

**Post Graduate
Diploma Tourism
Management
(PGDTM)**

Approved by AICTE

**Syllabus
2012-2014**

Introduction: The name of the course shall be Post Graduate Diploma in Tourism Management (PGDTM)

Objectives: The basic objectives of a PGDTM. course are-

- To increase employment opportunities of the students as professionals
- To cultivate entrepreneurship to generate self-employment
- To equip students to become globally acceptable as professionals in the industry
- To endorse pride in national heritage and culture

Eligibility for Admission:

Students possessing following qualifications are eligible for admission to course-

(a) A Bachelor's Degree in any faculty of any statutory University with 45% or more marks (40% or more marks for students belonging to SC, ST/DT, NT, OBC, SBC for Maharashtra State Only),

Or

A masters Degree in any faculty of any statutory University with 45% or more Marks (40% or more marks for students belonging to SC, ST/DT, NT, OBC, SBC for Maharashtra State Only),

(b) Must have completed selection procedure as prescribed by the competent authority from time to time.

Course Structure for Post Graduate Diploma in Tourism Management (PGDTM)

PGDM in Tourism Management- Part I (First Year) from June 2012-13.

PGDM in Tourism Management- Part II (Second Year) from June 2012-13.

➤ **Number of Lecturers-**

- For external subjects, there shall be at least 60 lectures and 15 lectures for Tutorials/ Seminars/Assignments per semester per course.
- For internal subjects, there shall be at least 30 lectures and 8 lectures for Tutorials/ Seminars/Assignments per semester per course
- “L” Indicates Lecture Periods of 60 minutes each and “T” Indicates Tutorial Periods of 60 Minutes each.

➤ **Practical Training and Project Work :**

a) Each student shall have to undergo a practical training for **minor project-** after semester II during summer for a period of not less than 15 days

b) Each student shall have to undergo a practical training for **major project-** During semester III for a period of not less than 45 days

c) Each student shall undergo a field trip during semester IV for a period of 10 days

Based on the actual training during the semester II, III and IV, the student shall write a project report on the topic selected and field chosen under the guidance of a faculty and submit two copies of the same to the Dean / Director.

The Minor project is subject to submission for 50 marks and Major project is subject to submission and of 100 marks viva. Field visit is subject to submission of open assessment with weight age of 50 marks.

➤ **Marks and Assessment :**

1. In case of external subjects, 100 marks written examination will be conducted.

2. Passing percentage will be 40% for internal subject titles and 50% for external subject titles.

3. After every two years, syllabus will be revised.

INTERNAL ASSESSMENT

- a. For all subjects internal evaluation will carry a weightage of 30% marks.
- b. There are five ways to conduct the internal examination. Any one method or a combination of two or more progressively will be adopted and executed by the subject teacher.

Five options are:

Open Book Examination: This is an innovative method which will be adopted by BKC to test the understanding of the students through the width and the breadth of their reading the text and reference books recommended by the Institution

- 1) Students are allowed to carry books.
- 2) Evaluation: Grading system

Field based assignment coupled with VIVA: Students will take field based assignments on a continuous basis during the academic year. It will be duly assessed through presentations, seminars, papers, articles etc. to be decided by the concerned faculty.

Assignments under examination conditions:

- 1) Tests will be conducted by the respective subject teacher.
- 2) Evaluation will be done by the respective subject teacher

Online Test (Objective & Descriptive):

- 1) Subject wise / General Awareness / Business Awareness quizzes will be conducted on fortnightly basis.
- 2) Online domain test will be conducted at the end of every month

Combination of the above:

➤ **Examinations**

The PGDTM examination will be held in four semesters. The student will not be allowed to appear for the examination unless his attendance is minimum 75%. The student will be allowed to carry maximum backlog of eight (8) heads of passing from any one or more semesters.

➤ **Standard of passing:**

Passing percentage will be 40% for internal subject titles and 50% for external subject titles

➤ **Grading:**

There shall be numerical marketing for each course. At the time of declaration of the result, the marks obtained by a student shall be converted into the grades as shown below.

Grade Percentage :

- A +: 70 & above
- A : 60-70 Less than 70
- B+ : 55-60 Less than 60
- B : 50-55 Less than 55
- C : 40-50 Less than 50
- F : Below 50

(Grade F stands for failure)

(Fraction to be rounded up to next higher integer)

Semester I

Course code	Subject Title	Examination	Periods		Marks
			L	T	
101	Management Concepts And Organization Behavior	External	45	15	100
102	Tourism Management – Fundamentals and Concepts	External	45	15	100
103	Tourism Perspective - Indian History, Geography and heritage	External	45	15	100
104	Tourism Perspective – Tourism Marketing Operations	External	45	15	100
105	Business Economics for Tourism	External	45	15	100
106	Accounting and Finance	External	45	15	100
107	Business Research Methods	Internal	20	10	50
108	Foreign Language	Internal	20	10	50

Semester II

Course code	Subject Title	Examination	Periods		Marks
			L	T	
201	Tourism Industry Contemporary Trends and issues	External	45	15	100
202	Introduction to Cargo Management	External	45	15	100
203	Travel Ticketing and FOREX Management	External	45	15	100
204	Tourism Policy planning and development	External	45	15	100
205	Human Resource Management in Tourism Industry	External	45	15	100
206	IT for tourism Industry - Compulsory Amadeus Training	External	45	15	100
207	Personality Development and Communication skills	Internal	20	10	50
208	Foreign Language	Internal	20	10	50

Semester III

Course code	Subject Title	Examination	Periods		Marks
			L	T	
301	Travel Agency Operation and management	External	45	15	100
302	Sales Management and CRM	External	45	15	100
303	Entrepreneurship Development	External	45	15	100
304	Marketing In Service Industry- Airlines, Travel, Tours & Hotel	External	45	15	100
305	Ecology environment and tourism	External	45	15	100
306	Sustainable tourism development and trends	External	45	15	100
307	MIS for Tourism Industry	Internal	20	10	50
308	Summer Project	Internal	20	10	50

SEMESTER IV

Course code	Subject Title	Examination	Periods		Marks
			L	T	
401	Tourism Product Concept and Development	External	45	15	100
402	Destination Management, Guide and Escorts	External	45	15	100
403	Conference And Convention Management (MICE)	External	45	15	100
404	Business Ethics	External	45	15	100
405	Tourism Branding and relationship marketing	External	45	15	100
406	Itinerary Planning And Costing	External	45	15	100
407	Field trip – Destination Development	Internal	20	10	50
408	Winter Practical Assignment	Internal	20	10	50

Management Concepts And Organization Behavior – 101

Subject code: I -101

- **Pedagogical approach:** Lectures, Case study based discussions, Role Plays, presentations in the class.
- **Objective:** The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of management. This is the basic introductory course for learners of business management. This course helps learners to use management skills and techniques in all routine managerial activities in all aspects of businesses effectively and efficiently. Besides, the awareness about human behavior enhances the manager's aptitude in handling the individuals in an organization.

Unit	Details	No of lectures
Unit 1	<p>Concepts, Practices of Management and Organizational Behavior</p> <p>Definition, meaning, nature and scope of management, Evolution of management thought. Contribution of Henry Fayol and F.W. Taylor. Different Approaches to management, Corporate social responsibility. Concept of TQM, Systems Theory, Quality Circles, Kaizen.</p>	
Unit 2	<p>Process of Management</p> <p>Functions of Management, Planning, Planning- Nature, Scope, steps and hierarchy of plans; Types of plans; Planning process; Business forecasting;</p> <p>Organizing – Types of organization, line and staff organization, Span of management,</p> <p>Centralization, Decentralization.</p> <p>MBO; Concept, types, process and techniques of decision-making. Delegation of Authority, Power, Accountability,</p> <p>Responsibility, Organization Culture and Effectiveness, Controlling: Types of Control, Controlling for organizational effectiveness.</p>	
Unit 3	<p>Motivation and Leadership</p> <p>Theories of motivation, Maslow's Need Hierarchy, Herzberg's two factor theory, Need theories, Goal theories. Equity Theory, Expectancy Theory..</p> <p>Leadership: Concept and theories, Trait Theory, Autocrat and Democrat.</p> <p>Leadership; Blake and Mouton's managerial Grid, P Hersey and Kenneth</p>	

	Blanchard's Situational Leadership. Leadership Styles – Likert's Systems of Management, Tannenbaum & Schmidt Model and Managerial Grid.	
Unit 4	Organizational Behavior Definition, Importance, Fundamental Concepts of Organizational Behaviour, Influence of Socio-cultural factors on organization, Perceptions, Personality and Attitudes, Values, Learning and Job satisfaction. Perceptions, Conflict Management	
Unit 5	Group Dynamics Concept of Group Dynamics, formation of groups, , Management of change. Team Building	
Unit 6	Communication and Interpersonal Behavior Concept of communication, Channel/ Media of communication, barriers of effective communication .Concept, Objectives, Nature and Process of Control, Various control techniques in detail. Basics of interpersonal communication, Transaction analysis and theories	

Books

Text Books

- Stoner, Freeman and Gilbert Jr., "Management", Prentice Hall of India, New Delhi, 2003.
- Gupta, C.B., "Management Concepts and Practices", Sultan Chand and Sons, New Delhi, 2003.
- L.M.Prasad, Organisational behavior.
- Fred.Luthans, organizational behavior

Reference Books

- 1.O'Donnel, Koontz and Weirich, "Management", Tata McGraw Hill Publishing Company, New Delhi, 2001.
- 2.Chopra, R.K, "Principles & Practices of Management", Sun India Publication, 2005.
- 3.Tripathi, P.C and Reddy, P.N., "Principles & Practices of Management", 2nd edition, Tata McGrawHill

Tourism Management – Fundamentals and Concepts

Subject code: I -102

- **Pedagogical approach:** Lecture, Discussion , Audio Visual Presentations – students participation through small group assignments
- **Objective:** Introduction to the basic concepts and principles of Tourism industry as a whole. This course introduces tourism as phenomenon. The course discusses the role of tourism as an economic intervention and its significance in economy; Course discusses the global nature of tourism and government support to it. It is also important to appreciate the socio-economic, ecological impacts of tourism. It also throws light on important organizations in Tourism

Unit	Details	No of lectures
Unit 1	<p>Tourism Conceptual Framework</p> <p>Tourism: definition, meaning, nature and scope, Tourist, travelers, visitor, transit visitor and excursionist - definition and differentiation</p> <p>Forms of Tourism - Leisure, recreation and tourism and their Interrelationship</p> <p>Concept of tourism resource, attraction, product, market, industry and destination in the context of tourism,</p> <p>Components and elements of tourism: Intermediaries and suppliers ,</p> <p>The tourism system, Types and typologies of tourism, Approaches to study tourism</p> <p>Domestic and international tourism – growth pattern</p>	
Unit 2	<p>Historical Dimensions of Tourism</p> <p>Travel and tourism through the Ages: Early Travels, 'Renaissance' and 'Age of Grand Tours'; Emergence of modern tourism, concept of "Paid holiday", understanding tourism motivations,</p>	
Unit 3	<p>Tourism Demand and supply</p> <p>Concept of demand and supply in tourism, Unique features of tourist demand, Determinants of tourism demands;</p> <p>Motivation and tourism demand; Measuring the tourism demand;</p> <p>Tourism Statistics (National and International);</p> <p>Emerging Trends and new thrust areas of Indian tourism.</p> <p>introduction to tourism supply; Elements of tourist destination, Constraints in creating ideal destination</p>	

Unit 4	<p>Infrastructure in Tourism</p> <p>Tourism Infrastructure - Types, Forms and Significance , Accommodation: Forms and types, Transport Sectors: Modes and relative significance , Other support Infrastructures required for tourism</p>	
Unit 5	<p>Significance and Impact of Tourism Industry</p> <p>Impacts: Positive and Negative Impacts of Tourism; Socio Cultural, Economic, Economic impacts of tourism: income and employment, multipliers of tourism, balance of payments, foreign exchange etc</p> <p>Environmental and Political- Impact Assessment:</p> <p>Social Impact Assessment, Environmental Impact Assessment and Environmental Impact Assessment. – Environmental and Social Accounting and Auditing- tourism Satellite Accounting (TSA)</p>	
Unit 6	<p>Tourism Organizations</p> <p>Objectives and Role of ITDC, ASI, TFCI,</p> <p>Ministries of Railways and Civil Aviation in development;</p> <p>An overview of National and International organizations and associations: IATO, TAAI, FHRAI, WTO, ICAO and IATA.</p>	

Books

- Sethi, Praveen “Strategies for the Future of Travel and Tourism”
- Rajat Publication, 1999
- Sethi, Praveen, “Handbook of Effective Travel and Tourism”, Rajat Publication, 1999
- Bhatia, A.K., “International Tourism, Fundamentals and Practices”, Sterlings Publishers, 1991
- Krishan, K., Kamra, Chand Mohinder, “Basic of Tourism; Theory Operation and Practice”. Kanishka Publication New Delhi 2004,

Reference Books

- Kandari, O.P. Chandra Ashish, “Tourism Development; Principles and Practices”, Shree Publishers, 2004
- Gill, S. Pushpinder, “Tourism Planning and Management”, Anmol Publications, 2003

Tourism Perspective - Indian History, Geography and heritage

Subject code: I -103

- **Pedagogical approach:** Class Presentations, Students Projects and assignments, Documentaries, Guest session
- **Objective:** This subject aims at discussing important aspects of Indian history, geography and overall culture, which are very crucial in Tourism Industry. It helps in understanding cultural aspect of tourism business. This course introduces tourism perspective of understanding heritage of the country. It discusses in short history, geography and philosophy which are important pillars of Indian Culture.

