

ಮಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ
MANGALORE UNIVERSITY
(Accredited by NAAC Grade)



ಕ್ರಮಾಂಕ/No. : MU/ACC/CR.18/2025-26/A2

ಕುಲಸಚಿವರ ಕಛೇರಿ

ಮಂಗಳಗಂಗೋತ್ರಿ - 574 199

Office of the Registrar

Mangalagangothri - 574 199

ದಿನಾಂಕ/Date: 31.07.2025

NOTIFICATION

Sub: Revised syllabus of MBA [Tourism & Travel Management] Programme.

Ref: Academic Council approval vide agenda No.: ಎಸಿಸಿ:ಶೈ.ಮ.ಸಾ.ಸ.1:1
(2025-26) dtd 18.07.2025.

The revised syllabus of MBA [Tourism & Travel Management] Programme which has been approved by the Academic Council at its meeting held on 18.07.2025 is hereby notified for implementation with effect from the academic year 2025-26 and onwards.

Copy of the Syllabus shall be downloaded from the University Website (www.mangaloreuniversity.ac.in)


REGISTRAR

To,

1. The Registrar (Evaluation), Mangalore University.
2. The Chairman, UG & PG BOS in Tourism and Travel Management, Hospitality Management and PGDTHM, Dept. of MBA [TTM], Mangalore University.
3. The Chairman, Dept. of MBA [TTM], Mangalore University.
4. The Asst. Registrar (ACC), O/o the Registrar, Mangalore University.
5. The Director, DUIMS, Mangalore University – with a request to publish in the website.
6. Guard File.

MANGALORE  **UNIVERSITY**

DEPT OF BUSINESS ADMINISTRATION

MBA
(Tourism & Travel Management)

Scheme of Teaching & Evaluation

**(Revised syllabus as per Resolutions
passed in the BoS held on 19th May 2025)**

Effective from Academic Year 2025-26 Onwards

PREAMBLE

MBA (Tourism and Travel Management) syllabus was last revised for the academic year 2023-24. The current revision of the syllabus is meant for the academic year 2025-26 onwards. Tourism and Travel Management has been evolving and gaining importance around the globe. India is targeting the tourists from across the world and has been devising tourism policies to attract the tourists. Tourism industry is undergoing a lot of changes by adding more concepts, products, and destinations.

Tourism today is one of the most dynamic sectors of the global economy, influencing employment, cultural exchange, infrastructure development, and regional prosperity. As the industry continues to evolve with global trends, sustainability imperatives, and technological disruptions, the need for highly skilled, ethically grounded, and innovation-driven professionals is greater than ever.

The MBA programme in Tourism and Travel Management is designed to provide students with a comprehensive, multi-disciplinary foundation in the principles, practices, and strategic dimensions of the tourism and hospitality industries. This programme integrates **theoretical knowledge, applied learning, and research-driven insights** to prepare students for leadership roles in both domestic and international tourism arenas.

The curriculum blends **core management disciplines** with **specialized tourism modules** including **aviation, ecotourism, hospitality, cruise and port management, sustainable tourism, logistics, foreign exchange, health and wellness tourism, GIS, and event management**. Emphasis is laid on enhancing competencies in **communication, finance, research methods, technology application, human resource development, and entrepreneurship**.

Students are exposed to real-world scenarios through **field-based study tours, project-based learning, and industry interaction**. A focus on **experiential and responsible tourism**, alongside **frontline operational training in hotel, food, and beverage services**, ensures well-rounded professional grooming. Furthermore, the inclusion of **managerial economics, information technology, and customer relationship management** sharpens analytical and decision-making abilities.

By addressing areas such as **tourism policies and regulation, destination management, foreign exchange, and cargo logistics**, the programme also equips students with an understanding of **macro-level industry frameworks and international best practices**.

This programme aims to develop:

- Competent professionals capable of managing tourism businesses with operational excellence.

- Visionary leaders who can drive innovation, sustainability, and inclusivity in the global tourism landscape.
- Skilled researchers and academicians who can contribute to tourism planning, policy-making, and knowledge creation.

Through this dynamic curriculum, students will be empowered to pursue successful careers in travel agencies, tour operations, hospitality chains, aviation companies, tourism boards, event management firms, and consultancy services, or venture into entrepreneurial pathways with confidence and purpose.

PROGRAMME OUTCOME

The following paragraphs demonstrate the programme outcomes that reflect the expected competencies, knowledge areas, and skills, students will gain by the end of the program.

PO1: Core Knowledge in Tourism and Hospitality

Graduates will demonstrate comprehensive knowledge of tourism principles, hospitality operations, travel management, and global tourism products, enabling them to understand and contribute to diverse domains of the tourism industry.

PO2: Business and Management Proficiency

Apply management concepts, organizational behaviour principles, accounting, and financial management to make informed decisions and manage tourism and hospitality enterprises effectively.

PO3: Tourism Operations and Technical Competence

Develop operational expertise in key tourism functions such as air ticketing, itinerary preparation, front office, housekeeping, cruise management, and logistics, along with the use of tools like GIS and remote sensing in tourism planning.

PO4: Strategic and Sustainable Thinking

Evaluate and implement sustainable tourism practices, responsible tourism models, and policies that ensure environmental, cultural, and economic sustainability at local and global levels.

PO5: Communication and Interpersonal Skills

Exhibit excellent verbal and written communication skills, business etiquette, and cross-cultural sensitivity essential for interacting with global tourists, stakeholders, and teams in the service industry.

PO6: Research and Analytical Skills

Design and conduct research using appropriate methodologies, data analysis, and report writing skills to address tourism-related issues and contribute to academic and industry knowledge.

PO7: Entrepreneurship and Innovation

Demonstrate entrepreneurial competencies to identify opportunities, develop tourism business models, and create innovative tourism products and services with market viability.

PO8: Technology Application

Apply modern information and communication technologies, including travel software, digital marketing, IT tools, and geospatial analysis, to optimize tourism services and customer experiences.

PO9: Legal, Policy, and Economic Understanding

Understand and apply tourism laws, government policies, managerial economics, and foreign exchange regulations affecting the tourism and hospitality sectors nationally and internationally.

PO10: Industry Readiness and Employability

Exhibit professionalism, leadership, ethics, and customer relationship management skills suitable for careers in airlines, tour operations, event planning, hospitality, government tourism boards, and international tourism agencies.

PO11: Global and Cultural Perspective

Analyze tourism from a global perspective while appreciating local cultures, heritage, and community-based tourism initiatives, promoting inclusivity and cultural sensitivity.

PO12: Experiential and Lifelong Learning

Engage in continuous learning through study tours, industry internships, and experiential tourism, fostering adaptability and preparedness for lifelong career advancement.

MBA (TOURISM AND TRAVEL MANAGEMENT)

Course Structure and Syllabi

Minimum Credits required for MBA (TTM) Degree

I to IV Semester	Hard Core Courses		Soft Core Courses		Total	
	Numbers	Credits	Numbers	Credits	Numbers	Credits
	15	60	9	27	24	87

Minimum Course to be registered by a student in a normal phase to successfully complete MBA (TTM) Degree in four semesters.

I to IV Semester	Hard Core Courses		Soft Core Courses		Total	
	Numbers	Credits	Numbers	Credits	Numbers	Credits
I	4	16	2	6	6	22
II	4	16	2	6	6	22
III	4	16	2	6	6	22
IV	3	12	3	9	6	21
Total	15	60	9	27	24	87

Minimum Course to be registered by a student in a normal phase to successfully complete MBA (TTM) Degree in ODD and EVEN semesters.

I to IV Semester	Hard Core Courses		Soft Core Courses		Total	
	Numbers	Credits	Numbers	Credits	Numbers	Credits
ODD	8	32	4	12	12	44
EVEN	7	28	5	15	12	43
Total	15	60	9	27	24	87

***Soft core Courses in I, II and III Semesters:**

Any two soft core courses from the available Soft Cores shall be selected by a student at the commencement of I, II and III Semesters. The Department Council/Affiliated College will announce at the beginning of the first, second and third semesters, any two or more soft core papers which will be offered during I, II and III semesters depending upon the availability of faculty and the demand for soft core courses. The minimum number of students opting for a soft-core course should be ten.

****Soft core Courses in IV Semester:**

Any three soft core courses from the available Soft Cores shall be selected by a student of the commencement of IV Semester. The Department Council / Affiliated College will announce at the beginning of the fourth semester, any three soft core papers which be offered during IV semester depending upon the availability of faculty and the demand for soft core courses. The minimum number of students opting for a soft-core course should be ten.

*****Project Report:**

A student on the third semester shall register for a Project Work which carries 4 credits in the fourth semester. Work load for Project Work is one contact hour per student per week for the teacher. The student shall do field work and library work in the remaining 3 credit hours per week.

Evaluation of Project Report

30 marks for Viva-Voce Examination and 70 marks for final Report Evaluation. Viva-Voce Examination shall be conducted by the BoE in the Department.

****** Study Tours:** Students are required to undertake a short tour of regional tourist destination(s) during the First and Third semesters and National tour during Second and Fourth semesters. The tour reports shall be considered for awarding internal marks.

******* Internship Training:** Every student must undergo compulsory one-month summer internship training in any of the reputed travel trade /hospitality organization on completion of second semester examinations. A report must be submitted to the department after completing the training.

**MANGALORE UNIVERSITY
DEPARTMENT OF BUSINESS ADMINISTRATION
MBA (TOURISM AND TRAVEL MANAGEMENT)
CHOICE BASED CREDIT SYSTEM- 2025-2026 (Revised)**

Code	Title of the Course	Instructi on/week	Duratio n of Exam (Hrs)	Marks			Credits
				IA	Exam	Total	
I SEMESTER							
TMH101	Principles & Practices of Tourism	4	3	30	70	100	4
TMH102	Management Concepts and Organizational Behavior	4	3	30	70	100	4
TMH103	Tourism Products of India	4	3	30	70	100	4

TMH104	Travel Management and Tour Operations	4	3	30	70	100	4
TMS105	Disaster Management	3	3	30	70	100	3
TMS106	Business Communication Skills	3	3	30	70	100	3
TMS107	Travel Journalism	3	3	30	70	100	3
TMS108	Remote Sensing and GIS	3	3	30	70	100	3
TMS109	Ecotourism and Wildlife Management	3	3	30	70	100	3
	*Study Tour						
Total Credits							22
II SEMESTER							
TMH201	Aviation Management and Air Ticketing	4	3	30	70	100	4
TMH202	Geography of Worldwide Destinations	4	3	30	70	100	4
TMH203	Tourism Research Methods	4	3	30	70	100	4
TMH204	Hospitality & Recreation Management	4	3	30	70	100	4
TMS205	Accounting and Financial Management	3	3	30	70	100	3
TMS206	Marketing for Tourism	3	3	30	70	100	3
TMS207	Itinerary Preparation and Tourism Circuits	3	3	30	70	100	3
TMS208	Medical and Wellness Tourism	3	3	30	70	100	3
TMS209	Front Office Management	3	3	30	70	100	3
	*Study Tour						
	**Internship Training						
Total Credits							22
III SEMESTER							
TMH301	Port and Cruise Management	4	3	30	70	100	4
TMH302	Sustainable & Regenerative Tourism	4	3	30	70	100	4
TMH303	Tourism Entrepreneurship Development	4	3	30	70	100	4
TMH304	Foreign Exchange Management	4	3	30	70	100	4
TMS305	Tourism Policies and Regulations	3	3	30	70	100	3
TMS306	Event Management	3	3	30	70	100	3

TMS307	Experiential Tourism	3	3	30	70	100	3
TMS308	House-keeping Management	3	3	30	70	100	3
TMS309	Food and Beverage Management	3	3	30	70	100	3
	* Study Tour						
Total Credits							22
IV SEMESTER							
TMH401	Destination Management	4	3	30	70	100	4
TMH402	Human Resource Management	4	3	30	70	100	4
TMH403	Project Report ***	4	-	-	70	70	4
TMS404	Cargo Management and Logistics Operations	3	3	30	70	100	3
TMS405	Customer Relationship Management	3	3	30	70	100	3
TMS406	Digital Applications in Tourism	3	3	30	70	100	3
TMS407	Behavioral Psychology in Tourism	3	3	30	70	100	3
TMS408	Responsible Tourism	3	3	30	70	100	3
TMS409	Gender and Tourism	3	3	30	70	100	3
	* Viva-Voce	-	-	-	-	30	-
	Total Credits						21
Grand Total							87

Revision of MBA(TTM) Syllabus as per the resolutions of BOS held on 19th May 2025

I SEMESTER			
Existing syllabus		Revised syllabus	
Code	Title of the Course	Code	Title of the Course
TMH401	Principles & Practices of Tourism	TMH101	Principles & Practices of Tourism
TMH402	Fundamentals of Management	TMH102	Management Concepts and Organizational Behavior
TMH403	Tourism Products of India	TMH103	Tourism Products of India
TMH404	Travel and Tour Operations	TMH104	Travel Management and Tour Operations
TMS405	Port and Cruise Management	TMS105	Disaster Management
TMS406	Disaster Management	TMS106	Business Communication Skills
TMS407	Front Office Management	TMS107	Travel Journalism
TMS408	Housekeeping Management	TMS108	Remote Sensing and GIS
		TMS109	Ecotourism and Wildlife Management
	*STUDY TOUR		
II SEMESTER			
TMH451	Airport Handling and Air Ticketing	TMH201	Aviation Management and Air Ticketing
TMH452	World Geography for Tourism I	TMH202	Geography of Worldwide Destinations
TMH453	Research Methodology	TMH203	Tourism Research Methods
TMH 454	Hospitality Management	TMH204	Hospitality & Recreation Management
TMS455/A	Accounting for Managers	TMS205	Accounting and Financial Management
TMS456	Marketing for Tourism	TMH206	Marketing for Tourism
TMS457	Remote Sensing and GIS	TMS207	Itinerary Preparation and Tourism Circuits
TMS458	Food and Beverage Management	TMS208	Medical and Wellness Tourism
		TMS209	Front Office Management
III SEMESTER			
TMH501	World Geography for Tourism II	TMH301	Port and Cruise Management
TMH502	Sustainable Tourism	TMH302	Sustainable & Regenerative Tourism

TMH503	Event Management	TMH303	Tourism Entrepreneurship Development
TMH504	Financial Management	TMH304	Foreign Exchange Management
TMS505	Cargo Management and Logistic Operations	TMS305	Tourism Policies and Regulations
TMS506	Entrepreneurship Development	TMS306	Event Management
TMS507	Communication Skills & Public Relations	TMS307	Experiential Tourism
TMS508	Travel Journalism	TMS308	House-keeping Management
TMS509		TMS309	Food and Beverage Management
IV SEMESTER			
TMH551	Destination Management	TMH401	Destination Management
TMH552	Human Resource Management	TMH402	Human Resource Management
TMH553	Project Report ***	TMH403	Project Report ***
TMH554	Tourism Policies and Regulations	TMH404	Cargo Management and Logistics Operations
TMS555	Customer Relationship Management	TMS405	Customer Relationship Management
TMS556	Information Technology for Tourism	TMS406	Digital Applications in Tourism
TMS557	Foreign Exchange Management	TMS407	Behavioral Psychology in Tourism
TMS558	Health and Wellness Tourism	TMS408	Responsible Tourism
		TMS409	Gender Tourism

Detailed Syllabus

I SEMESTER

TMH101	Principles & Practices of Tourism
TMH102	Management Concepts and Organizational Behavior
TMH103	Tourism Products of India
TMH104	Travel Management and Tour Operations
TMS105	Disaster Management
TMS106	Business Communication Skills
TMS107	Travel Journalism
TMS108	Remote Sensing and GIS
TMS109	Ecotourism and Wildlife Management
	*Study Tour

TMH - 101: PRINCIPLES AND PRACTICES OF TOURISM

Credits: 4

Course Objectives:

To introduce the fundamental concept of tourism.

