2003), DrikGlaesser, Elsevier Butterworth-Heinemann, Burlington, ISBN 0 7506 5976 9.
2. Dimensions of Disaster Environmental Hazards, Assessing Risk and Reducing Disaster sixth edition (2013), Keith Smith, Routledge, Oxon, ISBN: 978- 0-415-68105-9
3. Event Management for Tourism, Cultural, Business and Sporting Event, Lynn Van Der Wagen, Brenda R. Carlos, Pearson, New Delhi, ISBN: 978 – 81 – 7758 – 065 – 5.
4. Developing Tourism amidst Economic Slowdown and Terror Attacks”, JOHAR, Vol. No. 5, No. 2, July 2010. ISSN No. 0973 - 4538
5. Managing Environmental Degradation – An Effective Tool for Increasing Economic Benefits of Tourism”, Indian Journal of Applied Hospitality & Tourism Research, Vol. No. 2, January 2010., ISSN No. 0975 - 4954

## **TM-06: HUMAN RESOURCE MANAGEMENT**

**Course Objective:** *The objective of this course is to impart working knowledge on the key elements of human resource management in relation to the strategies and operational needs of tourism and hospitality industry.*

### **COURSE OUTCOME (C.O.)**

After completion of the course, students shall be able to

**C.O.1.** Identify different aspects of human resource management in tourism.

**C.O.2** Understanding human resource planning in tourism and hospitality industry.

**C.O.3.** Design effective recruitment, selection, training and development programmes for employees in tourism industry.

**C.O.4.** Comprehend the need of motivation in tourism organisations.

**Module 1:** Introduction to Human Resource Management Concept, scope and importance of Human resource Management, organizational structure role and responsibility of Human Resource Management Department in tourism and hospitality industry, contemporary issues of human resource; workforce diversity, social inclusion, tele working.

**Module-2:** Human Resource Planning in Tourism and Hospitality Industry Concept, characteristics and importance of Human Resource Planning, Strategic HR planning: concept, relation between strategic planning and HR planning, analyzing the internal and external labor market, Human resource Planning Process, Human resource Planning in tourism and hospitality industry, job analysis, Job description and specification, job redesigning and reengineering

**Module-3:** Recruitment, Selection and Benefits in Tourism and Hospitality Industry, Meaning of recruitment, Recruitment options, sources of information about job candidates, testing and reference checking, meaning of selection different between recruitment and selection, Elements of wage and salary program, establishing pay rates, merits increases, compensation, administration, union influences on pay decisions, benefits design and administration, benefits required by law, employer- offered benefits, and employee services.

**Module-4:** Motivation in Tourism and Hospitality Industry, Theory of Motivation, creating a positive motivational environment, designing work for employee involvement, rewards to motivate employees, motivation through effective leadership, communication as motivator.

**Module-5:** Performance Appraisal and Performance Management in Tourism and Hospitality, Reasons for appraising employees performance, establishing goals, objectives and standards, roles of the managers in performance appraisal, roles and responsibilities of employees, performance appraisal methods, performance appraisal errors and problems, providing feedback.

### **REFERENCES: (All Latest Editions)**

- 1.Boella, M. J. & Turner, S. G., Human Resource Management in the Hospitality Industry: A Guide to Best Practice, New York: Rutledge
- 2.Adhikari, D. R., Human Resource Management, Kathmandu: Buddha Academics
- 3.Riley, M., Human Resource Management in the Hospitality & Tourism Industry, Oxford: Elsevier Ltd.
- 4.Woods, R. H., Managing Hospitality Human Resource; Lansing: Educational Institute of the American Hotel &Lodge Association.

## **Cultural Tourism Specialization – Group III**

### **CT-04: INDIAN HISTORY, ART, CULTURE AND ARCHITECTURE**

**Course Objective:** *The main objective of the course is to provide a comprehensive view of culture- heritage tourism relationship to the students and to acquaint them with the possible impacts arising in that relationship. The Indian culture and heritage shall be taught with the purpose of application of the same in tourism sector.*

#### **COURSE OUTCOME (C.O.)**

After completion of the course, students shall be able to

**C.O.1.** Learn the concept and significance of cultural tourism.

**C.O.2** Identify the general features, evolution, components and structure of Indian society.

**C.O.3.** Elaborate on the famous architecture, paintings and dance forms of India.

**C.O.4.** Acknowledge the role of UNESCO, ASI and ICOMOS in Conservation and Preservation of Heritage Sites.

**Module-1** :Cultural Tourism- Concept and Significance, History of Cultural & Heritage Tourism in India. Glimpses of Indian cultural history – Pre and Post Vedic periods, Buddhist epoch, Gupta Period, Early and Late Medieval period, Modern period.

**Module-2**: Indian Culture: General Features, Sources, Components and Evolution. Structure of Indian Society, Caste System of India, Ashram Vyavastha. Religions in India: Chief Indian communities and religious faiths - Hinduism, Buddhism, Jainism, Christianity, Islam, Sikhism, folk & tribal religion.

**Module-3**: Rock cut Architecture, Buddhist Architecture, Gandhara & Mathura Schools of Art , Hindu Temple Architecture, Indo-Islamic Architecture & Modern Architecture, Indian Paintings & Dance Forms (classical and folk traditions), The Management and Marketing of Religious Tourism, Festivals & Religious Events

**Module-4**: Sustaining Tourism Infrastructure for Religious Tourists & Pilgrimages, Local Consultation & Participation, Administrative and Regulatory issues; Planning & management approaches; the Symbiotic relationship between religious, Pilgrimage & Ethnic Tourism, Protection, Conservation & Preservation of Culture &Heritage Sites.

