

TOURISM

PG - Tourism & Travel Management (MTTM) Syllabus

Code	Title of the Paper	Credit	Marks
First Semester			
TOU-PG-C101	Tourism Concepts	4	100
TOU-PG-C102	Tourism Business	4	100
TOU-PG-C103	Global Tourism Geography	4	100
TOU-PG-C104	Tourism Resources in India	4	100
Second Semester			
TOU-PG-C201	Travel Agency & Tour Operation Management	4	100
TOU-PG-C202	Tourism Economics	4	100
TOU-PG-C203	Communication Skills Development	4	100
TOU-PG-C204	Hospitality Management	4	100
Third Semester			
TOU-PG-O301	Adventure Tourism	4	100
TOU-PG-C302	Tourism Policy Planning & Development	4	100
TOU-PG-C303	Computer Applications & Research Methodology in Tourism	4	100
TOU-PG-E304	Tourism in North East India	4	100
TOU-PG-E305	Tourism Entrepreneurship	4	100
Fourth Semester			
TOU-PG-C401	Emerging Trends & Contemporary Issues in Tourism	4	100
TOU-PG-C402	Tourism Marketing	4	100
TOU-PG-E403	Aviation Management	4	100
TOU-PG-E404	Event Management	4	100
TOU-PG-C405	Field Study	4	100

O = Open papers in the first and third semesters

SEMESTER I

TOU-PG-C101: TOURISM CONCEPTS

Credit 4

Full Marks 100

Course Objectives:

1. The Course aims at familiarizing the students with tourism concepts and processes.
2. It will acquaint the students with the various aspects in the tourism sector.
3. It will give an understanding of the different organizations in the Tourism Industry.

Unit I: Tourism: an overview

Elements, Nature and Characteristics – Typology of Tourism – Classification of Tourists – Tourism network – Interdisciplinary approaches to tourism – Historical Development of Tourism – Major motivations and deterrents to travel.

Unit II: Tourism Industry

Structure and Components: Attractions- Accommodation- Activities – transportation- F&B– Shopping – Entertainment – Infrastructure and Hospitality – Emerging areas of tourism- Rural. Eco, Medical. MICE, Indigenous, Wellness, etc. – Ideas of Responsible Tourism – Alternate Tourism – Case Studies on International Tourism – Tourism Area Life Cycle (TALC) – Doxy's Index – Demonstration Effect.

Unit III: Tourism Organizations

Role and Function of World Tourism Organization (WTO), Pacific Asia Travel Association (PATA), World Tourism & Travel Council (WTTC) – Ministry of Tourism, Govt. of India, ITDC, Department of Tourism, Govt. of Sikkim, FHRAI, IHA, IATA, TAAI, IATO:

Tourism Regulations, Present trends in Domestic and Global – Tourism: push and, pull theory.

Unit IV: Tourism in Five Year Plans:

Eleventh and Twelfth Five Year Plans for Tourism Development and Promotion; National Action Plan, National Tourism Policy – Code of Conduct for safe and sustainable Tourism for India

Suggested readings:

1. Charles R. Goeldner & Brent Ritchie. J.R. (2006). *Tourism Principles, Practices, Philosophies*, John Wiley and Sons, New Jersey.
2. Youell, R (1998) *Tourism-an introduction* Addison Wesley Longman, Essex.
3. Burkart A.J. Medlik S. (1974), *Tourism – Past, Present and Future* Heinemann, London.
4. Sinha, R.K. (1999). *Travel and Tourism Management*, Dominant Publishers and Distributors, Delhi.
5. Sharma, S.P. (2004). *Tourism Education*, Kanishka Publishers, New Delhi.
6. Sethi, P (1999). *Tourism for the Next Millenium*, Rajat Publications, New Delhi.
7. Sinha, P (1998). *Tourism Planning*, Anmol Publication Pvt. Ltd., New Delhi.
8. Seth, P.N. (1998). *An Introduction to Travel and Tourism*, Sterling Publishers Pvt. Ltd., New Delhi.
9. Souza, M.D. (2003) *Tourism Development and Management*, Mangal Deep Publication, Jaipur.
10. Chawla, R (2004). *Tourism Management*, Sonali Publishers, Delhi.

TOU-PG-C102: TOURISM BUSINESS

Credits 4

Full Marks 100

Course Objectives

1. To gain knowledge about the various types of management concepts
2. To gain knowledge about organizational behavior
3. To gain knowledge about managerial planning

Unit I: Management Concepts and Functions

Management theories – Overview, Nature and Levels in Management-Managerial Roles and Skills- Tasks of a Professional Manager. Manager and Environment- Social Responsibilities of Business. Planning: Steps in Planning Process-Scope and Limitations-Short Range and Long Range Planning-Flexibility in Planning-Characteristics of a Sound Plan-Management by Objectives(MBO)-Decision Making.

Unit II: Finance & Control

Concept of Financial Management, Risk-Return Trade off, Profit vs. Wealth, Dividend Policy, Capital structure, Book-keeping, Fundamentals of Financial Accounts

Unit III: Human Resource

Principles and Concepts, Manpower Management, Salary and Wage Administration, Training and Development.

Unit IV: Organizational Behaviour – Individual & Group Behaviour

Individual Behaviour and Differences- Personality-Attitudes and Beliefs-Values-Perception – Perceptual Selectivity – Transactional Analysis – Johariwindow-Management of Stress.

Group Behaviour – Group Dynamics, Conflict Resolutions, Motivation and Motivation theories, Motivation and Productivity, Leadership Styles & Model, Process of Communication. Formal and Informal, Verbal and non-verbal communication, Barriers to communication, Control Process- methods, Tools and Techniques – Choices in Control.