1. To study the history and growth of tourism industry.
2. To familiarize the types and forms of tourism.
3. To comprehend the evolution of accommodation industry.
4. To understand the concepts of motivation and determinants of travel, tourism, holiday and leisure in tourism modernity.
5. To critically evaluate the role of state, governance, patronage, regulatory bodies and associations in the phenomenal expansion of tourism and travel in the modern and contemporary world.
6. Acquaint students with the various tourism theories and models.

Course Outcomes:

- CO1:** Understand the concepts and typology of tourism.
- CO2:** The students would be equipped with historical growth of tourism like chronology, places, events, experiences, and narratives. This knowledge will give them insights to understand the tourism industry in detailed manner.
- CO3:** Students will be able to explain the various facets of Globalization and its relationship with the growth of accommodation industry. They will be in position to comprehend the development of accommodation sector in India and in the Global contexts.
- CO4:** Students understand clear foundation about the tourism industry with respect to the components and elements of tourism.
- CO5:** Illustrating the importance of communication and information system in growth of tourism industry.
- CO6:** Students will be able to critically engage in understanding the birth of mass tourism evolved after the Second World War and the development of transportation sector
- CO7:** The student would be able to know the demand and supply characteristics of tourism and explains the different motivational factors affecting for travel.

Pedagogy: Assignment, Cases and Seminars, Lecture-cum-discussions

UNIT I: History and Concept of Tourism – Meaning, concept and definitions of tourism, tourist, traveler, visitor & excursionist - Development of tourism through ages - Early and medieval period of travel - Modes of transports and accommodation, renaissance and its effects

on tourism, birth of mass tourism, development of modern transport, communication and accommodation Systems, old and new age tourism - General tourism trends - Inter disciplinary approaches to tourism –Tourism, recreation & leisure inter-relationship.

UNIT II: Components, Types and Forms of Tourism – Meaning, characteristics & significance of the components of tourism industry - Attraction, accommodation, accessibility, amenities, activities and affordability – Forms of tourism – Inter-regional and intra-regional tourism, inbound and outbound tourism, domestic & international tourism –Types of tourism - adventure, medical, wellness, heritage, MICE, religious, culture, dark tourism, doom tourism, senior citizen tourism, disaster tourism and wine and other types of tourism.

UNIT III: Travel Motivations and Demand - Concept & definition of travel motivation – Mackintosh’s classification - Sun lust and Wanderlust - push and pull forces in travel motivations - Travel deterrents - Tourism Demand - Definition of tourism demand. Motivation of tourism demand - Indicators of Tourism Demand – Determinants of tourism demand - Pattern & characteristic of tourism supply factors influencing tourism supply - Tourism Statistics - Meaning, Types & Problems in measurement of tourism statistics.

UNIT IV: Tourism Theories and Models: Mathieson and Wall travel buying behaviour model - Mill-Morrison’s Tourism Policy Model - Leiper’s geo-spatial Model - Stanley Plog’s Model of Destination Preferences – Butler’s Tourism Area Life Cycle (TALC) - Doxey’s Irritation Index – Demonstration Effect – Crompton’s Push and Pull Theory - Gunn’s Model.

UNIT V: Impacts of Tourism - Economic impacts, Socio-cultural impacts, Environmental impacts, political impacts, and technological impacts - Impact analysis - Strategies to overcome or reduce the negative impacts - Impact assessment methods - Social impact assessment, Environmental impact assessment and environmental audit.

UNIT VI: Tourism Organizations - National & International organizations connected to tourism – Need for the organization – Organizational structure, role and functions of UNWTO, ICAO, PATA, UFTAA, IATA, ASTA, DGCA, NTO, WTTC, ITDC, IATO, TAAI, IHA, FHRAI, Ministry of Tourism, Govt. of India.

Cases – On Karnataka, tourist destinations, Karnataka State Tourism Development Corporation (KSTDC).

References:

1. Bhatia A.K (2003) International Tourism, Sterling Publishers Pvt. Ltd, New Delhi. P.T.O
2. Bhatia AK (2002), Tourism Development: Principles and Practices, Revised edition Sterling Publishers Private Limited, New Delhi.
3. Chris Cooper, Fletcher John, Fyall, Alan, Gilbert David, Wall Stephen (2008), Tourism Principles and Practices, 4th edition, Pearson Education Limited.
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8. Pran Nath Seth (1997), Successful Tourism Management, Sterling Publishers Pvt Ltd, New Delhi,
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10. Roday Sunetra, Biswal Archana, Joshi Vandana (2009), Tourism Operations and Management, – Oxford University Publications.
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12. Swain, S.K. &Mishra, J.M. (2011). Tourism Principles and Practices. New Delhi: OUP.
13. Tribe, J. (Ed.). (2009). Philosophical Issues in Tourism. United Kingdom: Channel View Publications.
14. Jamal, T., &Robinson, M. (Eds.). (2009). The SAGE Handbook of Tourism Studies. United Kingdom: Sage Publications.

TMH – 102: MANAGEMENT PROCESS AND ORGANIZATIONAL BEHAVIOR

Credits: 4

Course Objectives:

1. To understand the basic concept and various components of management
2. To understand the functions of management
3. To make them understand how to motivate employees in an organization
4. To understand various types of leadership styles
5. To understand the effectiveness and importance of training in an organization
6. To understand the process of staffing
7. To understand the importance of communication in an organization

Course Outcomes:

CO1: Prepares the students to manage any tourism organization in dynamic situations.

CO2: Develops managerial and leadership skills

CO3: Develop communication skill

CO4: Gaining knowledge on staffing process

CO5: Able to motivate the subordinates

CO6: Able to coordinate work activities

CO7: Able to plan and execute plans and policies

Pedagogy: Lectures, Seminars, Assignments and Role-play

UNIT I: Management Theories and Concepts - Meaning and definitions of management; Nature, Significance, objectives, and functions of management; levels of management; principles of management (Henry Fayol and F.W. Taylor): Role, attributes, and qualities of manager; approaches to management

UNIT II: Planning and Decision Making – Nature, purpose, types of plans, planning process, advantages and limitations of planning; Objectives: Nature and types of objectives; Importance of Objectives; Management by objective; Strategies and Policies: Nature and purpose of strategies and policies; Concept of corporate strategy, formulation of strategies, types of strategies; types of policies, principles of formulation of policies; decision-making: process of decision making; decision making techniques; importance and limitation of decision making.

UNIT III: Organizing - New Forms of Organization, Staffing - Concept, Nature, Importance, Steps, directing– Concept, Nature, Importance, Controlling - Concept, Nature, Importance, Process of controlling, Control Techniques, Leadership: Concept, Nature, Importance, Attributes

of a leader, developing leaders across the organization, Leadership Grid, Decision making: Concept, Nature, Importance, and Process, Types of decisions, Problems in decision making.

UNIT IV: Introduction to organizational behavior - Nature – Importance and features of OB –Benefits of OB- OB Model – Approaches to the study of OB - Personality – Meaning – Determinants – Traits – Theories of Personality – Perception & Attribution – Meaning & Definition – Factors influencing perception – Perceptual Process. Learning – Meaning – Theories – Process of Learning.

UNIT V Group Process – Group Dynamics – Types of Groups – Importance of Group – Group behaviour – Group norms – Cohesiveness – Group Decision making – Group development Stages. Conflict - Meaning - Types – Sources - Conflict Management Techniques. Organization Development – Goals - Conditions for the success – OD interventions – Development of internal OD facilitators- Change Management- Change & its effect – Managing Change

UNIT VII: Motivation: Definition, Importance, Motives – Characteristics, Classification of motives - Primary & Secondary motives. Theories of motivation (Maslow's Need Hierarchy theory, Herzberg's motivation, Hygiene theory, room's Expectancy theory); Morale - Definition and relationship with productivity - Morale Indicators, Emerging Trends and Challenges.

References:

1. Agarwal R.D (2001), Organization and Management, Tata Mc. Graw Hill Publishers, New Delhi.
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7. Prasad L.M (2007), Principles and Practices of Management, 7th edition. Sultan Chand & Sons Publishers, New Delhi.
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11. Neharika Vohra Stephen P. Robbins, Timothy A. Judge. (2022). Journal of Organizational Behavior, 18th ed. (updated). Pearson Publication.
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14. Treviño, L. K., & Nelson, K. A. (2021). Managing business ethics: Straight talk about how to do it right (8th ed). Wile

TMH - 103: TOURISM PRODUCTS OF INDIA

Credits: 4

Course Objectives:

1. To understand the cultural and historical background of India.
2. To familiarize students with the basic concepts of tourism products.
3. give a help the learners develop an understanding of the nature of different tourism products
4. To give an insight into how travel and tourism evolved over a period of time and reached the modern stage.
5. To familiarize vast tourism resources of India.
6. To provide insights into the process of developing and managing various tourism products
7. To enhance the knowledge of students about various special interest tourism products of India

Course Outcomes:

- CO1:** Learn about the origin & development of art in the Indian Sub-Continent.
- CO2:** To identify the performing art of India- classical dances, folk dances and folk culture and their features and stylistically date them.
- CO3:** Understanding the history, culture and early civilization of India.
- CO4:** Demonstrate an understanding of different types tourism resources of India
- CO5:** Enabling the importance of tourism resources in tourism management.
- CO6:** Illustrating the importance of emerging tourism destinations.
- CO7:** Studying the importance of fairs and festivals of India

Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Field visits, study tours, Industry visits, projects and assigned readings

UNIT I: Tourism Product - Definition, concept and classification, nature and characteristics of India's Tourism Products: Seasonality & Diversities. – Indus Valley and Vedic civilization- Early and Post Vedic period – Cultural Erosion and Inheritance of Loss of Indian Culture. Heritage - Indigenous, Colonial, Handicrafts of India. Craft Meals. Fairs &. Festivals of Social & Religious importance.

UNIT II: Performing Arts of India -Forms & Types, Classical Dances. Folk Dances of different Regions & Folk Culture. Indian Music: Different Schools, Status of Indian Vocal & Instrumental Music, Indian Music abroad. Indian Museums. Art Galleries. Libraries & their Location, assets & characteristic. Indian cuisine: Regional variations.

UNIT III: Emerging Tourism Products – Rural tourism – Gastronomy - Golf – Cruise - River - Dark tourism –MICE Tourism- Eco Tourism - Green Tourism - LGBT Tourism – Space Tourism – Shopping Tourism -Wedding Destinations Etc.

UNIT IV: National Parks & Wildlife Sanctuaries- Meaning, definitions of Wildlife Sanctuaries and National Parks- Biosphere Reserves – Game Reserves, Wildlife Safari, Walking trails, flora and fauna. -Popular wildlife and National Parks of India- Locations, Accessibility, Facilities, Amenities, Unique Selling Propositions (USP), Wildlife management

UNIT V: Adventure Tourism, Hill stations & Beaches -Meaning, definition classification and types of adventure tourism-emerging trends – beach of tourism- nature of beaches and beach tourism-popular beach destinations in India – island tourism - Back water tourism – concept and meaning of backwater tourism- Hill Stations- Locations & major hill stations in India

UNIT - VI: Major Tourism Circuits of India - Inter-State and Intra-State Circuits, Theme-Based Circuits - Religious Circuits - Heritage Circuits - Wildlife Circuits-World Heritage Sites of India –Tourism by Rail- Emerging Tourism Attractions in India.

Case Studies:

1. Case of Kaziranga National Park, Ranthambhore Wildlife Sanctuary, Eravikulam National Park, Silent Valley National Park, Madumalai Wildlife Sanctuary.
2. Case of Biosphere Reserves – Manas - Sunderbans etc.

References:

1. Brown Percy, Indian Architecture (Buddhist and Hindu), Bombay.
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4. Dixit, M and Sheela, C (2001), Tourism Products, New Royal Book.
5. Gupta, SP, Lal, K, Bhattacharya, M (2002). Cultural Tourism in India, DK Print.
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8. Mitra, Devla, Buddhist Architecture, Calcutta.
9. Swami, Prayaganand, History of Indian Music.
10. Vatsayana, Kapila, Indian Classical Dance, New Delhi.
11. E-Pathshala. (2018). Retrieved from E-Pathshala an MHRD Project Website: <https://epgp.inflibnet.ac.in/ahl.php?csrno=1827>.

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14. Singh, S. (2008). Lonely Planet India. Gurugram: Lonely Planet Publications.

TMH - 104: TRAVEL MANAGEMENT AND TOUR OPERATIONS

Credits: 4

Course Objectives:

1. To provide an all-round idea about the importance of travel consultants in today's world scenario.
2. To make the students aware of the history and types of travel agents and tour operators.
3. To impart the professional knowledge to meet the requirements of travel and tourism industry.
4. To provide the students with an understanding of the role, function and operation of organization in travel trade operations.
5. To understand the role and functions of tour guides in the industry.
6. To understand the conceptual meaning of travel business and its operation
7. To expose students with the various functions of travel agencies and procedures.

Course Outcomes:

- CO1:** Equip the students to manage tour and travel related procedures.
- CO2:** Validate the essential skills required in the administration and management of tour operations as a business.
- CO3:** Evaluate the duties and responsibilities of travel agencies staff and managers.
- CO4:** Acquire knowledge about the various international travel regulations.
- CO5:** Identify the functions performed by a travel agent.
- CO6:** Understand the appeal, and the changing nature of the package tour and its various markets.
- CO7:** Demonstrate Itinerary preparation skill for inbound, outbound, domestic and common interest tours.

