

ORDINANCE AND COURSE CURRICULUM FOR
MASTERS OF TOURISM & TRAVEL MANAGEMENT (MTTM)
TWO YEAR PROGRAMME



DEPARTMENT OF TOURISM
UNIVERSITY OF PATANJALI, HARIDWAR
UTTARAKHAND-249405

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UNIVERSITY OF PATANJALI, HARIDWAR

Scheme of Examinations
MASTERS OF TOURISM & TRAVEL MANAGEMENT (MTTM)
SEMESTER LAYOUT

Semester-I				
Paper Code	Paper Name	Examination Marks		
		External	Internal	Total
MTTM-101	Tourism Concepts and Principles	70	30	100
MTTM -102	Tourism in Uttarakhand	70	30	100
MTTM -103	Yoga Health & Tourism	70	30	100
MTTM-104	Adventure Tourism	70	30	100
MTTM-105	General Viva-Voce	100	-	100

Semester-II				
Paper Code	Paper Name	Examination Marks		
		External	Internal	Total
MTTM-201	Travel Agency & Tour Operation	70	30	100
MTTM -202	Tourism Resource in India	70	30	100
MTTM -203	Transport Management	70	30	100
MTTM -204	Computer Applications in Tourism	70	30	100
MTTM-205	Educational Tour	100	-	100

Semester-III				
Paper Code	Paper Name	Examination Marks		
		External	Internal	Total
MTTM-301	Culture Heritage and Tourism	70	30	100
MTTM -302	Airlines Ticketing	70	30	100
MTTM -303	Hotel & Resort Management	70	30	100
MTTM-304	Research Methodology	70	30	100
MTTM-305	Project Report & Presentation	100	-	100

Semester-IV				
Paper Code	Paper Name	Examination Marks		
		External	Internal	Total
MTTM -401	Major Destinations of world	70	30	100
MTTM --402	Tour Packaging Management	70	30	100
MTTM --403	Tourism Marketing	70	30	100
MTTM --404	Tourism Policy & Planning	70	30	100
MTTM --405	On-The Job Training	100	-	100

Semester -I

TOURISM CONCEPTS & PRINCIPLES (MTTM-101)

Course objectives:

1. This will be an introductory module giving the basis of tourism studies.
2. This will give an overview of the Tourism Industry and various organisations.
3. Give an insight into how travel and tourism involved over a period of time and reached the modern stage.
4. Enhance the knowledge of students in various areas related to Tourism and how it affects the destination.

Course Outcomes: After studying this paper, students will able to

CO 1. assume the elementary concepts of Tourism that are applied in Tourism and Hospitality Industry.

CO 2. classify the role, function and operation in Tourism Industry.

CO 3. divide the concept of Travel and Tourism, the framework of the system, types and form of tourism as well as the impacts of tourism.

CO 4. describe the different types tourism resources of India, there importance in tourism and management.

Unit – I Understanding Tourism:-

1. Tours, tourists, visitors, excursionists, travelers, resources, attractive, Tourism product concept.
2. Tourism: Meaning, nature and scope
3. Tourism: Types, elements and components
4. Different approaches to the study of tourism.

Unit – II Exploring Tourism:-

1. Historical development of tourism.
2. Travel motivators & deterrents.
3. Different approaches to the study of tourism.

Unit- III Tourism Impact:-

1. Economic impacts of Tourism
2. Socio-cultural Impacts of Tourism
3. Environmental Impacts of Tourism

Unit- IV Major Tourism Services:-

1. Transportation: Types and relevance in tourism
2. Accommodation: Types and relevance in tourism
3. Travel Agencies and Tour-Operators: Overview and relevance in tourism

Unit- V Tourism Organization:-

Origin, location, and functions of WTO, IATA,PATA,TAAI, ITDC.

Suggested Readings:

- Mill and Morrison, (1992), The Tourism System: An Introductory Text , Prentice Hall.
- Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
- Burkart and Medlik, (1981), Tourism: Past, Present and Future ,Heinemann, ELBS.
- Mill, R.C., (1990), Tourism: The International Business, Pretience Hall, New Jersey.
- Bhatia, A.K., - International Tourism
Seth, P.N., (1999) Successful Tourism Management (Vol 1 & 2)

Tourism in Uttarakhand (MTTM-102)

Course Objectives:

1. The module gives information of tourist places of Uttarakhand that helps students to know the background elements of tourism resources of Uttarakhand state.
2. Establishing world class infrastructure, attracting private sector for infrastructure development and identifying new tourism destination.
3. Gives the knowledge of religious and pilgrimage sites.

Course Outcomes: After studying this paper, students will be able to

CO 1. Enrich about the different Tourism resources of Uttarakhand that attracts millions of tourists every year through Domestic and Inbound Tourism.

CO 2. List of the Tourism prominent role in Uttarakhand. The draw of the Himalayas, the beauty and cool relief of hill stations and the wealth of Hindu religious pilgrimage sites are a part of the attraction.

CO 3. Explore the importance of religious places.

Unit 1 Geographical and Historical Background

Geographical features, divisions, mountain ranges, rivers, main symbol of Uttarakhand Reason , climate, General introduction of History Garhwal and Kumaon region.

Unit 2 Social and Cultural Heritage

Important caste and tribes, Main dances, Fairs and Festival, Handicrafts, Tradition, Main Cusin.

Unit 3 Spiritual Tourism in Uttarakhand

Background of historical tourism, important places -Haridwar, Rishikesh, Jageshwar, Chardham in Uttarakhand, Panch Prayag, Hemkund, panch Badri ,panch kedar.

