



# MASTER IN TOURISM AND TRAVEL MANAGEMENT 2020-2022

**POSTGRADUATE PROGRAMME**

**DEPARTMENT OF TOURISM AND HOSPITALITY MANAGEMENT**

**JAMIA MILLIA ISLAMIA, NEW DELHI**

**HANDBOOK OF PROGRAMME**





# MASTER IN TOURISM AND TRAVEL MANAGEMENT

Tourism is increasingly becoming important to the national and regional economy with a projected 10% contribution to the GDP by 2030. It is also expected to contribute almost 10% to the total employment by this time. Tourism is a priority with most provincial governments because of its ability to create jobs locally and therefore effect an equitable distribution of wealth so generated. An important challenge before the country is to create employable youth who can closely meet the expectations of the industry, the employer. It is therefore envisaged that the MTTM programme of the university shall focus on Activity Based Learning (ABL). The programme shall therefore have a large component of practical exposure so as to narrow the gap between what is expected by the industry and what is taught on the programme. The programme will create opportunities for the learners to work as closely as possible with the industry and be able to get back to the class (learning spaces) to reflect on their learning experiences.

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

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

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

Some considerations in designing the programme include the following:

- A. The DTHM proposes to have a professional post graduate programme on lines of CBCS.
- B. The MTTM programme at JMI is proposed for 120 credits.
- C. It is also understood that some companies in the tourism sector handle Indian customers traveling abroad where the companies help them with frontier formalities and the executive of such companies must be able to sell international destination and itineraries. This is external tourism (or out bound tourism). On the other hand, there are companies that facilitate travel of international visitors to India (Inbound tourism). Such companies must be expert in local destinations and travel. Similarly, some other companies deal with domestic travellers. The last two categories can be clubbed as Internal Tourism. The MTTM programme at JMI will focus on these two segments and accordingly allow students to choose from among these two specialisations.



Nomenclature	<b>MASTER IN TOURISM AND TRAVEL MANAGEMENT</b>
Department	Department of Tourism and Hospitality Management
Faculty	Faculty of Humanities and Languages
Type	Postgraduate programme
Level	Level 8 and 9
Duration	Two-year full time, a four-semester programme
Evaluation	Semester
Credits	120 credits
Intake	30
Background	The objective of the course is to prepare professionals to shoulder managerial responsibilities in tourism and allied sector. Learners would also be empowered to raise their own enterprises.
Eligibility	Graduates with at least 45% marks.
Admission	Based on admission test (80%) and personal interview (20%)
Requirements	Desirable that the students seeking admission have good communication skills and some degree of comfort with using computers. They should love travelling and interacting with people.



## Programme Structure

<i>Course</i>		<i>L-T-P</i>	
<u>Semester I</u>		<u>Credits</u>	
MTM 101	Introduction to Tourism	4	2-1-1
MTM 102	Management Concepts and Organisation Behaviour	4	2-1-1
MTM 103	Tourism Geography	4	2-1-1
MTM 104	Travel Agency Management and Tour Operations	4	2-1-1
MTM 105	Tourism Products and Resources of India	4	2-1-1
MTM 106	Business Analytics	4	2-1-1
MTM 107	Hospitality Management	4	2-1-1
MTM 108	Communication Skills Laboratory & Personality Development	4	0-4-0
<i>Total</i>		32	
<u>Semester II</u>			
MTM 201	Human Resource Management	4	2-1-1
MTM 202	Accounting and Finance for Tourism	4	2-1-1
MTM 203	Tourism Marketing -1	4	2-1-1
MTM 204	Aviation industry and ticketing	4	1-2-1
MTM 205	Tourism Transportation	4	2-1-1
MTM 206	Business Research Methods	4	2-1-1
MTM 207	Destination of the World	4	0-4-0
MTM 208	Term paper	4	0-4-0
<i>Total</i>		32	
<u>Semester III</u>			
MTM 301	Meetings, Incentives, Conventions and Exhibitions	4	2-1-1
MTM 302	Tour Leadership and Management	4	2-1-1
MTM 303	Tourism Marketing-2	4	2-1-1
MTM 304	Entrepreneurship and Small Business Management	4	2-1-1
MTM 305	Tourism Planning and Strategy	4	2-1-1
MTM 306	Sustainable Tourism	4	2-1-1
MTM 307	Digital Marketing Laboratory	4	0-4-0
MTM 308	Summer Internship (Report and Presentation)	4	0-4-0
<i>Total</i>		32	
<u>Semester IV</u>			
MTM 401	Seminar	06	0-6-6
MTM 402	On the Job Training (Report and Presentation)	10	0-10-0
MTM 403	Study Tour (Report and Presentation)	04	0-4-0
MTM 404	Comprehensive Viva Voce	04	0-4-0
<i>Total</i>		24	
<i>Grand Total</i>		120	

Notes:

1. 1 Credit of Theory is equal to 1 hour per week; 1 Credit of Tutorial is equal to 1 hour/ week; and, 1 Credit of Practical is equal to 2 hour/ week.
2. Courses 108,207, 208,206,307,308,401,402,403, 404 are practical courses and there shall not be an external written exam. External exams for 75% grades in these courses will be based on viva, presentations, reports, business plan, etc. to be evaluated by an external examiner. For all other courses there will be a written semester end examination.
3. Students will move to industry for On-the-job training after the III Semester. There will be 6-8 weeks of Internship after the II Semester. And there will be a study tour during II or III semester and students would submit a report during the IV semester.
4. Courses 101, 201 and 301 are being offered as CBCS courses of 4 credits each.



## MASTER IN TOURISM AND TRAVEL MANAGEMENT

**MTM 101/ Sem I**      **INTRODUCTION TO TOURISM**

**4 Credits**                      Discipline Specific Core Course (DSC)  
This course will also be offered as CBCS course

### Description of the course

This course shall introduce the learner to the basics of tourism phenomenon. The course also highlights the role of tourism as an economic intervention and its significance in the economy; course discusses the constituents of tourism with a global outlook. The course appreciates the socio-economic, environmental impacts of tourism and also focuses on giving the initial ideas of tourism industry linkages.

### Learning outcomes

After completing this course, the student should be able to:

1. To realize the interrelationship between tourism and its constituent segments.
2. To understand the stages of growth and development of Travel and Tourism.
3. To realize the socio-cultural & economic impacts generated out of tourism.
4. To realize the functions of various International & National Tourism Organizations and its operations

### Unit I                      *Overview of Travel and Tourism*

Early and Medieval Period of Travel- Modes of Transports, Development of Modern Transport and Accommodation, Renaissance and its Effects on Tourism, Introduction to tourism, Importance of tourism, Concepts and terms in tourism; Tourism components, Elements and Infrastructures, types and typologies of Tourism.

### Unit II                      *Tourism System and Theories*

Introduction to tour operators and their types, FIT vs GIT, developing tour packages, negotiations and contracting, tour costing and pricing; DMC, travel agencies, MICE, etc.;  
**Tourism Theories:** Leiper's Model - Stanley Plog's Model of Destination Preferences - Tourism Area life cycle (TALC) Doxey's Index-Demonstration effect-Push and Pull theory.

### Unit III                      *Impacts and significance of tourism*

Impacts of tourism- economic, social, environmental; Sustainable development- concepts of development and sustainability, Responsible Tourism, Code for Safe and Honourable Tourism; Climate change and tourism; Contemporary trends in tourism- use of ICT, social media, accessibility issues, etc.

### Unit IV                      *Tourism Industry & emerging forms*

Meaning and Nature of Tourism Industry, Input and Output of Tourism Industry, Tourism Industry Network- Direct, Indirect and Support Services, Basic Components of Tourism - Transport- Accommodation- Facilities & Amenities.  
Emerging forms: Eco tourism, Rural tourism, Green triangle tourism, Ramayana tour Circuit, Buddhist tourism, Dark tourism, Wild tourism, Special interest tourism and etc.

### Unit V                      *Tourism Organizations and Bodies:*

Role and Functions of World Tourism Organization (WTO), Pacific Asia Travel Association (PATA), World Tourism & Travel Council (WTTC) - Ministry of Tourism, Govt. of India, ITDC, FHRAI, TAAI, ICAO, IATA, IATO and others important tourism organizations and Bodies

**Main text**                      Vasudevan, V., Vijay Kumar, B. and Saroop Roy, B.R. (2017). *An Introduction to the Business of Tourism*. New Delhi: Sage Publication.  
Singh, Ratandeep (2008). *Tourism and Transport Management: Practice and Procedures*. New Delhi: Kanishka Publisher

**Reference books**                      Holloway, J. C. (1994). *The Business of Tourism*, Pitman Publishing, London. "(L)"  
Swan, Sampad Kumar, and Mishra, Jitendra Mohan (2013). *Tourism Principles and Practices*, Oxford Higher Education.



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Sharma, K. (2014). *Introduction to Tourism Management*, Mc Graw Hill Education. New Delhi.

Roday, Sunetra, Biwal, Archana and Joshi, Vandana (2013). *Tourism Operations and Management*. New Delhi: Oxford.

Medlik, S. (1997). *Understanding Tourism*, Butterworth-Heinemann, Oxford.

Hayward, Peter (2000). *Leisure and Tourism, Heinemann GNVQ Intermediate*, Heinemann Educational Publishers.

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<b>Pedagogical approach</b>	Lectures, class room discussions, student presentations. T-P-T: 2-1-1.
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<b>Evaluation</b>	75 % External evaluation, 25% Internal Evaluation.
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## MASTER IN TOURISM AND TRAVEL MANAGEMENT

**MTM 102/ Sem I      MANAGEMENT CONCEPTS AND ORGANISATION BEHAVIOUR**

**4 Credits                      Discipline Specific Core Course (DSC)**

### **Description of the course**

This is a program of business management for students of tourism who are expected to contribute to tourism businesses. They must, therefore, be able to appreciate all subsequent academic inputs in the context of organizing tourism activities as a business.

### **Learning outcomes**

After completing this course, the student should be able to:

1. Understand the role and concept of business
2. Appreciate business as a value adding proposition
3. Understand how the concept of value is reflected in satisfaction for the customer (Quality concept)
4. Visualize how business organization is modeled
5. What is management? The process of management and functional Management
6. Understand the concept of organizational behaviour, changing scenario of organizations about individual and group behaviour in the organizations.

### **Unit I**

#### ***Introduction to management concepts***

*Management:* Nature, meaning, and significance of management; evolution of management thought;

*Making Decisions:* The decision-making process, Management decisions, Types of decisions and decisions making styles

### **Unit II**

#### ***Planning***

The What and Why of Planning, Goals and Plans, Setting Goals and Developing Plans, Contemporary Issues in Planning ; Strategic management and strategic management process,

### **Unit III**

#### ***Organising***

Designing Organizational Structure, Mechanistic and Organic structure, Traditional and Contemporary organizational designs, Importance of HRM, Process, Groups and group development, work group performances and satisfaction, work teams, challenges in managing teams

### **Unit IV**

#### ***Leading***

Nature and Function of Communication, Understanding and managing individual behaviour- Focus and goals of OB, Attitudes and job performance, personality, perception, learning; Motivation- Early and contemporary theories of motivation; Being and effective leader

### **Unit V**

#### ***Controlling***

Importance of controlling, The control process, organisational and employee performance, tools for measuring performance

### **Main text**

Griffins, R.W. (2011). *Management*, New Delhi: Cengage India Learning Pvt. Ltd.  
Robbins, S. (2009). *Management*. New Delhi: Pearson Education.