Pedagogy: Lectures, seminars, group discussion, presentations, implant training

UNIT I: Introduction to Travel Agency Businesses - Historical Perspectives-Emergence of Thomas Cook- Emergence of Travel Intermediaries- Definition- Types of travel agency -- Full-Service Agency, Commercial Agency, Implant Agency, Group / Incentive Agency, -and types of tour operators- Inbound, Outbound, Domestic, Ground and Specialized. Indian travel agents and tour operators- an overview. - The Changing Scenario of Travel Trade.

UNIT II: Travel Agency/Tour Operators -Differentiation and Interrelationship. Functions Sources of income. How to set up a travel agency: Procedures for approval of a travel agency and tour operator- IATA & DOT Approval- Approval from various government bodies and Organizational Structures of Travel Agency and Tour Operators. -Linkages of Tour Operation

Business with Principal Suppliers, Government and Other Agencies. Incentive and Concessions Applicable to Tour Operators in India.

UNIT III: Tour Operations Business - Tour operations process, research, planning, costing, costing elements; Tour operations business – role, relevance, tour operational techniques – Booking a tour, reservations, hotel booking procedures, boarding bus/coach, emergency procedures, finance details, travel insurance, Foreign Exchange, Cargo, documentation, food and beverages, transportation delays -Special Services for Charter Tour Operators, Meeting & Incentive Planners and Activities of Meeting Planners, Convention & Conference Tourism Business, Trade Fairs & Exhibitions.

UNIT IV: Tour Packaging & Costing - Tour Packaging: meaning, classifications of Tour Packages - Components of Package Tours, factors affecting tour design and selection–Planning and producing a tour- Concept of Costing: Types of Costs - Components of Tour Cost - Factors affecting in tour costs- Preparation of Cost Sheet, - Confidential tariff-Tour Pricing: Calculation of Tour Price - Pricing Strategies

UNIT V: Itinerary Planning, Development, Marketing, and promotion of tour - Tour Itinerary: Types of Itineraries - Tips and Steps for Itinerary Planning - Do's and Don'ts of Itinerary Preparation, limitation and constraints. Itinerary preparation for inbound, outbound, domestic and common interest tours -Marketing and promotion of tour – marketing strategies of tour operation business, tour brochure, how to prepare a tour brochure, items to be included in tour brochure, tools used to market tour packages, Indian and world tourism day; Promotion of Tour Operation - Mix and Media, Types of media, Selection criteria.

UNIT VI: Tour Guiding and Interpretation - Guiding and escorting – meaning, concepts, golden rules of guiding, difference between guide and escort, skills, responsibilities of guides, interpreting sites, escorts, personal hygiene, grooming, pre, post, and during tour responsibilities, checklist, safety and security, insurance, first aid, emergency handling, leading a group, code of conduct. Visitors' interpretation: Popular understanding of Place, Potentials of attraction, heritage interpretation & Interpretation of Nature.

References:

1. Babu, A Satish, Tourism development in India, APH- New Delhi.
2. Bhatia AK (2004), Tourism Development: Principles and Practices, Sterling Publishers Pvt Ltd, New Delhi.
3. Chand Mohinder, Travel Agency Management, Anmol Publishers, New Delhi.
4. Dennis L. & Foseter (2001), Glencoe an Introduction to Travel & Tourism, McGraw-Hill International.
5. J.M.S. Negi (2009), Travel Agency and Tour Operation, Concepts and Principles, Kanishka Publishers, New Delhi.

6. Jag Mohan Negi (2006), Tourist guide & Tour Operation: - Kanishka Publishing House, New Delhi
7. Kapoor Bimal Kumar and Murali (2005), Travel Agency and Ticketing, Sterling Publishers Pvt Ltd, New Delhi.
8. Negi Jag Mohan (2004), Travel Agency Operations: Concepts and Principles, Kanishka Publishing House, New Delhi
9. Negi Jag Mohan, (2004), Air Travel, Ticketing and fare Construction, Kanishka Publishing House, New Delhi
10. Pran Nath Seth, Successful Tourism Management, Sterling Publishers Pvt Ltd, New Delhi.
11. Jacqueline Holland et al., (2017). Tour Operators and Operations: Development, Management and Responsibility. CABI Publishing.
12. Arvind Kumar (2019). Travel Agency Management & Operations. Walnut Publication.

TMS - 105: DISASTER MANAGEMENT

Credits: 3

Course Objectives:

1. To provide students an understanding the need for studying the disaster management
2. Develop an understanding about the various types of disasters.
3. To expose students to the risk and vulnerability analysis
4. To create awareness about disaster prevention and risk reduction
5. To establish relationship between disasters and developments.
6. To understand Rehabilitation, Reconstruction and Recovery in the event of Disaster
7. To gain knowledge on Climate Change Adaptation and IPCC Scenario and Scenarios in the context of India.

Course Outcomes:

- CO1:** Understand the need and significance of studying disaster management
- CO2:** Understand the different types of disasters and causes for disasters.
- CO3:** Gain knowledge on the impacts Disasters on environment and society
- CO4:** Study and assess vulnerability of a geographical area.
- CO5:** Students will be equipped with various methods of risk reduction measures and risk mitigation.
- CO6:** Understand the role of Information Technology in Disaster Management
- CO7:** Understand Geographical Information System applications in Disaster Management

Pedagogy: Lectures, seminars, group discussion, presentations, implant training

UNIT I Introduction to Disasters - Definition: Disaster, Hazard, Vulnerability, Resilience, Risks – Natural disasters – Earthquake, Landslide, Flood, Drought, Cyclone etc – Manmade Disasters - Fire, Industrial Pollution, Nuclear Disaster, Biological Disasters, Accidents (Air, Sea, Rail & Road), Structural failures (Building and Bridge), War & Terrorism etc. Classification Causes, Impacts including social, economic, political, environmental, health, psychosocial, etc. Global trends in disasters: urban disasters, pandemics, complex emergencies, Climate change - Dos and Don'ts during various types of Disasters.

Unit II Risk and Vulnerability Analysis - Risk: Its concept and analysis - Risk Reduction - Vulnerability: Its concept and analysis - Strategic Development for Vulnerability Reduction - Disaster Preparedness and Response Preparedness Disaster Preparedness: Concept and Nature. Disaster Preparedness Plan - Prediction, Early Warnings and Safety Measures of Disaster. Role of Information, Education, Communication, and Training. Role of Government, International and NGO Bodies. Role of IT in Disaster Preparedness. Role of Engineers on Disaster Management.

UNIT III: Inter-Relationship Between Disasters and Developments - Factors affecting Vulnerabilities, differential impacts, impact of Development projects such as dams, embankments, changes in Land-use etc.- Climate Change Adaptation- IPCC Scenario and Scenarios in the context of India – Relevance of indigenous knowledge, appropriate technology, and local resources.

Unit IV Rehabilitation, Reconstruction and Recovery - Reconstruction and Rehabilitation as a Means of Development. Damage Assessment. Post Disaster effects and Remedial Measures. Creation of Long-term Job Opportunities and Livelihood Options. Disaster Resistant House Construction. Sanitation and Hygiene. Education and Awareness - Dealing with Victims' Psychology - Long-term Counter Disaster Planning - Role of Educational Institute.

UNIT V Geographical Information System and ICT in Disaster Management - Definition of GIS, Concept of Space and Time, Spatial data. Map Projection and Datum - Domains of Spatial information system, Components of GIS (/Hardware, Software, Data, People and Process) GIS Functionalities for end user / system (Data Acquisition, Data Input, Data Management, Data Analysis, Data Modeling and Data Output)

UNIT VI Role of Information Technology in Disasters - Disaster management Information System - Organizing and effective dissemination of information: feedback for improving information - Role of Communication in Disasters, Types of communication in case of disasters – HAM radio, Satellite, Video Conferencing, Electronics devices

Reference:

1. Andrew, S., “Environmental Modeling with GIS and Remote Sensing”, John Willey, 2002
2. Ariyabandu, M. and Sahni P. “Disaster Risk Reduction in South Asia”, Prentice-Hall (India), 2003.
3. Bell, F.G., “Geological Hazards: Their assessment, avoidance and mitigation”, E & FN SPON Routledge, London. 1999
4. Bossler, J.D., “Manual of Geospatial Science and Technology”, Taylor and Francis, 2001
5. C. K. Rajan, Navale Pandharinath, Earth and Atmospheric Disaster Management: Nature and Manmade B S Publication.
6. David Alexander, “Natural Disasters”, Research Press, New Delhi, 1993
7. Dr. Mrinalini Pandey, Disaster Management Wiley India Pvt. Ltd.
8. J. P. Singhal, Disaster Management Laxmi Publications.
9. Jagbir Singh, Disaster Management: Future Challenges and Opportunities K W Publishers Pvt. Ltd.
10. Matthews, J.A., “Natural hazards and Environmental Change”, Bill McGuire, Ian Mason, 2002

11. Mitigating Natural Disasters, Phenomena, Effects and options, A Manual for policy makers and planners, United Nations. New York, 1991
12. Nick Carter. W., "Disaster Management - A Disaster Manager's Handbook". Asian Development Bank, Philippines. 1991
13. Shailesh Shukla, Shamna Hussain Biodiversity, Environment and Disaster Management Unique Publications
14. Tushar Bhattacharya, Disaster Science and Management McGraw Hill Education (India) Pvt. Ltd.

TMS - 106: BUSINESS COMMUNICATION SKILLS

Credits: 3

Course Objectives:

1. To impart oral and written communication skills through experiential training;
2. To gain comprehensive understanding of the important functions of Public Relations
3. To acquaint with the etiquettes of business communication.
4. To understand the synergy between public relations and public opinion
5. To learn the personality development skills.
6. To study the communications challenges in today's work place
7. To understand the role PR in tourism and Hospitality industry.

Course Outcomes:

- CO1:** This course improves the communication skill and develops effective public relation methods in their career.
- CO2:** Students develop presentation and interview skills
- CO3:** Gain knowledge on effective written and oral presentation skills
- CO4:** Learn the importance and role of PR in tourism sector
- CO5:** Learn to how to face challenges of modern work place
- CO6:** Develop soft skills to build a career in hospitality segment
- CO7:** Learn and develop interpersonal skills.

Unit I: Business Communication: Origin and Meaning of communication, Importance of Communication in Business, Goals of Business Communication, Objectives of Communication, Process of Business communication. Principles of Communication. Forms of communication, Communication barriers, Types of Barriers of communication, Strategies to overcome communication barriers.

Unit II: Oral communication skills: Public speaking - Group presentations and discussions - Participation in meetings and interviews – Brainstorming - Designing and delivering presentations. Written communication skills: preparing letters, reports and other executive communications - Methods of achieving effective communication - Measurement of impact of communication – Mass media – Media relations.

Unit III: Introduction to contemporary public relations — Organizational context of public relations – Social context of public relations – Communication and Public opinion – Principles of persuasion, adjustment, and adaptation – PR in Tourism.

Unit IV: Business Correspondence: Business letters and reports - Introduction to business letters, different types of correspondence letters. Norms for Business Letters – Letter for different kinds of situations – Personalized stand letters, enquiries, customers’ complaints, collection letters – Sales promotion letters, Application letters. Report Writing – Structure of Reports – Long & Short Reports – Formal & Informal Reports – Writing Reports, Technical Reports. Conducting Meetings: Procedure – Preparing agenda, Minutes and Resolutions Conducting Seminars & Conferences: Procedure of Regulating Speech Evaluating Oral Presentation – Group Discussion: Drafting Speech – Negotiation Skills.

Unit V: Personality Development: Introduction to Personality Development, Factors Influencing Personality Development, Benefits of Personality Development. Body Language, Importance and Factors of Body language. Problem Solving, steps involved in problem solving. Decision making skills, steps involved in decision making skills. Time Management and Stress Management.

References

1. Chaturvedi, P.D., and Chaturvedi. M. (2016). Business Communication. Pearson Education.
2. Dubey, A. and Shukla, A. (2023). Personality Development and Communication Skills. Laxmi Publications Pvt. Ltd.
3. Kathryn, R., Lentz., P and Das., A. (2020). Business Communication: A Problem-Solving Approach. McGraw Hill.
4. Metha., J. (2014). Personality Development Guide for Students. Prabhatan Prakashan.
5. Mukerjee, S. (2016). Business Communication: Connecting at work 2. Oxford University Press.
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8. Chunawalla S.A. (2001), Advertising Sales and Promotion Management, Himalaya, Mumbai.
9. Jenkins I.R. & Jif J.J. (1973), Planning the Advertising Campaign, Macmillan, New Delhi.
10. Kaul, Asha (2005), Effective Business Communication, PHI, New Delhi.
11. Mandal S.K. (2007), Effective Communication and Public Speaking, Jaico, Mumbai.
12. Munter Mary (2002), Guide to Managerial Communication: Effective Writing & Speaking, PHI, New Delhi.

TMS – 107: TRAVEL JOURNALISM

Credits: 3

Course Objectives:

1. To provide basic understanding about travel journalism and its role in tourism promotion.
2. To equip the students with the practical know-how on travel writing and the dynamics of making travelogues.
3. To study the skills of writing travel books, travel stories.
4. To study electronic media to document the destination features and promotion
5. Study how to conduct interviews manage media relations
6. Study to undertake travel research
7. To study written and oral reporting

Course Outcomes:

- CO1:** Cultivate the interest of travel writing and reporting
- CO2:** Learn to develop tourism portals
- CO3:** Learn to develop tourism related webcast and telecast
- CO4:** Gain knowledge on developing ideas for travel articles
- CO5:** Learn to develop portraying skills
- CO6:** Learn the photography skills
- CO7:** Gain knowledge on developing virtual tourism.

Pedagogy: Assignment, Cases and Seminars, Lecture-cum-discussions

UNIT - I Travel Writing: Articles and Short Pieces of Travel Writing, Magazines, Travel Newsletters, Short Pieces for Books - The Internet - Researching and Approaching Markets - Travel Books - Guide Books - Accommodation Guides - Business Travel - Coffee Table Books, Autobiographical Tales - Anthologies.

UNIT - II Electronic Media in documenting destinations, travel and transport, hospitality and tourism resources - Nature of media coverage: webcast and telecast - Script writing for travel programs - Identifying points for visual support - Conducting interviews - Virtual tourism.

UNIT – III Research Topics: Sources of Information - Research on the Internet - Researching on the spot - Organizing research material.