Unit 4 Natural Based Tourism

Vedani and Dayara Bugyal, Roopkund, Nainital, Devtaryatal, Sahastra tal, Mussiore, Kosani, Ranikhet, Munasyari, ,Kotdwar, Valley of Flowers, Rajaji and Jim Corbett National Park.

Unit 5 Adventure Sports

Trekking, Mountaineering, Skiing, River Rafting and Paragliding, Bungi Jumping - General Introduction.

Suggested Readings:

- - Uttranchal 'the abode of gods'
- - Uttrakand ka smagra darshan – Savita Mohan.
- - Uttrakhand year book – 2010 –Lokesh Navbani
- - Uttranchal- Aitihashik avem Sanskritic Ayam- Uma Prashad Thapaliya
- Uttranchal ke Devalaya – Triloke Chandra Bhatt.
- Uttranchal me Paryatan naye chitize – Dr. Harimohan.

Yoga Health and Tourism (MTTM-103)

Course Objectives:

1. The course intent to upgrade the knowledge of the latest trends in tourism particularly the health tourism in the country.
2. Since health tourism constitute a niche market for the industry and the government as well, it becomes desirable for the students to get in touch with this new segment of tourism industry.
3. After studying this course, the student shall be able to define the trends, issues and challenges in the field of health tourism in India.
4. After reading this subject, students get the knowledge of health and wellness.

Course Outcomes: After studying this paper, students will be able to

CO 1. Classify the Health and wellness tourism paper can provide opportunities to students to learn new skills or knowledge related to nutrition, fitness, and other aspects of health and wellness.

CO 2. Interpret in enhancing self-awareness among the students by practically taking them in various health & wellness activities, as per the requirements and needs.

CO 3. Classify the importance of health and wellness of the country.

Unit 1

Meaning of word 'Yoga', its definition, Aims & objects, Brief history of yoga, Introduction of Patanjali Yoga Sutra, Relevance of Yoga in relation to Tourism.

Unit II

Health aspects of Yoga: Meaning of Health Yoga, its definition, Aims & objects, its brief history and significance of Hathyoga in Tourism, limbs of Hathyoga.

Unit III

Role of Asanas, Pranayama & Mudra during Travelling. Importance of Yoga while in high Altitudes, Study of Depiction of Yogic love in the places of Pilgrimages.

UNIT – IV

Health and Medical Tourism: Meaning, nature and scope Health and Medical tourism Product

Health and Medical Tourism markets at global level Advantages and disadvantages for India in Global Medical Tourism Market

UNIT – V

Health and Medical Tourism in India Role of Private sector in health and medical tourism

Traditional Health Care system in India Government incentives for health and medical tourism in India

References

1. Asana- Swami Kuvalyanada, Kaivalyadham, Lonavla (Pune, Maharashtra)
2. Pranayama- Swami Kuvalyanada, Kaivalyadham, Lonavla (Pune, Maharashtra)
3. Ghrand Samhita ----do----
4. Hath Pradipika ----do----
5. Ghrand Samhita-Swami Niranjananda Saraswati, Bihar School of Yoga, Mungher.
Asana, Pranayama, Bandha and Mudra-: Swami Satyananda Paramhansa Bihar School of
Yoga, Maugher
6. Smith, Melanie, & Puczko, Laszlo, Health and Wellness Tourism.
7. Conell, John, Medical Tourism.
8. Kumar, Medical Tourism in India (Management and Promotion)
9. Edlin, Gordon & Golanty, Eric, Health and Wellness.

Adventure Tourism (MTTM-104)

Course Objectives:

1. Memorize the concepts related to adventure tourism.
2. Explains the status of the adventure tourism market in India.
3. Illustrate the challenges, opportunities, and future prospects for adventure tourism in India.
4. Examine the various types of adventure sports in India
5. Evaluate the role of government and other stakeholders in adventure tourism.

Course Outcomes: After studying this paper, students will able to

CO 1. Relate the adventure tourism.

CO 2. Explain this type of tourism tourists do some adventures activities like as skydiving, hill climbing, scuba diving for their pleasure and fun purposes.

CO 3. Demonstrate the practical & theoretical aspects of Adventure Tourism.

Unit –I: Introduction:-

Definition, Nature and scope of Adventure tourism: Adventure motives through the ages and their contribution to inventions, explorations and discoveries.

Adventure in the present context, contemporary trends in Adventure tourism Geographical diversities and opportunities for A.T.in India. Potential and existing adventure tourism in different states. Planning and development perspective, major thrust areas, promotional steps taken by states and centers. Organization and institutions promoting Adventure Tourism in India.

Unit –II: Land based Adventure activities:-

Mountaineering, Trekking, Rock climbing, skiing, skating; their necessary equipments, techniques and problems. Wildlife tourism: status of wildlife tourism, popular National parks and Wildlife sanctuaries.

Unit –III: Water based activities:-

Water resources of India; rivers, sea and lakes. River reading, nature of white water, silent water and sea water. Rafting, Kayaking canoeing, yachting, water scooter, Hover craft. Surfing, SCUBA diving, under water activities, coastal activities. Places, organizations, equipments associated with above activities.

Unit-IV: Air based activities:-

Air based activities, Atmosphere, seasons, wind pressure and wind movement in India. Hang gliding, Ballooning, Para jumping , Sky diving, Para sailing. Places, organizations and equipments associated with above activities.