### **Reference books**

Luthans, F. (2010). *Organizational Behaviour*. New Delhi: McGraw-Hill Education, Asia.  
Stoner, Freeman and Gilbert Jr. (2008). *Management*. New Delhi: Prentice Hall of India. (L)  
Prasad, L.M. (2014). *Organizational Behaviour*. New Delhi: Sultan Chand & Sons.

### **Pedagogical approach**

Lectures, case discussions, assignments.  
T-P-T: 2-1-1

### **Evaluation**

75 % External evaluation, 25% Internal Evaluation



## MASTER IN TOURISM AND TRAVEL MANAGEMENT

**MTM 103/ Sem-I**

**TOURISM GEOGRAPHY**

**4 Credits**

Discipline Specific Core Course (DSC)

### Description of the course

Description of the course Tourism Geography covers a wide range of interests including the human creation of tourism destinations from physical, biological and the cultural environments, and establishing interrelations among them with their distributions. The present curriculum is intended, directed and focused to make students well acquainted with different aspects of Tourism Geography at India and Global levels so that they can easily understand the vitality, significance and richness of Geography in Tourism.

### Learning outcomes

After completing this course, the learner would be able to:

- Understand the core concepts of geography and its interrelationship with tourism.
- Recognize the characteristics and worldwide distributions of geography specific tourisms.
- Familiar with the role of geography of India in determining its major tourist destinations and their distributions.
- Acquainted with the global geographical characteristics and their significance in shaping world's major tourist destinations across the continents, and their accessibility to tourists.
- Plan tour itineraries of various destinations at domestic and global levels.
- Appreciate the value of geography in tourism.

### Unit I

#### Core issues in Tourism Geography

Core concepts of geography; Domain of geography in tourism; Geographical coordinates- Study of maps-traditional and online approach; Longitude and Latitudes; International Date Line and calculation of days; Standard time; Time Zones-Calculation of Time; GMT Variations; Time and day calculations; Natural, cultural and political divisions of world, and impacts of these divisions on tourism generation and tourists' mobility.

### Unit II

#### Geography specific tourism

Concept, principle and practices of Ecotourism and Geo-tourism; Classification of Geo-tourism with brief descriptions of Mountain tourism, Desert tourism, Coastal-marine tourism and Island tourism; Global distribution of prominent Ecotourism and Geotourism destinations, and their locations on map.

### Unit III

#### Tourism Geography of India

Geographical divisions of India: Natural, cultural and political; Geographical significance in the evolution and development of tourism in major geographical regions/divisions with their popular tourist destinations and attractions, and their locations on the map of India.

### Unit IV

#### International Tourism Geography (Excluding India)

Major tourism generating regions in the world with their responsible geographical characteristics in the evolution and development of tourism, and case studies of selected countries from these regions; worldwide popular tourist destinations and their locations on world map.



<b>Unit V</b>	<p><b>Tourism Transport Geography</b></p> <p>Air Transport: IATA Areas and Sub Areas with Codes; Major Airlines and Airports with City Codes; Major Railway Networks; Water Transport with special reference to Cruise routes; Road Transportation: Major Transcontinental, International and National Highways in world and India. Map plotting of all these items.</p>
<b>Main text</b>	Ramesh, M. (2013) International tourism: Countries and Their Attractions, New Delhi: ABD Publications
<b>Reference books</b>	<p>Nelson, V. (2015). An Introduction to the Geography of Tourism, Jaipur, Rawat Publication.</p> <p>Husain, M. (2015). World Geography. New Delhi: Amazon Publication.</p> <p>Lew, A., Hall, M. Timothy, D.J. (2014). World Geography of Travel and Tourism: A Regional Approach, New York: Amazon Publication.</p> <p>Dixit, N.K. (2016). Tourism Geography of India. Delhi: Vista International Publication.</p> <p>Cooper, C., Boniface, B. and Cooper, R. (2016). Worldwide Destinations: The Geography of Travel and Tourism, New York, Routledge Publication.</p>
<b>Pedagogical approach</b>	<p>Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, Role playing, Experimental exercises, Projects etc.</p> <p>The list of the cases, websites links and specific references including recent articles to be announced in the class at the beginning of the session</p> <p>T-P-T: 2-1-1</p>
<b>Evaluation</b>	75 % External evaluation, 25% Internal Evaluation



## MASTER IN TOURISM AND TRAVEL MANAGEMENT

**MTM 104/ Sem I**

**TRAVEL AGENCY MANAGEMENT AND TOUR OPERATIONS**

**4 Credits**

Discipline Specific Core Course (DSC)

### **Description of the course**

Planning a trip is a time-consuming and complicated process. Travel agents simplify this process for their customers in addition to providing consultation services and entire travel packages. They may book flights, cruises, rental cars and hotels, as well as resort stays and events. Hence this course aims to skill the students in developing a skill for travel agency operator.

### **Learning outcomes**

After doing this course, the learner will be able to:

1. To familiarize the historical background of the travel agency business
2. To understand broadly the functions of a retail travel agency
3. Identify various resources for planning travel itineraries.
4. To realize the meaning of inbound tour management and differentiate it from an outbound tour
5. To understand the nature and meaning of an outbound tour and understand handling of outbound tourist

### **Unit I**

#### ***Travel Agency –Historical Growth***

Introduction to travel agency, Meaning, Nature, Scope and Characteristics of Travel Agency. Historical evolution or Origin of travel trade in the world and in India, Evolution of Cox & Kings and Thomas Cook Travel Company, Wholesale and retail travel agency and their difference, changing scenario of travel trade in present time. Role and Importance of travel agency.

The origin of the packaged tour, Growth in the packaged vacations, mass market operations, Specialised tour operators, Domestic operators, Incoming operators, Types of packaged tours, Customised tours and excursions, planning a tour package, Pricing a tour etc

### **Unit II**

#### ***Functions, Structure and Types of Travel Agency and Tour Operator***

Types of Travel agency, Destination management companies (DMC), OTA (Online travel agencies), and Tour Operators. Functions and role of travel agency and tour operators, Linkages of Travel agency, principle suppliers of tourism services, Role of technology in travel agency operation and management, Sources of revenue for travel agency and tour operators. Organisational Structure of a travel agency, various departments of a travel agency and their functions,

### **Unit III**

#### ***Setting-up of Travel agency and Tour Operation Business***

Setting up of travel agency, approval procedure for travel agency and tour Operators, Sources of Income for a travel agency, client handling, Tour itinerary Planning, sources for Itinerary Planning, Types of itinerary, components of tour itinerary.

### **Unit IV**

#### ***Tour Costing and Itinerary Preparing***

Introduction to costing, Methods of costing, components of costing – Transport, Accommodation Guide/Escort, Airfare, Train fare monument entrance fee, supplement costs, courtesy services, meal rate, meal plan, sightseeing, entertainment, light and sound shoe, amusement/theme park, mark-up, taxes etc. Itinerary of various destinations for Inbound/domestic tourism- Golden Triangle Tour, Kerala tour, Rajasthan tour, J & K tour, and Himachal Pradesh tour itinerary and costing.

### **Unit V**

#### ***International Organisations and their role in tourism promotion and development***

Forms of Travel Associations, Major International Travel Associations, The Aims and functions of various international / national organisation, UNWTO, ASTA, PATA, UFTAA, ICAO, IATA, and WTTC .



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<b>Main text</b>	Chand, M. (2007). <i>Travel Agency Management: An Introductory Text</i> . New Delhi: Anmol Publication.
<b>Reference books</b>	Singh, R. (2015). <i>Flight Reservation and Tour Operation</i> . New Delhi: Kanishka. Singh, R. (2010). <i>Aviation management: Global and National Perspectives</i> . New Delhi: Kanishka. Andrews, S. (2007). <i>Introduction to Tourism and Hospitality Industry</i> . Tata McGraw Hill. Laurence, S. (1990). <i>Guide to Starting and Operating Successful Travel Agency</i> . New York: Delmar Publishers Inc.
<b>Pedagogical approach</b>	Classroom instruction with assignments and case studies. T-P-T: 2-1-1
<b>Evaluation</b>	75 % External evaluation, 25% internal evaluation.

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## MASTER IN TOURISM AND TRAVEL MANAGEMENT

**MTM 105 / Sem 1      TOURISM PRODUCTS AND RESOURCES OF INDIA**

**4 Credits                      Discipline Specific Core Course (DSC)**

**Description of the course:** To provide an overview of the tourism products and resources of India. This paper presents the core competency of Indian Tourism to the students to be familiar with the places of natural and cultural tourism interest.

**Learning Outcomes:** The objective is to help students to understand the significance of cultural and natural tourism resources of India. Creating awareness and induce thinking about our past, present and future condition of our heritage and resources. Develop knowledge about the various landforms of India and to learn about popular tourist circuits of India. To foster tourism development and to have a critical understanding about the importance and need for conservation our heritage.

**Unit I                      Tourism Products:** Definition, concept, characteristics and classification; difference between tourism resources and products; Natural Tourism Resources in India: Existing use patterns vis-a-vis potential with relation to varied landforms (mountains, deserts, beaches, coastal areas and Islands), Water bodies and biotic wealth (flora – fauna).

**Unit II                      Natural Tourism Resources in India:** Land based activities and destinations (trekking, ice skiing, mountaineering, desert safaris, etc.), Water based activities and destinations (rafting, kayaking, canoeing, surfing, water skiing, scuba diving) and Air based activities and destinations (para-sailing, para-gliding, ballooning, hand-gliding etc ), Popular Hill Stations ,Beach Resorts.

Tourist activities, Wildlife–distribution of popular wildlife species in India, Tourism activities in National parks, Wildlife sanctuaries and biosphere reserves.

**Unit III                      Cultural Tourism Resources in India:** Indian Culture and society, Indian History– Ancient, Medieval and Modern. Traditions, Customs and costumes: cuisine. Music, Musical instruments and Performing art forms; painting; handicrafts.

Religions and their important pilgrim destinations; fairs and festivals, Architectural heritage of India, Rock-cut architecture, Buddhist architecture, Hindu temple architecture, Indo- Islamic architecture and Colonial architecture.

**Unit IV                      Popular Itineraries:** Meaning, Importance and Types of Itinerary–Resources and Steps for Itinerary Planning–Do's and Don'ts of Itinerary Preparation, Concept of Costing- Operation of Package Tour.

Popular tourist itineraries of India: Golden Triangle, Great Indian Heritage Circuit, Buddhist Circuit, Temple Circuit of South India, Desert Triangle (Bikaner-Jodhpur-Jaisalmer), Himalayan Safari.

Special interest tourism itineraries in India: Adventure, Health, Cultural and Religious tourism.

**Unit V                      Tourism Resources Conservation and Emerging Products:**

Emerging: Rural, Gastronomy, Golf, cruise, wine , dark tourism and Wellness Tourism.

Concepts of conservation and preservation of products and heritage; Museums, Art Galleries, Various Tourism organizations, Conflicts, Symbiosis and Synergy.