UNIT - IV Developing Ideas for Travel Articles - Journey Pieces - Activity Pieces - Special Interest Pieces - Side-trips – Reviews - Ideas from own travel experiences - Ideas from other sources.

UNIT - V How to portray the experiences: Practical tips- Choosing the right words - Verbs, Adjectives and Clichés, Illustrations - The Practicality of taking photographs, non-photographic illustrations.

References:

1. Arvahan E. & Ketter E. (2008), Media Strategies for Marketing Places in Crisis, Elsevier, UK.
2. Brunt. P. (1997), Market Research in Travel and Tourism, Butterworth and Heinemann, UK.
3. Clark, Riley, M., Wood, R.C. (1998), Researching and Writing Dissertations in Hospitality and Tourism, UK.
4. Janet Macdonald (2000), Travel Writing, Robert Hale, London.
5. Neilson C. (2001), Tourism and the Media: Tourist Decision Making, Information and Communication, Hospitality Press, Melbourne.

TMS - 108: REMOTE SENSING AND GIS

Credits: 3

Course Objectives:

1. To introduce the concept of remote sensing and GIS
2. To study maps and special information
3. To study the components of GIS
4. To understand spatial and attribute data
5. To Learn digitization and structuring of Map data
6. To understand GIS data analyzing, classification and integration
7. To understand spatial interpolation

Course Outcomes:

- CO1:** The course will help develop the basic knowledge of Remote sensing and its applications
- CO2:** Gain knowledge on GIS and its applications.
- CO3:** Develop knowledge of map making and cartography
- CO4:** Understand digitization and data editing
- CO5:** Learn how to analyze GIS data and interpret
- CO6:** Understand different types of sensors
- CO7:** Understand various data structures

Pedagogy: Assignment, Cases and Seminars, Lecture-cum-discussions, lab work.

UNIT I Introduction: History and concept of Remote Sensing, Electromagnetic Spectrum. Energy Interaction with atmosphere and earth surface features. Basic concepts of visible, Optical. Thermal (Infrared) and Microwave remote sensing. Platforms and Sensors.

UNIT II Basics of Geographic Information System: Definition, components, packages, capabilities, and purpose of GIS. History of Geographic Information System, Development of GIS as an information and decision-making system, Application of GIS in India.

UNIT III Definition - Maps and spatial information, Components of GIS, maps, and spatial data- Thematic characteristics of spatial data, other sources of spatial data - sensors, survey data, air photos, satellite images and field data.

Unit IV Spatial and Attribute Data, spatial entities, raster and vector spatial data structure, comparison of raster and vector methods, linking spatial and attribute data.

UNIT V Digitization, Editing and Structuring of Map Data: Mode of digitization, editing, topology creation and structuring map data. Data Quality and Sources of Errors: Nature of geographic data, sources of errors in GIS database, data quality parameters, handling errors in GIS.

UNIT VI GIS Data and Analysis: Spatial Analysis, Classification, Overlay, Polygon Neighborhoods, Data analyzing operations in GIS, Buffering and neighboring functions, integrated data, raster and vector overlay method, problems of vector and raster overlay, spatial interpolation, GIS for surface analysis and network analysis.

References:

1. Betnstein, R.19708, Digital Image processing from remote Sensing, IEEb Press, New York, 26-65-4.3.
2. Bruno Marcolongo and Franco Mntovani, 1997, Photogeology, Remote sensing Applications in Earth science, Oxford and IBH Pub. Co Pvt. Ltd, New Delhi, 12-1008. 4.
- Drury, S.A.19087, Image Interpretation in Geology, Allan & Unwin (Publishers) Ltd, 23-67.
3. Schowengerd R.A.1995 Techniques for Image processing and classification in Remote Sensing, Academic, Press New York.
4. Siegel, B.S and Gillespie, A.R. 1994, (eds). Remote sensing and Image Interpretations, John Wiley and Sons, New York.
5. Swain P.H.Davis S.M.(Editor), 19708, Remote Sensing, The quantitative approach, McGraw, Hill Book co, New York,
6. Thomas M, Lillesand and Raiph W.Kiefer., 2000 Remote sensing and Image Interpretations, John Willey and Sons, New York, 4th Edition, 24-245.
7. Verbyla, D. 1995, Satellite Remote Sensing for Natural Resources; Lewis Publishers, Boca Rotaon, FL.,
8. Rees, W.G.1990, Physical Principles of Remote sensing, Cambridge University Press.22.
- Wolf, P.R.19083, Elements of Photogrammetry, 2nd Ed, MC Graw-Hill, New York.
9. Bonham- Carter G.F., Geographic Information System for Geoscientists, Pergmon Press, Tarrytown, New York, 1994.
10. Burough, P.A., and Rachael A, Mec Donnell. Principles of Geographic Information System. Oxford University Press-19908(Indian Print)
11. Demers, Michael; Fundamental of Geographic Information System, John Wiley, 1999(Indian Print).
12. Fraser Taylor., P.A., Geographic Information System- The Microcomputer and Modern Cartography, Pergamon Press, 1991.
13. Heywood, Carnelin and Carven, An Introduction to Geographic Information System by, Prentice Hall, 1998.

TMS- 109: ECOTOURISM AND WILDLIFE MANAGEMENT

Course Objectives:

Credits: 3

- To understand the principles and practices of ecotourism and its role in conservation and community development.
- To explore wildlife management strategies and ethical tourism practices.
- To equip students with skills for planning, managing, and promoting ecotourism initiatives.

Course Outcomes:

CO1: Explain the principles, scope, and significance of ecotourism and its role in sustainable development.

CO2: Identify and evaluate the ecological, economic, and social impacts of ecotourism and wildlife tourism in different environmental contexts.

CO3: Apply ecotourism planning and management strategies in protected areas, wildlife sanctuaries, and community-based tourism models.

CO4: Assess the effectiveness of conservation policies, regulatory frameworks, and community involvement in wildlife management.

CO5: Demonstrate knowledge of biodiversity, wildlife behavior, and carrying capacity assessment relevant to tourism management.

CO6: Design ecotourism initiatives or wildlife tourism projects that balance conservation, visitor experience, and local community benefits.

Introduction to Ecotourism- Definition, principles, and scope of ecotourism-Ecotourism vs. sustainable tourism vs. mass tourism- History and evolution of ecotourism- Key stakeholders in ecotourism: tourists, operators, governments, communities- Benefits and limitations of ecotourism

Ecotourism Planning and Development- Ecotourism product design and destination development, Zoning and carrying capacity in ecotourism sites, Impact assessments and sustainability indicators, Certification, and accreditation (e.g., Green Globe, Earth-Check), Best practices in ecotourism destination management

Wildlife Tourism and Protected Area Management- Types of wildlife tourism: safaris, bird watching, marine ecotourism, etc., Role of national parks, wildlife sanctuaries, and biosphere reserves, Visitor management in protected areas, Human-wildlife conflict and mitigation strategies, Role of NGOs, and international bodies (e.g., WWF, IUCN)

Community Participation and Ethical Issues- Community-based ecotourism (CBET) models, Indigenous rights and cultural sensitivity in ecotourism, Economic and social impact on local

communities, Ethical tourism practices and codes of conduct, Gender, equity, and inclusion in ecotourism development

Wildlife Conservation and Management Practices- Conservation biology basics relevant to tourism, Wildlife tracking and monitoring techniques, Habitat restoration and anti-poaching efforts, Wildlife rescue, rehabilitation, and breeding programs, Climate change and its impact on biodiversity and tourism

Case Studies and Global Best Practices- Successful ecotourism models (e.g., Costa Rica, Kenya, Bhutan, India's Tiger Reserves)- Failures and lessons learned in ecotourism projects, Role of policy frameworks and tourism regulations, Innovative ecotourism enterprises (e.g., ecolodges, conservation safaris)

1. **Fennell, D. A.** – *Ecotourism*
2. **Honey, M.** – *Ecotourism and Sustainable Development: Who Owns Paradise?*
3. **Kiss, A.** – *Is Community-Based Ecotourism a Good Use of Biodiversity Conservation Funds?*
4. **Newsome, D., Moore, S. A., & Dowling, R. K.** – *Natural Area Tourism: Ecology, Impacts and Management*
5. Government Reports and Guidelines from **MoEFCC (India), IUCN, UNWTO**

***STUDY TOUR**

Study Tour shall be offered to the students as a compulsory component. The objective of the study tour is to give exposure to the students about attraction and resources /amenities available at a tourist destination. Students shall have to submit the final report within 15 days of completion of the tour and the viva-voce for the same shall be conducted during the first, second and third semester and marks shall be considered for internal assessment.

II SEMESTER

TMH201	Aviation Management and Air Ticketing
TMH202	Geography of Worldwide Destinations
TMH203	Tourism Research Methods
TMH204	Hospitality Management
TMS205	Accounting and Financial Management
TMS206	Marketing for Tourism
TMS207	Itinerary Preparation and Tourism Circuits
TMS208	Medical and Wellness Tourism
TMS209	Front Office Management
	*Study Tour
	**Internship Training

TMH – 201: AVIATION MANAGEMENT AND AIR TICKETING

Credits: 4

Course Objectives:

1. To provide an understanding about various rules, regulation, procedures and documentation in air traffic.
2. To know about Air Ticketing and Travel and tourism agencies, their structure and Organization.
3. To learn about IATA areas, 3 letter city and airport codes
4. To study various ramp equipment used at the airport
5. To study present, past and future of civil aviation
6. To understand the role of IATA, ICAO, DGCA and AAI in the operation of aircrafts
7. To discuss on Warsaw and Chicago conventions

Course Outcome:

- CO1:** Students should be able to remember IATA city and airport codes, calculate city to city airfares
- CO2:** To learn and understand the structure and functions of an airport.
- CO3:** To be able to calculate the time differences of various cities
- CO4:** To be able to understand the baggage regulations
- CO5:** To be able to know the check-in and check-out procedures in the airport
- CO6:** To know the structure of an airport and its different facilities and amenities
- CO7:** To gain knowledge on types of journeys, global indicators and sales indicators

Pedagogy: Assignments, Seminars, and Presentations, Lecture-cum-discussions.

UNIT I Origin of Civil Aviation - History of Civil Aviation in India - Public and Private Sector airlines in India – Open Sky Policy; Role of AAI and DGCA; A brief account of IATA /ICAO- 18 Annexes of international civil aviation- Warsaw - Chicago conventions – Bilateral agreements & Multilateral Agreements – Freedoms of Air. Strategies adopted by the airline companies- Mergers-acquisition-Market concentration- partner agreements- Diversifications-Privatization.

UNIT II Check in and Checkout Formalities at Airport - Cabin Crew - Inflight services - Types of class – upgrading & downgrading (Airport in Transportation Management)-Baggage Handling – Regulations –Passengers requiring special handling- passengers with medical problems, Expectant women, Unaccompanied minors, infants –VIPS/CIPS. Baggage and Excess baggage - Types of Baggage: Checked and unchecked baggage – piece and weight concept –

pooling of baggage –free carryon items – Baggage clearance - Customs – Channels (Green Channel & Red channel).

UNIT III Ramp Equipment at the Airport: Airport Layout – Brief account of: Airfield – (Landing strip [Runway, Shoulders, stop way, Taxi ways, Apron) – Terminal Area (Gates, Terminal Building, Aircraft service facilities-hangar) – Flight support Area (ATC, Fueling Area, Navigational aids). Airport Management: Major Airlines and Airports in India - Airport facilities for passengers.

UNIT IV Passenger Air Tariff - Background information, Passenger Air Tariff Editions - IATA areas of the world, Global Indicators, One country rule. Types of Journeys – One-way Trip – Round Trip – Circle Trip – Open Jaw – Counting Transfers and Stopovers.

UNIT V Time Difference - Local time and GMT calculation, flying time calculation. Currency conversion- Conversion of NUC into local currency, rounding of local currency. OW through Fare Construction - RT and CT fare construction – Selecting a Fare Break Point – General Guidelines – RT/CT formula – CTM Check.

UNIT VI Ticketing and Traffic Documents – Passenger Ticket and Baggage Check- Customs regulations of India- Currency Regulations of India - Computerized Reservation System (Practical).

References:

1. Air Cargo Tariff Manuals
2. Dennis. L. Foster (2001), the Business of Travel Agency Operations and Administration, Mc. Graw Hill Publications
3. IATA Live Animals Regulations Manuals
4. IATA Training Manual Foundation Course.
5. Negi Jagmohan (2003), Air Travel Ticketing and Fare construction, Kanishka Publishers
6. OAG and Air Cargo Tariff (Both Red and Green)
7. OAG Guide published by IAIA
8. R Dogani, Air Port Business
9. Seth Prannath (2003), Successful Tourism Management Vol II, Sterling Publications, New Delhi
10. Travel Information Manual (TIM)

TMH – 202: GEOGRAPHY OF WORLDWIDE DESTINATIONS

Credits: 4

Course Objectives:

1. To understand the elements of geography and its relationship with tourism
2. To learn climate classifications and their relationship with tourism development.
3. To study Physical and human geography of America, Europe
4. To understand the tourism geography of Africa and Middle East
5. To study Physical and human geography of the continent of Asia
6. To learn tourism characteristics and destinations in Australia.
7. To study the global perspectives of the tourism trends.
8. To give an insight into various holiday destinations
9. To Understand latitudes, longitudes, International Date Line and GMT
10. To study the tourism characteristics and geography of Asia

Course Outcomes:

CO1: Students should be able to remember and locate countries, cities and other geographic features.

CO2: Students will develop physical and political perspective of world geography

CO3: Study the climate, whether and tourism resources of the world in a regional approach.

CO4: Gain knowledge on physical and human geography and tourism characteristics of America

CO5: Understand the physical and human geography and tourism characteristics Europe

CO6: Gain knowledge on importance of climate and weather on tourism.

CO7: Students should be able to remember and locate countries, cities and other geographic features.

CO8: Study climate, whether and tourism resources of Asia, Africa, and Australia in a regional approach.

Pedagogy: Assignment, Presentations, and Seminars, Lecture-cum-discussions

UNIT I Introduction to Geography – Meaning and definition, relationship between tourism and geography, elements of Geography — Importance of Geography in Tourism – **Latitudes & Longitudes** - Latitude – Longitude – International Date Line, Time Zones, GMT, Daylight Saving time. – World's continents - destinations on world map. The world climates – climatic elements and tourism - Impact of weather and climate on tourist destinations.