Unit	Details	No of lectures
Unit 1	<p>Brief understanding of Indian History</p> <p>Brief understanding of Indian History, Cultural Heritage of India. Elementary Knowledge of the chief Indian Communities .</p> <p>Brief outline of Indian history in ancient, medieval and modern period and growth and development of travel related activity.</p> <p>British rule and genesis of modern tourism in India Historical, Cultural and Religious tourism resources of India</p>	
Unit 2	<p>Geographical analysis</p> <p>Indian – Geographical analysis, Seasons, climate Importance of geography in Tourism: Latitude, longitude, international date time. Times zone. Time differences, GMT variations. Major landforms as tourist resources. Elements of weather and climate. Climatic regions of the world in brief. Impact of weather and climate on tourists and destinations. Map Reading and Practical Exercise</p>	
Unit 3	<p>Elements of Indian Philosophy</p> <p>Indian religions, Indian Spiritual Philosophers, Indian saints and their role in culture building.</p> <p>Philosophical systems (popularly known as sad- Darshana</p> <p>Elementary knowledge of Indian Art – Sculptures, Painting- Ajanta paintings, Mughal paintings and Rajput paintings.</p> <p>Indian rituals, Spirit of Indian culture - multiplicity, Unity of diversity.</p>	
Unit 4	<p>Natural tourism resources of India</p> <p>Brief study of important National Parks and Wildlife Sanctuaries, Bird Sanctuaries, tiger and crocodile project sites of India,</p>	

	<p>Introduction to Major hill stations, Islands, river and river islands of India, Important sea Beaches and ports of India-</p> <p>Adventure Sports: Existing trends and places of importance for Land based, water based and aero based adventure sports of India</p>	
Unit 5	<p>Structure of Indian Economy</p> <p>Concept of Economic Growth and Economic Development, Growth and Development, Basic Characteristics of Indian Economy Changes in structure of Indian Economy (Primary Sector, Secondary Sector & Tertiary Sector). Trends in National Income Occupational Distribution, Work Force Participation and Changes in Occupational Structure in India</p>	
Unit 6	<p>Catalyst of Tourism Development in India</p> <p>Tourism promotional festivals of India, Museum and art galleries of India , Tourist Trains in India- Palace on Wheels, Heritage on wheels, Royal Orient Express, Deccan Odyssey, Fairy Queen, Metro trains and Hill trains of India.</p> <p>Important tourism Circuits- Golden triangle - Delhi, Agra and Jaipur, Southern triangle - Mahabalipuram, Kanchipuram and Madurai,</p> <p>Buddhist circuit - Lumbini, Bodhgaya, Sarnath and Kushinagar and</p> <p>Green triangle- Guwahati, Shillong and Kaziranga, Bhubaneswar, Puri- Konark</p>	

Text books

- Khan, Nafeez A “ Development of Tourism in India”, Anmol Publication., 2001
- Ghosh G.K. : Tribal and their Culture, Vol. I,II,& III Ashish Publication.
- Majumdar D.N. : Races and Cultures of India, Asia Publications
- Dhingra, I.C., “Indian Economy,” Sultan Chand, 2003
- Aggarwal, A.N., “Indian Economy”, Vishwa Prakashan, 2003.

Reference books

- Bhushan Kumar Ravi “ Coastal Tourism and Environment”, APH, Publicating Corporation New Delhi, 1995
- Batra, G.S., & Chandra A.S. “ Tourism Management: A Global Perspective”, Deep & Deep Publishing Pvt. Ltd., 2001
- Travel Magazines: Traveller (Outlook), Incredible India, Tour Plus,Go Now ,2004

- General Studies Manual For the UPSC Civil Services Preliminary Examination, Tata Mc Graw Hills Publication, 2001 New Delhi
- Acharya Chatursen : Bhartiya Sanskriti ka Itihas.
- Chatterjee and Dutta : An Introduction to Indian Philosophy
- Cravern R.C. : A Concise History of Indian Arts, Vikas Publication
- Mishra, S.K. & Puri, V.K., “ Problems of Indian Economy”, Himalaya Publishing House, 2003.
- Datt, Ruddar& Sundhram, “Indian Economy”, Sultan Chand, 2003.
- Bhatia, A.K. - Tourism in India – History and Development.
- Burton, R. - Travel Geography.
- Cosgrove, Isabel and Jackson, R. - **The Geography of Recreation and Leisure.**
- Davis, H.D.- **Potentials for Tourism of Developing Countries.**
- Pearce, D.G. - **Tourism Today : A Geographical Analysis.**
- Ian M. Matley - **The Geography of International Tourism.**
- Joh, Lea. - **Tourism Development in the Third World.**
- Pigram, J.- **Outdoor Recreation and Resource Management.**

Tourism Perspective – Tourism Marketing Operations

Subject code: I -104

- **Pedagogical approach:** Lecture, Case`study based discussion, class participation through class assignments
- **Objective:** Understand basics of Marketing Management and how it is applicable to Tourism, as part of service industry. Marketing is the core of any business activity today. It is therefore important for a manager to understand the concepts of marketing and refer to same in managing, planning and controlling. The objective of this course is to acquaint the participants with concepts and techniques used in marketing both at micro and macro levels.

Unit	Details	No of lectures
Unit 1	Understanding Marketing and Marketing Process Understanding Marketing and Marketing Process: Marketing Concepts, Nature and Scope of Marketing, Marketing Mix, Marketing Management Philosophies, Strategic Planning and Marketing Process. Marketing Environment, Uniqueness of Tourism Marketing	
Unit 2	Marketing Mix Definition & Features of Tourism Marketing. - Hospitality marketing, Service marketing, Services Marketing: Concepts, Definition, Characteristics, Services Marketing Mix 7Ps., Service Quality and Service Gap Analysis Model. Management strategies for Tourism industry.	
Unit 3	Segmenting Targeting and Positioning Activities of Tourism Market. Marketing mix for travel and tourism. Market Targeting: Market Segmentation and Tourism Market. Identifying Market Segments and Selecting Target Market. Identifying & Developing Market	
Unit 4	Product Strategy Tourism Product and Product strategy, product innovation and diffusion, Product development, Product lifecycle and product mix.	
Unit 5	Physical Distribution and Place	

	<p>Physical Distribution : Types of channels, meaning & importance, channels strategies, designing and managing, value network and marketing channel, managing retailing, Physical distribution, marketing logistics and supply chain management. Distribution Channel in Travel and Tourism, Cooperation and conflict Management</p> <p>Tourism marketing intermediaries, Effective ways for working with tourism marketing intermediaries, Promotional activities in tourism marketing Linkages between Tourism and other economic sectors.</p>	
Unit 6	<p>Physical Evidence and Process</p> <p>Physical Evidence/Packaging-appearance to the world, importance and generation steps, proof of service experience, service experience generation</p> <p>Process. : Solid procedures and policies, Documentation and Importance, importance in marketing strategy. , delivery of the service and CRM</p> <p>Customers want to understand more than just your product; they also want to focus on the shape and form your business will take</p>	
Unit 7	<p>Consumer Behavior</p> <p>Consumer Behavior With ref to Tourism industry</p> <p>Concept, Models, Individual determinants of consumer behavior, Environmental influences on consumer behavior, Consumer involvement in the buying decision.</p>	
Unit 8	<p>Pricing and Promotion</p> <p>Pricing Tourism Products: Pricing Considerations and Approaches, Pricing Strategies and Methods. Marketing of Small Tourism Business.,</p> <p>Promotion Decision – Promotion Mix: Advertising, Sales Promotion, Personal Selling, and Publicity</p>	
Unit 9	<p>Marketing Information System And Research:</p> <p>Computer application in tourism MIS, Importance of marketing research in tourism industry, Scanning the different micro and macro tourism environment</p>	

Text Books

- Kotler, Philip : Marketing Management & Hospitality and Tourism Marketing
- Sinha, P.C : Tourism marketing
- Vearne, Morrisson Alison: Hospitality marketing
- Kotler, Philip and Armstrong Philip, Principle of Marketing, 1999, Prentice-Hall India, 1999
- Assael H., Consumer Behavior and Marketing Action (2nd edn. 1985) kent, Boston.
- Crough, Marketing Research for Managers.
- Singh Raghubir, Marketing and Consumer Behaviour.

- Patel, S.G., Modern Market Research, Himalaya Publishing.

Reference books

- Seth, P.N. Bhat, S. (1993): An Introduction to Travel and Tourism, Starling Publishers, New Delhi
- Krishnan, K.K. (2001): Managing Tourist Destination: Development, Planning, marketing, Policies, Kanishka Publishers Distributors, New Delhi-110002
- Bhatia, A. K. (1991): Tourism Development: Principles
- Donald, E. - Tourism Marketing and Management Issues.
- Edwards, Francis, G. - How to focus your Marketing Efforts.
- Engel, James F. (Eds) – Market Segmentation : Concepts and Applications.
- Heath, E - Marketing Tourism Destination.
- Hollander, S. - Passenger Transportation.
- Jefferson, A - Marketing Tourism, A practical Guide.
- Kotler, P. – Introduction to Marketing Management, Analysis, Planning and Control.
- Bhatia, A.K. - Tourism Management and Marketing.
- Hammarskjold, K. - Economics of Air Transport and Tourism.
- Medlic, S. and Middleton V.T.C. – ‘The Tourist product and its Marketing implications’,
- International Tourism Quarterly (1973).
- Anand, M.M – Tourism & Hotel Industry in India

Business Economics for Tourism

Subject code: I -105

- **Pedagogical approach:** Lectures, discussion on current news and economic issues, presentations in the class.
- **Objective:** The objective of this subject is to give understanding of the basic concepts and issues in business economics and their application in business decisions. Most of managerial decision making has to have economic considerations. It is therefore important for a manager to understand the concepts of economics and refer to same in Managing, planning and controlling. The objective of this course is to acquaint the students with concepts and techniques used in economics both at micro and macro levels

Units	Details	No of lectures
Unit 1	Introduction Nature, scope and application of economics in tourism and hospitality; Theory of the firm and business objectives - Economic, Behavioral and Managerial theories. Entrepreneurship characteristics in tourism and hospitality.	
Unit 2	Law of Demand Law of Demand, Determinants of Demand; Elasticity of Demand; Nature of tourism demand analysis and its forecasting;	
Unit 3	Law of supply Law of supply; Determinants of tourism and hospitality supply; Elasticity of supply analysis and forecasting; measurement of tourism demand- national and international tourism	
Unit 4	Production function Input-Output decisions; Production function; short-run analysis; Long-run function; short run and long-run cost functions. Empirical estimation of production and costs'	
Unit 5	Pricing tourism products Pricing tourism products- Approaches to pricing Cost concepts- Determinants of price - Price-Output Decisions; Tourism and hospitality market structures; Price determination under different market conditions; Pricing	

	practices and strategies; Profit measurement and profit policy; Determinants of investment decision in tourism and hospitality,	
Unit 6	Consumer Behavior Consumer Behavior; Cardinal and ordinal approaches; Consumer's equilibrium; the revealed preference;	
Unit 7	Impact of tourism- economic aspects- the multiplier effect AND displacement effect. Tourist spending- costs and benefits analysis of tourism to - environmental aspects .Contingency valuation method.	
Unit 8	Macroeconomic environment. Economic transition in India- A quick review- Liberalization, Privatization and Globalization. Globalization : Globalization of tourism industry, Management of tourist destination, Segmenting and monitoring the tourist market, Organizing and managing tourism in global environment	
Unit 9	Government's role in tourism- the need for public and private sector cooperation in tourism	

Books

- Ronila Chawla, .Economics of Tourism & Devpt., Sonali Publications, New Delhi,2004
 - Peterson, H.C. & W.C.Lewis,.Managerial Economics.,Prentice Hall (India),New Delhi,2004
 - Dholakia RH & Oza.A.L.,.Micro Economics for Mgt.students., Oxford Uni.Press, New Delhi, 2004
 - Varshney RL & Maheswari KL, .Managerial Economics, Sultan Chand, New Delhi, 2004.
 - Maddala, .Microeconomics., TMH, New Delhi, 2004.Reference Books
- .Mehta, P. L.,” Managerial Economics,” Sultan Chand & Sons, 2003.
Koutsoyiannis, A., “Modern Micro Economics,” Macmillan Press Ltd., 2003.
Salvator,Dominick, “Managerial Economics”,McGraw-Hill Book Company,2002.