**Main text**                      Stephen Ball, Encyclopaedia of Tourism Resources in India, Butterworth–Heinemann.



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<b>Reference books</b>	<p>Manoj Dixit, Tourism products. New Royal Book Co., Lucknow.</p> <p>Brown Percy, Indian Architecture (Buddhist and Hindu), Bombay.</p> <p>Brown Percy, Indian Architecture (Islamic period), Bombay.</p> <p>Davies, Philip, Monuments of India, Vol. II., London.</p> <p>Basham, A.L. , A Cultural History of India. Oxford University Press, USA Thapar, Romila , A History of India: Volume 1. PenguinBook, New Delhi</p> <p>S.S.Bishvash : Protecting the culture heritage Inaugural issue of INTACH Journal of Heritage Studies, INTACH</p>
<b>Pedagogical approach</b>	<p>Lectures, case discussions, assignments</p> <p>Assignments, Field visits, study tours, projects and assigned readings</p> <p>T-P-T: 2-1-1</p>
<b>Evaluation</b>	<p>75 % External evaluation, 25% Internal Evaluation</p>

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## MASTER IN TOURISM AND TRAVEL MANAGEMENT

**MTM 106/ Sem I      BUSINESS ANALYTICS**

**4 Credits**                      Discipline Specific Core Course (DSC)

### **Description of the course**

The course illustrates the importance of statistical methods and tools for today's managers--and teaches students how to apply them in real business problems. It will equip students with statistical tool to be used in various research methodology in industry and academics.

### **Learning outcomes**

The student will be able to develop an understanding of basic statistical tools to apply for management problems and analysis. The tools starting from data gathering, tabulation, presentation and analyzing using basic statistical techniques like measures of central tendency, dispersion, kurtosis, correlation, regression and hypothesis testing.

### **Unit I                      Introduction of statistics and descriptive**

Business Statistics: meaning, importance, limitations; collection of data, population and sample, scales and measurement of data, types of statistical data. reliability and validity of data.  
Arranging data, frequency distribution, central tendency: arithmetic mean, median, mode, harmonic mean, geometric mean, quartile, decile and percentile, relationship among A.M., G.M. and H. M.; relationship among Mean, Median and Mode; relationship between mathematical and positional average.  
Measure of dispersion: range, inter quartile range, quartile deviation, mean deviation, standard deviation, variances; meaning and shape of skewness and kurtosis.

### **Unit II                      Probability and statistical decision theory**

Basic concept of probability, approaches to calculation of probability; marginal, joint and conditional probability; probability theorems, probability tree, Bayes' theorem.  
Discrete Probability Distribution: binomial, poisson, hypergeometric; continuous probability distribution: uniform, normal, exponential distribution.  
Decision making process, payoff and regret table, decision rule under risk and uncertainty, expected value approach and EVPI, marginal analysis, decision tree analysis.

### **Unit III                      Sampling and estimation**

Introduction to sampling, method of sampling (random and non-random), statistics and parameters, sampling and non-sampling error, concept of sampling distribution, sampling distribution of mean and proportion; Z, Chi-square, t and F distribution, central limit theorem.  
Meaning of estimation, point and interval estimation, concept of confidence interval, confidence interval for population mean and proportion in large and small samples, sample size determination for matric and non-matric data.

### **Unit IV                      Hypothesis Testing**

General methodology of hypothesis testing, one-tail and two-tail tests, type I and type II error, power of hypothesis test.  
One sample test: hypothesis testing of means when population standard deviation is known and unknown, hypothesis testing of proportion.  
Two sample tests: tests of difference between mean when population standard deviation is known and unknown. Inferences about differences between two means and matches sample, testing of difference between two proportions.  
Descriptive vs. inferential statistics, one way analysis of variance, relationship between t-test and F-test, two way analysis of variance, testing the population variance using chi-square, chi-square as a test of independence and for goodness of fit.

### **Unit V                      Correlation and regression**

Simple, multiple and partial correlation, scatter diagram, coefficient of determination, rank correlation, testing the significance of correlation coefficient.




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Simple and multiple regression analysis, principle of least square, properties of regression coefficient, assumptions underline regression analysis.  
Component and decomposition of time series, analysis of trend.

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| <b>Main text</b> | <ol style="list-style-type: none"> <li>1. Levin &amp; Rubin: Statistics for Management, Prentice Hall of India.</li> <li>2. Ken Black: <i>Applied Business Statistics</i>, Wiley India.</li> <li>3. Gupta, SC. (2016.) <i>Fundamental of Statistics</i>. 7th Ed, Himalaya Publishers House.</li> <li>4. Sharma, J.K. (2014.) <i>Business Statistics</i> 4th Edition Pearson Education.</li> </ol> |
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<b>Reference books</b>	<p>Anderson, Sweeney &amp; Williams: Statistics for Business and Economics, Cengage Learning Pvt.Ltd., New Delhi</p> <p>Arora, PN, Arora, Sumeet and Arora, Amit. (2010) Managerial Statistics, S. Chand</p> <p>Keller Gerald (2014), Statistics for Management and Economics, South-Western College Pub.</p> <p>Levine, et al.: Statistics for Managers Using Microsoft Excel, PHI Learning Pvt. Ltd., New Delhi</p> <p>Gerald Keller: Statistics for Management, Cengage Learning Pvt. Ltd., New Delhi.</p> <p>Andy Field: Discovering Statistics using IBM SPSS, Sage Publications</p> <p>Chris Brooks: Introductory Econometrics for Finance, Cambridge University Press</p>
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<b>Pedagogical approach</b>	T-P-T: 2-1-1
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<b>Evaluation</b>	<p>Internal Assessment – 25 percent</p> <p>Written Examination – 75 percent</p>
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## MASTER IN TOURISM AND TRAVEL MANAGEMENT

**MTM 107 / Sem I      FUNDAMENTALS OF HOSPITALITY**

**4 Credits**                      Discipline Specific Core Course (DSC)

### **Description of the course**

Purpose of this course is to acquaint the learner with the fundamental concept of Hospitality. After doing this course, the students would be able to appreciate the significance of hospitality industry in economy in general and in tourism industry in particular.

### **Learning outcomes**

Upon the successful completion of this course, the students will be exposed to the diversity of the hospitality industry. The course will provide students with an in-depth understanding of the operational aspects and knowledge of the underlying principles of the hospitality industry. The students will be able to explore the emerging trends of global hospitality.

<b>Unit I</b>	<p><b><i>Introduction to Hospitality Industry</i></b> Origin and growth of Hospitality Industry ; Distinctive characteristics of Hospitality Industry - Inflexibility, Intangibility, Perishability, fixed location, relatively large financial investment etc.; Concepts of Atithi Devo Bhavah; Hotel and the other lodging facilities; Types of hotels and hotel departments; Classification of hotels; E- Hospitality.</p>
<b>Unit II</b>	<p><b><i>Front Office Department</i></b> Section and layout of front office; Organisation of front office department; Duties and responsibilities of front office staff; Reservation &amp; Registration process; Types of Guest Rooms, Types of Meal plans; Procedure of rooming the guest; Check-in and Check-out process; Modes of bill settlement; Tariff fixation ; Type of hotel guests.</p>
<b>Unit III</b>	<p><b><i>Housekeeping Department</i></b> Layout of housekeeping; Functions of Housekeeping Management; Organisation of housekeeping department; Duties and responsibilities of housekeeping staff; Interdepartmental coordination; Types of Beds and bedding ; Bed making; Procedure of guest room cleaning; Guest room supplies.</p>
<b>Unit IV</b>	<p><b><i>Food and Beverage Services</i></b> Introduction to food production department ; Organisation of food production department; Duties and responsibilities of food production staff; Introduction to food &amp; beverage department ; Organisation of F&amp;B department; Duties and responsibilities of F&amp;B staff; Types of F&amp;B outlets; Types of catering services; Menu and menu planning; Room service procedure.</p>
<b>Unit V</b>	<p><b><i>Trends in Hospitality</i></b> Sustainability in hospitality ; Green initiatives practiced by domestic and international hotel chains; Hotel waste management; Principles of food safety and hygiene ; Need for introducing nutritionally balanced and health specific meals; Organic Foods and Health Foods; New Trends in Packaging.</p>
<b>Main text</b>	<p>Raghubalan, G. &amp; Ragubalan S. (2013). <i>Hotel Housekeeping Operations and Management</i>, OUP, New Delhi.</p> <p>Tewari, J.R. (2016). <i>Hotel Front Office Operations and Management</i>, OUP, Publication New Delhi.</p>
<b>Reference books</b>	<p>Bali, Parvinder (2014). <i>Food Production Operations</i>. Oxford University Press.</p> <p>Singaravelavan, R. (2016). <i>Food and Beverage Service</i>. New Delhi: Oxford University Press.</p>
<b>Pedagogical approach</b>	<p>Lectures, case discussions, assignments. T-P-T: 2-1-1</p>
<b>Evaluation</b>	<p>External evaluation-75 % Internal Evaluation- 25%</p>

## MASTER IN TOURISM AND TRAVEL MANAGEMENT

### MTM 108/ Sem -I COMMUNICATION SKILLS LABORATORY & PERSONALITY DEVELOPMENT

4 Credits Discipline Specific Core Course (DSC)

#### Description of the course

Tourism is a contact intensive service industry. One of the first things that customers and therefore employers look for in tourism professional is his/ her ability to communicate and a pleasing personality. This course is organized as a laboratory where learners will have an opportunity to hone their communication skills and develop their personality. Every tourism company looks for professionals who are adept on selling and have good relationship building skills. This course will also enable learners to understand the nuances of sales and customer handling. The contents will make students delve into looking at basic personality traits, including values, beliefs, and nature along with learning about their own personality. It will further enable students to use their communication skills and personality together for career advantage.

#### Learning outcomes

The objective of the training programme is to bring about personality development with regard to the different behavioural dimensions that have far reaching significance in the direction of professional effectiveness.

#### After completing this course, the learners should be able to:

1. Communicate effectively in business situations
2. Present self and their ideas well within a business set up
3. Write professionally
4. Appreciate professional courtesies
5. Create win-win scenarios that have their customers coming back for more
6. Have a plan to ensure they are set-up for success
7. Increase their personal influence, persuasive power and charisma
8. Face the interviews confidently
9. Manage stress and handle conflict effectively

**Unit I** *Introduction to Communication Skills* - Introduction to Communication, Flow of Communication, Listening, Barriers of Communication, How to overcome barriers of communication, 7'Cs of Effective Communication ,Importance of Effective Communication

**Unit II** *Good Communication* -Difference between verbal & non-verbal communication, Non-Verbal Communication.Types of Body Language, Role of Body Language, Proxemics, Kinesics and para language  
Written Communication - CV writing, Letter , Email, Memo ,Notice, Circular, Report, Proposal, Resume Writing  
**Verbal communication** -Public speaking ,Presentation skills, Listening Skills, Negotiation Skills, Interview skills, Group Discussions, Preparation of self introduction, Etiquettes and manners, Mock Interview.

**Unit III** **The concept of personality** - Dimensions of personality – Theories of Freud & Erickson- Significance of personality development.  
**Attitude** - Concept - Significance - Factors affecting attitudes - Positive and Negative Attitude  
**Concept of motivation** - Significance – Internal and external motives - Importance of self-motivation- Factors leading to de-motivation

**Unit IV** **Stress management**- Introduction to Stress, Causes and Impact of Stress, Managing Stress.  
**Group Dynamics** - Importance of groups in organization, Conflict management in groups, Decision making, Team Building, Interaction with the Team.