References:-

1. Ahmad Aizaz : 'General Geography of India, NCERT, New Delhi
2. Goh Cheong long : An Economic Atlas of India, Oxford University
3. National Atlas of India, Govt. of India Publication, Calcutta
4. Atlas of World Oxford
5. Singh, R.L.(ed) India : A Regional Geography National Geographical Society of India (Varansi 1989)
6. Manorama Year Book
7. Indian Year book, Publication Division, Govt. of India, New Delhi
8. Aluwalia H.P.S. and Manfred Garner : Himalayas: A Practical Guide, Himalayan Books (Delhi, 1985)
9. Bedi, Ramesh and Rajesh : Indian Wildlife, Brijbasi Printers (New Delhi, 1989)
10. Bose, S.C. Geography of the Himalayas, National Book trust, India (New Delhi,1976)
11. Chand Gian and Manohar Puri 'Trekking' International publisher India (new Delhi,1989)
12. Gamma, Karl 'The Handbook of Skiing Pelham Books (London, 1985)
13. Lozawa, Tomoya : Trekking in the Himalayas, Allied published Pvt. Ltd., (New Delhi, 1980)
14. Law, B.C. (ed) : Mountains and Rivers of India, Calcutta, 1968
15. Rowe, Ray 'White in Water Kayaking', Salamander Books (London, 1987)
16. Saharia, V.B. "Wildlife in India' Natraj Publisher (Dehradun, 1982)

General Viva-Voce (MTTM-105)

Course Objectives:

1. The main objective of this paper focuses on acquiring the tourism related resources on different attractions studied in current semester.
2. The purpose is to study the destinations followed in different circuits.
3. To connect the students what they have undergone in present semesters.

Course Outcomes: After undergone this project, students will able to:

CO 1. analyze the current obstacles that are occurred in that destination to bring out certain solutions of the problem.

CO 2. Get an opportunity to test their interest in a particular career before permanent commitments are made.

CO 3. Build a sense of responsibility and good work habits.

COURSE DETAIL

The students will go for the general Viva Voce Examination. The curriculum of this exam is curriculum of MTTM 1st sem and the major tourist interest in India.

The Viva exam and evaluation will jointly taken by the internal & external examiner.

Travel Agency & Tour Operation (MTTM-201)

Course Objectives:

1. The students will understand the conceptual meaning and differentiation between Travel agency and Tour operation. Further they will understand formalities and documentation needed to set up these units.
2. Organize the services being provided to the customer, such as transportation and accommodation.
3. Understand various skills necessary for travel agency and tour operation business
4. Understand various travel terminology.
5. Acquire knowledge on documentation in travel industry.

Course Outcomes: After studying this paper, students will be able to

- CO 1. Explain the travel agencies can be defined as a sector that books, sells, and arranges travel, tour, and accommodation services provided by suppliers of the industry.
- CO 2. Interpret everything possible even with complicated dates.
- CO 3. Infer Some of primarily engaged in making travel arrangements and reservation services.
- CO 4. Outline the skills necessary to identify sales and marketing strategies for travel agencies

Unit - I : Travel Agency and Tour Operation business:

Travel Agencies and Tour Operators- meaning, concept, types and importance Historical growth and development of travel agency and tour operation business. Linkages and integrations in travel agency and tour operation The future role of Travel intermediaries

Unit - II: Organizational structure and functions

Organizational structure of travel agency and tour operator-main operational and managerial staff. Travel agency HR planning and job analysis of major positions Major functions of Travel agency and tour operators

Unit - III: How to Set Up a Travel Agency

Procedure for approval of Travel Agents, Tour Operators by Department of Tourism, Government of India and IATA Ownership structure and revenue source of travel agency and tour operation fiscal and non-fiscal incentives available to travel agencies and tour operators business.

Unit - IV: Understanding the role of Government and other organizations in Travel Trade

Role and contribution of Department of Tourism, Government of India, ITDC and State Government Travel Trade Associations and Organizations- Role and contribution of WTO, IATA, TAAI and IATO. Present business Trends and Future prospects of travel agencies and tour operators business.

Unit - V: Case Studies

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COX & KINGS

ORBIT

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Suggested Readings:

Holloway, J. c., The Business of Tourism (1983), Mac Donald and Evans, Plymouth.

Syratt Gwenda, Manual of Travel Agency Practice, Butterworth Heinmann, London, 1995

Stevens Laurence, Guide to Starting and Operating Successful Travel Agency, Delmar Publishers Inc., New York. 1990

Gee, Chuck and Y. Makens, Professional Travel Agency Management, Prentice Hall, Nt.: York, 1990.

Mohinder Chand, Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd. New Delhi, 2007.

Foster D.L. The Business Of Travel Agency Operations and Administration

Tourism Resource in India (MTTM-202)

Course Objectives:

1. The module gives information of countries tourist places of national and international importance and it helps students to know the background elements of tourism resource
2. To provide entertainment to tourists, organise tourism related activities such as cultural shows, fairs and festivals etc.
3. To take over and develop and manage places of tourist interest, parks, lakes, avenues, beaches and recreational places, sports etc.

Course Outcomes: After studying this paper, students will be able to

CO 1. Compare about the different Tourism resources of India that attracts millions of tourists every year through Domestic and Inbound Tourism.

CO 2. Go through the planning of tourists will often gain a greater respect for the lifestyle of the people living in the area they are visiting.

CO 3. Increase tourism that leads to local communities improving their skills and improving their social status.

Unit – I Introduction:

Concept of resource, attraction & product in tourism, meaning & characteristics, Typology & nature of tourism resources. Nature & Scope to tourist places in India.

Unit- II Natural Resources:

Study of wild life Parks, Sanctuaries & Tiger Reserves in India with case studies of Raja Ji National Park, Jim Corbett, Bharatpur Bird Sanctuary, Valley of Flowers & Gir National Park, Kaziranga National Park.