Accounting and Finance

Subject code: I -106

- **Pedagogical approach:** Lecture, Chalk & Board, Discussion – assignment and home work
- **Objective:** The course intends to give learners an understanding of the accounting Procedures in an organization. It will help to students to understand and apply the concepts of accounting to solve business problems.

Unit	Details	No of lectures
Unit 1	<p>Nature of accounting: Nature of accounting and Generally accepted accounting Principles. Double entry, Book Keeping – Transaction Analysis, Cash Book and Bank Transactions. Income Measurements. Preparation of Trial Balance.</p> <p>Preparations of Financial Statements:</p> <ul style="list-style-type: none"> o Trial Balance. o Trading Account o Profit & Loss Account and Balance Sheet. 	
Unit 2	<p>Final Accounts: Balance Sheet. Rectification of Errors, Bank Reconciliation Statement Accounting for Non- Trading Concerns. Miscellaneous Accounts: Accounting for Hotels, Depreciation Accounting, Travel Accounting, Mechanized system of accounting.</p> <p>Introduction to Cost Accounting:</p> <ul style="list-style-type: none"> o Basic Cost Concepts o Cost Classification o Cost Centers and Cost Analysis. o Cost Sheet 	
Unit 3	<p>Costing and Decision Making:</p> <ul style="list-style-type: none"> o Operation Costing/Service Costing o Cost-volume Profit Analysis. 	
Unit 4	<p>Meaning, Role, Scope and Importance of Financial Management: Job of the financial</p>	

	Manager, financial Goals, financial control, Organization & objective of financial Function.	
Unit 5	Financial Planning, Capitalization and Capital Structure: Meaning, concept of capital, Theories of capitalization, Over capitalization and under capitalization, optimum capital structure, Determinant of capital structure, Financial Leverage, Debt capacity of company Debt equity ratio.	
Unit 6	Working Capital Management: Concept, need, determinant of working capital, estimates of working capital and financing of current assets. Capital Budgeting and Capital Investment Decision: Management of Fixed Assets, Meaning, roles and analysis of capital investment in fixed assets	
Unit 7	Financial Statement Analysis & Travel Agency Accounting: <ul style="list-style-type: none"> o Ratio Analysis o Analysis of Financial Statement. o Travel Agency Accounting: Users and Uses of Accounting Information 	

Books

- Anthony and Reece, Management Accounting Principles : Text and Cases
- Pandey, L.M., Management Accounting : A Planning and Control Approach, Vikas Publication.
- Davis D., The Art of Managing Finance, Mc Graw Hill.
- Pandey, I.M., Financial Management, Vikas Publication
- Van Horne, Financial Management and Policy, Prentice Hall.
- Panday, I.M., and Bhatt, Ramesh, Cases in Financial Management, TATA Magraw Hill.

Business Research Methods

Subject code: I -107

- **Pedagogical approach:** Chalk & board, Class Talk, Sums- and small practical examples, home work , Lab assignments
- **Objective:** The objective of this course is to make the student acquaint with the research methodology which will help in developing business strategies, Research projects and will be helpful in designing and documenting their research project.

	<p>Meaning of research; Objectives, types of research and approach ; meaning of Research method and methodology, scientific research process; Identification and defining of research problem, research design and types.</p> <p>Research applications in tourism industry</p>	
Unit 1	<p>Hypothesis formulation and its importance in research; types of hypothesis testing and major techniques (X² , ANOVA, t-test etc.); Measurement and scaling techniques and their importance.</p> <p>Research Papers based on Tourism.</p>	
Unit 2	<p>Types and sources of data. Collection techniques: questionnaire, schedules, participant observation, interviews, focused-group, nominal group (NGT). Difference between case study and survey methods; Questionnaire design considerations; Sampling-definition, types and their importance, type of sampling designs; sampling size and its determination, sampling in qualitative research</p>	
Unit 3	<p>Major data analysis techniques: multivariate and context analysis (principles); market segmentation techniques (a priority and factor cluster); cost-benefit analysis.</p> <p>Collection of data & it's presentation: Arranging of the data in tabular form</p> <p>Frequency distribution& cumulative frequency distribution</p> <p>Graphs, charts & diagrams</p> <p>Measures of central tendencies: Concepts of representatives value of the Group - mean, median, mode.</p>	
Unit 4	<p>Collection of secondary data: source of secondary data, editing and scrutinizing of secondary data. Census, Sample and Universe: Concept, method of census sample and types of sample and universe.</p>	
Unit 5	<p>Interpretation techniques; Report writing; Presentation; Computer applications in</p>	

	research- SPSS, EXCEL.	
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Books

Text Books

- S.P.Gupta&Kapoor, Statistical Methods,Sultan Chand
- N.K.Sharma, Statistical Tecniques,Mangal Deep,Pub,Jaipur
- Curisine & Slater, Quantitative Methods for Business Decision
- Richard, Lewin, Statistics for Management,Prentice hall.

Foreign Language

Subject code: I -108

German

Course Contents:

Basic Elements of Grammar laid down in the prescribed text book

Translation from German into English or Hindi From Text Book.

Question on text to be answered in German. Question on German.

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

Suggested Readings:

- Deutsch Als.Premdsprache.(TELL.J.A.) BRAUN NIEDER SCHMOECEENST KIETTVERLAG, Indian Edition – Oxford Univ. press, New Delhi.
- German-How to speak and write it by Joseph Rosenberg-Odhanas Press.
- Essential German Grammer byo Guy Stern. Evertt.F.Bleiber(Wedder Papergadition).

Advance

Course Contents:

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

Suggested Readings :

- Dentschal Premdskrache (Tellib)
- Braun-Nieder Schmoc(Ernst Diatt Verlag)
- Collins Dictionary(Eng.-Eng.) (German)
- Cassels Dictionary – Eng./Eng./German.

OR

Japanese

Course Contents :

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

Suggested Readings:

- Japan for Today (Latest edition)
- Japanese – English Dictionary.

Advance**Course Contents:**

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

Suggested Readings:

- Japan for Today (Latest edition)
- Japanese – English Dictionary.
- Teach Yourself Japanese

Semester II

Tourism Industry Contemporary Trends and issues

Subject code: I -201

Pedagogical approach: Project work, Class discussion – presentations by students, Guest sessions

Objective:

To know the new trends in tourism and the environment of travel business. Tourism Industry is very dynamic and evolving. International politics does affect the tourist movements. This Subject will discuss these new trends, emerging issues and concerns of the sector.

Unit	Details	No of lectures
Unit 1	Adventure Tourism: Emerging Trends: Different new types of concepts emerging in Tourism and its Dimensions. Concept of Adventure, Types of adventure sports and tourism, Land based Adventure (Trekking, Mountaineering, Rock Climbing etc), Water based adventure (Water surfing, white water rafting, para-sailing etc) and Air based adventure (Parachute jumping, Gliding, para-gliding etc)	
Unit 2	Ecotourism and Sustainable Tourism: Concept of ecotourism and sustainable tourism and its Management. The impacts of ecotourism in an area (positive and negatives), some best practised ecotourism sites in world. Eco-tel and Eco resorts. Theme Parks. Rural and Urban Tourism.	
Unit 3	Tourism Impacts: Socio-cultural impacts of tourism, Economic impact and Environmental impact- Environment Impact Assessment, Approach to evaluating Impacts and Control Measures, Measuring Economic Costs and Benefits.	
Unit 4	Legal issues and Tourism Related Laws: Principles and practices in Business ethics. Ethical and legal responsibilities of Travel Agencies. A study of laws relating to accommodation, Travel Agency, Airways, and Surface Transport. Consumer Protection Act, 1986; A study of laws related to Ancient Monuments Preservation Act, 1904; Ancient Monuments & Archaeological site and Remains Act,1972; A study of laws relating to foreigners Act, 1946; Foreign Exchange Regulation Act, 1973, Passport Act, 1967 and Wildlife Protection act, 1972.	
Unit 5	Outbound and Inbound Tourism Trends: Introduction to Demand for Tourism Patterns: Determinants and Motivations of Tourism Demand, Measuring the Tourism Demand. Tourism Statistics: Types of Tourist Statistics and their sources and limitations, Domestic Tourism sources, methods and dimensions. International	

	Tourism: sources, methods, dimension. Emerging trends, cause of variation of tourism trends. Some important outbound and inbound Tourism packages & Destinations	
Unit 6	International Tourism - Growth, characteristics Issues, Problems, Processes and factors effecting International Business. , International co-operation in Aviation International safety, health and hygiene, standardization of immigration procedures. GATS- Tourism: Concept & its Implications on Indian tourism scenario Climate Change: Issues & Implications on Tourism Inclusive growth & Tourism: Relationship and Challenges	
Unit 7	Terrorism and Tourism and Safety and Security Issues in Tourism Social responsibility and ethical concerns of tourism business Current Initiatives in Indian Tourism	
Unit 8	TOURISM ORGANISATION: National and International Tourist Organization planning for Tour components and problems of standards. <ul style="list-style-type: none"> • Tourism and Travel Organizations: National and International Department of Tourism, Government of India (G.O.I.), • World Tourism Organization. (WTO), • International Air Transport Association (IATA), • Pacific Asia Travel Association (PATA), • Indian Association of Tour operator (IATO), • Organizational structure of Department of tourism in India. • International Union of Official Travel Organization (IUOTO) • World Tourism Organisation (WTO) • Pacific Area Travel Association (PATA) • International Air Transport Association (IATA) • International Civil Aviation Organisation (ICAO) 	

Books

Suggested readings:

- Pearce, D.G. and Butler, R.W. Contemporary issues in tourism development, Routledge
- Hall, CM and Page, SJ. The Geography of Tourism and Recreation, Routledge.
- Dixit, M. Tourism Products, Royal Publishers.

Introduction to Cargo Management

Subject code: I -202

Pedagogical approach: Class Discussion, Practical Exercises, Guest Session, Field Visit

Objective:

The primary objective of Basic Cargo Rating and Handling is to introduce the students about cargo industry of India and to give the basic knowledge and new trends of handling cargo business.