UNIT II: Geography of Tourism in North and South America - Geography and tourism in America – Tourism characteristics - major tourism destination and attractions of Canada and

United States - Major tourist destination in Mexico and the Caribbean countries. The Andes countries: Venezuela, Columbia, Ecuador, Peru, Bolivia, and Chile – middle latitude South America – Argentina – Paraguay – Uruguay – Brazil.

Unit III: Geography of Tourism in Europe - An Introduction to the tourism Geography of Europe – physical characteristics – Tourism characteristics in Western Europe – Ireland – the United Kingdom – France – Belgium – the Netherlands – Germany – Austria – Switzerland - North West Europe – Scandinavia – Eastern Europe and CIS – Tourism in Southern Europe – Greece, Italy – Iberian, peninsula (Spain and Portugal).

UNIT IV Geography of Tourism in Africa and the Middle East – Geographical features. Tourism in the countries bordering to the Middle East – Mediterranean and Israel, Egypt, Syria – Turkey – Iran – Iraq. The North African Coast – Tunisia – Algeria – Morocco, Characteristics of tourism in Sub Sahara Africa – West Africa – East Africa and Southern part of Africa

UNIT V Geography of Tourism in Asia -Major Tourism resources of East Asia and South East Asia: – East Asia: Japan – China – Hong Kong – South Korea – South East Asia – Singapore – Indonesia – Malaysia – Thailand – The Philippines – Laos, Vietnam, and Cambodia. South Asia and Tourism potential. Nepal and Bhutan – Sri Lanka – The Maldives Island – Bangladesh, Pakistan, and Myanmar. **Geography and Tourism in Australia** – Tourism Characteristics of Australia and New Zealand – Patterns of Tourism in Australia – New Zealand's Tourist Regions. The Pacific Islands.

UNIT IV Tourism Trends - Global and regional tourism trends - tourism receipts and expenditures - Top tourist countries - UNWTO forecast for international tourism.

References:

1. Carleton Cole (2009), Destination: Asia: Coming to Thailand & Asian adventures.
2. Dawne M. Flammger (1993), Destination: North America.
3. Husain Masjid (2004), World Geography, Rawat Publications, Delhi and Jaipur.
4. Husain Masjid, (2003), Indian and World Geography, Rawat Publications, Delhi and Jaipur
5. J. K Chopra, World Geography.
6. Lonely Planet – Asia, North America, South America, Europe.
7. M A Boniface, Chris Cooper and Robyn Cooper, Worldwide Destinations: The Geography of Travel and Tourism: Volume – 1, London.
8. , Chris and Bonifare, Worldwide Destinations, the Geography of Travel and Tourism, Butterworth Publications.

9. Hudman, Lloyd and Jackson Richard (1999), Geography of Travel and Tourism, Delmar Publishers.
10. Lonely Planet – Europe, Australia, and Africa (Recent)
11. Perlitz, Lee and Elliot, Steven (2001), International Destinations, Prentice Hall Publications.
12. Tour brochures of Thomas Cook, Cox and Kings, Travel Corporation of India etc.
13. Kjell M. Torbiorn, Destination Europe: The Political and Economic Growth of a continent
14. Tim Leffel, the World's Cheapest Destinations of Europe.
15. Chris Dorsey, World's Greatest Wingshooting Destinations: Europe, Africa and Latin America
16. Thomas Preston & Elizabeth Preston, the Double Eagle Guide to 1,000 Great Western Recreation Destinations Pacific Coast: Washington, Oregon, California Double Eagle Guides)
17. Jonathan Grupper, Destination Australia.

TMH – 203: TOURISM RESEARCH METHODOS

Credits: 4

Course Objectives:

1. To familiarize students with basic of research and its objectives approaches, and problems encountered in research.
2. To provide the knowledge regarding the importance of literature review in research.
3. To identify appropriate research topics and parameters
4. To familiarize how to develop research design
5. To identify and discuss the concepts and procedures of selecting sampling techniques.
6. To provide the methods of data collection, analysis, and reporting.
7. To impart knowledge regarding data analytics skills and meaningful interpretation to the data sets so as to solve the research problem.

Course Outcome:

CO1: Develop understanding on various kinds of research and objectives of doing research.

CO2: To develop understanding of the basic framework of research process.

CO3: To familiarize about various research designs and techniques.

CO4: To perform literature reviews using print and online databases.

CO5: Employ American Psychological Association (APA) formats for citations of print and electronic materials

CO6: To identify, explain, compare, and prepare the key elements of a research proposal /Report. Appreciate the components of scholarly writing and evaluate its quality.

CO7: Compare and contrast quantitative and qualitative research paradigms and explain the use of each in tourism research.

Pedagogy: A combination of Lecture, Case Analysis, Seminars, Assignments, Field visits, Industry visits, projects and assigned readings

UNIT I: Introduction to research – Meaning, Definition, types and relevance of research, trend and challenges -Requisites of a good research- Research Process- -Formulation of research problem and statement of research objectives -Review of literature- Literature classification – purpose of review – sources of literature – Planning the review work and drafting the research proposal-ethics in tourism and hospitality Research.

UNIT II: Research Design & Measurement - Meaning of research design, features of a good research design, different types of research designs-Sampling design-the concept of sampling steps in sampling design, criteria for selecting a sampling procedure, sampling

techniques/methods- variables and scales of measurement-ordinal Measurement, internal measurement ratio measurement, reliability, and validity scale-Likert's-Scales.

UNIT III : Sampling & Data Collection Methods: Sampling-Meaning – characteristics of a good sample – sampling techniques: Probability Sampling techniques and non-probability sampling technique- sampling unit, size and sampling errors- Primary and secondary methods of data collection – mail survey-questionnaire-Ethnography and Case Study - Experimentation, In-depth Interviews - Focused Group Interview, Delphi Technique, Participant Observations - Simulation ,Panel method, Projective Techniques - Content Analysis.

UNIT IV Measures of Central Tendency - Arithmetic Mean, Weighted Mean, Median, Mode, Partition Values – Quartiles, Deciles and Percentiles.

UNIT V: Measures of Dispersion, Correlation & Index Number: Mean deviation, Quartile deviation, Standard deviation, Co-efficient of variation and application. Correlation analysis-Its significance, correlation of two variables, properties, rank correlation co-efficient, co-efficient of determination - its significance, correlation co-efficient for bivariate frequency distribution. Index Numbers-Concept and types of index numbers -construction of index numbers, some uses. Time series - Variation in time series, trend analysis, cyclical variation, seasonal variation, and irregular variation.

UNIT VI: Data Coding and Presentation: Coding the Data - Communicating Research Findings - Report Writing Tips -Scientific Writing Styles - Structure and Steps of Preparing Research Proposal - the Art of Writing Research Paper - Art of Citing References (APA, MLA), Written & Oral Presentation.

References:

1. Bhattacharya, Research Methodology, Excel Books, New Delhi.
2. C.R. Kothari (2008), Methodology of Research - Vikas Publication House, New Delhi
3. David A Aaker, Kumar & George S Day, Marketing Research.
4. David R Anderson, Dennis Sweeney & Thomas Williams, Business Statistics.
5. Donald R Cooper and Pamela S Schindler, Business Research Methods.
6. K. Sharma, Research Methodology, National Publishers, Jaipur.
7. O.R. Krishnaswamy, Methodology of Research in Social Sciences, Himalaya Publishing House.
8. P.C. Sinha, Tourism Research Policy and Regulation, Anmol Publishers Pvt. Ltd. New Delhi.
9. S C Gupta, Fundamentals of Statistics, Himalaya Publishing House, New Delhi.
10. Shenoy G.V, Srivastava U.K. and Sharma S.C., Quantitative Techniques For Managerial Decision Making.

TMH – 204: HOSPITALITY & RECREATION MANAGEMENT

Credits: 4

Course Objectives:

1. To introduce students to the concepts and scope of hospitality and recreation services.
2. To analyze the growth and diversity in the hospitality industry
3. To analyze the role of hotels in the growth and income generation for the country
4. To understand the various categories of hotel and its operations
5. To study the regulatory laws in establishment of the hotels
6. To have the knowledge about the star categorization of hotels
7. To Familiarize the departmental operations on the basis of various categorization
8. To explore the planning, management, and operation of recreation facilities.
9. To analyze consumer behavior and trends in leisure and recreational tourism.

Course Outcomes:

- CO1:** Students to get a recognized employment in hospitality sector.
- CO2:** Able to manage and operate hospitality segments and prepare them to face the managerial tasks by giving practical exposures
- CO3:** It familiarizes the students about the renaissance and its effects on the hospitality industry
- CO4:** Able to compare the contrast between past and present scenario in tourism and hospitality industry
- CO5:** Creates an aware about the various types of hospitality units in the globe
- CO6:** Familiarizes the students about the associations and organizations for the growth of hospitality
- CO7:** Get to know the rules and regulations for the establishment of hotels

Pedagogy: Assignment, Presentations, and Seminars, Lecture-cum-discussions

UNIT - I Hotel Industry - Origin, Growth and diversification, Role of accommodation in tourism; categories and classifications of accommodation - primary accommodation and supplementary accommodation. Regulatory laws for accommodation sector. Role of HRACC, IHRA, FHRAI in hotel Industry. Hotel Evaluation- Methods of Measuring Hotel performance.

UNIT- II Hotel Operations - Need for organizational charts, major departments of a hotel – Functions of Front Office: Types of reservation, Guest Registration procedures - Hotel Tariff Plans - Types of Guests Rooms. Check-in Check-out formalities, Handling groups, VIPs, Guest Complaints etc.; Housekeeping: staffs' duties, Hotel guest room- Layout, types, floor, pantry,

furniture, fixtures, and fittings; Engineering and Maintenance, Accounts, Human Resource, Security, Sales, and Marketing, Purchase etc.

UNIT- III Food and Beverage- F&B Manager, Assistant Manager, Supervisor, Banquet Manager, Restaurant Manager, Room Service Manager, Bar Manager, Sous Chef, Chef, Steward etc. F & B Outlets- Menu design, costing, Types of services in hotel & service styles, Food Production, Restaurant Administration: Organization of kitchen and service staff, point-of-sale and reservation systems. Quality control, hygiene standards, and safety (HACCP), Hospitality Catering & Events: Role of catering for events, conferences, and conventions. Coordination of banquets, weddings, and corporate meetings.

UNIT – IV Foundation of Recreation & Leisure Management - Definitions and scope: Hospitality vs. Recreation, Components of the leisure and recreation industry, Historical development of recreation services, Relationship between recreation, tourism, and wellness, Recreation programming and activity planning, Community-based recreation and event planning, Parks, camps, and nature-based recreation.

UNIT – V Management of Recreation Resources: Issues in running parks, reserves, and attractions – resource conservation, visitor carrying capacity, fee-setting, and interpretation. Economic and social impacts of recreation, Safety, risk management, and guest satisfaction. Government Initiatives: Overview of India's efforts (e.g. National Strategy for Adventure Tourism, eco-tourism programs) and international examples (UNWTO guidelines, best practices in sustainable recreation).

UNIT- VI Emerging Trends in Hospitality & Recreation Management - AI and Automation in Guest Services, Digital Transformation and Smart Hotels, Wellness and Holistic, Work-from-Hotel, Hyper-Personalization, Diversity Equity, and Inclusion (DEI), Hospitality in the Metaverse, Crisis Preparedness and Health Protocols, Policies and regulations in hospitality and recreation, Sustainable and responsible recreation practices. Entrepreneurship and Innovation: New business models (budget/midscale chains like OYO, niche resorts), start-up case studies, and feasibility planning.

References:

1. Arthur & Gladwell, Hotel Assistant Manager (London communicate, Barril, Jenkins)
2. G. Raghubalan & Smritee Ragubalan: Hotel Housekeeping operations and Management.
3. Gray and Ligouri (2000), Hotel and Motel Management and Operations, PHI, New Delhi.
4. Jagmohan Negi (1997), Professional Hotel Management, S. Chand, New Delhi.
5. Jatashankar R Tewari (2009), Hotel front office operations and Management, Oxford publication New Delhi.

6. John Cousins David Foskett & Cailein Gillespie (2002), Food and Beverage Management, Pearson Education, England.
7. Sudheer Andrews (2009), Hotel Front Office Training Manual, Tata McGraw Hill, Bombay.
8. Negi, J. (2014). Professional Hotel Management. New Delhi: S. Chand.
9. Raghubalan, G., & Smritee, R. (2015). Hotel Housekeeping operations and Management. New Delhi: Oxford University Press.
10. Negi, J. (1984). Hotels for Tourism Development: Economic Planning & Financial Management. New Delhi: S. Chand.
11. Tewari, J.R. (2016). Hotel front office operations and Management. New Delhi: Oxford publication.
12. Sharma, Y.K. (2003). *Hotel Management*. Kanishka Publisher– Covers comprehensive hotel operations (organization, front office, housekeeping, F&B).
13. Seth, P.N. (2017). *Successful Tourism Management*. Sterling – Indian perspective on tourism planning and management.
14. Andrews, S. (2015). *Introduction to Tourism and Hospitality Industry*. Tata McGraw-Hill – Basic concepts and structures of the industry.
15. Hospitality Industry Reports – e.g. *Hotelivate Indian Hospitality Trends* (2024) and WTTC India reports provide current data (online resources).
16. **Government of India, Ministry of Tourism** publications – e.g. *National Strategy for Adventure Tourism* (2022) and tourism statistics reports.

TMS – 205 ACCOUNTING AND FINANCIAL MANAGEMENT

Credits: 3

Course Objectives:

1. The aim of the course is to familiarize the students with the financial accounting system which processes transactions to generate financial statements through the book keeping mechanism and to enable the students to understand the financial status and performance of the business enterprises based on an analysis of the financial statements.
2. It also seeks to develop students' analytical and interpretative skills in the use of management and cost accounting information decision making, cost determination, control and budgeting.
3. To be able to apply accounting techniques and finance strategies in the field of tourism activities.
4. To learn the financial statement analysis.
5. To understand the scope and functions of financial management.
6. To study the cost and capital structure planning concepts.
7. To study the dividend policy

Course Outcomes:

CO1: Students will be able to understand the basic accounting concepts and conventions,

CO2: The candidates will be able to prepare journals, ledger posting and trial balance

CO3: The students gain knowledge on preparation of final accounts.

CO4: Prepared to understand the concepts, theories, and preparation of depreciation accounts

CO5: The students can understand the theories and calculations of capital structures

CO6: The students can understand the theories and calculations of dividend policy

CO7: The course aims at providing a basic framework to solve the accounting problems,
Understand the basics of accounting and financial management.

CO8: To understand various sources of finance

CO9: To familiarize oneself with the techniques used in financial management.