Unit-III Pilgrimage Destinations:

Hindu- Char Dham Yatra, Haridwar, Khajuraho, Mahabalipuram, Tirupati, Madurai, Konark.

Buddhist: Lumbini, Bodhgaya, Sarnath, Kushinagar, Sanchi, Ajanta.

Jain: Mount Abu, Sharavanbelgola.

Islamic: Delhi, Agra, Fatehpur Sikri.

Sikh: Patna, Nanded, Golden Temple (Amritsar) Hemkund Sahib (Uttarakhand).

Unit- IV Socio-Cultural Resource:

Socio cultural resources - Important fairs and festivals with case studies of Kumbha Mela, Dussehra, Onam, Puri Rath Yatra- & Chhath.

Unit - V: Hill Station & Coastal Destination:

Hill Station: Study of Hill Station attractions and their environs with case studies of Mussoorie, Nainital, Shimla, Manali and Ooty.

Beaches: Beaches and Islands: Beaches in Goa, Kerala, Andaman & Nicobar Islands.

Suggested Readings:

- Gupta, SP, Lal, K, Bhattacharya, M. Cultural Tourism in India (DK Print 2002)
- Dixit, M and Sheela, C. Tourism Products (New Royal Book, 2001)
- Oki Morihiro, Fairs and Festivals, World Friendship Association, Tokyo, 1988.
- Mitra, Devla, Buddhist Architecture, Calcutta.
- Michell, George, Monuments of India, Vol. 1. London.
- Tourists Resource of India- Ram Acharya.
- Tourists Resources of India- Ratandeep Singh.
- Tourists Resources of India-Jagmohan Negi.
- Himachal Pradesh, The Land, the people by S.S. Negi

Transport Management (MTTM-203)

Course Objectives:

1. Transport is a vital component of the travel and tourism industry.
2. It becomes imperative for the students of tourism to learn about different modes of transportation and modern world.
3. It is the most important accessibility in terms of exploring world.
4. Promotes social cohesion, accelerate economic prosperity and insure security and territorial integrity.

Course Outcomes: After studying this paper, students will be able to

- CO 1. Demonstrate Transport helps people to move from tourist generating area to tourist destination area.
- CO 2. Elaborate different modes of transport like road transport, rail transport, water transport and air transport.
- CO 3. Get the knowledge about transport management in tourism.
- CO 4. Shape cities, promoting community and enhance quality of tourism

Unit-I: Transport and Tourism

Transportation as dynamic & visual manifestation of tourism. History of different modes of transportation. Landmarks in the development of transport sector and factors affecting the development of different modes of transport.

Unit-II: Air Transport

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

Unit-III: Surface Transport

Surface transport & tourism: Growth and development of surface transport in India. Importance of surface transportation. Infrastructural basis for surface transport. Coaches & car rental system in India. Problems faced by surface transport sector. Role and contribution of NHAI.

Unit-IV: Railway Transport

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

Unit-V: Water Transport

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

References:

1. Ahmad Aizaz: 'General Geography of India, NCERT, New Delhi.
2. National Atlas of India, Govt. of India, Publication Calcutta.
3. Atlas of World Oxford.
4. Singh, R.L.(ed) India: A Regional Geography National Geographical Society of India (Varanasi 1989)
5. India year book, Publication Division, Govt. of India, New Delhi.
6. Aggarwal Surinder : 'Travel Agency Management', communication India, New Delhi.
7. Hannel Christine, Robert Harshman and Grahan Draper- Travel and Tourism A world regional geography , john Wiley and Sons, New York
8. Hurst, Elist, 'Transporation Geography' McGraw Hill, New York
9. OAG Airlines time table
10. OAG Cruise lines time table
11. Indian Railway Time table

Computer Applications in Tourism (MTTM-204)

Course Objectives:

1. This module is to inform the students about the role of Computer Information systems in travel trade.
2. The prescribed unit enhance the skills of students especially when they will be attached for practical.
3. This course provides the knowledge of basics computers.

Course Outcomes: After studying this paper, students will able to

CO 1. Demonstrate the term Application refers to Software which is a set of instructions or code written in a program for executing a task or an operation in a Computer.

CO 2. Extent applications play a vital role in a Computer as it is an end-user program that enables the users to do many things in a system.

CO 3. Explain the basic rules of computer science.

UNIT-I: Computer System

Introduction to Computers, Characteristics of computers, Applications of computers, Different units of computer, Component of computers, Input / Output and auxiliary storage Devices. CD/DVD ROM, RAM, ROM, Computer application In Tourism.

UNIT-II : Windows & MS Office

Introduction to windows MS –Office: MS Word, MS Excel, MS Power Point.

UNIT – III :Network and Communication

Networking: Concept, User, Types, Devices Used, LAN, MAN, WAN.

Basic Communication Components: Modems, Routers, Client, Server, Communication processors, Host Computers, Types of Transmission.

UNIT – IV: Internet

Internet: Concept, uses, components, browsing, Search Engines, E-mail: Opening Account. Internet and Tourism. Information and Communication Technology (ICT) ICT: need definition, uses for tourism, and future role. ICT in tourism sector, Strategic and tactical role of ICTs for Tourism.

UNIT – V: Hotel & Travel Software:

What is CRS, How it functions. CRS for Rail Transport, Hotel Bookings, Airlines: Different packages used: Amadeus, Galileo, Sabre etc.