**Unit V** **Introduction to Interpersonal Relations**, Analysis and Relations of different ego states, Analysis of Transactions, Analysis of Strokes, Analysis of Life position  
**Effective customer care**, Handling customer complaints  
Handling difficult customers, Selling techniques

**Main text** 1. Guffey, M,E. & Loewy, D. (2010). Business Communication: Process and Product, Cengage Learning

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2. Sharma R.C. and Mohan K. (2005). Business Report Writing and Correspondence, New Delhi, Tata McGraw Hill.
  3. Hurlock, E.B (2006). Personality Development, 28th Reprint. New Delhi: Tata McGraw Hill.
  4. Jobber and Lancaster (2009). *Selling and Sales Management*, 8/e, Pearson Education.

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**Reference books**

1. Lehman, C. & DuFrene, D. (2010). *Business Communication*, Cengage Learning
2. Raman, Singh, M. & Prakash (2012). Business Communication, Oxford University Press India.
3. B. Das / I Satpathy: Business Communication & Personality Development.
4. Hindle, Tim. Reducing Stress. Essential Manager series. Dk Publishing, 2003
5. Lucas, Stephen. Art of Public Speaking. New Delhi. Tata - Mc-Graw Hill. 2001
6. Mile, D.J Power of positive thinking. Delhi. Rohan Book Company, (2004).
7. Pravesh Kumar. All about Self- Motivation. New Delhi. Goodwill Publishing House. 2005.
8. Smith, B . Body Language. Delhi: Rohan Book Company. 2004

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**Pedagogical approach**

Lectures, case discussions, assignments.  
T-P-T: 0-4-0

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**Evaluation**

100% practical evaluation

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## MASTER IN TOURISM AND TRAVEL MANAGEMENT

**201/ Sem II**                      **HUMAN RESOURCE MANAGEMENT**

**Credits 4**                      Type of course  
Discipline Specific Core Course (DSC) This course will be offered as CBCS

### **Description of the course**

Tourism's characteristics highlight a number of features that have important ramifications for people within this sector and the role that human resource development plays in supporting enhanced productivity and quality at all levels within organisations, destinations and countries.

Tourism is a 'multiproduct' industry and the different sectors of tourism offer a wide range of occupations with a diversity of human capital requirements. This course also aims to provide deep insight to learners how to attract and manage the most important assets of any organisation specially tourism i.e. Human resource.

### **Learning outcomes**

The objective of this course is to sensitize students to the various facets of managing people and to create and understanding of various policies and practices of human resource management.

<b>Unit I</b>	<b><i>Introduction</i></b> Concept of HRM, need and importance of HRM; Scope of HRM, strategic and functional aspects of HRM; Role of human resource management in our competitive business environment.
<b>Unit II</b>	<b><i>HRM Process</i></b> Human Resource Planning, Job analysis, Employee recruitment and selection, interviews, Induction.
<b>Unit III</b>	<b><i>Training and Development</i></b> Identification of training, need and importance of training, techniques of training; Internal mobility, Quality of work life.
<b>Unit IV</b>	<b><i>Performance Management</i></b> Concept of Performance Appraisal, Need and importance of performance appraisal, techniques of performance appraisal, Potential appraisal.
<b>Unit V</b>	<b><i>Industrial relations</i></b> Concept of Industrial relations and Collective bargaining, Grievance handling and discipline; Future trends in HRM.
<b>Main text</b>	Aswathappa, K. (1997). <i>Human Resources and Personnel Management</i> . Tata McGraw Hill, New Delhi.
<b>Reference books</b>	Dressler, G. (2000). <i>Human Resource Management</i> . Prentice Hall of India, New Delhi.
<b>Pedagogical approach</b>	Lectures, presentations, Assignment, group activities and Case study analysis and field work, discussion T-P-T: 2-1-1
<b>Evaluation</b>	75% external evaluation. 25% internal evaluation



## MASTER IN TOURISM AND TRAVEL MANAGEMENT

**MTM 202/ Sem II      ACCOUNTING AND FINANCE FOR TOURISM**

**Credits 4                      Discipline Specific Core Course (DSC)**

### **Description of the course**

This course provides an introduction to the fundamentals of accounting and finance and develops an understanding of the strategic roles that financial analysis and finance play in internal management decision-making.

### **Learning outcomes**

After completing this course, the student should be able to:

1. To understand application of fundamental concepts of accounting and financial management in the tourism industry
2. To read and understand the components of Income Statement and Balance Sheet
3. To perform various financial statement analyses including horizontal and vertical analysis, and financial ratio analysis
4. Understand various cost concepts and implement CVP analysis
5. To prepare budgets and implement forecasting techniques

### **Unit I                      *Introduction to Accounting***

Introduction, meaning of book keeping, accounting and accountancy, Distinction between book keeping and accounting, accounting process, objectives of accounting, users of accounting information, limitations of accounting, accounting terminologies, Accounting concepts and conventions, Accounting standards.

### **Unit II                      *Recording of Transactions and Secondary Books***

Classification of accounts, double entry system, rules for debit and credit, Journal entries, ledger posting, trial balance. Accounting- preparation of business income statement, balance sheet, cash flow statement and fund flow statement. Hotel accounting.

### **Unit III                      *Final Accounts***

Introduction, meaning, objectives and characteristics of Final Accounts, adjustment entries before preparation of final accounts, closing entries. Trading account, profit and loss account and balance sheet, practical problems.

#### ***Depreciation***

Introduction, meaning of depreciation, causes of depreciation, need for depreciation, factors affecting depreciation, methods of computation of depreciation (straight line method and written down value method).

### **Unit IV                      *Introduction to Financial Management and Financial Planning***

Meaning and definition, Goals, Functions, importance and typologies of Finance-Role of financial Management, organization goals, environment, forecasting and financial planning. Break even analysis. Capital Structure.

#### **Management of Current assets**

Working Capital Management: Meaning and characteristics of working capital, financial current assets. Cash management, receivables management and inventory management.

***Management of fixed assets***-Importance of capital budgeting, analytical techniques- non-discounted, discounted techniques.

### **Unit V                      *Financial structures and Management of Earnings:***

Meaning, difference between financial and capital structures. Determinants of financial structure.




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Financial Leverage and effects of financial leverage on net income and shareholder's wealth. Financial leverage and financial planning. Break even analysis for financial leverage. Dividend policy, significance of dividend policy and different types of dividend policy.

*TFCI*-Tourism financial corporation of India-Aims, objectives, organization and functions.

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<b>Main text</b>	Maheshwari, S.N. (2008). <i>Financial Accounting</i> . New Delhi: Vikas Publication House Chandra, Prassana (2008). <i>Financial Management</i> . New Delhi: Tata McGraw Hill.
<b>Reference books</b>	Pandey I.M. (2004). <i>Financial Management</i> . New Delhi: Vikas Publication House. (L) Khan M.Y. and Jain P.K. (2008). <i>Management Accounting</i> . New Delhi: Tata McGraw Hill (L)
<b>Pedagogical approach</b>	Lectures, Hands on Activity, discussions T-P-T: 2-1-1
<b>Evaluation</b>	75% external evaluation. 25% internal evaluation

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## MASTER IN TOURISM AND TRAVEL MANAGEMENT

**MTM 203 /  
Sem II**      **TOURISM MARKETING -1**

**4 credits**      Discipline Specific Core Course (DSC)

**Description of the course**      Tourism service marketing is an important emerging stream of marketing inquiry and practice. This course examines the application of marketing concepts, tools, and models to the marketing of tourism. The topics covered in the course include the distinctive nature of the service sector, relationship marketing (RM), marketing in service applications, the size and growth of services marketing and the transportation of traditional marketing models from the tangible goods sector to the services sector to a tourism situation. The course explores not only the obtaining of customers, but also the 'keeping and growing of customers' as espoused in RM literature.

**Learning outcomes**

1. Understand how the traditional theoretical framework of marketing can be broadened to meet the needs of tourism destinations and travel companies.
2. Design a marketing programme for a tourism destination or a travel product.
3. Learn theory and apply to practice.

**Unit I**      ***Introduction to marketing and business environment***

Introduction to marketing and its role in competitive business; Tourism marketing and its uniqueness; Marketing of services and its special features; Service marketing- characteristics of services; services marketing triangle; Market environment.

**Unit II**      ***Understanding the market***

Market segmentation, targeting and positioning; Meaning, elements, functions and process of marketing research; types, uses and limitations of marketing research; Marketing Information Systems (MKIS); Demand forecasting.

**Unit III**      ***Developing a tourism product***

Nature and type of tourism product. Managing the tourism product. Product / service decisions and product formulation, New product development; Branding and packaging decisions. Tourist destination life cycle;

Process- service blueprinting; Physical evidence- roles of physical evidence, dominant and peripheral goods as physical evidence; Managing People and internal marketing- internal marketing at a destination.

**Unit IV**      ***Price, Place, and Promotion strategy***

Pricing policies and practices; Place (Service logistics): Distribution channels in travel and tourism, yield management; The meaning and importance of integrated marketing communication approach; Promotional mix.

**Unit V**      ***Strategy***

Partnering, Marketing strategy, developing a marketing plan, Customer relationship, marketing, service quality management.



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<b>Main text</b>	Chaudhary, Manjula (2010). <i>Tourism Marketing</i> . New Delhi: Oxford University Press.  Chowdhary, Nimit and Prakash, Monika (2005). <i>A Textbook of Marketing of Services</i> . New Delhi: Macmillan India Limited.
<b>Reference books</b>	Valarie Zeithaml and Mary Bitner (2000): <i>Services Marketing</i> , 2/e, Irwin-McGraw Hill, New York  Dasgupta, Devashish (2010). <i>Tourism Marketing</i> . New Delhi: Pearson Education.  Middleton, Victor (2001). <i>Marketing in Travel and Tourism</i> , 3/e. New Delhi: Butterworth-Heinemann.
<b>Pedagogical approach</b>	Lectures, case discussions, assignments.  T-P-T: 2-1-1
<b>Evaluation</b>	75 % External evaluation, 25% Internal Evaluation

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## MASTER IN TOURISM AND TRAVEL MANAGEMENT

**MTM 204/ Sem II      AVIATION INDUSTRY AND TICKETING**

**4 Credits**                      Ability Enhancement compulsory course (AECC)

### Description of the course

Interpreting fare rules and e-ticket data elements is the key to satisfying and retaining customers. With the abundance and complexity of today's fare options, travel customers expect you to provide a service that is accurate, quick and affordable. This course teaches the language of fare construction and fare rules so you provide your customers with the best advice and the lowest fare for their air itinerary

### Learning outcomes

After completing this course, the student should be able to:

1. Understand the world and IATA geography
2. Familiarize with the travel conventions and organizations and able to formulate with the calculation of fares
3. Understand the documentation and other requirement for international air travel

### Course rollout

Course is essentially a laboratory work. However, during the course, following should be covered:

- **Introduction to airline industry:** Growth and distribution of airlines and air traffic around the world, factors affecting airline operating costs; concept of flying time and grounding time.
- **Familiarisation with OAG:** 3 letters city code and airport code, airline designated code, country and currency codes, minimum connecting time, global indicator; familiarisation with Air Tariff; NUC Conversion factors and general rules; IATA Bill Settlement Plan.
- **Planning itinerary by Air:** Itinerary terms; journeys and its types; types of fares; introduction to fare construction, international mileage and routing systems, mileage principles, fare construction with Extra Mileage Allowance (EMA), Extra Mileage Surcharge (EMS). Higher Intermediary Points (H.I.P); Circle Trip Minimum Checks (CTM); Backhaul Minimum Check, and Open jaw.
- **Documentation:** Passport, VISA, Currency Regulations, Custom Regulations, Health Regulations, Immigration Formalities at Airport and TIMATIC.
- **CRS:** Introduction to the Amadeus GDS and its features; basic AMEDEUS commands -signing in and signing out of Amadeus, agent work areas; encode and decode cities, airports, airline names, aircraft equipment, countries; availability commands and scrolling elements; important status code ;flight information; five mandatory elements of PNR; optional elements command in PNR; other service information command; PNR retrieval & display commands; PNR modifications commands; split bookings commands; elementary commands for fare quote display.