Unit	Details	No of lectures
Unit 1	Cargo History, Concepts and Common terms used in Cargo handling, Rules Governing acceptance of Cargo. Growth and development of air transport industry and freight industry. Relevance and importance of cargo industry Freedoms of air, Bermuda convention, Chicago Convention, Warsaw Convention Roles and functions of DGCA, IATA and ICAO.	
Unit 2	Cargo Rating- Familiarization of Cargo Tariffs. Rounding off of the weights/Dimensions/ currencies. Chargeable weight rating-Specific commodity rates, class rates, general cargo rates, valuation charges	
Unit 3	World geography, IATA 3 letter codes, time differences, calculations of Transportation time/flying time. IATA airlines codes, country codes, city codes, Currency codes etc. OAG Air cargo guides, TACT rates & rules.	
Unit 4	Documentation: Air way bill, charges correction advice, irregularity report, cargo manifesto, cargo transfer Manifesto, documents concerning postal mails and diplomatic mails. Shipper's declaration for dangerous goods.	
Unit 5	Air craft cargo configuration, capacity familiarization, limitations of weight and special loads. Handling- Cargo capacity of Air and Ships. Cargo needing special	

	attention, introduction to dangerous goods regulations. Some important Cargo companies	
Unit 6	The Air Cargo Agency; The IATA Cargo Agent, The Consolidator Use of Guides; The ABC Air Cargo Guide, The OAG Air Cargo Guide.	
Unit 7	<p>Cargo Agency Sales Reports, Cargo Agency Commissions. Basics of Customs Regulations & Acts with reference to Cargo.</p> <p>Shipping Bill & Other Export/Import Formalities, Including Customs Formalities</p> <p>Air Craft Cargo Configuration, Capacity Familiarisation & Limitations</p> <p>Basics of ULD Rating, Loading and Lashing, Use of Spreaders</p> <p>Cargo Needing Special Attention(Special Loads)</p> <p>Live Animals Regulations</p> <p>Introduction to Dangerous Goods Regulations</p> <p>Cargo Agency Sales Reports</p> <p>Cargo Agency Commissions</p> <p>Basics of Customs Regulations & Acts with reference to Cargo.</p>	

Books

- Transport for Tourism, Stephen Page
- Successful Tourism Management, P.N.Seth
- Tourism System, Mill, R.C. and Morrison
- Tourism & Travel Concepts and Principles, Jagmohan Negi

- ABC Worldwide Airways Guide (Red & Blue)
- 2. Air Tariff Book 1, Worldwide Fares
- 3. Air Tariff Book 1, Worldwide Rules, IT Fares etc.
- 4. Air Tariff Book 1, Worldwide Maximum Permitted Mileage
- Travel Information Manual (TIM)
- IATA Ticketing Hand Book
- The Air Cargo Tariff (TACT) Rates Book (Bi-annual), Rates
- Book Worldwide (Published Every Two Months) Rates Book
- North America (Published Every Two Months)
- IATA Live Animals Regulatory manual (Annual)
- IATA Special Loads Manual (Annual) Efforts Will be made to

- provide most of the books needed from the Institute Library.
- This will be supplemented by hand-outs where required.

Travel Ticketing and FOREX Management

Subject code: I -203

Pedagogical approach: Lecture, Class discussion, Assignment

Objective:

The objective of this course is to make the students acquainted with the basic aviation geography and to understand the air fares calculations.

Unit	Details	No of lectures
Unit 1	<p>Air Travel Process and Practices Air Travel; International Carriers, Domestic Carriers, AirTransport Regulations; Five Freedom of Air, Airport Handling Procedure.</p> <p>Aviation Geography: Time Difference, Flight Time, Elapse Time, Division of World by IATA. OAG (ABC) Book Familiarization, Important Airlines, Airports of World, Minimum connecting time, Coding & Decoding of Country, City, Airport, Airline. Domestic Ticketing</p>	
Unit 2	<p>Reservation practices- children and infants, Restricted and disable passengers, Changes, alterations in Schedules, Stand by Travel, Passenger Check In, Cancellation and Delays, Checked Baggage- The weight / piece system, Excess Baggage Charge, Special Charge, Pet Transport Policy, Special Meals, Excess Mileage Percentage.</p> <p>Ticketing (Domestic and International)</p> <ol style="list-style-type: none"> Introduction to Fare Construction; Mileage Principle (MPM), fare basis codes. Fare Construction with Extra Mileage Allowance (EMA) & Extra Mileage Surcharge (EMS) <p>Higher Intermediates Point (HIP</p>	
Unit 3	<p>Basic Elements of Air Fares and Constructions: Class of Service, Fare basis customs user fees, Airport Taxes, Miscellaneous Charges, Fare Rules, Calculation, Special Air Fares, Ticket Issuance, Travel Related Terminology, Mileage Principles</p> <p>Basic principles of international air fares and ticketing, How to use neutral unit of constructions to calculate fares.</p> <ol style="list-style-type: none"> BASIC AIR FARES AND TICKETING : Review of World Geography, IATA 3 Letter Codes, time differences, calculation of Transportation Time. IATA, ICAO, Warsaw convention, Chicago convention, Bilateral agreement.OAG-ABC Familiarisation 	

Unit 4	Air Ticketing Techniques- Domestic & International: - Airline Tickets, Tickets coupons, Air ticket information, Air Ticket related traffic documents PTA, REN, Chartered and group travel, Ticket revalidation, Booking a tour, How to procure traffic documents, Tour order, Ticket exchange notice, Cash refund notice, Credit card refund notice, Reservation sheets/ cards, Airline Reservation, Passenger Documentation Formalities	
Unit 5	Foreign Exchange Management: - Forex Management for Enterprise, familiarization Travel related Foreign exchange regulations, currency conversions, FEMA Act 2000, Tariff Terminology, FDI in Tourism Industry.	
Unit 6	Passenger Ticket and Baggage Check (With Issuance of ticket with itineraries-One Way (OW), Return (RT), Circle Trip (CT), Mixed class; special fares Passenger Expenses en Route Credit Cards, Universal Air Travel Plan (UATP Baggage Rules a. Govt. of India and Airline Formalities to be fulfilled by Agents. b. Passenger Agency Sales reports	
Unit 7		

Books

- Sethi, Praveen., "Strategies for Future of Travel & Tourism". Rajat Publication, 1999 New Delhi.
- ABC Worldwide Airways Guide (Red/Blue)
- FEMA Act-2000
- Ram Acharya – Civil Aviation and Tourism Administration in India.
- (Eds.) R. Sharpley, D.J. Telfer, - Aspects of Tourism, Tourism and Development. - Concepts and Issues.

Tourism Policy planning and development

Subject code: I -204

Pedagogical approach: Class discussion, Presentations, Case study, Students Project, Research Assignment

Objective:

To develop an understanding of the basic concepts of tourism planning for public and private sector community and regional tourism development, with an emphasis on ecotourism and nature-based tourism.

To explore the interrelationships between resource management and tourism planning and development and to understand the tourism policy initiative taken in India.

Unit	Details	No of lectures
	Concept of Policy, Formulating tourism policy, institutional framework of public tourism policy Role of government, public and private sectors, Role of international multinational, state and local tourism organizations in carrying out tourism policies. Policy making bodies and its process at national levels.	
	Conceptual meaning of Tourism Planning, Evolution of Tourism Planning, General Concepts of Planning, Levels and Types of Tourism Planning, Background Approach and planning scale. Public and Private sectors role in Tourism Development. Analysis of an individual Tourism Project (development of the Buddhist circuit)	
	The concept of National Tourism Board, National Committee on Tourism, Case study of tourism policies of a few states (Maharashtra, Uttar Pradesh, Rajasthan, Kerala, Madhya Pradesh) Developmental role of State Government in tourism – special ref to Maharashtra	
	An out line of L.K. Jha Committee - 1963, National Tourism Policy - 1982, National Committee Report - 2002,	

	<p>National Action Plan on Tourism - 1992,</p> <p>The latest Policy Document on Tourism.</p> <p>Opportunities for investment in hotel sectors and tourism related organisations.</p> <p>Incentives & concessions extended for tourism projects and sources of funding.</p>	
	<p>Tourism Planning at International, national, regional, state and local level. Tourism and Five-year Plans in India with special reference to 11th Five-year Plan. Agents and typologies of tourism development.</p>	
	<p>Chicago Convention, Warsaw Convention, Open Sky Policy, Bermuda Convention, Euro Agreement, Schengen Agreement</p>	
	<p>Books</p> <p>Suggested Readings:</p> <ul style="list-style-type: none"> • New Inskip, Edward, Tourism Planning : An Integrated and Sustainable Development Approach (1991) VNR, New York. • Ashworth, G. J. (2000), The Tourist Historic City. Retrospect and Prospect of Managing the Heritage City, Pergamon, Oxford • Dept. of Tourism, GOI Investment Opportunities in Tourism (Brochure). <ul style="list-style-type: none"> • Sharma, J. K. (2000), Tourism Development. Design for ecological sustainability, Kaniska Publication, New Delhi. 	

Human Resource Management in Tourism Industry

Subject code: I -205

Pedagogical approach: lecture, class discussion, Role plays and Case study

Objective:

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

Unit	Details	No of lectures
Unit 1	Human Resource Management (HRM) in Perspective: HRM: The Field and It's Environment The Evolving Role of HRM in the tourism industry: the Changing Emphasis	
Unit 2	Meeting Human Resource Requirements: Human Resource Planning (HRP) Job/Role Analysis Recruitment & Selection Orientation & Placement	
Unit 3	Developing Effectiveness in Human Resources: Training & Development (T&D) Performance Management Potential Appraisal Career/Succession Planning	
Unit 4	Managing Employee Growth:	

	<p>Conflict and Stress management</p> <p>Importance of Discipline and Counseling in Tourism</p>	
Unit 5	<p>V Human Resource Management in Tourism:</p> <p>HRM in the service Industry</p> <p>Emerging trends and Perspectives</p>	
Unit 6	<p>tourism industry</p> <p>Training and development – meaning and its requirements</p> <p>Job Evaluation - Concept, scope and limitation,</p> <p>Job Analysis and job description :- definition, uses of job analysis and job description, job description, job specifications and job analysis linkages</p> <p>Human Resource Development (HRD) –An Overview</p> <p>What is HRD, Why HRD, HRD process and outcome, An overview of HRD practices : Trends, HRD in Service Industry : Importance and role of HRD in Service Sector, HRD in Tourism Sector</p>	

Books

Ian Beardwell & Len Holden– Human Resource Management: A contemporary perspective, Macmillan

2. *Wayne F. Cascio – Managing Human Resources: Productivity, Quality of Work Life, Profits, Tata Mcgraw Hill*

M. Madhukar - Human Resource Management in Tourism , R. Publications

Gupta, C.B., “Modern Business Organization”, Mayoor Paper Works, 2001.

.Chabra, T.N., “Business Organisation”, Dhanpat Rai & Sons, 2001.

V.P Micheal, Human Resource Management & human Relations.

R.S.Dwivedi, Management of Human Resource

Dale Yoder, Personnel Management and Industrial Relations.

IT for tourism Industry - Compulsory Amadeus Training –

Subject code: I -206

Pedagogical approach: lecture, lab demo, Computer Lab based practical assignments

Objective:

It helps the learner to understand the emerging technological issues facing management and able to use it effectively in work place and also will learn how to use technology to transform the organization to gain competitive advantage

Unit	Details	No of lectures
Unit 1	Introduction: Definition, Purpose, Objectives and Role of MIS in Business Organization with particular reference to Management Levels. MIS Growth and Development, Location of MIS in the Organization – concept and design. Transaction Processing System, Decision Support System, Executive Information system, Expert System, and the recent developments in the field of MIS	
Unit 2	Information: Concepts Data and Information Processing, Data base concepts, data base architecture, data modeling, data dictionaries, data base administration and data security. Distributed databases introduction to data mining and Data warehouses.	
Unit 3	System Development: Concept of System, Types of Systems – Open, Closed, Deterministic, Probabilistic, etc. Relevance of choice of System in MIS, Integration of Organization Systems and Information Systems, System Development Life Cycle, System Analysis, Design and Implementation, MIS Applications in Business.	
Unit 4	Information Technology: Recent Developments in the Field of Information Technology: Multimedia Approach to Information Processing. Decision of Appropriate Information Technology for proper MIS. Choice of appropriate IT Systems – Database, Data warehousing & Data mining Concepts, Centralized and Distributed Processing.	