REFERENCES:

1. Leon Alexis and Mathews Leon: Introduction to Computers, Vikas Publishing House Pvt Ltd. New Delhi
2. Bhatnagar S C and Ramani K V: Computers and information management. A Primer for Practicing Managers, New Delhi, Prentice Hall of India Pvt. Ltd.
3. Bansundara, S: Computer Today.
4. Goel Ritender and D N Kakkar: Computer Application in Management, New Age International Publishers, New Delhi.
5. Jaggi V P and Jain Sushma: Computers for Every one, New Delhi, Academic India Publishers.
6. Simpson Alan: Your First Computers (2nd Edition) New Delhi-BPB Publications.
7. Saxena S: and Prabhpreet Chopra: Cumputer Applications in Management, Vikas Publishing house Pvt. Ltd. New Delhi.
8. Saxena S: MS Office2000 for Everyone Vikas Publishing house Pvt. Ltd. New Delhi.
9. Internet Sites and resources.

Educational Tour MTTM-205

Course Objectives:

1. Educational tours that incorporate interactive learning can be a powerful tool for students to deepen their understanding of a subject or topic.
2. By actively participating in such learning process, students are more likely to retain information and develop critical thinking skills.
3. This course will sum up respect of culture, personal development, develop critical thinking of students.

Course Outcomes: After studying this paper, students will able to:

CO 1. Grab an opportunity for a rich immersion experience in a practical tour.

CO 2. get to know about the place, its importance, and a practical experience during their educational visit.

CO 3. Develop additional practical learning that can be more engaging in the conceptual part by a valuable source.

COURSE DETAIL

The Department will organize a One day Educational tour during 2nd sem to any of the nearest destination in Haridwar. On Completion of the tour each student shall be required to submit a Project Report (Minimum around 50 pages) to the H.O.D. Tourism, within 15 days of Completion of Tour. The report shall be evaluated jointly by the internal & external examiner followed by Viva Voce. The Project report shall incorporate:-

- Details of attractions seen during the destination visited.
- Accessibility to process, information of the destination.
- General Information on Tourism.
- Introduction to Patanjali Group.
- Details of Tourism Stake holders.

Recommended Destinations:

- a) Patanjali Yog Gram, Haridwar
- b) Patanjali Food & Herbal Park, Padartha, Haridwar
- c) Shanti Kunj, Haridwar
- d) Chilla Power Plant, Haridwar.
- e) Rajaji National Park, Chilla Haridwar

Culture Heritage and Tourism (MTTM-301)

Course objectives

- 1.This module is important to study because India is rich in heritage properties and its maintenance is necessary.
- 2.This will help to understand the nature of heritage properties and conservation.
- 3.prevention and promotion of tribes and communities of the state.
- 4.It helps in studying traditional culture and preserve with modernity.

Course Outcomes: After studying this subject, students will able to

CO 1. Contrast of sustainable tourism is defined as “tourism that respects both local people and the travels.

CO 2. Translate the cultural heritage and the environment” It seeks to provide people with an exciting and knowledgeable fair.

CO 3. Supports culture and helps renewing tourism.

CO 4. Relate the strategies of many organizations regarding cultural heritage

Unit 1: Understanding Culture & Tourism

Concept and Fundamentals of Indian Culture.

Culture – Tourism Relationship; Socio-Cultural Impacts of Tourism.

Spiritual basis of Indian culture

Unit-II: UNESCO Heritage Sites

What is Heritage? Meaning and concept. Criteria for selection as heritage sites, monuments and zone by UNESCO (WHC). Types of heritage property. World famous heritage sites and monument in India and abroad.

Unit - III: Living Culture and Performing Art of India

Major Fairs and festivals of India

Classical dances and Music of India

Indian handicrafts

Unit – IV: Heritage Management in India

Heritage Management, objectives and strategies, Protection, Conservation and Preservation, Heritage Marketing, Destination development.

National and International Organisations engaged in Heritage Management (UNESCO, ICOMOS, ASI, INTACH and NGOs),

Unit – V: Museums

Museums, Concept and classification. (National Museum, New Delhi; Bharat Kala Bhawan, Varanasi; Archaeological Museum, Sarnath, etc.), Heritage Hotels.

Suggested Readings:

- Allchin, B., Allchin, F.R. et al. (1989) Conservation of Indian Heritage, Cosmo Publishers, New Delhi.
- New Inskeep, 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
- UNESCO-IUCN (1992) Eds. Masterworks of Man and Nature, Pantoga, Australia.
- IATA Special Mail Manual.

Airlines Ticketing (MTTM-302)

Course Objectives:

1. This module is intended to prepare the students to enter a travel agency where he will be required to be well-versed with the modalities of air ticketing and the study of air transportation industry.
2. Certificated air carriers, the freight and passenger business, general aviation.
3. Economic impact of aviation, understanding of competition and government regulations, Ownership of airlines.
4. The cyclical nature of the airline business. Distribution of world passenger traffic, etc

Course Outcomes: After studying this paper, students will able to

CO 1. Interpret the Airline tickets are important documents that confirm a passenger has a seat on a flight.

CO 2. Summarize the ticket includes important information about the passenger and the flight that they will take.

CO 3. Infer the ticket is exchanged for a boarding pass during the check-in process, and this gives the passengers permission to board the plane from studying this subject.

CO 4. Compare the global world class aircraft manufactures and airport providers.

Unit-I Aviation Geography: IATA areas, sub areas, sub regions, Longitude, Latitude, time calculation: GMT variation, concept of standard time and daylight saving time, calculator of elapsed time, flying time and ground time, Global Indicators, Aviation Organisation: IATA & ICAO.

Unit II Air Transportation: Concept of Airlines, Domestic and international airlines in India, Private sector and government airlines, types of aircraft, the hub and spoke system, interline agreements, role of DGCA, critical remarks on air transport industry of India, policies, practices.