**Main text**      Gee, Y.C., Boberg, B.K., Choy, J.L.D., and Makens, C.J., (1990), *Professional Travel Agency Management*, New Jersey: Prentice Hall.  
IATA/UFTAA, *Travel and Tourism Foundation Modules 1.1,1.2,1.3* Oxford/London School Atlas

**Reference books**      World Map Atlas, Oxford/London School Atlas yearly published by IATA  
Official Airlines Guide(OAG), IATA Publication yearly published by IATA  
Passenger Airlines Guide(OAG), IATA Publication yearly published by IATA  
Passenger Air Tariff(PAT), IATA Publication yearly published by IATA  
Travel Information Manual (TIM), IATA Publication yearly published by IATA  
Semer-Purzycki, Jeanne, (1997), *International Travel, Fares, and Ticketing*, New Jersey: Prentice Hall.  
Thompson-Smith, Jeanie M. (1988), *Travel Agency Guide to Business Travel*, London: Delmar Publishing Inc.

**Pedagogical approach**      Theory classes, lab practical, assignments and discussions  
T-P-T: 1-2-1

**Evaluation**                      25 % internal practical exam, 75% theory



## MASTER IN TOURISM AND TRAVEL MANAGEMENT

**MTM 205/ Sem II      TOURISM TRANSPORTATION**

**4 Credits**                      Discipline Specific Core Course (DSC)  
This course will also be offered as CBCS course

### Description of the course

This course shall introduce the learner to the basics of tourism transport phenomenon. The course also highlights the interrelationship of tourism and transportation, consequence in the economy; the constituents of tourist transport with a global outlook. The course appreciates the packages, environmental impacts of transportation, and also focuses on giving the initial ideas of tourism industry linkages.

### Learning outcomes

After completing this course, the student should be able to:

5. To realize the interrelationship between tourism and its constituent segments.
6. To understand the stages of growth and development of Tourism and Transportation.
7. To know various modes of Transportation through which tourism operates.
8. To realize the socio-cultural & economic impacts generated out of tourism.

### Unit I                      *Fundamentals of tourist transport system*

Evolution of Transportation, Importance of Tourist Transport Services, Essentials of Transport, Growth & Development of Means of Transport, Types of Transport, Distribution of Sales of Tourist Transport Services, Patterns of demand for tourist transportation.

### Unit II                      *Rail Transport System*

Rail Transport: General information about Indian Railways, Brief History – high speed trains - Classes of Journey – Types of trains & tracks – Railway Reservation – modes – circle trip – Tatkal – i-ticket – e-ticket - Passenger amenities (Railway station and onboard) – Introduction to the types of rail tours in India: luxury trains, hill trains, express train, GSA, DSA, SA and passenger – IRCTC - Mountain Railways of India in the UNESCO world heritage list. Railway timetable - Eurail and Indrail passes

### Unit III                      *Surface transport*

Major international tourist networks, Interstate highway system, Express ways and Highways. Importance of golden triangle, green triangle and golden Quadrilateral of India; Nature and importance of road transport in tourism, Introduction and concepts of Rent - A- Cab Scheme, insurance, national and state permits, identification features, marketing of Rent- A- Cab.

### Unit IV                      *Air transportation System*

Growth and development of air transport industry and freight industry. Freedoms of air, Bermuda convention, Chicago Convention, Warsaw Convention Roles and functions of DGCA, IATA and ICAO; Relevance and importance of cargo industry, general Introduction to cargo agency. History and development of Indian airlines, air packages offered by the Indian and other airlines, types of aircrafts and etc.

### Unit V                      *Water based tourism and transportation*

Categories of water transport- Boats, Ships, Hover crafts, Submarines, Safari boats (Coastal shipping, Foreign going traffic) – National waterway of India  
Main ports and international passenger ferry routes identified; Operating economies of sea transport, major types of sea transport for tourism – passenger ferries (and major crossing areas), Types. Houseboats, cruise ships (and major cruise circuits); Inland waterways in India.

**Main text**                      Vasudevan, V., Vijay Kumar, B. and Saroop Roy, B.R. (2017). *An Introduction to the Business of Tourism*. New Delhi: Sage Publication.  
Singh, Ratandeep (2008). *Tourism and Transport Management: Practice and Procedures*. New Delhi: Kanishka Publisher




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<b>Reference books</b>	<p>Holloway, J. C. (1994). <i>The Business of Tourism</i>, Pitman Publishing, London. “(L)”</p> <p>Swan, Sampad Kumar, and Mishra, Jitendra Mohan (2013). <i>Tourism Principles and Practices</i>, Oxford Higher Education.</p> <p>Sharma, K. (2014). <i>Introduction to Tourism Management</i>, Mc Graw Hill Education. New Delhi.</p> <p>Roday, Sunetra, Biwal, Archana and Joshi, Vandana (2013). <i>Tourism Operations and Management</i>. New Delhi: Oxford.</p> <p>Medlik, S. (1997). <i>Understanding Tourism</i>, Butterworth-Heinemann, Oxford.</p> <p>Hayward, Peter (2000). <i>Leisure and Tourism, Heinemann GNVQ Intermediate</i>, Heinemann Educational Publishers.</p>
<b>Pedagogical approach</b>	Lectures, class room discussions, student presentations. T-P-T: 2-1-1
<b>Evaluation</b>	75 % External evaluation, 25% Internal Evaluation.

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## MASTER IN TOURISM AND TRAVEL MANAGEMENT

**MTM 206/ Sem II      BUSINESS RESEARCH METHODS**

**4 Credits**                      Discipline Specific Core Course (DSC)

### **Description of the course**

To enable students to understand the concept and application of Research in business. This syllabus help to identify and solve the problem of a business and industry.

### **Learning outcomes**

Examine the research process, problem definition, alternative research designs, qualitative methods, survey methods, experiments, measurement & questionnaire design, data collection and foundational techniques for data analysis, as well as hands-on experience for data analysis. Business Research Methods provides the student with substantial experience in developing critical analysis business situations.

Prerequisites: Basic statistics.

### **Unit I                      *Introduction to research***

Meaning, types, trends, significance, Scope of research, Challenges with special reference to tourism and hotel business. Research process, Research Approach-quantitative, qualitative and mixed.

Research problems, formulate research problems, Guiding principles in selection of research problems. Developing research proposal- objectives, hypothesis, and need.

Ethics in Research

### **Unit II                      *Research Design***

Research methodology-meaning, procedural guidelines. Research method vs. research methodology. Research Design, need of research design, types of research design- exploratory, descriptive, and causal.

Statistical Testing: formulation and general procedure of testing of hypothesis. One-tail test and two-tail test. Confidence interval, level of significant, Type I and Type II error.

### **Unit III                      *Collection of Data***

Reliability and validity-meaning and types. Field procedure for data collection and techniques-Nature, Sources of Data (Primary and Secondary), techniques of data collection-observation, interview, focus group discussion and questionnaire, Questionnaire preparation.

Sampling and Sampling design-sampling and reason for sampling, theoretical basis of sampling, basic concept of sampling and types of sampling (random and non-random sampling), Central limit theorem, Sampling error, Concept of standard error, Sample size determination.

### **Unit IV                      *Data analysis***

Preparation of data- using frequency distribution- meaning, problems and considerations in construction numerical frequency distribution, cross tables.

Descriptive statistics-measures of central tendency, variability and shape.

Testing the hypothesis: Comparison of population means, Comparison of population proportions, Comparison of population means and standard deviation. One sample t-test, chi-square, student t test distribution, t-test (Independent and Pair), f-test, Mann Whitney (U) test, Wilcoxon Signed Rank test, Kruskhal Wallis (H) test.

### **Unit V                      *Multivariate techniques and research report***

Introduction to ANOVA family, Discovering relationships using Correlation and simple regression analysis. Multiple Linear Regression, Introduction to Discriminant Analysis, Exploratory Factor Analysis, Cluster Analysis

Research report. Significance of research report writing, different steps in writing reports. Layout of research report, types of report.



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<b>Main text</b>	1. Kothari, C. R : Research Methodology, New Age International Publishers 2. Ken Black: Applied Business Statistics, Wiley India.
<b>Reference books</b>	Donald R. Cooper and Pamela S. Schindler, Business Research Methods, Tata McGraw Hill, New Delhi Anderson, Sweeney & Williams: Statistics for Business and Economics, Cengage Learning Pvt. Ltd., New Delhi. Naresh K. Malhotra and Satyabhushan Dash, Marketing Research: An Applied Orientation, Pearson. Deepak Chawla & Neena Sodhi, Research methodology: Concepts and Cases, Vikas Publishing
<b>Pedagogical approach</b>	Lectures, class room discussions, student presentations., assignments T-P-T: 2-1-1.
<b>Evaluation</b>	75 % External evaluation, 25% Internal Evaluation.

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## MASTER IN TOURISM AND TRAVEL MANAGEMENT

**MTM 207/ Sem II**
**DESTINATIONS OF THE WORLD**
**4 Credits**

Disciple Specific Elective Course (DSE)

**Description of the course**

This course has been designed keeping in mind the needs of travel industry. It is a job-oriented course which has been tailor-designed to provide hand on training to students. The course will provide students to interact with the travel professionals and experts.

**Learning outcomes**

After completing this course, the student should be able to:

1. Learn about popular global destinations
2. Learn about popular circuits and itineraries
3. Learn about important service required by a tourist.
4. Prepare itineraries with costing
5. Understand how to convert tourist's idea of holiday into a tour package.

**Course roll out**

In this course theoretical and practical inputs related with types of itineraries, itinerary preparation and designing process, costing and pricing of itinerary, documentation preparations will be imparted.

The course is a 100 % practical course. Broadly, the activities assessed in this course are as follows:

**Itinerary workshops**

Creativity, feasibility and presentation skills will be the main criteria for evaluation of the itinerary presentation. The students will make six itineraries based on different themes. Each itinerary has to be submitted in PowerPoint and a written assignment (brochure).

**Documentary**

A documentary (short film) will be presented by students highlighting various features of a destination/country/circuit.

**Quiz**

Four quizzes will be organized. Three best scores out of four will be considered.