Suggested Readings:

1. Koontz & Weirich (2004) *Management*, McGraw-Hill, Tokyo
2. Hodgets, R (1993) *Management*, Academic Press, New Jersey.
3. Hampton (1992) *Management*, McGraw-Hill, International Edition, Tokyo.
4. Stoner & Wankel (1999), *Management*, Prentice Hall of India, New Delhi.
5. Drucker, P (1987), *Practice of Management*, Pan Books, London, Reprint.
6. Virmani, B.R (2006). *The Challenges of Indian Management*, Response books, N.Delhi.
7. Sharleker and Sharleker(2005) *Business Organisation and Management* S Chand Publications.
8. Paul, R.R.(2010) *Money & Financial Systems*; Kalyani Publishers
9. T.N. Chhabra: (2012)*Principles and Practice of Management*: Dhanpat Rai & Co., New Delhi
10. I.M. Pandey, (2010) *Financial Management*, Vikas Publishing House, New Delhi

TOU-PG-C103: GLOBAL TOURISM GEOGRAPHY

Credits 4

Full Marks 100

COURSE OBJECTIVE:

1. To impart knowledge about the characteristics of tourist markets, the main natural & cultural attractions of destinations.
2. This paper focuses on some geographical concept used with tourism knowledge of India and different countries of the world so that the students may be able to understand the tourism business on national and international Level.

Unit I: World Geography

Physiography, Climate & Vegetation of North, South and Central America Europe-Africa-Asia & Australasia. Physical Geography of India, Physiography, Distribution of Rivers, Mountains, Plateaus & Plains-Climate and Vegetation.

Unit II: Map Reading

Latitude, International Date Line-Altitude-Direction-Scale Representation-GIS & Remote Sensing-Time Zones-Calculation of Time: GMT Variation Concept of Elapsed Time & Flying Time.

Unit III: Tourism Transport Systems in the World

Air Transport: IATA Areas & Sub Areas-Global Indicators-Major Airports and Routes-Major Railway Systems and Networks-Water Transport: International Inland and Ocean Transport Networks-Road Transportation: Major Transcontinental., International and National Highways-Transport Systems in India.

Unit IV: Planning and development of Tourism in different climatic regions

Case Studies of any one country from Asia, Europe, Africa, North America, South America, Australia.

Suggested Readings:

1. Rosemary Burton (1995)*Travel Geography*, Pitman Publishing, Marlow, Essex.
2. Boniface B. & Cooper C (2009)*Worldwide Destinations:The geography of Travel & Tourism*,

Oxford Butterworth Heinemann.

3. Michael hall (1999) *Geography of Travel and Tourism*, Routledge, London.
4. Robinson H.A (1976) *Geography of Tourism*, Mac Donald & Evans, Ltd.
5. Stephen Williams (1998) *Tourism Geography*,Routledge. London.
6. India, Lonely Planet Publications.
7. Travel Information Manual, IATA, Netherlands, 2009.
8. World Atlas.

9. Khullar, D.R. (2006) *India: A Comprehensive Geography*, Kalyani Publication, New Delhi
10. Govt. of India, *National Atlas of India*, NATMO Publication, Calcutta

TOU-PG-C104: TOURISM RESOURCES IN INDIA

Credits 4

Full Marks 100

COURSE OBJECTIVES:

1. To acquaint the students on some important destinations of India with their attractions, accommodation and accessibility.
2. To orient the students about different destinations as a part of itinerary preparation and package formulation.

Unit I: Tourism products

Tourism Products- Definition, concept, nature, characteristics of tourism products

Unit II: Natural and Man-made tourism resources in India

Flora and fauna, Wildlife sanctuaries – National parks – Biosphere reserves – Mountain Tourist Resources and Hill stations – Islands – Beaches –Deserts of India. Major tourism circuits of India- Religious Circuits – Heritage Circuits- monuments

Unit III: Socio- cultural resources of India

Socio- cultural resources of India as a tourist product: Religion- fairs and festivals- handicrafts- performing arts- customs and traditions- folklore-cuisine

Unit IV: Emerging Tourism Destinations of India

New and emerging tourism destinations in India: Northern India-Southern India- Eastern India- Western India- Central India- Indian Islands

Suggested Readings:

1. Gupta, S.P (2002) *Cultural Tourism in India*, Indraprastha Museum of Art and Archaeology, New Delhi.
2. Ball, S (2007) *Encyclopedia of Tourism Resources in India*, B/H.
3. Dixit, M (2002) *Tourism products*, New Royal Book Co. Lucknow.
4. Douglas, E (2001) *Special Interest Tourism*, John Wiley & Sons, Australia.
5. Singh, S (2008), *Lonely Planet India*.
6. Jacob, R (2007) *Indian Tourism Products*, Abhijeet Publications, Delhi.
7. Rajkumar (2003) *Essays in Indian Art and Architecture*, Discovery Publishing House, Pvt. Ltd., New Delhi.
8. Basham, A.L (2002) *Cultural History of India*, Oxford University Press.
9. Grover, S (1981) *The Architecture of India: Islam*, Vikas Publishing House, Pvt. Ltd, New Delhi.
10. Acharya, R (1980) *Tourism and Cultural Heritage of India*, RBSA Publication, Jaipur.