Unit 5	<p>Office Work:</p> <p>The study and use of typical micro-computer storage software packages such as word processor, spreadsheet and MS Office (Word, Excel, Power point, Access and Outlook Express)</p> <p>Internet: Management information systems, Office automation, E-mail and electronic highway, Internet, Web Page Designing.</p> <p>Computer Networking: What is CRS, How it functions. CRS for Rail Transport, Hotel Bookings, Airlines: Different packages used: Abacus, Fantasia, Amadeus, Apollo-Galileo, Sabre etc. Use dummy of one for the CRS packages (if available). Practical of CRS.</p> <p>Computer Presentation: Introduction to a statistical package (SPSS), Presentation Graphic Tools. Multimedia technology. Role of Computers in Travel and Tourism.</p>	

BOOKS

- Lucas Jr., H. C. (2005) Information Technology For Management McGraw Hill.
- Burch, J. and Grudnitski G. (1989). Information Systems: Theory and Practice. 5th ed., John Wiley, New York.
- David, V. (1992). Foundations of Business Systems, Dryden Press, Fort Worth.
- Eliason, A. L. (1987). On-line Business Computer Applications, 2nd ed., Science Research Associates, Chicago.
- Estrada, S. (1993). Connecting to the Internet, O'Reilly, Sebastopol, CA.

Personality Development and Communication skills

Subject code: I -207

Pedagogical approach: Class discussions, Presentations and Individual Grooming activities

Objective:

Effective communication and interpersonal skills are crucial to increase employment opportunities and to compete successfully in the business environment. The real key to the effectiveness of professionals is their ability to put their domain knowledge into Effective practice. In this context, soft skills have a crucial role to play.

Unit	Details	No of lectures
Unit 1	Introduction to Communication skills: Importance of Communication, types of Communication-Verbal, non Verbal (Written and body language), Communication Process and Principles of Communication.	
Unit 2	Types of verbal Communication (Grapevine, face to face, Telephonic, Negotiation, Formal and Informal etc.) , Dealing with guests, Focus on English skills: Vocabulary-word power; grammar-common errors and sentence building, phonetics; reading comprehension and vocabulary building psychometrics; aptitude and personality assessment and testing	
Unit 3	Listening Skills- Barriers in verbal communication	
Unit 4	Non Verbal-Body Language. Kinesics, Physical Appearance, Postures, Gestures, Dress Code for Formal and Informal occasions. (Postures and Gestures should include Hand and Legs movement, whole Body movement-Sitting, standing, walking style, Facial expressions etc.), Dealing with guests, Para Linguistic, manners & etiquettes, Barriers in non Verbal communication	
Unit 5	Presentation skills and techniques; Personal grooming and business etiquettes corporate etiquette, social etiquette and telephone etiquette, role play and body	

	language, impression management	
Unit 6	<p>Written Communication</p> <p>Letter Writing-types of Business Letter (internal & external business environment),</p> <p>Types of formats (British and American style)</p> <p>Resume writing formats and Job Applications</p> <p>Other forms of Written Communication-Memo, Agenda, Minutes of the Meeting, Press releases, Handouts, Notice, circulars etc.)</p> <p>Recent developments in modes of communication like internet, video conferencing etc.</p>	
Unit 7	Cross Cultural communication and etiquettes - Attire, Food and table etiquettes with ref to Indian Culture	
Unit 8	Personality development: Group discussions- structure of a GD, moderator-led and other GDs, strategies in GD, team work , mock GD; personal interviews- types of interviews, required key skills, mock interviews; developing resumes' and CVs.	

Foreign Language

Subject code: I -208

Pedagogical approach:

Objective:

Unit 1		
Unit 2		
Unit 3		
Unit 4		
Unit 5		
Unit 6		
Unit 7		
Unit 8		

After second semester students will be going for Apprenticeship Break. They will be submitting the detail summer project report as a Part of Subject 308

Travel Agency Operation and management

Subject code: I -301

Pedagogical approach: Field Visits, Project report, Lecture and class discussion, Guest Session.

Objective:

Travel Agency Mgt. is the basis for understanding the modus operandi of a travel company. It shall substantiate the students with the basic practical inputs about the various procedures involved in handling the operations of a travel agency.

Unit	Details	No of lectures
Unit 1	Definition of Travel Agent and Tour Operators and distinction between The two. History of travel agency system in India since the institution of Pandas to the present age . Changing status of travel agents and tour Operations. Rights , duties and nature of their activities. Role of Travel Agents and Tour Operators in the 21st century	
Unit 2	Understanding of Travel Agency and Tour Operator Understanding of Travel Agency and Tour Operator (20 Marks, 18 Classes) <ul style="list-style-type: none"> • Travel Agency and Tour Operation Business: Definition and differentiation, types, forms of organizations • Genesis and growth of travel agency and tour operator business • Functions of a travel agency: travel information, documentation, tour counseling, ticketing, reservation and itinerary, immigration related services, etc. • Functions of tour operators: Negotiation and liaisoning with principles, tour package formulation, pre-tour arrangements, tour operations and post-tour management • Source of income of travel agency and tour operator: commission, service charges and mark up on tours 	
Unit 3	Functions of Travel Agents and Tour Operators. Detailed study of the following services: <ol style="list-style-type: none"> (i) Planning of sight-seeing and shopping. (ii) Preparation of Itineraries. (iii) Ticketing- Rail reservations and Airline reservations. (iv) Marketing of Tourism packages. 	

	<p>(v) Transportation, Accommodation and other auxiliary services.</p> <p>(vi) Providing professional knowledge and experience ,foreign currency exchange, train schedules , airline tariff , Hotel rates and documentary requirements.</p> <p>(vii) Economies of Travel agency, Business and need for professional guidance. How to “sell” travel.</p>	
Unit 4	<p>Procedure for setting up of Travel Agency and Tour Operating Enterprises; Their role in development of tourism industry</p> <p>Approval from Dept. of Tourism (DOT), International Air Transport Association (IATA)</p> <p>Travel Formalities: Passport, Visa and Health Regulation along with travel documents required for visiting NE region of India: Restricted Area Permit (RAP) and Inner Line Permit (ILP) Tour Packaging: definition, types and designing a tour package; Tourist Guide: definition, types, duties and responsibilities</p>	
Unit 5	<p>Organizational structure and linkages:</p> <p>Organizational structure of travel Agents and Tour operators. How to form a Travel Agency & Linkages of the Travel Agents and Tour Operators with---(I) transporters (II) Accommodation providers (III) Rail and Airlines (IV) National and International Travel Associations . Job training for Guides etc.</p> <p>ASTA, UFTAA, Travel Agents in India, TAAI, ITDS, MTDS</p>	
Unit 6	<p>Legal responsibilities and incentives :</p> <p>Legal responsibilities of Travel Agents. Difficulties of Travel Agents.</p> <p>Incentives—Remuneration and Earning. Familiarization Trips . Important Guidelines and literature for Travel Agency business .State and Travel agency.</p>	
Unit 7	<p>Associations and Organizations promoting tour operators: IATO, TAAI, ASTA,</p> <p>WATA, PATA, FHRAI, UFTA</p> <p>European and Indian Directive on Tour operation</p>	

Books

- Chand Mohinder., “Travel Agency Management: An Introductory Text.” Anmol Publication Pvt. Ltd. New Delhi 2000
- Jagmohan S. Negi “Tourist Guide and Tour Operation; Planning and Management, Kanishka Publication.2004
- Dennis L. Foster: “The Business Of Travel Agency; Operation and Admission” Mc Graw Hill, Singapore. 1990 Reference Books:

- Sethi, Praveen., “Strategies for the future of Travel & Tourism” Rajat
- Publication,. New Delhi.P.P. 190-261, 1999
- Kreishan K Kamra, Mohinder Chand, “Basics of Tourism, Theory, operations & Practices” Kanishka Publication, 2004, New Delhi
- Lehmann,A.D. “ Travel Agency , Policies and Procedures Manual”, Delmar Publication Inc. New York. 1998.
- The Indian Travel Agent : Chatterjee
- Travel Agent & Tour Operation : Jagmohan Negi
- Essential Readings
- Foster Dennis L., The Business Of Travel Agency Operations and Administration (1993) Macmillan/ McGraw, Singapore, 18

Sales Management and CRM

Subject code: I -302

Pedagogical approach: Lecture, class discussion, Role plays, Case study and Guest session

Objective:

The purpose of this course is to acquire an in depth knowledge about the sales and distribution management and to become familiar with the techniques and approaches of sales and distribution management for successful marketing of the tourist products.

Unit	Details	No of lectures
Unit 1	Introduction: The Field of Sales Management: Concept, Evolution of professional setting, Objectives of Sales Management, Exchange Process, Key Decision areas in Sales Management, Sales Management Cycle, Choice of basic selling style, New Approaches in Selling, Market Analysis, Setting Sales Objectives, Designing Sales Strategy	
Unit 2	Personal Selling: Personal selling Concepts, Situation conducive to personal selling, Diversity of Personal Selling Situations, Strategies Used by Salesmen, Process Selling, AIDAS Theory of Selling, "Right set of Circumstances Theory", "Buying Formula Theory", "Behavioral Equations Theory".	
Unit 3	Salesmanship and Sales Personnel: Concept, Essential Qualities of a successful Salesman. Sales Meetings & Contest: Planning & Staging of Sales Meetings, Sales Contests, Specific Objectives, Contest Prize. Motivation of Sales Personnel- Importance, Financial Motivational Techniques, Non-Financial Motivational Techniques,	
Unit 4	Sales Budgeting and Control: - Preparation of sales Budget, Budget implementation	

	& Feedback mechanism, Sales Control.	
Unit 5	Customer Relationship Management: Importance of Customer Relationship Management in Tourism Industry, Developing the Service Strategy to achieve excellence, Importance of Negotiation Skills in CRM, Environment and Customer Relation in Tourism, Ethics in Sales Management and Customer Relations, Quality Management of Customer Care. Understanding Consumer- Determinants of Consumer behavior, Models of Consumer Behavior, Indian Consumer Market	
Unit 6	E-Customer Relationship Management: Meaning of E-CRM, Analysis of E-Commerce Customer needs, Satisfaction of E-Customer in E-World, Application of CRM in E-Commerce Environment of Tourism, Internet Marketing.	

Books

1. *Dalrymple, D J. Sales Management: Concepts and Cases. New York, John Wiley, 1989.*
2. *Johnson, E M etc. Sales Management: Concepts, Practices and Cases. New York, McGraw Hill, 1986*
3. *Stanton, William J etc. Management of a Sales Force, Chicago, Irwin, 1995*
4. *Still, R R, Sales Management, Englewood Cliffs, New Jersey, Prentice Hall Inc., 1988*
5. *Panda Tapan K and Sahadev Sunil, Sales and Distribution Management, Oxford University Press, 2005.*
6. *Anderson, R, Professional Sales Management : Englewood Cliffs, New Jersey, Prentice Hall Inc. 1992.*
7. *Anderson, R, Professional Personal Selling. Englewood Cliffs, New Jersey, Prentice Hall Inc 1991.*
8. *Buskirk R.H. and Stanton. W.J. Management of Sales Force, Homewood Illinois, Richard D. Irwin 1983.*

Entrepreneurship Development

Subject code: I -303

Pedagogical approach: class discussion, Interviews and visits, audio visual presentations, students project work

Objective:

The purpose of this course is to acquire indepth knowledge about the entrepreneurship development and to become familiar with the

techniques and approaches required for a successful entrepreneur. The objective of this complete course is also to make candidate independent to start hi sown venture. This subject will give exposure to business intiation and procedures part.