Unit III Understanding of various codes: ABC codes, looking up schedules, flight connections, transfer connections, looking TIM:- Passport, visa, special permits, customs formalities and currency regulations, health regulations and Airport tax, passenger needing special attention. Minimum connecting time, general rules of currency conversion and rounding up of fare, different modes of payments e.g. cash, credit card etc.

Unit IV Introduction to fare construction:- Definition and understanding of published fares, various types, normal, child fare, one way, return, excursion etc; commissions, discounts, MCO, PTA, HIP, BHC, looking up MPM, calculating TPM, determining the fare breakup point, surcharges, excess mileage table. Ticketing-Insurance of tickets, Normal, one way, return, round the world, excursion, circle trip, child, etc. cancellation, reissue of tickets.

Unit V Documentation: Air way bill, charges correction advice, irregularity report, cargo manifesto, cargo transfer Manifesto, documents concerning postal mails and diplomatic mails. Shippers declaration for dangerous goods. Handling- Cargo capacity of Air and Ships. Cargo needing special attention, introduction to dangerous goods regulations. Some important Cargo companies.

Suggested Readings:

- Gupta S.K : International Airfare & Ticketing Methods & Technique UDH Publishers & Distributors (P) Ltd. New Delhi.
- Sinha P.C: Encyclopaedia of Tourism Management
- Jagmohan Negi: Travel Agency & Tour Operation Concepts & principle
- Galileo systems
- ABC World wide Airways Guide (Red & Blue)
- Air Tariff Book 1, Worldwide Fares.
- Air Tariff Book 1, Worldwide Rules, IT Fares etc.
- Air Tariff Book 1, World Wide Maximum Permitted Mileage
- Travel Information Manual (TIM)
- IATA Ticketing Hand Book

Hotel & Resort Management (MTTM-303)

Course Objectives:

1. This Module is prescribed to appraise students about the important departments of classified hotel.
2. To teach various aspects related to accommodation Industry.
3. To determine various departments according to guests needs and safety.

Course Outcomes: After studying this paper, students will be able to

- CO 1. Extend The Hotel and Resort Management course is designed for students with a career interest in the lodging and resort industries.
- CO 2. Outline these fields represent a wide range of businesses, from the small country inn or bed and breakfast to multinational chains of hotels and resorts.
- CO 3. Interpret the students regarding different accommodations with their functions.

Unit – I Origin and Expansion: Conversion of Tavern; Inns, Chalets and places into hotels, creation of private, Public and multinational hotel chains in India. Regional, National and International Hotel Associations and their operation.

Unit – II Departments of hotel: Front Office, House Keeping, Food and Beverage, Personnel and Accounts. Role and functions of different departments.

Unit – III Type and forms of Hotels: Classification of hotel on basis of location, size, clientele and range of service, hotel plan, type of room etc.
Star classification- Criteria and Procedure adopted in India.
Resort Properties, Heritage Hotels- concept and emerging dimensions.

Unit – IV Major Hotel Chain in India:

Taj Group of Hotels
Oberoi Hotels & Resorts
Lalit Group of Hotels
Ashok Group of Hotels

Unit – V Resort Planning: Preliminary Consideration in Resort Planning and Development and Phases of Resort Planning and Development. Trends and factors in Developed Tourist Markets leading to growth of Resort Concept. Factors affecting rate. Basic Elements of a Resort Complex: Lodging facilities, landscaping, Dining and drinking facilities, Family Oriented Services, shops and services, Entertainment; Use of Community Resources.

Suggested Readings:

- Selected case studies from sterling. Delmia, Toshali and R.C.I. International will be managed from concerned organisations.
- Andrews, Sudhir : 1985, Hotel Front Office, Tata M C Graw – Hill, New Delhi.
- Andrews, Sudhir : Hotel House Keeping, Tata M C Graw – Hill, New Delhi.
- Andrews, Sudhir : (1991),Food and Beverage Service,Tata M C Graw–Hill, New Delhi.

Research Methodology (MTTM-304)

Course Objectives:

1. The main objective of this course is to introduce the basic concepts in research methodology related to Management & Tourism.
2. This course addresses the issues inherent in selecting a research problem and discuss the techniques and tools to be employed in completing a research project.
3. This will also enable the students to prepare report writing and framing Research proposals.

Course Outcomes: After studying this paper, students will be able to

CO 1. contrast and comprehend the basics in research methodology and applying them in research/ project work.

CO 2. take up and implement a research project/ study.

CO 3. develop skills in qualitative and quantitative data analysis and presentation used in Research activities.

Unit-I: Research: meaning, characteristics, types and relevance of research; trend and challenges with special reference to tourism and hotel business. Research process. Identification and formulation of research problem. **Research methodology:** meaning and procedural guidelines. **Literature review** – Meaning, Importance and sources of literature

Unit-II: Research design- Meaning of research design; need for research design; features of a good Research design; different research designs. **Sampling design:** the concept of sampling; Aims of sampling, census versus sample survey; steps in sampling design; characteristics of a good sample design; criteria for selecting a sampling procedure; sampling techniques/methods: probability sampling and non-probability sampling.

Unit-III: Measurement and scaling techniques- Measurement in research; sources of Error in measurement; test of sound measurement; technique of developing measurement tools; measurement scales; meaning of scaling; bases of scales- classification, importance; scaling techniques-rating and ranking; types of scales.

Unit-IV: Collection of Data- nature, sources of data; methods of data collection. **Processing of data:** Classification and Tabulation, Interpretation of data.