**Module-5**:UNESCO – criteria for World Heritage Sites, Approved heritage sites, Role of ASI, ICOMOS (International Council on Monuments and Sites) in Conservation and Preservation of Heritage Sites.

#### **REFERENCES: (All Latest Editions)**

1. Gupta, S. P, Lal, K, Bhattacharya, M. Cultural Tourism in India (DK Print 2002)
2. Michell, George, Monuments of India, Vol. 1. London.
3. Davies, Philip, Monuments of India, Vol. II.,London.
4. Brown Percy, Indian Architecture (Buddhist and Hindu),Bombay.
5. Brown Percy, Indian Architecture (Islamic period), Bombay

### **CT-05: CULTURE AND SOCIAL PSYCHOLOGY OF TOURISM**

**Course Objective:** *This course contains introduction of different culture, social-psychology, tourist behaviors and motivators, determinants and models of the purchase decision making, tourists' behavior, segments of tourism and linkage of culture and social psychology.*

## **COURSE OUTCOME (C.O.)**

After completion of the course, students shall be able to

**C.O.1.** Comprehend the historical perspectives of culture, social psychology and its application in tourism.

**C.O.2** Understand the satisfaction of various needs as per the Maslow's pyramid.

**C.O.3.** Elaborate upon the concepts of tourist behaviours & motivators in the cross cultural perspectives.

**C.O.4.** Identify the determinants and models of the purchase decision-making process and the buyer decision process

**Module-1:** Historical perspective of Culture, Social Psychology and Tourism, Social Psychology and its application in tourism practice, Social Physiological level studies (Theory of Social Psychology)

**Module-2:** Satisfaction of the physiological and safety needs (Levels 1 and 2 of the Maslow's pyramid), Satisfaction of social needs (Level 3 of the Maslow's pyramid), Satisfaction of self-appreciation needs and self-realization (Level 4 and 5 of Maslow's pyramid), Studies in cognition, Individual difference and The Environment

**Module-3:** Concepts of tourist behaviours & motivators in the Cross Cultural Perspectives, National Culture Dimensions (Greet Hofstede): Dimensions of national culture, Importance of cultural-differences awareness, practical applications of Hofstede's theory, limitations.

**Module-4:** Intra-personal phenomena in tourist behaviors, Attitudes, Persuasion, Social cognition and Self-concept, Inter-personal phenomena in tourist behaviors, Social influence, Group dynamics and Interpersonal attraction.

**Module-5:** Determinants and models of the purchase decision-making process, Buyer decision process, Problem/need-recognition, Information search, Evaluation of alternatives, Purchase decision and Post-purchase behaviour, Models of buyer decision-making, Cognitive and personal biases in decision-making.

### **REFERENCES: (All Latest Editions)**

- 1.Crouch,G., Perdue,R., Timmermans,H. and Uysal,M. ( 2004). Consumer Psychology of Tourism, Hospitality and Leisure. Wallingford: CABI Publishing.
- 2.Horner,S. and Swarbrooke,J. (2004). International Cases in Tourism Management. Oxford: Butterworth Heinemann.

## **CT-06: CULTURE, PRESERVATION AND REPRESENTATION**

**Course Objective:** *This course revolves around discussing the importance cultural preservation of tourism through a code ethics and sensitization of local communities and tourists. Cultural representations are touched upon by giving an overview of important global cultural festival and importance of cultural integration that is vital for peace is emphasised.*

## **COURSE OUTCOME (C.O.)**

After completion of the course, students shall be able to

**C.O.1.** Illustrate community based tourism and its role in preservation of cultures.

**C.O.2** Analyse the global code of ethics for tourism.

**C.O.3.** Identify some important cultural events of the world.

**C.O.4.** Emphasize on maintaining cultural harmony and peace through tourism.

**Module 1:** Community Based Tourism, Meaning and role in preservation of cultures.

**Module 2:** Global Code of Ethics for Tourism. Article 1, Article 2, Article 4 and Article 5 of UNWTO with respect to cultural tourism.

**Module 3:** Some important cultural tourism events of the world: China – Harbin International Ice and Snow Sculpture Festival, Italy – Festa Della Sensa, Russia – Scarlet Sails Festival, Spain-la Tomatina Fest...

Brazil – Carnival, India – Pushkar Camel Festival, Thailand – Songkran Water Festival.

**Module 4:** Modes of promoting culture in overseas markets (Food Festivals, Cultural Fests, Conferences and Expositions, Youth Exchange Programs

**Module 5:** Maintain Cultural harmony and peace through tourism: Role of Tourism in global peace, cultural acceptability, Doxey’s Irritation Index model and Xenophobia in Tourism

**REFERENCES: (All Latest Editions)**

1. Culture and Tourism, by Badanabd Bhatt
2. Cultural Tourism by H. Du Cros
3. Cultural Tourism: Global and Local Perspectives, by Greg Richards..
4. The Strategic Importance of the Cultural Sector for Sustainable Urban Tourism, Russo and der Borg.
5. Culture and tourism: A framework for further analysis, by Hughes
6. Tourism and a Culture of Peace, by J. Haessely
7. Tourism, Progress and Peace, by Causevic
8. Peace through Tourism: Promoting Human Security through International Citizenship, by Blanchard and Desbiolles

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