Unit	Details	No of lectures
Unit 1	A.Tourism industry and business ideas; business strategy- understanding customers and analyzing competition; B. Introduction: The entrepreneur: definition, emergence of entrepreneurial class; theories of entrepreneurship; role of social economic environment; characteristics of entrepreneur; leadership; risk taking; decision making and business planning.	
Unit 2	Entrepreneurial Behaviour: Innovation and entrepreneur; entrepreneurial behaviour and psycho-theories, social responsibility. Role of entrepreneur: Role of an entrepreneur in economic growth as an innovator, generation of employment opportunities, complimenting and supplementing economic growth, bringing about social stability and balanced regional development of industries: role in export promotion and import substitution, forex earnings, and augmenting and meeting local demand	
Unit 3	Promotion of a Venture: Opportunities analysis; external environmental analysis- economic, social and technological; competitive factors; legal requirements of establishment of a new unit and rising of funds; Venture capital sources and	

	documentation required. Entrepreneurial Development Programmes (EDP): EDP, their role, relevance and achievements; role of government in organizing EDP's critical evaluation	
Unit 4	Setting up a tourism enterprise- steps, procedures, licenses, registration etc. How to set up a travel agency: (a) Market research and provision of investment. (b) Comparative study of various types of organisations: proprietorship, artnership, private ltd. and ltd. (c) Government rules and regulations issued by the Ministies structure of Tourism,Home,External Affairs, Environment & Forest, Railways, Surface transport, (d) Civil Aviation and Finance. (e) IATA rules and regulations; Basis for approval of a travel agency. Non-IATA approved travel agents. (f) Documentation (g) Staffing. (h) Preparing Feasibility Report. (h) Practical Exercises in Setting up a Travel Agency.	
Unit 5	How to set up a Tour Operation Unit: (a) Market research and sources of investment. (b) Govt. rules and regulations issued by the Ministries of Tourism, Home, External Affairs, Environment & forests, surface Transport, Civil Aviation and Finance. (c) Documentation (d) Staffing	
Unit 6	National Tourism Policy 2011 – changes and overview	

BOOKS

- Vasant, Desai, "Entrepreneurship", Himalaya Publishing House, 2003.
- Taneja & Gupta S.L., " Entrepreneurship Development", 2003.
- Pandey, I.M., "Venture Capital –The Indian Experience", Prentice Hall of India, 2003.
- Tandon B.C., "Environment and Entrepreneur", Chug Publications, Allahabad.

Reference Books:

- Srivastava S.B., "A practical guide to industrial entrepreneurs", Sultan Chand & Sons, New Delhi, 2003.
- Chandra, Prasana, "Project Preparation, Appraisal, Implementation", TMH, New Delhi, 2000.
- Holt, "Entrepreneurship-New Venture Creation", Prentice Hall of India, 2002.
- India Investment : Guide for Entrepreneurs, India Investment Centre, Industrial Centre. Jeevan Vihar Building, Sansad Marg, New Delhi.
- Entrepreneurship : A handbook for New Entrepreneurs (with special Development reference to S & T group), Entrepreneurship
- Institute of India. Development Institute of India Pareek U & Rao TV : Personal Efficacy in Developing Entrepreneurship,
- LearningSystems, New Delhi, 1978.
- Rao TV & Pareek U. : Developing Entrepreneurship - A Handbook,
- Learning Systems, New Delhi, 1982.
- Vyas JN : Planning an Industrial Unit 1, Neelkunj Neelkanth Park
- Opp. Navrangpura , Ahmedabad.

Welsh JA & Jerry FW : Entrepreneurs Master Planning Guide –How to Launch a successful Business. Prentice Hall, Englewood Cliffs,1983

Marketing In Service Industry- Airlines, Travel, Tours & Hotel

Subject code: I -304

Pedagogical approach: lecture, class discussion, case study

Objective:

This subject will expose to “Services Marketing” as the most important aspect of tourism industry. Tourism industry is the most important part of services sector, and people centric. This subject will give understanding about service processes and applications.

Unit	Details	No of lectures
Unit 1	<p>Introduction to Services: Nature of Services; Characteristics of Services – And attributes, Classification of Services; Consumer versus Industrial Services. Special characteristics in Marketing of Services and Leisure activities.</p> <p>Modern Marketing Concepts: Marketing approaches, Difference between Sales and Marketing.</p> <p>Service economy – trends and opportunities</p> <p>Service quality concept, GAP Model</p>	

	Tourism Industry – role in service sector	
Unit 2	Global and Indian Scenario in services sector: Importance of Services Marketing; with special ref to Tourism industry	
	<p>Services Marketing Mix: Introduction to the 7 Ps of Services Marketing Mix;</p> <p>Product-Service Continuum; Standalone service products; Service products bundled with tangible products; Service Life Cycle</p> <p>Market Segmentations: Types of Tourists</p> <p>Market Survey and Research, Tourist Demand and Forecasting</p> <p>Tourist Promotions & Marketing Abroad- Role of public and private sector,</p> <p>Incentive and Subsidies, Profile of Tourists: Americans: Japanese: U.K., Russians, French, Domestic- N.R.I.</p>	
Unit 3	Distribution: Place – Distribution Strategies for Services; Challenges in distribution of Services; Role of Internet in distribution of Services.	
Unit 4	<p>Promotion: Promotion objective for Services; Personnel Selling, Advertising and Sales Promotion; Role of Relationship Marketing in promoting services.</p> <p>Tourism Promotion- marketing Tools: Tourism Communications.</p> <p>Advertising: Publicity: V.C.R: Coupons Farm Tours: Picture Post Cards</p> <p>Public Relations: Personal Selling: Salesmanship: Sales Promotions: Press and Media Public Relations and Communications.</p>	
Unit 5	<p>Guide to Marketing of Leisure Activities</p> <p>Marketing of Fairs & Festivals.</p> <p>Marketing of Congress: Conventions: Incentive Travel: Workshops: Seminars</p> <p>Marketing Techniques of a Travel Agency.</p> <p>Consumers Mix.</p> <p>Case Studies in Marketing of Airlines: Travel Agencies: Tour Operations.</p>	
Unit 6	Pricing: Factors involved in pricing a service product; demand variation and capacity constraints; Capacity Planning, Measures to respond to changes in demand; Reshaping demand using effective pricing.	
	People: The key role of service employees in a service business; Services marketing triangle; Service profit chain, Concept of Service encounter – Moment of Truth;	

	<p>Training and development of employees; Motivation and empowerment.</p> <p>Physical evidence: Nature of physical evidence; Importance of physical evidence in services; Tangibilizing through physical evidence; Service scapes. (</p> <p>Process: Service as a process & as a system - Different process aspects and managerial challenges - Strategies for managing inconsistency – Customer role in services - Customers as ‘co-producers’; Self Service Technologies, – Customer Service in Service Marketing</p>	
	<p>Customer Satisfaction & Service Quality: Monitoring and Measuring customer satisfaction, Order taking and fulfillment; Service Guarantee - Handling complaints effectively; Defects, Failures and Recovery. Concept and Importance of quality in Services; How customers evaluate service performance, Service Quality Models</p> <p>Parsuraman-Zeithamal-Bitner (PZB) Gaps Model, SERVQUAL, and SERVPERF – Gronroos model</p>	
	<p>Technology & Service Strategy: Applying technology to service settings, e-services.</p>	

Books

- Ratandeeep Singh, “ Tourism Marketing” Deep & Deep Publishing Company, New Delhi. 2004
- Philip Kotlar, “ Marketing Management”, Prentice Hall, New Delhi. 2004.
- Jafferson, A. Lickorish, “Marketing Tourism : A Practical Guide”,Longmann Hallow, London

Ecology environment and tourism

Subject code: I -305

Pedagogical approach: class discussion on News and releases, students project work, guest sessions, seminar

Objective:

This subject will expose to “Services Marketing” as the most important aspect of tourism industry. Tourism industry is the most important part of services sector, and people centric. This subject will give understanding about service processes and applications.

Unit	Details	No of lectures
Unit 1	Environment- An Introduction: Eco Tourism & Ecology The Eco System, Environment pollution,	
Unit 2	Environment issues and Tourism Development: Relationship between Environment and Development, Conceptualizing Tourism’s place in development, Preservation, Conservation and development, Sustainable Tourism - culture, social, physical, Man made; Responsible Tourism Benefits	

Unit 3	Environmental Impact: Impact of Tourism on wildlife, Impact of Tourism on wetland, Island, Beaches and on Mountains, Eco Tourism, Environment, Conservation through Ages, Identifying Pressure and Understanding Threshold Areas	
Unit 4	<p>Sources of pollution, natural and man made, their effects on living environments and related legislation.</p> <p style="text-align: center;">WATER POLLUTION :</p> <p style="margin-left: 40px;">A. Factors contributing water pollution and their effect. B. Domestic waste water and industrial waste water. Heavy metals, microbes and leaching metal. C. Physical, Chemical and Biological Characteristics of waste water. D. Indian Standards for quality of drinking water. E. Indian Standards for quality of treated waste water. F. Treatment methods of effluent (domestic waste water and industrial/ mining waste water), its reuse/safe disposal</p> <p>AIR POLLUTION :</p> <p>Definition of Air pollution, types of air pollutants i.e. SPM, NOX, SOX, CO, CO₂, NH₃, F, CL, causes and its effects on the environment.</p> <p>Monitoring and control of air pollutants, Control measures techniques. Introductory Idea of control equipment in industries i.e.</p> <p>Ambient air quality measurement and their standards.</p> <p>Process and domestic emission control, Vehicular Pollution and Its control with special emphasis of Euro-I, Euro-II, Euro-III and Euro IV.</p> <p>NOISE POLLUTION : Sources of noise pollution, its effect and control.</p> <p>LEGISLATION :</p> <p>Preliminary knowledge of the following Acts and rules made</p> <p style="margin-left: 40px;">G. The Water (Prevention and Control of Pollution) Act - 1974. H. The Air (Prevention and Control of Pollution) Act - 1981. The Environmental Protection (Prevention and Control of Pollution) Act - 1986. Rules notified under EP Act - 1986</p> <p>The Manufacture, Storage and Import of Hazardous, Chemical (Amendment) Rules, 2000.</p> <p>The Hazardous Wastes (Management and Handling), Amendment Rules, 2003.</p> <p>Bio-Medical Waste (Management and Handling) (Amendment), Rules,</p>	

	<p>2003.</p> <p>The Noise Pollution (Regulation and Control), (Amendment) Rules, 2002.</p> <p>Municipal Solid Wastes (Management and Handling) Rules, 2000.</p> <p>The Recycled Plastics Manufacture and Usage (Amendment), rules, 2003.</p>	
Unit 5	ENVIRONMENTAL IMPACT ASSESSMENT (EIA) : Basic concepts, objective and methodology of EIA. Objectives and requirement of Environmental Management System (ISO-14000) (An Introduction).	
Unit 6	<p>DISASTER MANAGEMENT :</p> <p>Definition of disaster - Natural and Manmade, Type of disaster management, How disaster forms, Destructive power, Causes and Hazards, Case study of Tsunami Disaster, National policy- Its objective and main features, National Environment Policy, Need for central intervention, State Disaster Authority- Duties and powers, Case studies of various Disaster in the country, Meaning and benefit of vulnerability reduction, Factor promoting vulnerability reduction and mitigation, Emergency support function plan.</p> <p>Main feature and function of National Disaster</p> <p>Management Frame Work, Disaster mitigation and prevention, Legal Policy Frame Work, Early warning system, Human Resource Development and Function, Information dissemination and communication.</p>	

Sustainable tourism development and trends

Subject code: I -306

Pedagogical approach: class discussion, students project work, guest session and seminar

Objective:

This subject will expose to “Services Marketing” as the most important aspect of tourism industry. Tourism industry is the most important part of services sector, and people centric. This subject will give understanding about service processes and applications.