**Destination specialist certificates**

Every learner will be expected to complete three destination specialist certificates.

**Destination specific lectures**

Lectures by embassy tourism desks/ DMCs.

Students must attend these lectures. Based on these sessions the students will be expected write a detailed essay about the destination.

**Pedagogical approach**

'Activity based learning' is the key pedagogical approach that we use. Learning would be facilitated through presentations, itinerary workshops, acquiring destination specialist certifications, quizzes, presentations, and class activities etc.  
T-P-T: 0-4-0

**Evaluation**

Itinerary workshop and presentations (6)- 30 %

Documentary (1)- 15%

Score of quizzes (3)- 30 %

Destination specialist certificates (3)- 15 %

Participation in Destination Specific lectures and essay writing (1)- 10%



## MASTER IN TOURISM AND TRAVEL MANAGEMENT

**MTM 208/ Sem II      TERM PAPER**

**4 Credits                      Discipline Specific Elective (DSE)**

### **Description of the course**

The rationale behind the project work is to:

1. Expose the student to various operational and practical aspects of tourism business
2. Help him apply principles learned in class to real-life situations
3. Help the student hone his/ her written/ communication skills required for a professional

### **Learning outcomes**

The project will help student:

1. Identify a problem/ challenge/ business issue
2. Devise a plan to solve the issue at hand
3. Apply his/ her knowledge and learning to arrive at conclusion
4. Present his findings, suggestions formally in a professional format

Students are advised to take up a project work only in area of tourism and related field.

- Each of the students has to undertake a project individually under the supervision of an allotted teacher and to submit the same following the guidelines as laid out by the department.
- Language of Project Report and Viva-Voce Examination will be English. The Project Report must be typed and spirally bounded.

**Main text**      Hussey, J. and Hussey, R. (1997). *Business Research: A Practical Guide for Undergraduate and Postgraduate Students*. New York: Palgrave Macmillan  
 Smyth, K., Rennie, F., et al (2016). *Undertaking Your Research Project: Essential Guidance for Undergraduates and Postgraduates*. eTIPS (Kindle edition)

**Reference books**      Robson, C. (2014). *How to do a Research Project: A Guide for Undergraduate Students*. New York: John Wiley & Sons

**Pedagogical approach**      Students will work in close supervision of the allotted guide. They must report to the supervisor at least once in a week.

**Evaluation**

- Failure to submit the Project Report or failure to appear at the Viva-voce Examination will be treated as “Absent” in the Examination. He /she has to submit the Project Report and appear at the Viva-Voce Examination in the subsequent years (within the time period as per University Rules).
- No marks will be allotted on the Project Report unless a candidate appears at the Viva-Voce Examination. Similarly, no marks will be allotted on Viva-Voce Examination unless a candidate submits his/her Project Report.
- Evaluation of the Project Work to be done jointly by one internal expert (25%) and one external expert (75%).
- External examiner may evaluate the projects on the basis of Project report (50 marks) and the Viva Voce (25 marks).
- The Project report may be evaluated on following criterion-  
 Chapter 1: Introduction- 10 marks  
 Chapter 2: Conceptual framework/ National/International scenario- 5 marks  
 Chapter 3: Presentation, analysis and findings- 25 marks  
 Chapter 4: Conclusion and recommendations- 10 marks



## MASTER IN TOURISM AND TRAVEL MANAGEMENT

**MTH 301/ Sem III      MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS**

**4 Credits**                      Discipline Specific Elective (DSE). This course will also be offered as CBCS course

### Description of the course

The purpose of this course is to give students an overview of the MICE (Meetings, Incentive, Conventions/Conferences and Exhibitions) sector of the tourism industry and event management. The scope of this course is to familiarize students with an in-depth knowledge about the specialized field of "MICE industry" and to become familiar with management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events.

### Learning outcomes

After completing this course, the learner will be able to:

1. Have necessary domain knowledge and skills for event management careers
2. Understand the potential of MICE and Event Tourism and to enable the students to use case studies of successful events
3. Demonstrate on how managers can improve their effectiveness and efficiency in producing successful MICE events.

### Unit I                      *Introduction to Events studies*

Definition, Challenges of Event Management, Events in human history and culture, The events industry, the role of event manager. Managing event projects: Events as projects, project management perspective, Event project definition, organisation and framework, Project parameters, objective statement, planning, optimization, evaluation, crashing, risk management, cost breakdown structure, implementation, required competencies. Stakeholder's requirements and need.

### Unit II                      *The dynamics of event planning*

Current views of Event design, Event as design experience, Concept and theme, understanding event experience, events staging and logistics. Operation: the legal environment, insurance, regulations, license and permits, Event contract and logistics. Event Finance: Financial terminology, Financial planning and control. Users of event finance information, budgeting and events, common method of budgeting. Event marketing: Event marketing planning and sponsorship

### Unit III                      *Human Resource, Health and Safety*

Human Resource: Challenges, finding right people, Induction and Acculturation, Effective communication within event, Employee learning and development, motivating, maximizing performance and retaining employees, Remunerating staffs. Health and Safety: legislation, management, Risk management, Risk assessment, specific event risk.

### Unit IV                      *Destination planning for event tourism*

Planning MICE, event- tourism planning and policy, Components of the conference market, characteristics of conferences and conventions, MICE as a supplement to tourism, the nature and demand of conference markets; Research for event tourism planning. *Operations*: Food and beverage, service contractors; meeting technology; programme planning; CVB; special events management; suppliers to the MEEC industry.



<b>Unit V</b>	<b><i>Event – types, impact and role of media</i></b>  Sporting Events, Mega Events, Event in the public and third sectors, Corporate Event, Cultural Event and Festivals.  Event impact, measuring impacts, event sustainability, event legacies, event and the new economics. Media: what is media, role in event management, links to stakeholders, media management, impacts of event coverage, crisis management for event managers.
<b><i>Main text</i></b>	Charles Bladen, James Kennell, Emma Abson and Nick Wilde (2012). <i>Event Management: An Introduction</i> . New York: Routledge.  Fenich, G. (2011). <i>Meetings, Expositions, Events, and Conventions</i> , India: Pearson Education Inc.
<b><i>Reference books</i></b>	Wagen, L.V.D. and Carlos, B.R. (2008). <i>Event Management</i> . Delhi: Dorling Kindersley Pvt. Ltd.  Joe Gold Blatt (1997). <i>Special Events: Best Practices in Modern Event Management</i> . New York: John Wiley and Sons.
<b>Pedagogical approach</b>	Classroom instruction with assignments and case studies.  T-P-T: 2-1-1
<b>Evaluation</b>	75 % External evaluation, 25% internal evaluation.



## MASTER IN TOURISM AND TRAVEL MANAGEMENT

**MTM 302/ Sem III      TOUR LEADERSHIP AND MANAGEMENT**

**4 Credits**                      Discipline Specific Elective (DSE)

### **Description of the course**

The idea behind introducing this course is to orient the students about the scope of tour escorting as a career option. This course will help the students to appreciate better what the profession of tour escorting is all about by giving them a practical experience of how to practice escort in real life situations. It will also orient them to the nitty-gritties of this profession. This course also intends to deliver key skills.

### **Learning outcomes**

After completing this course, the student should be able to:

1. Understand the nature and challenges of a tour manager's job.
2. Understand the role of a tour manager in different situations- at airport, on the coach, at the hotel, etc.
3. Manage and handle the group of tourists and address their common problems
4. Help visitors negotiate the destination and enjoy the trip.

### **Unit I                      *Tour Leadership***

Introduction to tour leadership, Characteristics of tour escorting profession, difference between tour escorting and tour guiding, Advantages and disadvantages of choosing tour escorting as a profession. Tour management in India and abroad, Skills and competencies required to be a tour manager, presenting oneself, Challenges faced by a tour manager

### **Unit II                      *Roles and duties***

Pre-trip Duties / Preparation; Understanding tour client profile, Tour Escort File- checklist at the point of departure  
*Responsibilities at the Airport-* Meet & Greet; Airport Check-In Procedures, Customs and Immigration; Group Clearance- Luggage  
*Responsibilities at the hotel-* Check In, Check out, Rooming List, Meal requests  
*Responsibilities during sight-seeing tours-* On-Tour Operation / Conduct; Organising Commentary- Commentary / Storytelling; Destination Briefing, Time Schedule; Points of Interests; Getting a "Mental Picture" of Routing & Landmarks;  
 Handling microphone, Operating Instructions/ Routing, Computing Time / Distance / Routing Technology; Map Reading; Luggage Handling, Familiarisation of coach, working with the local driver; Gratuities; Working with the Local Guide

### **Unit III                      *Responsibilities on a train/cruise***

Embarkation; Initial Briefing/Duties Aboard Ship / Train; Disembarkation;

### **Unit IV                      *Group management and situation handling***

Why people go on tours, Group control and Setting Limits, Handling difficult tourists, Communication Skills; Typical Day-to-Day Problems; Listening Skills; Conflict Resolution; Keeping your Cool; Creativity; Tips to keep group happy; Ethical and Professional Considerations, Handling emergency situations

### **Unit V                      *Other roles and responsibilities***

Other functions: The Professional Daily Briefing, Dealing with FAQ's; Taking care of logistics: Dine Around, Shopping / Commissions / Ethics; Safety of guests, Arrival preparations: Briefing instructions and Reconfirming Flights; Tour Conclusion and feedback, Tools of the trade for the tour manager, Understanding cross cultural differences

**Main text**                      Chowdhary, Nimit (2013). *Handbook for Tour Guides*. New Delhi: Matrix Publishers. (L)

**Reference books**                      Mitchell, G.E. (2005). *How to Start a Tour Guiding Business*. Charleston: The GEM Group Ltd.  
 Pond, K.L. (1993). *The Professional Guide*. New York: Van Nostrand Reinhold. (L)

**Pedagogical approach**                      All credits for practice. T-P-T: 2-1-1

**Evaluation**                      25 % practical exam, 75% semester end exam.



## MASTER IN TOURISM AND TRAVEL MANAGEMENT

**MTM 303/ Sem III      TOURISM MARKETING II**

**4 Credits**                  Discipline Specific Core Course (DSC)

### Description of the course

This course deals with two important aspects of marketing- sales and consumer behaviour. The course deals with the important subject of understanding tourist behaviour and how it impacts their purchase decision. To take advantage of tourist needs and expectations, companies should be able to meaningfully segment its customers.

Demand for tourism and patterns of subsequent consumption are a result of tourists' background, expectations and motivations to purchase. This course will help learner understand the behaviour of tourist and possible reasons thereof.

### Learning outcomes

1. To learn about theories of tourist behaviour, typologies of tourist, and how to segment the tourists.
2. Understand the concept of sales and acquire and develop the competencies required to close the sales.
3. Create win-win scenarios that have their customers coming back for more

### Unit I

#### Introduction

Concept of tourist behaviour; importance of understanding tourist behaviour; types of tourism (and concerns); models of consumer behaviour adapted to tourism.

#### Purchase decision process

Motivators; determinants; models of purchase decision making process.

### Unit II

#### Typologies of tourist behaviour

Typologies and their critique; marketing applications of typologies; Market segmentation; tourism-specific methods of segmentation; Indian out bound travel market.