SEMESTER II

TOU-PG-C201: TRAVEL AGENCY & TOUR OPERATION MANAGEMENT

Credits 4

Full Marks 100

COURSE OBJECTIVE:

1. The course will give the desired exposure to the prevalent procedures and processing style in aspects of tourism, travel and tour management.
2. It will give details regarding basic procedures adopted by agencies in the specific fields and focuses on the prescribed requirements by the administrative and bureaucratic machinery looking after specific aspects of tourism and allied activities.
3. It will give knowledge about the various documents required in the tourism industry

Unit I: Travel Agency and Tour operation Business

History, growth and present status of Travel agency; Definition & Functions of Travel agency and Tour operator, Organizational Structure, Procedure to become a travel agent or Tour operator, Approval by Ministry of Tourism, Approval by Department of Tourism, IATA rules and regulations for approval of a travel agency. Case Study of major travel agencies and tour operators

Unit II: Travel formalities

Passport, Visa, Health requirements, Taxes, Customs, Currency, Travel Insurance, Baggage and Airport information, Passenger Documentation, Baggage Rules.

Unit III: Itinerary Preparation

Concept and typology; GIT, FIT; limitations and constraints; custom made itinerary; readymade itinerary; factors to be considered while preparing an itinerary.

Unit IV: Tour Packaging & Costing

Definition, types, forms, and components of package tour; advantages and disadvantage of package tours; promotion of tour packages; media selection criteria. Costing - Components, considerations; FIT costing and group costing; pricing strategies and distribution mechanism.

Suggested Readings:

1. ABC Worldwide Airways Guide (Red and Blue)
2. IATA Ticketing Handbook
3. Mancini, M (2000) *Conducting Tours: A Practical Guide* Cenage Learning
4. Negi J.N (2006) *Tour Operations and Tour Guiding*, Kanishka Publishers
5. Holloway, J.C.(1983) *The Business of Tourism*, McDonald and Evans, Plymouth
6. Gwenda, S (1995) *Manual of Travel Agency Practice*, Butterworth Heinmann, London
7. Stevens Lawrence, (1990) *Guide to Starting and Operating Successful Travel Agency*, Delmar Publishers Inc, New York
8. Chand, M (2002) *Travel Agency Management*, Anmol Publication
9. Seth, P.N., (1992) *Successful Tourism Management Vol. 1 & 2*, Sterling Publications, Delhi
10. Foster, Douglas (1983) *Travel and Tourism Management*, McMillan, London

TOU- PG- C 202: TOURISM ECONOMICS

Credits 4

Full Marks 100

COURSE OBJECTIVE:

1. The Course endeavors to help the students in understanding the nature of Managerial Economics in general and economics of tourism in terms of demand and supply.
2. It will throw light on the strategies and practices used in Pricing
3. It will help in understanding of multiplier effect in context to Tourism

Unit I: Nature, scope and application of economics in tourism industry

Concept of Economics and their relevance to tourism, Tourism organizations and the market for tourism products, Tourism organizations and the external environment.

Unit II: Law of demand and Supply

Demand for tourism: concepts and definitions of demand for tourism, determinants of tourism demand, measurement of tourism demand and elasticity of tourism demand.

Supply of tourism product: Patterns and characteristics, cost of tourism products, pricing of tourism products and marketing strategy in tourism industry.

Unit III: Tourism multiplier effect

The economic impacts of tourism: Direct, indirect, induced and negative. The measurement of economic impact, multiplier effect – meaning and types economic impact, multiplier–meaning and types, linkage and leakages. Tourism impact on balance of payments and exchange rates.

Unit IV: Feasibility Study & Financial Institutions

Tourism demand and forecasting, Concept of break-even point, cost benefit analysis in tourism and project feasibility study. Principal sectors of Indian economy with special reference to Tourism, TFCl, NABARD, NEDFI,

Suggested Readings:

1. Sinclair, M.T., and Stabler, M., (1997) *The Economics of Tourism*, London, Routledge.
2. Bull, Ahdian (2000) *The Economics of Travel of Tourism*, Longman, Cheshire, Melbourne.
3. Cooper, Chris, Fletcher, John, Gilbert, David and Wanhil Stephen (2001) *Tourism Principles and practice*, Pitman Publishing, London.
4. Gupta, G.S., (2002) *Managerial Economics*, Tata McGraw Hill Publishing Company Ltd. New Delhi.
5. Mathieson, Alister, and Wall, Geoffery (2002) *Tourism Economic, Physical Social Impacts*, Longman Scientific and Technical England.
6. Singh, Tejvir, Mary Fish. Valene Smith & Linda R. Righter (1999), *Tourism Environment-Nature Culture, Economy*, Inter Indian Publications, New Delhi.
7. Mankiw, N.G (2007): *Economics: Principles and Applications*, 4th edition, Cengage (India).
8. Salvatore, Dominick (2006) *Micro Economics: Theory and Applications*, 4th edition, Oxford University Press.
9. Koutsoyiannis, A (1990) *Modern micro Economics*. Macmillan, London.
10. Pyndick, R.S, and D.S. Rubinfeld (2007) *Microeconomics*, Prentice Hall of India Pvt Ltd, New Delhi.

TOU-PG-C203: COMMUNICATION SKILLS DEVELOPMENT

Credits 4

Full Marks 100

Course Objectives

1. This course aims at imparting the focused and specific skills related to the Tourism Industry.
2. It focuses on various aspects such as communication skills required in the industry.
3. It will address the challenges faced by a manager while working in the industry.

Unit I: Fundamentals of communication

Nature and scope of communication; functions of communication; roles of manager; communication process; communication network; Information Communication, Protocol Communication, Public Relations

Unit II: Verbal Communication

Types - Methods of Achieving Effective Communication –Barriers to efficient communication –Feedback analysis- Measurement of Impact of Mass Electronic and Print Media Communication – Folk Media – Media Relations.