Unit-V: Report writing- meaning functions; types of research report; significance of report writing report.

Suggested Reading:

1. Research Methodology (Pearson Publication) by Ranjit Kumar
2. Management Research Methodology (Pearson Publication) by Krishna swamy, Sivakumar & Mathirajan
3. Business Research Methods (Tata McGraw Hill Publication) by Cooper & Schindler
4. Research Methodology (New Age Publishers) by C.R. Kothari
5. Methods in Social Research (Surjeet Publications) by William J. Goode & Paul K. Hatt

Project Report & Presentation (MTTM-305)

Course Objectives:

1. The main objective of this paper focuses on acquiring the tourism related resources on different attractions based on secondary analysis.
2. The purpose is to study one destination majorly or the destinations follow in one circuit. various destinations.
3. To connect the students what they have undergone in present semesters.

Course Outcomes: After undergone this project, students will able to:

CO 1. analyze the current obstacles that are occurred in that destination to bring out certain solutions of the problem.

CO 2. Get an opportunity to test their interest in a particular career before permanent commitments are made.

CO 3. Build a sense of responsibility and good work habits.

COURSE DETAIL

The students will have to submit a Project Report for Via-Voce of several places of tourist interest in India.

The students will go for Viva Voce Examination which shall be evaluated jointly by the internal & external examiner.

Major Destinations of World (MTTM-401)

Course Objectives:

1. Though there are so many tourist destinations in the world, there are few most famous among them. The primary objective is to explore the major popular destinations of the world.
2. It is worthwhile to know the tourist products in the lights of their main attractions, existing infrastructure facilities, linkages etc.
3. To study the destinations of whole world which is changing in to a global village and outbound tourism from India is growing at a very fast pace.

Course Outcomes: After studying this paper, students will able to

CO 1. Illustrate the different tropical region, natural sites, historical heritage, and accommodation with cultural hospitality.

CO 2. Compare world that tells about major destination business around the world.

CO 3. studies about destination under UNESCO.

Unit-I Main Destination of Asia and Pacific Region: - Tokyo, Singapore, Dubai, Thailand, Malaysia.

Unit-II Main Destination of Europe: - London, Paris, Madrid, Athens.

Unit-III Main Destinations of Africa: - Cairo, Cape Town and Johannes berg, Mauritius, Nairobi.

Unit -IV Main Destinations of Americas: - New York, Los Angles, Montreal, Rio de Janeiro, San Francisco.

Unit -V Other Destinations: - Sydney, Fiji, Wellington, Buenos Aires.

References:

- Ahmad, Aizaz: General Geography of India, NCERT, New Delhi
- Goh Cheong Long: An Economics Atlas of India, Oxford University.
- World Atlas , Oxford press.
- Singh, R.L. (ed) India: A Regional Geography National Geographical Society of India, Varanasi, 1989.
- □Manorama Year Book 2012
- □Indian Year Book 2012, Publication Division, Govt. of India, New Delhi
- Tourism Planner.
- Tour Brochures of related places.
- Lonely Planet-India and related destinations.
- Kumar Ravi Bhushan: Coastal Tourism and Environment, AOH Publishing Corporation, New Delhi.
- Websites of related destinations.

Tour Packaging Management (MTTM-402)

Course Objectives:

1. In this course tourism students are taught the details of tour packages, planning, framing itineraries and costing.
2. To gain knowledge about tours escorting and
3. To study and examine travel packages of known travel companies, so that the students can learn to prepare and run travel packages independently.
4. The students will set practical knowledge relating to travel and tour operation.

Course Outcomes: After studying this paper, students will able to

CO 1: Gain the operational knowledge of tour packaging business.

CO2 Acquire the skill of formulation of tour package.

CO3 Acquire the skill of tour costing and pricing techniques of various types of tour packages.

CO4 Apply the practical knowledge in making various real tour packages

Unit 1 Meaning, definition, development, types components and significance of tour packages with relation to tourists, destinations and tour companies, role and input of public and private sector tourism organizations in promotion of tour packaging business.

Unit II Tour Formulation – Influencing factors, stages involved in tour formulation initial research (destination and market), itinerary development, negotiations, confidential tariff, costing & pricing marketing strategies. Brochure designing, Printing and distribution.

Unit III Itinerary preparation- meaning, types, do's and Don'ts of itinerary preparation. Limitations and constraints., Tour costing and pricing-cost concept, types of costs. Tour cost sheet. Procedure of costing; group tour, independent tours, and business tours pricing in tour operation Industry-Tour pricing strategies in India. Pricing of deferent tour packages.

Unit IV Detailed study of passport-definition, how to get the passport form, essential documents, photographs & fee for passport, type of passport. Visa- meaning, type of visa issued by India, necessary documents to get visa. Health regulations. Customs and currency regulations, baggage rules and insurance.

Unit V Tourists activities based on Mountains, Deserts, Forests and Wildlife, White Water, Marinas, Aero sport etc. and cultural and pilgrimage i.e. place of religions, historical archaeological, architectural and monumental significance, fairs and festivals, Conference and conventions and special events, Case studies of Tour Packages offered by government & private sectors and Thomas Cook and SITA etc.

Suggested Readings

1. Marketing of Travel & Tourism by Middleton.
2. International Encyclopaedia of Tourism Management by P.C. Sinha.
3. Dynamics of Tourism by R.N. Kaul.
4. Mohinder Chand, Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd. New Delhi, 2007.