UNIT 1: Financial Accounting - Principles: Golden Rules of Accounting - Concepts and Conventions – Double Entry System; Generally Accepted Accounting Principles: Preparation of Journal - Ledger and Trial Balance - Users and Uses of Accounting information.

UNIT II: Preparation of Final Accounts - Procedures: Trading - Profit-Loss; Account and Balance Sheet; Adjustment Entries. **Depreciation** – Meaning and definition – Causes of depreciation – Methods of Calculating Depreciation – Straight Line Method, Diminishing Balance Method, and Annuity Method.

Unit III: Financial Management – Introduction - Nature and Scope of Financial Management; Financial Goals - Conflict of interest between the stakeholders; Functions of Financial Manager, Changing Financial Environment, Emerging Challenges faced by the Finance Manager.

Unit IV: Capital Budgeting – Nature of Investment Decisions – Investment Evaluation criteria – Net Present Value (NPV), Internal Rate of Return (IRR), Profitability Index (PI), Payback Period, Accounting Rate of Return (ARR) – NPV and IRR comparison

Unit V: Dividend Policies – Issues in Dividend Decisions – Relevance Theory – Walter's Model – Gordon's Model – Irrelevance Theory – M-M hypothesis - Dividend Policy in Practice – Forms of Dividends – Stability in Dividend Policy – Corporate Dividend Behaviour.

Unit VI: Management of Working Capital – Significance and types of Working Capital – Calculating Operating Cycle Period and Estimation of Working Capital Requirements – Financing of Working Capital and norms of Bank Finance – Sources of Working capital – Factoring services– Various committee reports on Bank Finance – Dimensions of Working Capital Management.

References:

1. R. Narayanaswamy, Financial Accounting, PHI, sixth edition, 2017.
2. M.Y. Khan & P.K. Jain, Management Accounting, Tata McGraw Hill, 2017.
3. T.S. Reddy & A. Murthy, Financial Accounting, Margham Publications, 2014
4. Jan Williams, Susan Haka, Mark S bettner, Joseph V Carcello, Financial and Managerial Accounting - The basis for business Decisions, 17th edition, Tata McGraw Hill Publishers, 2017

5. Horngren, Surdem, Stratton, Burgstahler, Schatzberg, Introduction to Management Accounting, PHI Learning, 2014 , 16th edition.
6. Stice&Stice, Financial Accounting Reporting and Analysis, 8th edition, Cengage Learning, 2015.
7. Singhvi Bodhanwala, Management Accounting – Text and cases,2nd edition PHI Learning, 2012
8. Ashish K. Battacharya, Introduction to Financial Statement Analysis, Elsiever, 2012.
9. M Y Khan & Jain - Financial Management Text & Problems- Tata McGraw Hill.
10. Maheshwari S. N.- Financial Management: Principles and Practice- Sultan Chand and Sons.
11. Prasanna Chandra- Financial Management - Theory & Practice-Tata McGraw Hill.
12. Pandey. I.M (2006), Financial Management. Vikas Publishing House Pvt, Ltd., New Delhi.
13. David, D., The Art of Managing Finance, Mc Graw Hill.
14. Reddy G. Sudharshan (2013): Financial Management. Himalaya Publication, Mumbai
15. Wild.J.J. Subramanyam.K.R. Halsey.R.F. 2007, Financial Statement Analysis, Tata McGraw Hill, New Delhi – 8 3.
16. Gupta, 2006, Financial Accounting for Management – An Analytical Perspective, Pearson.
17. Shrivastava R.M, Financial Management. Himalaya Publishing House, 2014

TMS – 206: MARKETING FOR TOURISM

Credits: 4

Learning Objectives:

1. To understand the core concepts of marketing
2. To focus on different marketing environments
3. To understand how market segmentation, targeting and segmentation done in tourism industry
4. To understand the importance of destination branding
5. To review the factors influencing consumer buying behaviour in tourism industry
6. To learn the importance and elements of marketing mix
7. To learn the process of new product development in tourism sector

Learning Outcome:

- CO1:** Students should be prepared to develop their own tourism products and services.
CO2: Students should be prepared to price their own tourism products and services
CO3: Students should be prepared to promote their own tourism products and services.
CO4: Students can brand their products
CO5: Students can evaluate changes in consumer buying behavior
CO6: Students can prepare suitable strategies at different product life cycle stages
CO7: Students are prepared to segment and target their products and services.

Pedagogy: Assignment, Cases and Seminars, Lecture-cum-discussions

UNIT I Introduction - Marketing for Hospitality and Tourism – Definition – Core Marketing Concepts - Marketing Philosophies – Selling Vs Marketing, Differences between Products and Services - Technology and Marketing – Specific features of Tourism Marketing – Marketing Environment - (Macro) – Economic, Natural, Technological, Political – Legal and Socio Cultural.

UNIT II Market Segmentation, Targeting and Positioning - Market Segmentation: Segmentation bases – Criteria to effective segmentation – Market Targeting – Market Positioning. Branding- Destination branding. Destination Marketing Strategies – Designing marketing strategies for market leaders, challengers, followers and nichers - designing strategies for global market place.

UNIT III Consumer Buying Behavior - Consumer buying behavior - Types of consumers, buying motives, Customer satisfaction and related strategies in internal and external marketing,

Factors affecting consumer buying behaviour. Marketing Mix - Meaning, importance and elements.

UNIT IV Product Mix and Pricing - Product Mix – Salient features of Tourism Products, 7 Ps in tourism marketing, Product mix and product line, New Product Development – Product Life Cycle – Strategies for different stages of life cycle. Pricing: Pricing Considerations – Internal and External Factors – Pricing Approaches: Cost based– Break Even Analysis – Value based Pricing – Competition based Pricing – Pricing Strategies/types.

UNIT V Promotion and Packaging - Promotion: Introduction, Different tools of Promotion (Advertising, Sales promotion, Publicity, Personal selling, Direct marketing, public relations, Digital communications) Emerging trends in promotion, promotion of tourism products. Packaging and Programming – Reason for the Popularity of Packaging and Programming – The distribution Mix – Distribution Channels used in tourism industry

UNIT VI Marketing for Tourism Services - Marketing for Airlines, Hotels, Resorts, Travel Agencies and other tourism related services - Challenges and Strategies, Marketing skills for Tourism: Creativity-Communication-Self Motivation - Team building. Internet marketing, social media, Interactive and relationship marketing,

References:

1. Chaudhary Manjula (2010), Tourism Marketing, 1st edition, Oxford Higher Education University Press, New Delhi.
2. Christian Gronroos (1999), Service Management and Marketing Management, 3rd edition, Rowman& Littlefield Publishing Group, Lanham, Maryland.
3. G. L. Gupta (2012), Tourism Marketing Management, Pearl Books, New Delhi.
4. Keller & Kotler (2007), A Framework for Marketing Management, 3rd edition, Dorling Kindersley India Private Ltd, New Delhi.
5. Kotler, Philip, Bowen John, Makens James (2006), Marketing for Hospitality and Tourism, 4th edition, Pearson Education, Bengaluru.
6. Kotler, Philip, Bowen John, Makens James (2013), marketing for Hospitality and Tourism: 6th edition, Pearson Publishers, New Delhi.
7. Morrison Alistair. M (2002), Hospitality and Travel Marketing, 2nd edition, Delmar Thomson Publications, Florence.
8. Morrison M Alastair (2013), Marketing and Managing Tourism Destinations, 1st edition, Routledge Publishers, London.
9. Petter M. Berge & Sondre B. Eliassen (2010), Hospitality and Tourism Management, 3rd Edition, Nova Science Publishers, Newyork.
10. Russell S Winer& Ravi Dhar (2010), Management Marketing, 4th edition, Prentice Hall Publishers, New Delhi.

TMS 207: ITINERARY PREPARATION AND TOURISM CIRCUITS

Credits: 3

Course Objectives:

1. The course imparts the knowledge and skills required to prepare tour itinerary and develop tour packages in travel agency business.

Course Learning Outcomes

2. Explain the concepts and principles of Itinerary Planning;
3. Design, prepare tour Itinerary and develop tour packages; and
4. Demonstrate skills to be a successful Itinerary Planner in travel agency business.
5. Illustrate the significance of tour itinerary & steps for itinerary planning
6. Demonstrate the techniques to undermine the cost factors in itinerary preparation
7. Explain the linkages of various tourism products in Itinerary Preparation
8. Design and develop itinerary for all types of tourists

UNIT-I: Tour Itinerary Development: Tour Itinerary - Concept, Meaning & Definition - Types of tour Itinerary - Scope and Significance of Tour itinerary - Principles of Itinerary Planning - Procedure involved in itinerary planning, constraints in Itinerary preparation - Resources and Steps for Itinerary Planning - Do's and Don'ts of Itinerary Preparation.

UNIT-II: Tour Costing & Package Tour Formulation Process: Information and research input required in Preparation of Tour Itineraries - Research sources of information for addressing visitor inquiries - Essential travel itinerary information is paramount to develop a tour - Tour Costing - Itinerary for GIT and FIT Tours - Tailor Made Package Tours (Niche Tourism, MICE Tourism, Luxury Tourism) - Package Tour Formulation Process - Tour Brochure Designing.

Unit III Operation of Package Tour: Confirmation of Tour, Creation of Docket / File, Issue of Tour Vouchers, Reconfirmation with Airlines, Hotel & Ground Service Providers, Distributing Customized Itinerary to Tour Leader, Guide, Driver & Transporter, Standard Procedures for Pickup and Drop, Check-in and Check-out in the Hotel, Sightseeing, Do's and Don'ts of Sightseeing, Crisis Management in tour, Preparation of Feedback or Guest Comment Sheet, Filling the Guest Comment Sheet, Analysis of Comments of Guest, Service providers, Tour Escorts.

Unit IV Travel Documentation: Familiarization with TIM (Travel Information Manual), Passport & VISA Meaning, Types, Procedures, Validity, Necessary Information to fill the Passport and VISA Form for Issuance, Health Certificates, Currency, Travel Insurance, Credit & Debit Card, and E-payments.

UNIT-V: Tourism Circuits: Major theme-based Tourism Circuits under the Swadesh Darshan Scheme: Buddhist Circuit - Coastal Circuit - Desert Circuit - Eco-Tourism Circuit- Heritage Circuit - Himalayan Circuit –Krishna Circuit – Ramayana Circuit – Tribal Circuit - Tirthankar Circuit.

Text Books:

1. Tim Bryant (2022). The Business of Travel Agency and Tour Operations. Murphy & Moore Publishing.
2. Dr. Sunil Bhardwaj (2022). Travel Agency and Tour Operations Management. Laxmi Publications Pvt. Ltd.
3. Bhatia, A.K. (2013). The Business of Travel Agency and Tour Operations Management. New Delhi: Sterling Publishers (P) Ltd.

References:

1. Krishna Kumar Mishra et al., (2022). Travel Agency & Tour Operation. Kindle Edition.
2. Mohinder Chand Dhiman et al., (2019). Handbook of Research on International Travel Agency and Tour Operation Management. IGI Global; 1 edition.
3. Arvind Kumar (2019). Travel Agency Management & Operations. Walnut Publication.
4. E-Pathshala. (2018). Retrieved from E-Pathshala an MHRD Project Website:
5. <http://epgp.inflibnet.ac.in/ahl.php?csrno=1827> Select- P-02.
6. Jacqueline Holland et al., (2017). Tour Operators and Operations: Development, Management and Responsibility. CABI Publishing.

TMS 208: MEDICAL & WELLNESS TOURISM

Credits: 3

Course Objectives:

1. To understand the concept and evolution of health and wellness tourism.
2. To explore the economic, social, and environmental impacts of health and wellness tourism.
3. To analyze various health and wellness offerings, including spa tourism, medical tourism, and wellness retreats.
4. To develop an understanding of the business and marketing strategies in the health and wellness tourism industry.
5. To assess the role of sustainable and responsible practices in health and wellness tourism.

Course Outcomes:

1. Understanding the medical tourism and its dimension
2. Conceive the need and scope of medical tourism market, challenges and current practices
3. Understanding the wellness tourism.
4. Understanding the Risk in Medical Tourism and its Promotion
5. Identifying dimensions of medical tourism.
6. Identifying significance of medical tourism in economic development
7. Analyzing the role of PPP for the growth of medical tourism.
8. Understanding the wellness tourism products
9. Analyzing recent trends in wellness tourism.

UNIT-I: Introduction to Medical tourism: Health Tourism: Significance- Health Tourism as Industry- Health Tourism Destinations – Types and flow of Health Tourists- Factors Influencing Choice of Health Tourism Destinations.

UNIT-II: Macro perspective and communication: Macro Perspective: Effects of Medical Tourism in Nation's Economy – Development of Supporting Services for Medical Tourism – Role of Government – Private Sector – Voluntary Agencies in Promotion of Medical Tourism. Communication: Integrated Communication for Medical Tourists – Online and Offline Communications – Relationship Management with Medical Tourists.

UNIT-III: Wellness and Tourism: Dimensions of wellness, Spa tourism experiences, types of Spas-Day Spa, Destination Spa, Medical Spa, Resort Spa- Different areas in wellness, health and wellness programs- ESPN aspects of Healing.

UNIT-IV Medical Tourism and Legal Aspects: Medical Tourism and legal Aspects: Certification and Accreditation in Health and Medical Tourism, Ethical, Legal, Economic and Environmental Issues in Health and Medical Tourism. An Introduction to National Accreditation

Board for Hospitals & Healthcare (NABH) and Joint Commission International (JCI). NAHT - National Association of Health Tourism

References:

1. Gupta, Ambuj& Sharma, Vinay, Medical Tourism: On the Growth Track in India.
2. Kumar, Medical Tourism in India (Management and Promotion)
3. Michael D. et.al., Medical Tourism – Health Care in The Global Economy (Trends), Americal College of Physician Executive, 2007.
4. MilicaZ.,et. Al., Medical Tourism in Developing Countries, Palgrave Macmillan, 2007.
5. Opportunities in Medical Tourism in India, RNCOS E-Services Pvt. Ltd, 2007.
6. Raj Pruthi., Medical Tourism in India , Arise Publishers & Distributors, 2006.
7. Kenneth Black · Harold D. Skipper. Jr-Risk and Health insurance, thirteenth edition.
Pearson Education Pvt. Ltd. Delhi
8. P.K.Gupta-Insurance & Risk Management, Himalaya 2nd edition.
9. Neelam C Gulati- Principles of Insurance Management. Excel Books.