Unit III: Non-Verbal Communication

Body Language, Importance of Gestures in Communication; Reading Body Language, Kinesis - Multi-Cultural Communication- Concept of Culture, Functions of Cultureand Impacts of Culture on Communication.

UnitIV:ListeningSkills

Effective Listening, Poor listening habits, types of listening; barriers to effective listening, Persuasive communication and Role of Mentoring.

Suggested Readings:

1. Atton, Chris (2002) *Alternative Media*; Sage, London
2. Chantler, Paul & Stewart, Peter (2007) *Community Radio- Basic Radio Journalism*; Focal Press, Oxford
3. Munter M. (2002) *Guide to Managerial Communication: Effective Writing & Speaking*, PHI, New Delhi.
4. Mandal S.K (2006)*Effective Communication and Public Speaking*, Jaico, Mumbai.
5. Bovee, T & Schatzman (2009) *Business Communication Today*, Pearson, New Delhi.
6. Sitaram, K.S. (1995)*Culture and Communication- A World View*, McGraw-Hill Incorporated,
7. McQuail, D., McQuail's (2009) *Mass Communication Theory*, Vistar Publications New Delhi
8. Baran, J.S. and Dennis K. Davis (2007) *Mass Communication Theory: Foundations, Ferment, and Future*, Thomson Wadsworth, Noida
9. Fiske, J. (2009) *An introduction to Communication*, Routledge,
10. Berger, A. A.(1995)*Essentials of Mass Communication*, Sage, New Delhi

TOU-PG-C204: HOSPITALITY MANAGEMENT

Credit 4

Full Marks 100

Course Objectives:

1. The Course aims at familiarizing the students with the hospitality management concepts.
2. It will give an understanding of the functioning of a Hotel in the Tourism industry.
3. It will throw light on the different departments involved in the working of a Hotel.

Unit I: The Hotel Industry: Nature and Concepts

Meaning & Nature of Hospitality, Features of Hospitality Services, Evolution of hospitality services; Structure of Accommodation Industry, Operation of Accommodation Units, Significance of accommodation in the Tourism Industry, Hospitality Industry Network, Determinants of Hospitality Network Demand & Supply for Accommodation in India

Unit II: Management Function in Hotel Industry

Front Office Desk – Front Office Staff – Qualities of Front Office Staff – Hotel Reservation, Housekeeping, Organization Structure, Layout of Housekeeping Department, Functions of Housekeeping Department, Managing Guest Amenities

Unit III: Food and Beverage Services Outlets

Various Types of Food Services – Restaurant Organization - Equipment's - Room Service.

Unit IV: Supplementary accommodations

Home-stays – Youth Hostels – Guest Houses – Emerging Concepts of accommodation – Major Hotel Chains world-wide

Suggested Reading:

1. Yogendra K. Sharma (2003) *Hotel Management*, Kanishka Publishers, New Delhi
2. Vijay Dhawan (2004) *Food Beverage Service*, Frank Bros and Co.
3. S. Kannan (2003) *Hotel Industry in India*, Deep and Deep Publications, Pvt. Ltd., New Delhi
4. R.K. Malhotra (2002) *Food Service and Catering Management*, Anmol Publication Pvt. Ltd., New Delhi.
5. Sudhir Andrew (1994) *Food Beverage Service Training Manual*, Tata McGraw Hill Publishing Co. Ltd., New Delhi.
6. D.R. Lillicrap (1983) *Food Beverage Service*, Edward Arnold Publishers Ltd., London.
7. Amrik Singh Sudan (2002) *House Keeping Management*, Anmol Publication Ltd.
8. Praveen Sethi (2004) *Hand Book of Hospitality and Tourism*, Anmol Publication, Delhi.

9. Rajendran Singh (2001) *Hotel and Hospitality Management*, Kalpaz Publication, Delhi.
10. Y.P. Singh (2001) *Effective Hotel Management*, Anmol Publication Pvt. Ltd., New Delhi.

SEMESTER III
TOU-PG-O 301: ADVENTURE TOURISM

Credits 4

Full Marks 100

COURSE OBJECTIVES:

1. The course will help in understanding the resource potential for adventure tourism in India and the existing popular destinations and activities.
2. It will elucidate the major constraints on way to adventure tourism development and the possible strategies to offset the same.

Unit I: Adventure Tourism - an overview:

Adventure Tourism: Definition, Scope; Marketing and promotional strategies; Challenges of adventure tourism – pollution, overbuilding, destruction of flora and fauna; Emerging trends and job opportunities in adventure tourism; Risk Management.

Unit II: Air Based Adventure Tourism:

Definition, Scope and Nature of Air based adventure tourism; popular tourist destinations for Air based adventure tourism (paragliding, hot air ballooning, hand gliding and micro light flying, bungee jumping, etc.). Basic minimum standards for air based adventure tourism related activities. Tools and equipment used in air based adventure tourism; Airbased adventure tourism in India-Facilities offered. Air based adventure tourism organisations and training institutes in India.

Unit III: Water Based Adventure Tourism:

Definition, Scope and Nature of Water based adventure tourism; popular tourist destinations for Water based adventure tourism (snorkelling, white-water rafting, kayaking, canoeing, surfing, water skiing, scuba diving, angling, etc.). Basic minimum standards for water based adventure tourism related activities. Tools and equipment used in water based adventure tourism, Waterbased adventure tourism in India-Facilities offered; Water based adventure tourism organisations and training institutes in India.