Tourism Marketing (MTTM-403)

Course Objectives:

1. The course includes the operation techniques of tourism marketing. The students are expected to attain a basic knowledge of marketing principals.
2. Study to suitability of alternative promotional approaches to and formulate marketing plans and promotional approaches to tourism and other related organizations.
3. It helps the learner to develop an understanding of the nature of different tourism products.
4. Provide insights into the process of developing and managing various tourism products enhance the knowledge of students about various tourism products of India.

Course Outcomes: By studying this course, students able to

CO 1. Demonstrate about tourism marketing is the collective name given to the various marketing strategies used by businesses within the tourism industry.

CO 2. Plan the hotels, understand and can identify tourism products that are associated with Marketing.

CO 3. Explain the central, peripheral services and public services in tourism product.

CO 4. Contrast the role of Indian architectural heritage in the tourism industry.

Unit – I Marketing: Core concepts in marketing; Needs, Wants, Demands, Products markets. Marketing management philosophies-Production, Product, Selling, Marketing and societal perspectives. Economic importance of marketing.

Unit –II Analysis and selection of market: Measuring and forecasting tourism demand; Forecasting methods, Managing capacity and demand. Market segmentation and positioning (STP)

Unit– III Marketing Strategies: Developing marketing environment, Consumer buying behaviour, Competitive differentiation and competitive marketing strategies. New product development. product life cycle, Customer satisfaction and related strategies in internal and' external marketing; Interactive and relationship marketing.

Unit –IV Planning marketing programmes : Product and product strategies; Product line, Product mix Branding and packaging. Pricing considerations. Approaches and strategies. Distribution channels and strategies.

Unit –V Tourism Marketing : Service characteristics of tourism. Unique features of tourist demand and tourism product, Tourism marketing mix. Marketing of Tourism. Services : Marketing of Airlines, Hotel, Resort, Travel Agencies and other tourism related services-Challenges and strategies..

Suggested readings:

- Kotler, Philip : Marketing Management & Hospitality and Tourism Marketing
- Sinha, P.C : Tourism marketing
- Vearne, Morrison Alison: Hospitality marketing.
- Crough, Marketing Research for Managers.
- Singh Raghbir, Marketing and Consumer Behaviour. Patel, S.G., Modern Market Research, Himalaya Publishing

Tourism Policy & Planning (MTTM-404)

Course Objectives:

- 1.The module will expose the students about the Tourism policy of India and of a few tourism states of the country.
- 2.To create jobs and entrepreneurial opportunities in the tourism sector and ensure the supply of a skilled labour pool.
- 3.To promote the destination trying to improve internal and external tourism demand.
4. To achieve international tourism growth and increase foreign currency income to support the balance of payments.

Course Outcomes: After studying this paper, students will able to

CO 1. To promote sustainable, responsible and inclusive tourism.

CO 2. Relate the policy and planning aims to promote sustainable tourism by minimizing the negative impact of tourism on social, environmental and economic aspects and maximizing the positive impact.

CO 3. outline the tourists to ensure about the propaganda tourism policy and planning.

Unit – I Tourism Policy & Planning Framework: Tourism Policy- meaning ,relevance & salient feature. Tourism Planning- meaning, levels & types of tourism planning.

Unit – II Tourism Policy: Study of National Tourism Policy 1982 and 2002, National Action Plan on Tourism, 1992: Special Tourism Area Development Programme. The concept of National Tourism Board, National Committee on Tourism, Case study of tourism policies of a few states (Uttar Pradesh, Rajasthan, Kerala, Madhya Pradesh,). Investment opportunities and government policy for investment in hotel/tourism industry. Sources of funding.

Unit – III Destination Planning: Destination Mix- concept and components. Step and stage in Destination Planning. Tourism Project Feasibility Study.

Unit – IV Approaches to Tourism Planning: Eco-centric or environment approach of tourism planning. Community approach of tourism planning. Concept of Tourism Complex Planning & its relevance in India context.

Unit – V Tourism Policy & Planning: Case Studies: Place of Tourism in India's Five Year Plan. Tourism Policy of india and contribution of NCT to this effect. Organizational structure of tourism in India at Central and State Level.

Suggested Readings:

- New Inskeep, 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).
- Sharma, J. K. (2000), Tourism Development. Design for ecological sustainability, Kaniska Publication, New Delhi.

On-Job Training & Report (MTTM-405)

Course Objectives:

1. The main objective of this paper focuses on acquiring the tourism related resources from the industry experts based on primary and/or secondary analysis.
2. To collect the data available from outside sources such as stake holders and tourists can help the students in fulfilling the project's operations.
3. Connecting what the student has undergone till above semesters.
4. To build a harmony of theoretical and practical knowledge with actual work experience, in order to compliment field specific skills and learn new ones.

Course Outcomes: After undergone this training, students will able to

- CO 1. Analyse the current obstacles that are occurred in Tourism/Travel related business also they'll able to bring out certain solutions of the problem.
- CO 2. Get an opportunity to test their interest in a particular career before permanent commitments are made.
- CO 3. Develop skills in the application of theory to practical work situations.
- CO 4. Develop skills and techniques directly applicable to their careers.
- CO 5. Internships will increase a student's sense of responsibility and good work habits.

Course Details:

The Training is based upon the 45 days practical training with any recognised Travel Agency/Tour Operating Company/Hotel. The Department will circulate the placement brochure / letter to various organisations prior to the joining in the same. During the organisational work (training period), each student is required to prepare practical report of day to day activities to be submitted for evaluation.

The students will have to submit the Job Training Report after completion of their Job Training before Viva-voce examination.

Viva – Voce

The Viva-Voce examination will be conducted on the basis of the Tour Package Prepared, Tour and Job Training Reports and other theory papers taught.