#### Tourism demand and markets

Global pattern of tourism demand; nature of demand in different segments of tourism market; consumer behaviour and markets in different sectors of tourism.

### Unit III

#### Introduction to sales management

Evolution of sales management; the selling concept; scope of selling in tourism; difference between selling and marketing; concept of personal selling; personal selling process in tourism.

**Theories:** Theories of selling; consumer behaviour and selling; essential qualities of salesman and sales manager.

### Unit IV

#### Managing sales force




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	Concept of branding in tourism sales; tourism sales and merchandising; management of sales force: recruiting process; selecting sales personnel; developing and conduction sales training programmes.
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<b>Unit V</b>	<b>Sales budget and control</b>
	Compensation plan for sales force; motivation of sales force; sales quota; types of quota and quota setting procedures; sales budget; management of sales territories.
	<b>Channel management</b>
	Tourism sales channels; types of channel; key issues in management of tourism sales channels; tourism channel control system.

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<b>Main text</b>	Horner, Susan and Swarbrooke, John (2007). <i>Consumer Behaviour in Tourism</i> , 2/e. Burlington: Butterworth-Heinemann.
	Jobber and Lancaster (2009). <i>Selling and Sales Management</i> , 8/e, Pearson Education.
	Still, Cundiff and Govoni (1998). <i>Sales Management: Strategies and Cases</i> . New Delhi: Prentice Hall of India.

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<b>Reference books</b>	Kapoor, S.K. and Kansal, P (2003). <i>Basics of Distribution Management: A Logistical Approach</i> . New Delhi: Prentice Hall of India.
	Breithaupt, Tim (2003). <i>10 Steps of Sales Success</i> . American Management Association.

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<b>Pedagogical approach</b>	Lectures, case discussions, assignments.
	T-P-T: 2-1-1

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<b>Evaluation</b>	75 % External evaluation, 25% Internal Evaluation
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## MASTER IN TOURISM AND TRAVEL MANAGEMENT

### MTM 304/ Sem III ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

**4 Credits**                      Discipline Specific Core Course (DSC)

#### **Description of the course**

Tourism is one sector which offers plenty of opportunities for entrepreneurship. Experience of the tourism industry suggests that many of youngsters sooner or later take to entrepreneurship. Raising new enterprises is not only important from a job creation point of view, but it is a prime intervention for the development of a destination. Social entrepreneurship is an approach by individuals, groups, start-up companies or entrepreneurs, in which they develop, fund and implement solutions to social, cultural, or environmental issues. This concept may be applied to a wide range of tourism organizations, which vary in size, aims, and beliefs. Social entrepreneurship is the creation of social impact by developing and implementing a sustainable business model that draws on innovative solutions that benefit the disadvantaged and ultimately society at large.

#### **Learning outcomes**

This course will therefore help students with:

1. Searching for feasible business ideas.
2. Convert ideas into business propositions.
3. Understand the mechanics of developing a business plan
4. Convert ideas into business propositions for the creation of social impact by developing and implementing innovative solutions to social, cultural and environmental issues that benefit the disadvantaged and ultimately society at large.

<b>Unit I</b>	<b>Tourism Entrepreneurial Perspectives</b> Concept of Entrepreneurship, Types of Entrepreneurs, Entrepreneurial Competencies, Capacity Building for Entrepreneurs. Entrepreneurial Training Methods; Entrepreneurial Motivations; The process of Entrepreneurial Development
<b>Unit II</b>	<b>New Tourism Venture (Start up) Creation</b> Introduction; Mobility of Entrepreneurs, Models for Opportunity Evaluation; Generating new business ideas: Concept and sources; Business strategy: Understanding customers and analyzing competition; Business plans: Purpose, Contents and Presenting Business Plan; Enterprise: Concept, Procedure and necessary considerations for setting up Enterprises at Start-up and State levels.
<b>Unit III</b>	<b>Functional Area Management</b> Meaning and concept of Functional Area Management; Tourism marketing planning; Financial planning and planning for People and Operations.
<b>Unit IV</b>	<b>Organization and Business</b> Meaning and concept of Organization; Form of Organizations and Legal considerations; Networking and collaboration; Good business practices.
<b>Unit V</b>	<b>Social Entrepreneurship In Tourism</b> Meaning and scope of Social entrepreneurship; Socio-economic context of Social entrepreneurship in tourism: Understanding disparities of opportunity structure, Social dynamics of exclusion and distribution of opportunities and access in tourism; Types of Social entrepreneurship: Non-profit organizations, Co-operative societies, Social enterprises, Community projects and Special purpose business; Generating Social entrepreneurship ideas; Drafting Social venture Start up plan, Social ventures and Sustainable economic development.
<b>Main text</b>	Chowdhary, Nimit and Prakash, Monika. (2010). Managing Small Tourism Business, New Delhi: Matrix Publishers. (L)
<b>Reference books</b>	Prakash, Monika and Chowdhary, Nimit (2010). Starting a Tourism Company, New Delhi: Matrix Publishers. (L)




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Mohanty, SangramKeshari (2005). Fundamentals of Entrepreneurship, New Delhi: Prentice Hall of India.

Scarborough, N.M. and Zimmer, T.W. (1996), Effective Small Business Management, 5/e, New York: Prentice Hall, Inc.

IGNOU MTM-8 (2005, Reprint). Managing Entrepreneurship and Small Business in Tourism.

Yunus Mohammad. (2011). Building Social Business, New York: Public Affairs Books.

Bornstein David and Davis Susan. (2010). Social Entrepreneurship: What Everyone Needs to know: Oxford University Press, Inc. Entrepreneurship Development and Small Business Enterprises, Poornima M. Charantimath, 2e, Pearson, 2014.

Entrepreneurship, A South – Asian Perspective, D. F. Kuratko and T.V.Rao, 3e, Cengage, 2012.

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<b>Pedagogical approach</b>	Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, Role playing, Experimental exercises, Projects etc. The list of the cases, websites links and specific references including recent articles to be announced in the class at the beginning of the session T-P-T: 2-1-1
<b>Evaluation</b>	75 % External evaluation, 25% Internal Evaluation

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## MASTER IN TOURISM AND TRAVEL MANAGEMENT

**MTM 305/ Sem III      TOURISM PLANNING AND STRATEGY**

**4 Credits**                      Disciple effective Core Course (DSC)

### **Description of the course**

This is an integrative course. The course helps learner develop a larger comprehensive view of the tourism. Having done so learners will be exposed to tools to analyse the competitive position of a firm vis-a-vis its business environment. This will help learner strategize the tourism efforts.

### **Learning outcomes**

After completing this course, the student should be able to:

1. Develop an understanding of the basic concepts of tourism policy and planning for public and private sector community;
2. Understand the tourism policy initiative taken in India;
3. Understand problems related to tourism development in India;
4. Understand the importance of sustainable tourism planning & development;
5. Explore the interrelationships between resource management and tourism planning and development.

### **Unit I                      *Introduction***

Concept, need, objective, institutional framework and the principal lines of public tourism policy; The role of government, public and private sector in formulation of tourism policy; Role of international, national, state and local tourism organisations in carrying out tourism policies.

### **Unit II                      *Policy initiatives in India***

Historical background of tourism policy and planning in India- An outline of Sergeant Committee (1945), L.K. Jha Committee (1963), National Tourism Policy (1982), National Action Plan on Tourism (1992), The latest tourism policy of Ministry of Tourism, Govt. of India. Investment opportunities and government policy for investment in hotel/tourism industry. Sources of funding.

### **Unit III                      *Tourism planning and Law***

Origin, concept, approaches and process of tourism planning; Techniques of plan formulation; Levels and types of Tourism Planning-International, National, Regional, Evolution of tourism project, Development and monitoring, tourism master plan. Tourist safety and security, Law and legislation relating to tourist entry, stay, departure and health.

### **Unit IV                      *Destination Management***

Destination- concept (attraction vs. destination), types, key players in destination management; destination functions of DMOs; Destination attractiveness and competitiveness; Destination management planning (DMP): Concept of Six 'A's for Tourism Destinations, benefits, characteristics, process; strategic planning for tourism destination.

### **Unit V                      *Tourism Impact and Case Study***

Environmental Impact Assessment (EIA) - The need for EIA - Steps of EIA - Method – Usage of EIA- in conserving Ecology and Environment. Case study of selected state tourism policies (Delhi, Goa, Kerala, Rajasthan) Tourism and Five-year Plans in India with special reference to Incredible India. Make in India Initiatives for Tourism.

### **Main text**

Inskip, E. (1991), *Tourism Planning: An Integrated and Sustainable Development Approach*, New York: John Wiley & Sons.  
Murthy, E.K. (2008). *Tourism Planning: Concepts, Approaches & Techniques*, New Delhi: ABD Publishers.  
Tribe, John (2010). *Strategy for Tourism*. Oxford: Goodfellow Publishers Limited.

### **Reference books**

Edgell, David L and Swanson, J.R. (2013). *Tourism Policy and Planning*, New York: Routledge.

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Bezbaruah M.P. *Indian Tourism Beyond the Millennium*, New Delhi  
 Gunn. Clare A. *Tourism Planning*, New York: Taylor & Francis.  
 Murphy, Peter E. *Tourism: A Community Approach*, New York: Methuen.  
 Lindberg, K., Hawkins, D.E. (1993), *Ecotourism A Guide for Planners and Managers*, North  
 Bennington, Vermont, USA: The Ecotourism Society.  
 Dredge D. and Jenkins, J. (2006). *Tourism Planning and Policy*, Brisbane: John Wiley & Sons.

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<b>Pedagogical approach</b>	Lectures, case discussions, assignments. T-P-T: 2-1-1
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<b>Evaluation</b>	25 % internal exam, 75% semester end exam.
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## MASTER IN TOURISM AND TRAVEL MANAGEMENT

**MTM 306/SEM-III**
**SUSTAINABLE TOURISM**
**4 Credits**

Discipline Specific Core Course (DSC)

**Description of the course**

The course is intended to educate future tourism industry professional develop awareness about sustainability issues and to provide them with necessary tools to address issues in their concrete, day to day tourism operations and policy making decisions in tourism.

**Learning outcomes**

The students will learn about different sustainability challenges facing the tourism industry today, how to redress current unsustainable operations, and how to take informed decisions regarding the expansion or refurbishment of existing facilities to make them more sustainable, or to plan and develop new tourism infrastructures that guarantee long term, sustainable operations.

**Unit I**
***Definition and principles***

Evolution, nature and scope of Sustainable Tourism, factors affecting tourism sustainability: environmental, social, cultural and economic, interrelationship between sustainable and responsible tourism, emergence of sustainable tourism. Brundtland Report and its impact; Earth Summit- I & II, Cape Town Declaration 2002 and Kerala Declaration.

**Unit II**
***Tourism environmental impact assessment***

Internal and external; economic, socio-cultural and physical impacts, social and economic sustainability of tourist regions; major indicators, tools and techniques for sustainable development. Interrelationship between sustainable and green tourism, evaluation of impact of tourism site, zoning system, carrying capacity, Role of WTTC, UN-WTO, PATA, UNEP, IUCN, UNDP.

**Unit III**
***Mass and Alternative tourism***

Innovative forms of sustainable tourism and their characteristics, community tourism, ecotourism, geo-tourism, adventure tourism, agro-tourism and rural tourism; conflicts and synergies between promotion and conservation of destinations.