Unit IV: Land Based Adventure Tourism:

Definition, Scope and Nature of Land based adventure tourism; popular tourist destinations for land based (trekking, hiking, mountain biking, camping, bird watching, wildlife photography, skiing, mountaineering, desert safaris, car rallies, rock climbing, etc.). Basic minimum standards for land based adventure tourism related activities. Tools and equipment used in land based adventure tourism, Land based adventure tourism in India-Facilities offered; Land based adventure tourism organizations and training institutes in India.

Field Activity

Students are required to undertake a field study on any one of the adventure tourism activities to acquire hands-on training and skill development.

Suggested Readings:

1. Negi, J (2001) *Adventure Tourism and Sports* Kanishka Publishers Distributors, Delhi
2. Crowther, G (1990) *India -A Travel Survival Kit*, Lonely Planet Publication.
3. Hall, M, Timothy, D et al (2006) *Safety and Security in Tourism*, Jaico Publishing House,
4. Wright, G (1991) *Hill Stations of India*, Penguin Books, New Delhi
5. Dixit, M (2002) *Tourism products*, New Royal Book Co. Lucknow.
6. Douglas, N Ed. (2001) *Special Interest Tourism*, John Wiley & Sons, Australia.
7. Singh, S (2008) Lonely Planet India.
8. Jacob, R (2007) *Indian Tourism Products*, Abhijeet Publications, Delhi.
9. Ball, S (2007) *Encyclopedia of Tourism Resources in India*, B/H.
10. Dixit, M (2002) *Tourism products*, New Royal Book Co. Lucknow.

TOU-PG-C302 TOURISM POLICY PLANNING & DEVELOPMENT

Credits 4

Full Marks 100

Course Objective:

1. The students will be acquainted with tourism planning process, strategy, and policies.
2. The students will learn the importance of tourism planning and marketing at national level.
3. The students will be appraised about the problems relating tourism and its development in India

Unit I: Concept of Tourism Policy Planning

Institutional framework and the principal lines of public tourism policy; The role of govt. public and private sector in formulation of tourism policy; Roles of international, national, state and local tourism organizations in carrying out tourism policies.

Unit II: National Administration and Tourism Policy

Policy making bodies and its process at national levels; Outline of L.K.Jha Committee (Ad-hoc Committee) - 1963, National Tourism Policy -1982, National Committee Report-1998, National Action Plan on Tourism – 1992, 2002

Unit III: Background, Approach and Process of Tourism Planning

Techniques of Plan Formulation; Planning for Tourism Destinations-Objectives, methods, steps and factors influencing planning; Destination life cycle concept.

UnitIV: Tourism planning at international, national, regional, state and local

Methods of tourism planning; Important features of five year tourism plans in India; Elements, Agents, Processes and typologies of tourism development. Case study of selected state tourism policies (Sikkim, Goa, Kerala, Rajasthan)

Suggested Readings:

1. Bezbarua, M.P(1999) *Indian Tourism Beyond The Millenium*, Gyan Publishing House
2. Burkart,&,Medlik (1981) *Tourism; Past, Present and Future*, Heinemann, London
3. Gee, Chuck Y, James C. Makens , Dexter J. L. & Choy (1997) *The Travel Industry*, Wiley
4. Murphy, Peter H, (1985) *Tourism:A Community Approach*, Routledge, London
5. Donald E. Hawkins, Elwood L. Dhafer and James mRovelstad (1995) *Tourism Planning and Development Issues*, George Washington University, Washington DC.
6. Mason, P (2003) *Tourism Impacts, Planning and Management*, Taylor & Francis
7. Hawkins, D.E (1980) *Tourism Planning and Development*. George University Press, London
8. P.C. Sinha (1998) *Tourism Planning*, Anmol Publication Pvt. Ltd., New Delhi.
9. Badan, B.S. Bhatt, H (2007) *Tourism Planning and Development*, Commonwealth Publishers, New Delhi
10. Sharma, K.K (2004) *Tourism and Economic Development*. Sarup Book Publishers Pvt. Ltd, Delhi

TOU-PG-C303: COMPUTER APPLICATIONS & RESEARCH METHODOLOGY IN TOURISM

Credits 4

Full Marks 100

COURSE OBJECTIVE:

1. The course will introduce learner to the role and importance of computers and information and communication technology at work.
2. Students will be prepared to use the computer as a tool effectively as per the need of industry.
3. The course will equip the students in computers related tasks that the managers are required to perform to be effective on job.

Unit I: Introduction to Information Technology

Basics of Computer; Computer networks; internet and internet technologies; tourism websites and design principles; E-commerce, E-tourism Concept of Database Management Systems: online reservation system for air, rail, road, hotels. Need and importance of Management Information Systems in Tourism; Travel and Tourism Information System;

Unit II: Computerization in tourism: problems and prospects

Information Technology for achieving competitive edge in tourism industry; IT outsourcing; cyber-crime, cyber laws An overview of tourism websites; online tourism services and its benefits; Case studies of IRCTC, Galileo, Amadeus, Sabre Information Network

Unit III: Business Statistics:

Introduction, definition, statistical Data, methods function, scope, Limitations. Collection of Data: universe survey population sampling and sampling designs, data, collection tools-schedule questionnaire, interviews and observation. Classification of Data, frequency Distribution, classification, tabulation, types of Diagrams, Graphs and Limitation. Measures of Central Tendency, Measures of Variation, Skewness. Research Design: Exploratory and Descriptive, Experimental Research Design.

Unit IV: Interpretation and report writing

Introduction meaning of interpretation, techniques and precaution in interpretation and report writing purpose, steps and research report and final presentation of the research reports.