TMS – 209: FRONT OFFICE MANAGEMENT

Credits: 3

Course Objectives:

1. To understand the essentials of front office.
2. To familiarize with operations of front office.
3. To educate the students about operations of Front office of a hotel.
4. To understand the basics of hotel operations
5. To acquire the skill to professionally fit into Front Office Techniques- Front office layout and front office activities in hotels.
6. To enhance the skill level of students to perform various duties and responsibilities in a hotel environment.
7. To know types of Equipment, Rooms and Rates used in Front Office Department.

Course Outcomes:

- CO1:** Understand the functions of front office department.
- CO2:** Understand the importance of reservation in front office.
- CO3:** Understanding the overview of Front office Management.
- CO4:** Acquire knowledge on guest registration process.
- CO5:** Develop an understanding on the operations of front office department
- CO6:** Examine the role and duties of front office staff.
- CO7:** Describe the reception procedures in checking-in and checking-out guests.

Pedagogy: Assignment, Presentations, and Seminars, Lecture-cum-discussions

UNIT I - Organization of Front Office and Reception – Layout, staff, duties and responsibilities of front office staff, symbols used in Front Office, Flow chart of Front Office, Co-ordination of Front Office with other departments, Functions of receptionist, Qualities and duties of receptionist, Communications, Preparing for guest arrivals, Check In and Check out system, Checking of reservation correspondence, pre-registration process, Records and formats used in receptions, specimen of formats used.

UNIT II- Reservation – Importance of reservations, Functions of reservations, Sources and modes of reservations, Reservation enquiry – use of letter, fax, telephone and e-mail, Methods of recording booking, over booking, confirming bookings, Group reservations and VIP reservations, instant reservation, instant reservation systems, Central reservation systems. Cancellation and amendments, Forms and formats used in reservation, Reservation process, Group reservation.

UNIT III - Registration – Various types of registration, Documents Generated Registration process. Walk – ins, Guests with Reservations, Groups, Crews, Transit Passengers. Procedures for scanty baggage guest, Reports, forms and formats used, Registration Terminology.

UNIT IV- Information – Functions of information section, Guest Alphabetical Index rack, Message Handling, Handling guest Rooms keys, Handling Mail, Handling Guest Parcels, Paging, providing information to guests, Forms and formats used, Information Desk Terminology. Reception and information, specimen formats used.

UNIT V- Lobby & Bell Desk Operation – Role of Lobby Manager, Role of Guest relations Executive, Functions of Bell Desk, Bell Desk Layout and equipment, staff organization and luggage handling procedure on guest arrival and departure, Left Luggage Procedure, Miscellaneous services: Postage, Stationery and First Aid etc., Forms and Formats used, Bell Desk Terminology.

Reference:

1. Chakravarthi B.K, Front Office Management in Hotel, publisher: CBS; 1st edition.
2. David K Hayes and Jack D Ninemeier, Professional front office management, Pearson Education.
3. J.R. Tewari, Hotel front office – operations and management, Oxford Higher Education
4. James A Badri, Hotel front office management, John Wiley publications.
5. R.K. Arora, Hotel Organisation and Front Office Management, Aph Publishing Corporation.
6. Sue Baker and Jeremy Huyton, Principles of Hotel Front Office Operations, Publisher: Cengage Learning
7. Sushil Kumar Bhatnagar, Front office management, ISBN-10: 8171706525.

***Study Tour**

Students are required to undertake a National tour during Second semesters. The tour reports shall be considered for awarding internal marks

****Internship Training**

Summer Training Report & and presentation component shall be a compulsory component for the students. Each student shall have to undergo minimum of one month (June-July) long training in Tourism, Travel and Hospitality Organizations under the guidance of a faculty advisor. The objective of this is to create an opportunity for the students to undergo training in the Travel Agency, Tour Operation, Logistics, Events, Tourism Information Office, Hotels/Resorts. Such training would help students to understand customer services along with administrative, financial, and marketing aspects of travel business. The marks assigned to this paper shall be considered for determining the internal assessment of third semester.

III SEMESTER

TMH301	Port and Cruise Management
TMH302	Sustainable & Regenerative Tourism
TMH303	Tourism Entrepreneurship Development
TMH304	Foreign Exchange Management
TMS305	Tourism Policies and Regulations
TMS306	Event Management
TMS307	Experiential Tourism
TMS308	House-keeping Management
TMS309	Food and Beverage Management
	* Study Tour

TMH 301: PORT AND CRUISE MANAGEMENT

Credits: 3

Course Objectives:

1. To introduce the basics of port management
2. To understand the basics of cruise management
3. To study the maritime legislation and contemporary issues in cruise operations
4. To expose the students to port stakeholders and associated agencies
5. Understand Port construction and phases of port development
6. To understand the geography of cruise destinations.
7. To develop knowledge on relationship between cruise operation and climate change

Course Outcomes:

CO1: Students gain knowledge on elements of port and cruise management

CO2: Gain knowledge on functions and facilities of port

CO3: Gain knowledge on Port operations

CO4: Study port development phases and growth of world trade

CO5: Understand various maritime issues and legislations.

CO6: Gain knowledge on popular cruise routes and destinations

CO7: Study the impacts on climate on cruise and ship operations.

Pedagogy: Lectures, seminars, group discussion, presentations, implant training

UNIT I Port Structure and Functions - Definition - Types and Layout of the Ports – Organizational structure - Main functions and features of ports: Infrastructure and connectivity - Administrative functions - Operational functions. Main services: Services and facilities for ships - Administrative formalities - Cargo transfer - Services and facilities for cargo - Additional “added value” service - Ports and their stakeholders like Port Health Organization (PHO), Immigration, Ship agents, Stevedores.

UNIT II Port Operations - Berths and Terminals - Berth Facilities and Equipment - ship Operation – Pre - shipment planning, the stowage plan and on-board stowage - cargo positioning and stowage on the terminal - Developments in cargo/container handling and terminal operation - Safety of cargo operations - Cargo security: Measuring and evaluating performance and productivity.

UNIT III Port Development - Phases of port development - Growth in word trade - Changes in growth - Development in terminal operation. Shipping technology and port: Ship knowledge -

Ship development and port development - Port time and ship speed - Other technical development affecting port.

UNIT IV: Contemporary Cruise operations – The elements of Cruising- History of Cruising- The Cruise Market – cruise operators- the cruise product – Accommodation – dining on board – bars-entertainment- shore excursions – wellness including spa – beauty therapy – hair-care – yoga – shops- casinos – weddings. Cruise brands - brand values and vessel classifications - the economics of cruising.

UNIT V Maritime Issues and Legislation – The shipping industry – The legal environment – Ship nationality, registration, and flag. Marine pollution - Safety of life at Sea – Sanitation and Cleanliness – Marine security – Cruise ships and environment – Financial responsibility – Maritime organizations.

UNIT VI Cruise Geography – Destinations – Tropical Zones – Tourists and Climate – Cruise Ports by Type – Primary cruising regions - The Caribbean – Europe and Mediterranean – North America – Asia, Oceania, and the South Pacific – Other cruise destinations.

References:

1. Dileep M.R, (2019) Tourism, Transport and Travel Management, Routledge
2. Dong Wook –Song & Photis Panayides (2015) Maritime Logistics: A Guide to Contemporary Shipping and Port Management
3. H. Haralambides (2015) Port Management, Publisher: Palgrave Macmillan, ISBN-1137475765, ISBN-13: 978-1137475763
4. Kenneth Christopher (2009) Port Security Management, Auerbach Publications; 1 edition, ISBN-10: 142006892X, ISBN-13: 978-1420068924
5. Patrick Alderton (2008) Port Management and Operations (Lloyd's Practical Shipping Guides) 3rd Edition, ISBN 978-1-84311-750-6
6. Patrick Neylan (2020) Port and Terminal Management, Publisher: Institute of Chartered Shipbrokers. ISBN-10: 1911328115, ISBN-13: 978-1911328117
7. Paul Wright (2015) Port and Terminal Management, Publisher: Institute of Chartered Shipbrokers, ISBN-10: 1908833637, ISBN-13: 978-1908833631
8. Philip Gibson and Richard Parkman (2018) Cruise Operations Management: Hospitality Perspectives
9. Philip Gibson (2006) Cruise Operations Management: Hospitality Perspectives (The Management of Hospitality and Tourism Enterprises)
10. Stephen Pettit (Editor), Anthony Beresford (Editor) (2017) Port Management: Cases in Port Geography, Operations and Policy.
11. Wei Yim Yap (2020) Business and Economics of Port Management: An Insider's Perspective by Routledge

TMH - 302: SUSTAINABLE & REGENERATIVE TOURISM

Credits: 4

Course Objectives:

1. Grasp foundational and evolving theories in sustainable and regenerative tourism.
2. Analyze tourism impacts using quantitative and qualitative assessment tools.
3. Design and manage tourism destinations using visitor experience frameworks.
4. Advise on certification, infrastructure, and regenerative planning strategies.
5. Promote equitable stakeholder engagement and regenerative business development.
6. Communicate and execute regenerative tourism plans, supported by evidence-based tools.

Course Outcomes:

- CO1** Articulate the principles and distinctions between sustainability and regeneration.
- CO2** Conduct environmental and social impact assessments, including carrying capacity analyses.
- CO3** Apply visitor management models to design and monitor tourism zones.
- CO4** Integrate certification standards and low-carbon strategies.
- CO5** Facilitate stakeholder-inclusive planning and community regeneration.
- CO6** Develop compelling regenerative storytelling strategies.
- CO7** Present a cohesive, implementable regenerative tourism plan for a real destination.

Pedagogy: Assignment, Presentations, and Seminars, Lecture-cum-discussions

UNIT – I Foundations of Sustainable Tourism – Evolution - Historical milestones - Stockholm Conference 1972 - Brundtland Commission - World Conservation Union 1980 - WCED 1987 and Brundtland Commission - Rio earth summit and declarations 1992 and agenda 21 - Kyoto Protocol 1997 - WSSD 2002 - Global Warming & Climate Change – Dimensions of sustainable Tourism -environmental - cultural – social - economic and other dimensions.

UNIT – II Assessment tools and Environmental Planning - Topographical Analysis - Analysis of Local Resources - Land use Pattern (EIA, SEA, EIS, EMS) & Community and socio-economic and cultural conditions - Evaluation of impact of tourism site - Zoning system – Tourism Carrying Capacity (TCC) - (TCC) – physical, real, and effective carrying capacities – (case studies) Visitor management strategies.

UNIT III Regenerative Tourism - concept, definition, and context - Regenerative vs. sustainable tourism: moving from “do no harm” to “create net-positive impact.” Theoretical and conceptual frameworks: ecological – social and economic. Cultural preservation and local

empowerment. Reducing environmental footprint through innovation, technology & mobility. Regenerative business strategies, grants & incentives. The role of regenerative storytelling in community and visitor engagement.

UNIT IV Certification, Low-Carbon Infrastructure & Blue Economy - Eco-labels & Standards: GSTC, Green Globe, Blue Flag, LEED, PAS 2080 - **Infrastructure Design:** Carbon reduction; regenerative building approaches - **Blue Economy Concepts:** Sustainable coastal/island tourism; resource recovery - **Projects:** Plan an eco-certification pathway for a hypothetical resort.

UNIT V Stakeholder Participation & Regenerative Business Models - Community Engagement: Participatory planning, pro-poor approaches, equity, Heritage preservation - **Business Models & Finance:** Cooperative tourism; regenerative business frameworks; funding mechanisms - **Storytelling & Communication:** Connecting tourists to place via regenerative narratives. **Exercise:** Create a storytelling strategy for a small tourism enterprise

UNIT VI Case Studies & Field-Based Regenerative Project - Global Examples (Teacher Specific Activity): Astro-tourism in Namibia; Maldivian luxury resorts; regenerative destinations, Regenerative safaris in Kenya: wildlife conservation, land regeneration, and tribal empowerment - **Local Fieldwork:** In-class preparation + on-site audit applying assigned modules - **Final Project:** Group presentation of regenerative tourism plan integrating assessment frameworks, certifications, stakeholder engagement, and storytelling.

References:

1. **Bellato, Cheer, Becken & Kaur (2022)** – *Transformative roles in tourism: adopting living systems' thinking for regenerative futures* (Journal of Tourism Futures).
2. **Hussain (2024)** – *Frameworks for Measuring Regenerative Tourism: Supply and Demand Indicators...* (Journal of Sustainability & Resilience)
3. **Alhitmi, Rahman & Bayram (2024)** – *Regenerative Tourism – The Concept of Moving Beyond Responsible and Sustainable Tourism*.
4. Inskeep, E. (1991), *Tourism Planning: An Integrated and Sustainable Development Approach*, New York: Van Nostrand Reinhold.
5. Ritchie, J.R. & Crouch, I.G (2005), *the Competitive Destination –A Sustainable Tourism Perspective*, CABI Publishing, UK.
6. Mowforth, M. and Munt, I. (2003), *Tourism and Sustainability. Development and New Tourism in the Third World*. Routledge, London.
7. Middleton, V.T.C and Hawkins, R. (1998), *Sustainable Tourism: A Marketing Perspective*, Butterworth – Heinemann, Oxford.
8. Weaver, D. (2001), *The Encyclopedia of Ecotourism*, CABI Publication, UK.
9. Wahab, S and John J. Pigram, J.J. (1997), *Tourism, Development and Growth: The Challenge of Sustainability*, Routledge, London.

TMH – 303 TOURISM ENTREPRENEURSHIP DEVELOPMENT

Credits: 3

Course Objectives:

1. To introduce the fundamentals of entrepreneurship with a focus on the tourism sector.
2. To explore business opportunities and challenges in tourism and allied industries.
3. To develop skills in business planning, market research, and financing tourism ventures.
4. To encourage innovation, sustainability, and value creation in tourism enterprises.
5. To analyze government support systems, policies, and successful case studies.

Course Outcomes:

After completing this course, students will be able to:

- CO1: Understand the concept, types, and scope of tourism entrepreneurship.
- CO2: Identify and evaluate tourism-based business opportunities.
- CO3: Develop a viable business model and business plan in tourism.
- CO4: Access and utilize funding, incubation, and policy support mechanisms.
- CO5: Integrate innovation and sustainability into tourism ventures.
- CO6: Analyze real-world tourism start-up success stories and challenges

Pedagogy: Assignment, Cases and Seminars, Lecture-cum-discussions

UNIT I: Introduction to Entrepreneurship and Tourism Business - Concept and characteristics of entrepreneurship - Types: Social, Ecopreneur ship, Intrapreneurship, Lifestyle Tourism Business - Role of tourism entrepreneurs in economic development - Entrepreneurial traits and competencies Overview of tourism start-up ecosystem. Theories of Entrepreneurship. Characteristics and Skills of tourism Entrepreneurship, Role of Entrepreneurship in Economic Development, Factors affecting Entrepreneurship,

UNIT II Opportunity Identification and Market Research - Idea generation and opportunity spotting in tourism - Niche tourism entrepreneurship: rural, heritage, adventure, wellness, etc - Basics of market research and demand forecasting - Customer segmentation and value proposition - SWOT and competitor analysis.