Unit	Details	No of lectures
Unit 1	SUSTAINABLE Tourism : Definition, meaning, importance, planning for ST, Product of ST, Benefits, Global significance, Sustainable practices – ISO-14000, role of WWTC, UN-WTO(World Tourism Organization), PATA, UNEP, IUCN	
Unit 2	ECO-TOURISM : TRENDS & PROSPECTS Concept and Origin – Emergence of Eco-tourism, Growth and development, Definitions, Types and Typology, Actors in Eco-tourism, Why people wish to go for Eco-destinations? How Eco-tourism is different from Sustainability tourism and attraction tourism. Theories and operational practices. of Eco-tourism Business. Eco Tourism Resources in Indian-National parks, Sanctuaries, Tiger Reserves, Biosphere Reserves, Wet lands, coral reefs and desert Eco-system	
Unit 3	Eco-Tourism Market – Identification of Eco-tourism market, Nature and canalization, Time of arrival , habits and preferences , group structure, Length of Stay, expenditure pattern with special case studies of developed countries : UK of USA.	
Unit 4	Eco-Tourism Development Guidelines, construction of accommodation - Eco Lodge ,Hotel Types, Eco-tourism fee collection: entrance fee, event fee etc, destinations management : Local peoples participation, job opportunities, Handy Crafts & Souvenir selling. Running Eco-tourism training programme both at operational and promotional level. Eco-tourism Organizations – International Eco-tourism Society : USA, Australia , Inland Eco-tourism organization : Rajasthan, Sikkim, Kerala, Laksha Dweep, Andaman Nicobar.	
Unit 5	Adventure tourism Definition, Scope, trends and Opportunities in Adventure Tourism. Beginning of Adventure tourism in India. Wild life Tourism, National Parks, Sanctuaries Biosphere Reserves Marine Parks, Safaris. Mountaineering Tracking, Sea Beach, and Island Tourism, Concept of carrying capacity and impact Assessment.	

Unit 6	Winter-sports, water-sports, Zero- sports , Youth Tourism , Sport Tourism and other avenues of Adventure Tourism and Wild – life Tourism. Existing Infrastructure for Adventure and wild life tourism, future prospects of Adventure tourism in India. Importance of Human Resource In Adventure Tourism, Equipment’s and Training centers	
Unit 7	Medical Tourism : History, Description, Process, 4 International healthcare accreditation Organizations and Associations, Risks , Legal issues, Ethical issues, Employer-sponsored health care in the US, UK,Asia Pacific, Africa, Europe , Australia, India	
	India as Medical Tourism detonation: Hospitals, Services, Legal issues and challenges	
Unit 8	Spiritual Tourism Agri-Rural Tourism Golf Tourism	

MIS for Tourism Industry

Subject code: I -307

Pedagogical approach: lecture, class discussion, case study and lab assignment

Objective:

IT plays vital role in organizational functioning. This subject will exposure to IT intelligence and integration of effective decisions making for the key person in the organization.

Unit	Details	No of lectures
Unit 1	Management Information Systems - Need, Purpose and Objectives - Contemporary Approaches to MIS - Information as a strategic resource - Use of information for competitive advantage - MIS as an instrument for the organizational change	
Unit 2	Information, Management and Decision Making - Models of Decision Making - Classical, Administrative and Herbert Simon's Models - Attributes of information and its relevance to Decision Making - Types of information	
Unit 3	Information Technology - Definition, IT Capabilities and their organizational impact -Telecommunication and Networks - Types and Topologies of Networks IT enabled services such as Call Centers, Geographical Information Systems etc.	
Unit 4	Data Base Management Systems - Data Warehousing and Data Mining	
Unit 5	Systems Analysis and Design - Systems Development Life Cycle - Alternative System Building Approaches - Prototyping - Rapid Development Tools - CASE Tools – Object Oriented Systems (Only introduction to these tools & techniques)	
Unit 6	Decision Support Systems - Group Decision Support Systems - Executive Information Systems - Executive Support Systems - Expert Systems and Knowledge Based Expert Systems - Artificial Intelligence	
Unit 7	Management Issues in MIS - Information Security and Control - Quality Assurance -Ethical and Social Dimensions - Intellectual Property Rights as related to IT Services / IT Products - Managing Global Information Systems	

Unit 8	<p>Applications of MIS in functional areas as well as in the service sector should be covered with the help of minimum 5 case studies.</p> <p>Emphasis should be given on management oriented problems and cases as compared to technical problems expected from computer science/ computer management students.</p>	
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Summer Project

In Company Apprenticeship

]Subject code: I -308

Each student shall undergo practical training of eight weeks during the break after second semester in an approved Travel Agencies/ Tour Operation Business, Air Lines, Travel Houses and Travel Trade Organizations and submit at least two copies of the Summer Training Report to the Director / Principal of the Institution within two weeks

of the commencement of the Fifth Semester. The Summer Training Report shall Carry 100 marks. It shall be evaluated for 50 marks by an External Examiner to be appointed by the University and for the rest of the 50 marks by an Internal Board of Examiners to be appointed by the Director / Principal of the Institution. This internal Board of Examiners shall comprise of a minimum of two Internal Faculty Members.

After III Semester students will be going for winter break assignment where they will be working on any 2 destinations and will be submitting destination development report as a part of 408

Tourism Product Concept and Development

Subject code: I -401

Pedagogical approach: Lecture, class discussion, Audio-Visual Presentations, Documentary movies, case study – Guest sessions

Objective:

The course is very imperative as it shall orient the student with the basic understanding about India, its culture, fairs & festivals etc. which shall update his destination knowledge about the country.

It will help in keeping them abreast with industry dynamism, for e.g. understanding concepts like “Golf Tourism”. It will help in understanding tourism product Mix.

Unit	Details	No of lectures
Unit 1	Tourism products: Definition, Classification, Difference between Tourism products & other types of consumer products, Elements and characteristics of Tourism products, Typology of Tourism products, Tourism products production system, Tourism product life cycle. Tourism oriented products, Resident oriented products and Consumer Products, Elements and characteristics of Tourism Products, Tourism Production systems, Typology of Tourism products.	
Unit 2	<p>GEOGRAPHY OF TOURISM:</p> <p>NATURAL : Beaches, Hill stations, Wild life sanctuaries and National parks, Biosphere and Tiger reserves, Water falls and Islands, Tourism market, segments like MICE conventions, incentives, adventure sports. Theme parks, environment Vs. tourism conservation and nature preservation.</p> <p>Indian Geography and World Geography-</p> <p>(a) Ocean and Contentents - Details of Ocean and Contents and different tourist - destination Natural Attraction – Jim Corbett Tiger Resort, Bharatpur Bird Sanctuary, Kanha National Park and Sundarban Biosphere Reserve , Sea beaches (Goa and Kerala).</p> <p>(b) Man Made Attraction: Tourism Circuits, Buddhist circuit, Desert circuit, Golden Triangle, Taj Mahal, Red Fort of Delhi & Forts & Palace of Jaipur .</p> <p>(c) Socio-Cultural Attraction – Kullu Dushara, Camel Festival of Jaisalmer, Nehru Boat Race of Kerala, Regional festivals including Durgapuja of West Beagal and Hemis Festival of Laddhak.</p>	
Unit 3	Accommodation Sector:	

	<p>High Fixed cost of accommodation and its implications., Classification of Hotels e.g. Camping, Carvan, B & B, Pension/Guest house/Boarding house, Motel. Budget, mid price, Deluxe. Types of hotels viz. commercial or transient ,hotels, Resorts, Convention hotels, Motels and Motor hotels, Condominiums, Residential hotels, Casinos, all-suite hotels. Star grading of hotels, unclassified hotels. Food Plans: AP, CP, EP, MAP. Chain hotels, National and International chain of hotels in India. Prominence of small hotel sectors in India. Heritage hotels. Land based, Airbased, Water based, Rooms (Types), Room Rate, Check in and Check out formalities, Different department in hotel - Front office and House keeping - Function, Job profile attribute of F.O. & H.K., Package of Hotel Industry. <u>ACCOMMODATION:</u> Classification of hotels, types of hotels, food plans, National and International Hotel choice of India and emergence of Heritage Hotels.</p>	
Unit 4	<p>Transportation: Various modes of transportation – Airline Transportation- Air transport facilities, Control of fares and tariffs, Role of ICAO, IATA, IAAI, and Domestic Air Transport.</p> <p>Surface Transport System – Travel agency and Tour operators, State and inter State bus and coach network, Tourist Coaches and Tourist cars. Connected documentation namely Regional Transport Authority, Insurance and Road Taxes.</p> <p>Rail Transport Network – Rail Transport facilities, various steps taken by Railways to promote tourism, special schemes of packages available, palace on wheels & Royal orient. Facilities provides – Rail Yatri Niwas, Tourist Police, Railway Tourist Guides.</p> <p>Water Transport Systems – Growth and development , Cruise Ships, Ferries , River & Canal Boats, Fly cruise – prospects of future growth of water transport in India.</p>	
Unit 5	<p><u>SHOPPING FACILITIES:</u> Souvenirs, Handy Crafts of J& K, Rajasthan, U.P. & Delhi. Authorized shopping centers</p>	
Unit 6	Pricing and taxation in tourism industry	

Books

- Basham. A.L. : The wonder that was India, Rupa & Co, Calcutta, 1992
- Brown, Percy : Indian Architecture (Buddhist and Hindu Period) Taraporevala Sons & Co Pvt. Lt. Bombay.
- Cravern. R.C. : A concise history of Indian Art, Vikas Publishing House, New Delhi, 1979 .
- Khokar. M. : Splendors of Indian Dance, Himalayan Books, New Delhi, 1988.
- Murison Alister : Hospitality and Travel Marketing , Delmar Publishing INC, New York, 1979.

Destination Management, Guide and Escorts

Subject code: I -402

Pedagogical approach: lecture, class discussion – Guest sessions, field visits, Videos Screening

Objective:

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

Unit	Details	No of lectures
Unit 1	Tourism Destination Planning, Environmental Analysis, Resource Analysis, Regional Environmental analysis, Market Analysis, Competitor analysis, Regional Environmental Scanning Types of attraction: Natural or man-made, different categories of attraction - historical buildings, gardens, museums and art galleries etc. ref to India.	
Unit 2	Tourism Attraction: Definition. Characteristics, Typology, Criteria for Tourist attractiveness. development and design of tourist attractions. Destination Life Cycle.	
Unit 3	Components of Destination Marketing Mix. Product Strategy - Nature & Characteristics. Managing existing Tourism Products. New Product development in Regional Tourism. Pricing Strategies - Tourists Perception of Price.	
Unit 4	Attraction of wild life & other attractions, like national parks, zoos, wild-life sanctuaries, country parks, leisure parks, visitor centers etc. Desert safari, hiking, or skiing, river rafting, mountaineering etc.	
Unit 5	Resort management: Planning and development. Recreational activities and facilities, personal organizational & human relations. Front of the house management. House keeping f&b laundry, energy. Accounting and purchasing, safety and security. Resort marketing & promotion	

Unit 6	<p>Guiding skills- Tour Guiding: Concept-History-Dimensions and Present Status.</p> <p>Role and Responsibilities of Tour Guide- Tour Guides Code of Conduct. Personal hygiene and grooming checklist for tour guides.</p> <p>Principles of Tour Guide-How to develop tour guiding skills. Tourist itinerary preparation, town costing, tour co-ordination, role and Responsibility of a tour guides. Main pre-requisites of a guide : courtesy behavior, dress art of conducting sightseeing tours in an informative And entertaining way</p>	
Unit 7	<p>Communication for tour guiding-Language –Posture and Presentation.</p> <p>Roadblocks in Communication-Speaking faults-Body language for speaking.</p> <p>Tour commentary-Composition and Contains-Microphone Technique-Sense of Humor-How to deals with awkward questions Timing and Indications-Apology and Pausing.</p> <p>Linking commentary with what to be seen.</p>	
Unit 8	<p>Escorting group movements, escorting vips and special interest groups. Handling tourist complaints safety & security of tourists, first aid.</p>	
Unit 9	<p>Destination management: the tourist destination management of the destination: maintaining the infrastructure, environmental quality preservation of attractions through tourism, future of the destination: increasing competitiveness for globalization and satisfying the tourist needs</p>	

Books

- Agarwal, R D, (2008): Organization and Management, Tata McGraw-Hill Publishing Co., New Delhi-08
- Foster, D. (1985): Travel and Tourism Management, Macmillan Press Ltd., London.
- Kotaler, P. (2001): Tourism and Hospitality Management, Pearson Education, India
- Kotahri, Anurag (2011): A Textbook of Tourism Management, Wisdom Press, New Delhi-02
- Kumar, Akshay (1997): Tourism Management, Commonwealth Publishers, Ansari Road, Daryaganj, New Delhi-02
- Negi, K.S. (2011): Travel Agency Management, Wisdom Press, New Delhi-02
- Anand M.M. : Tourism and Hotel Industry in India

- Boordman R.D. : Hotel & Catering – Costing and Budgeting
- Kohali M.S. : Mountaineering in India
- Jagmohan Negi : Tourism and Travel – Concepts and Principles
- Singh T.V. & Kaur J. : Studies in Tourism, Wild Life & Park Conservation.