Suggested Readings:

1. Elmarsi, R, Navathe, S.B (2016) *Fundamentals of Database Systems*, Pearson
2. Ritender, G and Kakkar, D.N (2003) *Computer Application in Management*, New Age International Publishers, New Delhi.

3. Jaggi V P and Jain, S (1993) *Computers for Everyone*, New Delhi, Academic India Publishers.
4. Saxena S: and Chopra, P (2006) *Computer Applications in Management*, Vikas Publishing house Pvt. Ltd. New Delhi.
5. Saxena, S (2003) *First Course in Computers (3rd Edition)*, Vikas Publishing house Pvt. Ltd. New Delhi
6. William S. Davis, (1989) *Fundamental Computer Concepts*, Addison Wesley
7. Chawla, Deepak & Sondhi (2016) *Research Methodology: Concept & Cases*, Vikas Publishing House Pvt. Ltd., Noida.
8. Taylor, B and Sinha, Ghoshal, T (2006) *Research methodology: A Guide for Researchers in Management and Social Sciences*, Prentice Hall India Learning Private Limited.
9. Singh, Kumar, Y (2006) *Fundamental of Research Methodology and Statistics*, New Age
10. Khanna, J.K.& S. Khurana (2007) *Hand Book of Research Methodology*, K Publications, Delhi

TOU-PG-E304: TOURISM IN NORTH EAST INDIA

Credits 4

Full Marks 100

Course Objectives:

1. The course aims at providing a comprehensive overview on Tourism in the North East India.
2. It will critically examines existing scope of challenges in the North East Region
3. It will project the tourism potential and resources in North East India with special emphasis to

Sikkim.

Unit I: Tourism in North East India – an overview:

Growth and development of Tourism in North East India, natural and cultural tourism resources in North East India, major tourism destinations in North East India, Travel formalities in North East India.

Unit II: Scope and challenges of Tourism in North East India:

Carrying capacity; Sustainable development; Destination development; Emerging forms of tourism; Challenges & Opportunities of Tourism in North East India.

Unit III: Tourism in Sikkim-An Overview

History, growth and development of tourism in Sikkim; Tourism policy and planning in Sikkim; Eco-tourism policy of Sikkim; Eco-tourism Zones in Sikkim; Tourism organizations in Sikkim; Home-stay-rules & regulations

Unit IV: Tourism resources and destinations in Sikkim

Tourism resources in Sikkim - Natural and man-made Resources - important tourist circuits - Socio-cultural Heritage - Ethnic groups - fairs and festivals – religion – music - handlooms and handicrafts - customs and traditions. Emerging tourism destinations

Suggested Readings:

1. Risley, H.H (1995) *Gazetteer of Sikkim*, The Bengal Secretariat Press, Calcutta
2. *Sikkim Eco-tourism Policy*:Department of Forest, Govt. of Sikkim.
3. *ENVIS Newsletter on Eco-tourism*: Dept. of Science and Technology, Govt. of Sikkim.
4. Duff, A (2015) *Sikkim: Requiem for a Himalayan Kingdom*, Vintage Books
5. Salisbury, C.Y. (1972) *Sikkim the Mountain Kingdom*
6. Macaulay, Colman. (1885) *Sikkim: A Traveller's Guide*, Permanent Black, Delhi
7. Gawler, J.C. (1873)Sikkim
8. Planning Commission, Government of India. (2008). *Sikkim Development Report*. New Delhi: Planning commission and Academic Foundation
9. Mahapatra, A (2014) *Best escapes East and North East India*, Lonely Planet
10. Sharma, P (2008) *Music Culture of North East India*, Raj Publications

TOU-PG-E305: TOURISM ENTREPRENEURSHIP

Credits 4

Full Marks 100

Course Objective:

1. The general objective of this course is to introduce students to entrepreneurship and its role in tourism sector.
2. To ensure that students acquire basic understanding about the concept, growth and scope for tourism sector
3. To help students understand the importance of entrepreneurship for any economy.

UNIT-I:Entrepreneur: an overview

Meaning, Functions, Types of Entrepreneurs, Entrepreneur, Factors influencing the development of entrepreneurs. Entrepreneurship: concept, meaning, definition, importance, characteristics, Development of Entrepreneurship, Stages in Entrepreneurship Process, Functions, Classification. Stages of Evolution;Theories of Entrepreneurship: Schumpeter's Theory, Peter Duckers Theory and Mc. Clelland's Theories,

UNIT-II: Community Entrepreneurship

Communities promoted entrepreneurship in India, Role of entrepreneurs in economics development of a country, Entrepreneurship & its barriers in India, Financial institutions

UNIT-III: Role of Small Scale Industry

Definitions, Characteristics, Need and Rationale: Objectives, Scope, Role of SSI, Advantages of SSI, Different Policy of SSI, Government Supports for SSI during Five-Year Plans, Impact of Liberalization, Privatization, and Globalization, Effect of WTO/GATT.