**Unit IV**
***Understanding the concept and practices***

Eco-camp, eco-hotels, eco-resorts, eco-lodge, eco-marketing and green fuel with respect to tourism sustainability, major eco- tourism destinations of India; case studies of eco-tourism, coastal tourism and mountain tourism; India's code for safe and honourable tourism.

**Unit V**
***Legalities and Code of conduct***

Importance of standardisation and certification in tourism; ISO standards; codes of conduct for tourism (UNWTO); human rights issues in tourism and the role of NGO's, critical assessment STEP scheme, National policy for sustainable development and sustainable millennium development goals, pro-poor tourism and community participation, future of Sustainable Tourism.

**Main text**

Swarbrook, John(1999) *Sustainable Tourism Management*, CABI,UK  
David Weaver (2006), *Sustainable Tourism: Theory & Practice*. Burlington: Butterworth-Heinemann.

**Reference books**

Mowforth, M. and Munt, I. (2003), *Tourism and Sustainability: Development and New Tourism in the Third World*. Routledge, London.  
Wahab, S and John J. Pigram, J.J. (1997) *Tourism, Development and Growth: The Challenge of Sustainability*, Routledge, London.

**Pedagogical approach**

Lectures, presentations, Assignment, group activities and discussion on current news and issues.  
T-P-T: 2-1-1

**Evaluation**

Internal Assessment – 25 percent  
Written Examination – 75 percent



## MASTER IN TOURISM AND TRAVEL MANAGEMENT

**MTM 307/ Sem III    DIGITAL MARKETING LABORATORY**

**4 Credits**                      Discipline Specific Elective (DSE)

### Description of the course

The purpose of this course is to enable students to understand basics of e-tourism. This module will introduce the learners to the concepts of e-commerce and examine some elementary terms.

### Learning outcomes

After completing this module, the students should be able to:

1. Appreciate the importance of e-business and e-tourism.
2. Understand basics concepts of internet, e-business, m-business.
3. Understand tools of marketing of tourism products through internet/ website.

<b>Unit I</b>	<p><b><i>e-Tourism</i></b> Introduction, concepts, evolution; e-tourism- demand and supply; Brief outline of e-tour operators/e-travel agencies, airlines, e-hospitality.</p>
<b>Unit II</b>	<p><b><i>Digital marketing</i></b> Introduction, concept, advantages, methods; Digital Marketing vs Traditional Marketing; Digital Marketing platforms; Digital marketing framework; The consumers of digital marketing</p>
<b>Unit III</b>	<p><b>Social media marketing</b> Introduction to SMM - SMM Vs. SMO; Benefits of using SMM; Facebook Marketing; Facebook Advertising</p>
<b>Unit IV</b>	<p><b>Search engine optimisation</b> Basics of search marketing: Keyword Research and Competition; organic &amp; paid search results; Overview of Google AdWords; Keyword research and analysis; Tracking the success of SEM; Search Engine Optimization techniques; On-page &amp; Off-page optimization</p>
<b>Unit V</b>	<p><b>E-mail &amp; web analytics</b> What is Analytics? Importance of Analytics for Business; Popular Analytics Software's; Key Performance Metrics [KPI] in Analytics; Introduction to Google Analytics <b>Email marketing:</b> Email Marketing ;What is Email Marketing? Importance of Email Marketing; Popular Email Marketing Software's; Introduction to Mail Chimp</p>
<b>Main text</b>	Buhalis, Dimitrios (2003), <i>e-Tourism</i> , Prentice Hall Pauline
<b>Reference books</b>	<p>Internet Marketing (2011), Mary Lou Roberts, Cengage Learning , New Delhi, ISBN-81-315-0788-2 Search Engine Marketing, Inc.: Driving Search Traffic to Your Company's Web Site (2008), Mike Moran, Bill Hunt, Pearson Education eMarketing excellence (2008), David Chaffey, P R Smith, Elsevier</p>
<b>Pedagogical approach</b>	Lectures, project, assignments, tutorials. T-P-T: 0-4-0
<b>Evaluation</b>	Entire evaluation will be based on practical and projects



## MASTER IN TOURISM AND TRAVEL MANAGEMENT

**MTM 308/ Sem III      SUMMER INTERNSHIP AND REPORT**

**4 Credits**                      Ability Enhancement Compulsory Course (SEC)

### **Description of the course**

This course is about sharing learning during the summer internship. Learners would be expected to make a presentation of their work and learning during the summer internship. They would be partially evaluated on this.

### **Internship outline**

Students must earn a feel of real life working in business enterprises so that they may appreciate class room business discourses. Therefore, students must undertake a 6 to 8-week summer internship project with some reputed tourism business organisation and learn the business nuances. Students must try to learn how businesses organize themselves, relate to their business contexts, and structure themselves. Students must participate and experience work cultures/ environments. Students must work on projects assigned to them as part of their internships. Students must prepare at least three copies of summer internship report and submit one to the concerned organisation, one to the institute (on dates specified by chair) and keep one for self.

Details of the summer internship are available separately from the Department.

### **Pedagogical approach**

All credits for practice. T-P-T: 0-4-0  
Student must spend at least 25 hour a week with the company.

### **Evaluation**

Faculty of the programme in consultation with programme chairperson would organize student presentations based on their summer projects. Presentations would be organized weekly according to a predetermined schedule. Teachers (a panel of preferably two) would evaluate the presentations, draft reports and participation out of 50 points during the III Sem. They would give students feedback on their research projects. Out of these 50 points, 10 points are for attendance (attending the presentations of summer internship). Based on feedback, students would submit a final project report which would be evaluated by an external examiner, nominated by the institute, out of 50 points.



## MASTER IN TOURISM AND TRAVEL MANAGEMENT

**MTM 401/ Sem IV SEMINAR**

**6 Credits** Discipline Specific Elective (DSE)

### Description of the course

The purpose of this course is to enable the learner to present his/ her perspective on a subject of contemporary interest. The students would be expected to work independently to contribute to a seminar on the chosen themes.

### Learning outcomes

The group would learn from the presentations and discussion during the seminar. The focus of this course would be to develop an understanding of the contemporary tourism environment. The Course leader (teacher) would encourage students to present their papers in a seminar on chosen of contemporary interest.

### Seminar rollout

Faculty of the programme in consultation with programme chairperson would organize a 5-7 student seminar on issues of contemporary interest. The teacher will release a calendar for the seminars.

The concerned faculty would announce the subjects and require students to enrol for the seminar. The students would be distributed on an equitable basis for each of the seminars.

Every student is expected to work independently on some aspects of the chosen subject and develop a technical paper for the seminar. He/she would also make a presentation during the seminar. Students are expected to work closely with the teacher/s allocated for the purpose through the semester.

Student must refer to and cite at least 10 to 15 references for the development of the technical paper.

**Reference** To be provided by the instructor

### Pedagogical approach

Presentations, technical paper, discussions, seminar.

T-P-T: 0-6-0

### Evaluation

External 75%

i.) Final Presentation - 50 points

ii.) Technical paper- 25 points

Internal 25%

Based on attendance in seminars and participation



## MASTER IN TOURISM AND TRAVEL MANAGEMENT

**MTM 402/ Sem IV      ON THE JOB TRAINING AND REPORT**

**10 Credits**                      Ability Enhancement Compulsory Course (SEC)

### **Description of the course**

This course is about sharing learning during the on-the-job training at the end of third semester. Learners would be expected to make a presentation of their work and learning during the on-the-job training. They would be partially evaluated on this.

### **Internship outline**

Students must earn a feel of real life working in business enterprises so that they may appreciate class room business discourses. Therefore, students must undertake at least 16-week on-the-job training project with some reputed tourism business organisation and learn the business nuances. Students must try to learn how businesses organize themselves, relate to their business contexts, and structure themselves. Students must participate and experience work cultures/ environments. Students must work on projects assigned to them as part of their internships. Students must prepare at least three copies of On-the-job Training report and submit one to the concerned organisation, one to the institute (on dates specified by chair) and keep one for self.

### **Pedagogical approach**

All credits for practice. T-P-T: 0-10-0  
A student must spend at least 25 hours a week in the company.

### **Evaluation**

Faculty of the programme in consultation with programme chairperson would organize student Viva –voce based on their on-the-job training. Students are also expected to submit a report. Students would submit a final project report which would be evaluated by an external examiner, nominated by the university, out of 100 points.



## MASTER IN TOURISM AND TRAVEL MANAGEMENT

**MTM 403/ Sem IV      STUDY TOUR AND REPORT**

**4 Credits**                      Ability Enhancement Compulsory Course (SEC)

### **Description of the course**

One of the important learning interventions at DTHM at Jamia Millia Islamia is *learning by doing*. Studies are advised to go on a study tour. Beside this, students are also advised to travel and explore as much as they can. However, such travel must be preceded by learning objectives. Every student must consciously analyse the tourism eco-system at the destination/s that he/she travels to, and reflect on the same. This should be presented as tour report. This would help learner apply the theoretical knowledge to practice. His analysis and understanding should be presented as a report. This will also help them with learn how to write a report.

### **Tour outline**

Every student of the programme must undertake a one-week study tour. Normally, the tour will be organised in consultation with students. The students must bear the cost of the tour. In case a student misses a tour

- A. The student not going a study tour may do so only in case of a medical exigency where a doctor certifies that the concerned student may not travel. Such student may not only submit a medical certificate to this effect but also a detailed medical report along with bills. University will have the right to constitute a medical board and the student must present self before this board if asked to do so.
- B. The students shall be evaluated out 80 marks instead of 100 marks towards the study tour and report.
- C. Such a student will however have to go on a study tour on his/ her own costs and submit a report. The duration of such a tour will be at least one -week and not less than 150 kms away from Delhi NCR.
- D. The student must contact the Programme Advisor before proceeding on tour and get approved the objectives of study for the tour. The study tour can be organised around 5 A's of that destination/ tourism products available there/ SWOT analysis of that destination/ Impact study of the destination/ etc.
- E. Student is also expected to produce evidence of tour like photographs/ tickets/ stay vouchers/ etc.

### **Pedagogical approach**

All credits for practice. T-P-T: 0-4-0  
A student must spend at least 25 hours a week on the tour.

### **Evaluation**

The study tour and report will be evaluated. The study tour will be evaluated on the performance of the candidate on activities assigned during the tour. Students would be evaluated internally by the mentor for 50 points on the tour report submitted by them. They would be evaluated externally for 50 points based on presentation and report.

**MASTER IN TOURISM AND TRAVEL MANAGEMENT****MTM 404/ Sem IV      COMPREHENSIVE VIVA VOCE****4 Credits**                      Ability Enhancement Compulsory Course (SEC)**Description of the course**

This is the last part of the programme where learner would be evaluated for knowledge acquired and his/ her analytical abilities to synthesize learning and apply to real world situations.

**Evaluation**

This course aims at testing the understanding of student of the course learnt throughout the programme with emphasis on evaluating his development of skills in analysing and interpreting practical business problems through the application of theory, concepts and techniques of management. There will be two components of this. The student will be evaluated out of 100 points by a panel of two teachers – one internal and the other external who will be nominated by the university.

Internal 25%, External 75 %.

T-P-T: 0-4-0