Conference And Convention Management (MICE)

Subject code: I -403

Pedagogical approach: Lecture, class presentation, Exhibition- expo visit report, guets session, E-Research, international scenario – web research assignment

Objective:

The purpose of this course is to acquire an in-depth knowledge about the Mice Management and to become familiar with the techniques and approaches for successful MICE Management

Unit	Details	No of lectures
Unit 1	Introduction to Meetings, Incentives, Conventions, and Exhibitions (MICE). Definitions Conference and the components of the conference marker. Introduction to the convention Venues.	
Unit 2	The nature of convention markets, demand for conference felicitities .The growth and development of the industry. The economic and social significance of convention. The impact of conventions on local and national communities. International market perspectives	
Unit 3	MICE market : association and corporate meeting, its characteristics and differences. Process of meeting management - premeeting, during the meeting and post meeting. Role of travel agency in management of conferences, pre-and-post conference tours and spousal programmes. Evaluation of events and its importance. Organizational structure of associations, Financial structure of associations. International associations market.	
Unit 4	New product development to serve the corporate market. Trade shows and exhibitions: Principle purposes, types of shows, benefits, major participants, organization and membership, evaluation of attendees. Convention / Exhibition facilities, benefits of convention facilities , inter-related venues. Project planning and development ,meeting planers / convention manager , organization and planing events, major attributes of meeting planners , types of meeting planers , convention and visitors bureau , bureau structure and funding.	
Unit 5	Contract Negotiations, the Law and meeting professionals ,meeting & convention check lists. Development of convention hotel sales and marketing plans. Hotel	

	<p>convention service management. Transportation: group fares, airline negotiations ,extra services ,cargo transportation. Food and beverage planning and operation management. Incentive tours: major incentive market in the world. Basic infrastructure requirements for organizing incentive tours.</p>	
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Books

1. Coleman, Lee & Frankle (1991), Powerhouse Conferences. Educational Institute of AH & MA.
2. Hoyle, Dorf & Jones (1995), Meaning conventions & Group business. Educational institute of AH & MA.
3. Montgomery, R.J. 1994, "Meeting, Conventions and Expositions : VNR, New York
4. Hoyle, L.H., TJA Jones (1995) "Managing Conventions and Group Business", Educational Institute of AM & MA

Albert and Zamke (1985) Service America! Warner

Business Ethics

Subject code: I -404

Pedagogical approach: lecture, class discussion, case study

Objective:

The purpose of this course is to give understanding of responsibility of any business towards economic and social environment. Business and environment are impacting each other, and so ethical businesses constitute to better positive economic environment for the growth of the any nation.

Unit	Details	No of lectures
Unit 1	Introduction: Values-Concept, types and formation of values, ethics, values and behaviour, Values of Indian Managers, Ethics, development of ethics, ethical decision making and decision making process, relevance of ethics and values in business. Management of Ethics: Management process and ethics, managerial performance, ethical Issues, ethos of Vadanta in management, Hierarchism as an organizational value.	
Unit 2	Corporate Social Responsibility & Consumer Protection: Corporate responsibility of business: employees, consumers and community, Corporate Governance, Code of Corporate Governance, Consumerism, unethical issues, in sales, marketing and technology.	
Unit 3	Understanding Progress, Results & Managing Transforming: Progress and Results definition, functions of progress, transformation, need for transformation, process & challenges of transformation. Understanding Success: Definitions of success, Principles for competitive success, prerequisites to create blue print for success. Successful stories of Indian and international business gurus.	
Unit 4	Knowledge and Wisdom: Meaning of knowledge and wisdom, difference between knowledge and wisdom, knowledge worker versus wisdom worker, concept of knowledge management and wisdom management, wisdom based management. Stress Management: Meaning, sources and consequences of stress, stress management and detached involvement.	
Unit 5	Concept of Dharma & Karma Yoga: Concept of Karama and kinds of Karam Yoga, Nishkam Karma, and Sakam Karma. Total quality management, Quality of life and quality of work life	

Books:

- Kaur, Tripat, "Values & Ethics in Management", Galgotia Publishers, 2004.
- Chakraborty, S.K., "Human values for Managers", 1998.
- Reference Books:

Chakraborty, S.K., "Ethics in Management: A Vedantic Perspective", Oxford University Press, 2000

Tourism Branding and relationship marketing

Subject code: I -405

Pedagogical approach: lecture, class discussion, case study, Presentations

Objective:

This subject will help students to understand generating competitive advantage is the key to marketing strategy success and how it can be achieved in services prepositions, where the tourism industry is very dynamic and customer centric.

Unit	Details	No of lectures
Unit 1	Tourism Product Management: Product Development, Product focused organization; Market focused organization, Factors influencing design of the product, Changes affecting product management, sustaining competitive advantage.	
Unit 2	Brand & Brand Management: Commodities Vs Brands, The role of brands, The brand equity concept, Brand Equity Models – Brand Asset Valuation, Aaker Model, BRANDZ, Brand Resonance. Building Brand Equity, Brand Identity and Brand image. Branding services with special ref to tourism industry	
Unit 3	Functions of Tourism Marketing - Marketing Research , Advertisement, Sales Supports, Public Relations , Tourism Publications	
Unit 4	Brand Leveraging & Brand Performance in tourism sector : Establishing brand equity management system, measuring sources of brand equity and consumer mindset, Co-branding, celebrity endorsement.	
Unit 5	Brand Positioning & Brand Building: Brand knowledge, Brand portfolios and market segmentation, Steps of brand building, Identifying and establishing brand positioning, Defining and establishing brand values. Top 10 domestic and international brands in tourism sector	
Unit 6	Designing & Sustaining Branding Strategies: Brand hierarchy, Branding strategy, Brand extension and brand transfer, Managing brand over time. (6)	

	Measuring Brand Equity: Brand Value chain, Brand Audits, Brand Tracking, Brand Valuation.	
Unit 7	Key concepts in relationship marketing with special ref to tourism : Characteristics of relationships – promise – trust – commitment – satisfaction – quality - Service competition - customer value – customer defections - customer loyalty – loyalty programs. Planning for relationship marketing: Internal marketing – communication – cooperation – network view of the firm – The six markets framework - partnering to build customer relationships - learning organization – customer culture.	
Unit 8	Customer lifetime value: Customer life cycle – attracting – retaining and growing customers – lifetime customer value (LCV) - Customer equity – Recency-Frequency Monetary value (RFM) model. Customer – product profitability analysis – value profit chain –differences between customer retention and acquisition orientation of a firm.	
Unit 9	Sustaining Customer Relationships: The role of service in building relationships, segmentation of service, measurement of service - Monitoring of customer satisfaction - Analyzing customer defections	

Itinerary Planning And Costing

Subject code: I -406

Pedagogical approach: lecture, class discussion, Practical sums, Presentations

Objective:

This subject will help students to understand generating competitive advantage is the key to marketing strategy success and how it can be achieved in services prepositions, where the tourism industry is very dynamic and customer centric.

Unit	Details	No of lectures
Unit 1	Itinerary Preparation: Concept, Typology, Duration, GIT, FIT Do's and don'ts of itinerary preparation-Limitations and Constraints	
Unit 2	Custom made itinerary and Ready made itinerary, Factors to be considered while preparing an itinerary - Seasonal itinerary-Product based itinerary-All inclusive itinerary.	
Unit 3	Tour Packaging-Definition-Types-Forms and Components of Package Tour. Advantages and Disadvantages of Package Tour. Liaisoning and Negotiation of Package Tour. Promotion of Tour Operation: Mix and Media, Types of media, Selection criteria.	
Unit 4	Product Oriented Package tour: Health tourism, Yoga, Meditation and Nature Cure –Beach holidays-Rail journey (Tourist Trains) in India-Pilgrim Tours. Adventure Package: Soft and Hard adventure -Concepts and guidelines: Desert safaris, Mountaineering, Skiing, White Water Rafting, and Scuba Diving, Golf tours, Theme tours and Cruise. Special Interest Tours: MICE Tours- Eco and Wildlife tours- Ethnic tours and Architectural tours - Farm tours-Fairs and Festivals- Rural/Village tour.	
Unit 5	Costing a Tour: Components, Considerations- Types of Costs-Cost sheet, FIT Costing and Group Costing.	

	Differential Tariff Plan-Accommodation Cost-Transportation Cost-Meals Plan etc. Pricing Strategies and Distribution Mechanism	
Unit 6	<p>Service Tax and taxation : Definitions, Basic concept, person, Assessment year; previous year, assesses, Residential status; Incidence of tax, service tax calculations – case for tourism industry</p> <p>(Chapter V of the Finance Act.1994 as amended in a Finance Bill by Government of India in 2005):</p> <p>a. Extent.</p> <p>b. Commencement and Application.</p> <p>c. Definitions</p> <p>d. Charge of Service Tax</p> <p>e. Valuation of Taxable Services for Service Tax</p> <p>f. Valuation of Taxable Services for Changing Tax.</p> <p>g. Payment of Service Tax.</p> <p>h. Registration</p> <p>i. Furnishing of Returns</p>	

Travel Agency & Tour Operations, Foster D

2. Conducting Tours, Dellers

3. Travel Agency and Tour Operation, J M Negi

4. Travel Agency Management, M.N. Chand

5. Tour Operations and Tour Guiding, J.N. Negi

Field trip – Destination Development

Subject code: I -407

Pedagogical approach: lecture, class discussion, Presentations- Business plan/ idea submission

Report presentation

Objective:

Students will be visiting the various sites and will come up with their own detailed destination plan

A proposed business idea to develop the destination as tourist spot under any category.

Unit	Details	No of lectures
Unit 1	Exercises on basic concepts of maps: latitude, longitude, international date line, calculation of time, IST (Indian Standard Time), GMT (Greenwich Mean Time) Scale of the map and measurement of the distance on map, use of conventional signs and symbols in maps and signs especially significant for tourism sector	
Unit 2	Study of climatic, drainage, transport availability maps (road, air, water, railway) of Assam Tourist map design: maps showing national parks and wildlife sanctuaries; cultural, historical and religious tourist spots with their transport connectivity	
Unit 3	Preparation of brochure of a native tourist destination or a poster of a theme event and a festival calendar of the locality/ area Assessment of tourism facilities and services at local level and preparation of a report thereof	
Unit 4	Field trip/visit will be to any well established tourist spot / complex outside the state. The study tour may be a particular spot or to a whole complex already existing or to a potential Tourist complex. <ul style="list-style-type: none"> • Every student shall be required to submit two bound copies of typed Field Trip Report consisting of not less than 30 pages. • Report shall have two parts: one for each tourist spot covered. Each part shall have • following sub-sections :- 1] Introduction – A brief history of the spot / complex – its location and topography.	

2] How to reach the Spot / Complex – Road / Railway / Air connections - (alternative routes to be indicated as far as possible).

3] Accommodation available in the tourist spot : -

Guest Houses, Resorts, Lodges and Hotels. Classification of accommodation in terms of tariff, location and facilities available should be made in a tabular form.

4] Main attractions of the Spot / Complex. This should have a detailed note on local fair, festivals, cultural traits , customs, handicrafts and industries.

5] Capacity and potentialities of developing tourist traffic in the area with special reference to the needs of foreign tourists. The note should be critical appraisal of the activities of Government and Non -Government tourists agencies in the area. There should also be discussion if such activities s are adversely affecting

the ecological balance of the tourist spot / complex.

6] Conclusion – The report has to be in the form of a dissertation certified by the teacher- guide and endorsed by the course Co -ordinator and the Principal. The report will be jointly evaluated by internal and external examiner.

The assessment will be as -Written Report and submission

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2 short assignments

Pedagogical approach: students will be on field for the period of 30 days, where they will be completing 2 small field visits with the industry based on topic chosen by them from theory.

Objective:

Viva Voce

Practical training and documentation- report generation