Suggested Readings:

1. Aldrich, H.E & Martinez, M.A. (2001) *Many are called but few are chosen: An evolutionary perspective for the study of entrepreneurship. Entrepreneurship Theory and Practice*, 25:41-56.
2. Wiley, J & Sons Bird B.J. (1989) *Entrepreneurial Behavior*, New York
3. Caree, M. Van Stel, A. Thurik R., & Wennekers, S. (2002) *Economic development and business ownership; An analysis using data of 23 OECD countries in the period 1976-1996. Small Business Economics*, 19:271-90.
4. Cramer, J.S., Hartog, J, Jonker, N., & Van Praag, C.M. (2002) *Low risk aversion encourages the choice of entrepreneurship an empirical test of a truism. Journal of Economic Behavior and Organizing*, 48:29-36
5. Earle, J.S., & Sakova, Z. (1999) *Entrepreneurship from scratch: Lessons on the entry decision into self-employment from transition economics. IZA Discussion Paper* 79.
6. . Evans D.S., & Leighton, L.S. (1989) *Some empirical aspects of entrepreneurship American Economic Review*, 79:519-35.
7. Gartner, W.B (1989). *'Who is an entrepreneurial?' is the wrong question. Entrepreneurship Theory and Practice*, 13:47-68.
8. McGrath, R.G., MacMillan, I.C. & Scheinberg, S (1992). *Elitist, risk-takers and rugged individualists? An exploratory analysis of Culture differences between entrepreneurs and non-entrepreneurs. Journal of Business Venturing*, 7:115-35.
9. Khanka, S.S (2012) *Entrepreneurship and Small Business Management*, Fifth Revised Edition, Jain Book Publishers, New Delhi.
10. Samiuddin (1989) *Entrepreneurship Development in India*, Mittal Publications, New Delhi.

SEMESTER IV

TOU-PG-C401: EMERGING TRENDS & CONTEMPORARY ISSUES IN TOURISM

Credits 4

Full Marks 100

Course Objectives:

1. To give the students a wide knowledge of the existing and emerging trends in Tourism.
2. To discuss the pros and cons of sustainable tourism.
3. To discuss the issues related to emerging tourism trends in the Industry.

Unit I: Contemporary issues in tourism

New trends and emerging patterns; current initiatives of Ministry of Tourism, Department of Tourism; Climate change and environmental issues: Community Based Tourism; Concept of Home-stays, Responsible tourism; Tourism and poverty alleviation; Social media for tourism promotion; Social responsibility and ethical concerns; Special Tourism Zones

Unit II: Sustainable Tourism Development

Background, concept and definition; Dimensions of sustainability- social, economic, environmental; Global warming and sustainable development; Sustainability and climate change issues in tourism ; Benefits and issues of Sustainable tourism development; World Conference on Sustainable Tourism; Sustainable tourism planning-principles, basic concept in Sustainable design

Unit III: Standardization and Certification for tourism sustainability

ISO 14000; World Conferences on Sustainable Development; Need and importance of tourism sustainability; Role of tourism organizations in Sustainable tourism development

Unit IV: Approaches to Sustainable Tourism

Eco-tourism; Global initiative for sustainable tourism development; Responsible tourism; Eco- friendly practices and energy waste management; Benefits of sustainable tourism development

Suggested Readings:

1. T.C. Victor M, and H. Rebecca (1998) *Sustainable Tourism- A Marketing Perspective*, Routledge, U.K.
2. Salah Wahab and John J. Pigram (1997) *Tourism, Development and Growth: The Challenge of Sustainability*, Routledge, U.K.
3. Rao, P.K. (2000) *Sustainable Development – Economics and Policy*, Wiley-Blackwell, New Jersey
4. Pearce D.G. and Butler R.W(1999)*Contemporary issues in Tourism Development*,Routledge, New York.
5. Dixit, M (2001) *Tourism Products*, Royal Publishers, New Delhi
6. Hall, C.M. and Duval T (2003)*Safety and Security in Tourism Relationship Management and Marketing*, Victoria University, Australia.
7. Chand, M (2016) *Opportunities and Challenges for Tourism and Hospitality in the Bric Nations*, Information Science Reference, India
8. Singh, J (2010) *Ecotourism*, I.K.International Publishing House Pvt. Ltd, New Delhi
9. Chandra, P (2003) *International Ecotourism; Environmental Rules & Regulations*,Kanishka Publishers Distributors, New Delhi
10. Hall, M, Cooper, C (2007) *Contemporary Tourism; An International Approach*, Elsevier, Netherlands

TOU-PG-C402: TOURISM MARKETING

Credits 4

Full Marks 100

Course Objectives:

1. To provide student basic understanding of tourism marketing.
2. Students will learn about importance of tourist orientation and ways to reach tourist through proper marketing strategies.
3. The course will provide both theoretical and applied understanding.

Unit I: Introduction to Marketing

Core concepts in marketing, Needs, Wants, Demands, Product markets, Marketing management philosophies, Product, Selling, Marketing and Societal Perspectives, Economic importance of marketing, Marketing mix

Unit II: Marketing Strategies

Marketing research, developing marketing environment, Consumer buying behavior & market segmentation, Competitive differentiation and competitive marketing strategies, New product development, Product life cycle, Customer satisfaction and related strategies Customer Relations Management

Unit III: Planning Marketing Programs

Product and product strategies, Product line, Product mix, Branding and packaging, Pricing considerations, Approaches and strategies, Distribution channels and strategies

Unit IV: Tourism Marketing

Service characteristics of Tourism, Unique features of tourist demand and tourist product, Tourism marketing mix, Marketing of tourism services, Marketing of Airlines, Hotels, Travel agencies and other tourism related services, Challenges and strategies, Measuring and forecasting tourism demand, Forecasting methods, Managing capacity and demand, Green Marketing, Consumer Protection Act

Suggested Readings:

1. Kotler, P (2005) *Marketing Management & Hospitality and Tourism Marketing*, Prentice Hall
2. Philip Kotler and Armstrong Philip (1999) *Principles of Marketing*, Prentice - Hall India, New Delhi.
3. Assael, H (1985) *Consumer Behavior and Marketing Action* (2nd Edn.).
4. Kotler, P (1993) *Marketing Management*, Prentice Hall of India Pvt. Ltd., New Delhi.
5. Kotler, P (1993) *Marketing Principles*, Prentice Hall of India Pvt. Ltd., New Delhi.
6. Chawla, R (2004) *Tourism Marketing and Development*, Sonali Publications, New Delhi.
7. Rajan Nair (1983) *Marketing*, Sultan Chand & Sons, New Delhi
8. Offman, K.D. Bateson, J.E.G (2012) *Services Marketing*, Cengage, Boston

9. Kumar, P (2010) *Marketing of Hospitality and Tourism Services*, McGraw Hill Education, U.S.
10. Singh, M (2008) *Tourism Management and Marketing*, Himalaya Books Pvt. Ltd., Maharashtra

TOU-PG-E403 AVIATION MANAGEMENT

Credits 4

Full Marks 100

Course Objectives:

1. It aims to give students an understanding of the evolution of air transport and its importance in tourism.
2. It will impart knowledge on construction of air-fares.
3. It will acquaint the student on the geographical aspect of air transport and cargo management.

Unit – I: Air transport and its evolution

Policies, practices and laws pertaining to airlines; Licensing of air carriers; Limitations of weights and capacities; Multinational regulations - freedoms of air; Functions-ICAO, DGCA, AAI.

Unit-II:Aviation Geography

IATA areas, sub-areas, sub-regions, Time calculations: GMT variation, Concept of Structural Time & Daylight saving time, calculation elapse time, Flying time & ground time.Air-codes-Familiarization with OAG letter city - code & Airport code, Airline designated code, Minimum connecting time, Global indicator.

Unit – III:Air Fare Construction

Familiarization with Air-Tariff: Currency regulation; Introduction to fare construction, Mileages Principles, Fare construction with extra-mileage allowance & extra-mileage surcharge. Higher intermediates point (HIP), Circle trip minimum (CTM), Backhaul Minimum Check (BMC),Add-ons, around the world Fares, Mixed-class Journeys, Special fares.

Unit- IV: Air Cargo management

Importance of Cargo Industry, Types of Cargo, Use of OAG Cargo Guides, Air cargo rates and charges, Handling of Cargo, Cargo Booking Procedure, Dangerous Goods rules and Handling

Suggested Readings:

1. Travel Information Manual – IATA
2. OAG/ABC – IATA
3. Air-Tariff Book – IATA
4. Doganis, R (1992) *The Airport Business*, Routledge
5. Chuck Y. Gee, (1997) *The Travel Industry*, Wiley
6. Stephen Page (2005) *Transport and Tourism*, Prentice Hall College Div,
7. Mill, R.C. and Morrison (2002) *The Tourism System*, Kendall/Hunt Pub
8. OAG Cargo Guide.
9. National Atlas of India, Govt. of India Publication, Calcutta
10. Singh, R.L(1989) *India: A regional Geography* National Geographical Society of India Varanasi.

TOU-PG-E404: EVENT MANAGEMENT

Credits 4

Full Marks 100

Course Objectives:

1. The students will learn importance of events as a business, important types of events and managing events.
2. The course will focus is on specialized events and to help learners be able to organize events
3. Itwill also focus on the marketing events.

Unit I: Planning Events: Introduction

Event Planning, Event Planning, Principles, Key Competencies. Pre-event responsibilities, Legal issues. Negotiations, the Uniform Commercial Code, the International Contractual Consideration, Ethics.

Unit II: Budgeting & Operations in Events

Budget Preparation, Estimating fixed & variable cost. Cash flow, Measures of financial performance, financial controls, risk management. Registration, Seating Arrangements, Documentation, Press Relations, Audio-Visual Arrangements, Use of Films, Videos, CDs, etc., Videoconferencing. Service quality management.

Unit III:Human Resource Dimension of Events

Interactions in event service management, event service and programmes quality gaps and human resource planning process for events.

Unit IV:Marketing Dimension of Events

The marketing mix for events, segment variables, customer's decision making process for events. Event packaging.

Suggested Readings:

1. Hoyle, L (2002) *Event Marketing: How to successfully promote events, festivals, conventions and expositions* John Wiley & Sons
2. Kilkenny, S (2001) *Successful Event Planning*, Indra Publishing House
3. Strick, S and Montgomery, R (1994) *Meetings, Conventions & Expositions - An Introduction to the Industry* Rhonda Publishers - Van Nostard Reinhold, An International Thomson Publishing Co.
4. Lynn V. and Brenda R. (2004) *Event Management*, Pearson Publication, New Delhi
5. Van der Wagen, L., & Carlos, B. R. (2005) *Event management: For tourism cultural, Business and Sporting Events*. Upper Saddle River, NJ: Pearson, Prentice Hall.
6. Bagchi, S and Sharma, A (2004) *A Food and Beverage Service*, Aman Publication. New Delhi.
7. Lawson, F.R Congress, (1980) *Conventions and Conference: facility Supply and demand* *International Journal of tourism management*, September.
8. Holt (2008) *Entrepreneurship: New Venture Creation*, Prentice Hall of India, N. Delhi
9. Gwenda, S (1995) *Manual of Travel Agency Practice*, Butterworth Heinmann, London

TOU-PG-C405: FIELD STUDY

Credit 4

Full Marks 100

- A. The students are to undergo a two weeks Field Study Tour to gain practical knowledge of tourist resources of India in order to analyze the existing infrastructure and amenities of tourism development, and to further examine future prospects for tourism promotion.
- B. After the completion of the Field Study, the students are required to submit the Field Study Report for evaluation.
- C. The viva-voce will be conducted by a panel of external and internal examiners.