UNIT III Business Model Development and Planning - Business Model Canvas (BMC) for tourism ventures - Writing a business plan: executive summary, services, operations, marketing,

and financials - Legal structure: proprietorship, partnership, LLP, company - Risk assessment and sustainability integration - Pitching ideas to investors and stakeholders

UNIT IV Financing and Managing a Tourism Enterprise - Sources of finance: self-funding, loans, venture capital, crowdfunding - Government funding and subsidies (e.g., Startup India, Tourism Ministry schemes) - Financial planning: budgeting, break-even, ROI - Cost control and revenue management - Basics of HR, operations, and customer service

UNIT V Innovation, Digitalization & Sustainable Tourism Startups - Role of innovation and technology in tourism businesses - E-tourism, travel tech, and digital platforms - Building sustainable and responsible enterprises - Leveraging social media, mobile apps, and AI in tourism start-ups - green entrepreneurship in tourism

UNIT VI Government Support, Policies & Case Studies - Tourism policy and entrepreneurship promotion (India & global examples) - Institutional support: MSME, SIDBI, TIES, state tourism boards - Role of incubators, accelerators, and entrepreneurship cells - Case studies: successful Indian and international tourism entrepreneurs - Challenges faced by tourism entrepreneurs - Setting up a tourism enterprise - steps, procedures, licenses, registration etc.

References:

1. Morrison, A. (2002). Entrepreneurship in the Hospitality, Tourism and Leisure Industries.
2. Hisrich, R., & Peters, M. (2020). Entrepreneurship.
3. Websites: Startup India, Ministry of Tourism (India), UNWTO Entrepreneurship Initiatives
4. Case studies from NITI Aayog, TiE, and local tourism start-ups
5. A.K. Rai – Entrepreneurship Development, (Vikas Publishing)
6. Barringer M J - Entrepreneurship (Prentice-Hall, 1999)
7. Couger, C- Creativity and Innovation (IPP, 1999)
8. Holt - Entrepreneurship: New Venture Creation (Prentice-Hall) 1998.
9. Kakkar D N – Entrepreneurship Development (Wiley Dreamtech)
10. Lall & Sahai: Entrepreneurship (Excel Books 2 edition)
11. Nina Jacob, - Creativity in Organizations (Wheeler, 1998)
12. Peter F. Drucker (1985), Innovation & Entrepreneurship, Harper & Row, New York.
13. R.V. Badi & N.V. Badi - Entrepreneurship (Vrinda Publications, 2nd Edition)
14. Sehgal & Chaturvedi-Entrepreneurship Development (UDH Publishing edition 2013)

TMH 304 FOREIGN EXCHANGE MANAGEMENT

Credits: 4

Course Objectives:

1. To explain the structure, functions, and participants of the global foreign exchange (forex) market.
2. To differentiate between spot, forward, futures, and options markets.
3. To evaluate how exchange rates are determined under various systems (fixed, floating, managed float).
4. To interpret macroeconomic factors (inflation, interest rates, trade balances) influencing currency values.
5. To identify types of currency risk (transaction, translation, economic).
6. To apply hedging strategies using derivatives (forwards, options, swaps) to mitigate risk.
7. Understand the role of international institutions (IMF, BIS) and national regulators (e.g., RBI in India, FED in the U.S.).
8. Gain exposure to forex trading platforms, real-time market data, and forecasting tools.
9. Use analytical tools to track currency movements and simulate forex risk scenarios.

Course Outcomes:

- CO1: Will be well versed with the needs and functions of foreign exchange market.
CO2: Well versed with the foreign exchange market and its functions.
CO3: Major factors which affect the exchange rates.
CO4: Importance of different types of foreign exchange transactions
CO5: To understand different types of exchange contracts.
CO6: Importance of different types of financial markets
CO7: Growth of the swap market and its importance
CO8: Conduct of the trade in swap deals and how the foreign exchange dealing takes place

UNIT – I: Introduction to Foreign Exchange Management: Introduction to Foreign Exchange Management an overview of Foreign Exchange, Foreign Exchange Market, Exchange Rate System, Euro Currency Market, Participants in Forex Market – interventional by central banks – exchange Rate system of Global Level – nature of Euro – Currency Market. Role of international financial institutions in foreign exchange management.

UNIT – II: Foreign Exchange Transactions: Foreign Exchange Transaction Purchase & sale Transaction, Exchange quotations, Spot & Forward Transaction, Ready Exchange Rates, Forward Exchange contracts, execution of Forward Contracts, execution of cancellation/extension of forward contract.

UNIT – III: Types of Financial Markets and Swap Market: Introduction to Futures an overview of financial futures market including the types of contracts available, futures terminology and concepts, futures pricing and behavior, cost of carrying and expectations approach, uses of futures for hedging, arbitrage, and speculation. (problems). Currency Swaps Development of the swap market, characteristics and uses of swap products, interest rate and currency swaps, legal and regulatory issues, Swap deals in India, Trading in Swaps, Foreign Exchange Dealing (Problems)

UNIT – IV: Foreign Exchange Risk Management: Foreign Exchange Risk Management Exchange rate Risk and Political Risk Identification of the different types of exchange rate risk; transaction exposure, translation exposure and economic exposure, together with an analysis of political risk. Managing Foreign Exchange Rate Risk Strategies for managing foreign exchange rate risk and the instruments available;

References

1. Yadav, Foreign Exchange Markets, MacMillian, 2007
2. Julian Walmsley, Foreign Exchange & Money Markets Guide, John Wiley, 2006.
3. Thomas von Ungern, Strategic Foreign Exchange Management, Black well Publishers, 1990.
4. Apte, International Financial Management, Prentice Hall, 2013
5. T. Siddayya, International Financial Management, Pearson, 2017

TMS - 305: TOURISM POLICIES AND REGULATIONS

Credits: 3

Course Objectives:

1. To understand the concept of tourism policy & development and evolution of tourism policy.
2. To provide knowledge on the various committees on tourism and tourism policies of the government of India.
3. To identify the various latest policy document on tourism.
4. To provide comprehensive knowledge regarding International Conventions related to tourism industry.
5. To explore the various regulation related to passport, visa, health, travel insurance, customs currency etc.
6. To familiarize the various tourism Acts in India.
7. To understand the various Laws related to foreign tourist entry, stay and departure.

Course Outcomes:

- CO1:** Explore the tourism policy of India which govern and regulate the development of tourism in India.
- CO2:** Expose the students how to formulate the tourism policy.
- CO3:** Discuss the different phases of Indian tourism policy making journey.
- CO5:** Provide Knowledge regarding the role of government and private sector in formulation of tourism policy.
- CO6:** Articulate a clear and well-structured understanding of various regulation related to passport, visa, health, travel insurance, customs currency etc.
- CO7:** To make the students understand the nature of international conventions and its importance in tourism.

Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, and assigned readings

UNIT-I Tourism Policy – concept, need, objective, institutional framework of public tourism policy. The role of government and private sector in formulation of Tourism Policy. Policy making body and its process at National level. An outline of L. K Jha committee-1963. National Tourism Policy 1982, National committee report 2002. National action plan on tourism-1992. The latest policy document on tourism.

UNIT II Tourism Bill of Rights – Code of ethics in tourism - Manila Declaration - Acapulco Document-Travel Insurance-Passport - Visa-Health Regulations - Customs and Currency Regulations.

UNIT III International Conventions: Warsaw Convention (1924)-Chicago Convention (1944)-Travel Contract (1961)-Berlin Convention (1961 and 1966)-Brussels Convention (1970)-Athens Convention (1974)-Helsinki Accord (1976).

UNIT IV The Passport Act- Foreigners' Act-Indian Contract Act 1872, Laws Relating to Environmental protection - FEMA 1999 - The Arms Act- Narcotics Drugs Act - Psychotropic Substances Act 1985 - Foreigners' Registration Act - The Explosives Act - Citizenship Act - Pollution Control Act.

UNIT V Tourism Acts in India – Laws related to Tourist Entry, stay, Departure, customs Act, Directorate of Enforcement; Sale of Goods Act, Consumer Protection Act; Wildlife Protection Act; Environment Protection Act; Water and Air Acts; Ancient monument Act; RTI.

UNIT VI Special permits to restricted areas for foreign tourist in India - Permits related to various monasteries and wild life areas and their procedure, special permits for rafting, paragliding, and angling, IMF (Indian Mountaineering Foundation) rules for mountain expeditions.

References:

1. C Y Gee, Travel Industry.
2. Gupta S.K. (1989) Foreign Exchange Laws and Practice, Taxman Publications
3. Halloway J.C., Business of Tourism.
4. International Travel and Tourism-
5. JD Ninemeier, Discovering Hospitality and Tourism: The World's Greatest Industry, Pearson.
6. L. Foster, The Business of Travel Agency Operations and Administration
7. Lundberg, The Business of Tour Operations.
8. M. S Negi, Travel Agency, and Tour Operators: Concept and Principles New Delhi
9. R. K. Malhotra (2005) Socio – Environmental and Legal Issues in Tourism,
10. Sajnani Manohar (1999) Indian Tourism Business: A Legal Perspective, New Delhi.

TMS - 306: EVENT MANAGEMENT

Credits: 4

Course Objectives:

1. To acquire an in-depth knowledge about the specialized field of "Event Management"
2. To become familiar with management techniques and strategies required for successful planning, promotion, implementation, and evaluation of special events
3. To help the students with the skills necessary for interacting with the various players involved in the Management of Events.
4. To understand the role of events and concept of MICE in the tourism industry
5. To know about role of suppliers and their coordination in the successful management of an event
6. To understand the significance of the food and beverage in the successful events
7. To understand the need for the study of risk management in the event industry
8. To Instill awareness of sustainability and local community impacts in event planning.
9. To Emphasize innovation and technology (e.g. hybrid/virtual events, event apps) for modern event delivery

Course Outcome:

- CO1:** Motivate them to plan events and execute the event academically
- CO2:** Train the students to plan, manage and run an event.
- CO3:** Familiarise with management techniques and strategies required for successful events
- CO4:** Familiarize the concept of MICE, its role in the tourism development in the country and accordingly they can prepare by themselves
- CO5:** Plan for the food and beverage by concentrating on various events
- CO6:** Train them to analyse the changing trends accordingly plan and set strategies
- CO7:** Able to learn the process of negotiation with the suppliers
- CO8:** Use event management software and digital tools (e.g. project planning, online registration) to organize events efficiently
- CO9:** Collaborate with destination stakeholders (DMOs, hotels, government) to align events with tourism marketing and community goals

Pedagogy: Assignments, cases, projects, presentation, and Lecture-cum-discussions.

UNIT I Concept of Events - Definition, Scope of Event Management, Advantages of events - to the Organizer, Event Planners, Participants, Economy, and Society; Broad classification of Events. Major characteristics of event, Five Cs of Event Management.

UNIT II MICE Tourism - Evolution of MICE (Meeting, Incentives, Conferences and Exhibitions) industry; Components of MICE, Trade shows exhibitions/expositions: types of shows, benefits of exhibitions, Economic and social significance of MICE. Introduction to professional meeting, planning- definition, types and roles; associate, corporate & independent meeting planners; F& B management – services provided at meetings- meeting space- seating style. Agenda – developing agenda.

UNIT III Event Industry Activities and Stakeholders- Event sector structure; roles of organizers, sponsors, venues and service providers. Linkages between events and tourism businesses, Event Activities, Event Planning Fundamentals- Setting objectives, feasibility study, event concept development, site and venue selection. Planning tools- Developing meeting plans, Checklist, Gantt Model, PERT

UNIT IV Event Production & Facilities - Principles of event management. Event production process - Venue Types; Conference venues - facilities, Selection of venue, factors determining the venue selection; check-in and check-out procedures, requirements; conference room lay-outs; Convention manager. Conference facilities in India - Role and functions of ICPB and ICCA. Organizing conferences: bidding process, scheduling programs, participant services. Hybrid/virtual event formats (e-conferences, webinars) and technology platforms. Technology in Events. Event management software, mobile apps, virtual reality tours. Use of digital marketing analytics (Google Analytics, social media metrics).

UNIT V Risk Management & Sustainability in Event- Risk Management, Safety and Security management in events. Risk assessment, Legal contracts, insurance, and permits. Global Issues in Event Management Sustainability & Ethics in Events. Green event practices (waste reduction, carbon footprint) and social responsibility. Ethical issues

UNIT VI Event Marketing and Finance – Interrelation between events & tourism industry- planning publicity – evaluation of meeting – post meeting evaluation. Contract negotiations - principles; negotiation with hotels, airlines and ground handlers and decision-making. Event Budgeting & Finance- Developing event budgets and funding, financial control, and ROI.

UNIT VII Case studies of Events: Tourism festivals: Ellora Festival, Taj Festival, Khajuraho Festival, Konark festival, Hampi Festivals. Trade Fairs: World Travel Mart, ITB, TTW, PTW, Commonwealth games, Asian Games, Olympic, World cup Cricket, Soccer and other mega events.

Practical Skill Development:

1. Students shall analyze real event case studies and role-play as event managers or stakeholders.
2. Volunteering few programmes outside the campus of some Clubs, Associations, companies etc.
3. Organizing a mock event in teams (e.g. campus conference or themed festival), encompassing budgeting, logistics and marketing plans in the campus.
4. Site visits to local convention centers, stadiums, or cultural event venues to observe operations. (visiting sports stadiums to assess facilities or attending a festival to study host-guest interactions)

References:

1. Avrieh, Barry (1994), Event & Entertainment Marketing, Vikas Publications, New Delhi,
2. Brenda R. Carlos Lynn Van Der Wagen (2005), Event Management.
3. C. A. Preston, Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions, The Wiley Event Management Series.
4. Coleman, Lee & Frankle (1991), Powerhouse Conferences. Educational Institute of AH & MA.
5. Gaur Sanjay Singh (2001), Event Marketing & Management, Vikas Publications, New Delhi.
6. Hoyle, Dorf & Jones (1995), Meeting conventions & Group business Educational institute of AH & MA.
7. Hoyle, L.H., TJA Jones (1995) Managing Conventions and Group Business, Educational Institute of AM & MA.
8. Julia Rutherford Silvers, Risk Management for Meetings and Events (Events Management.
9. Montgomery, R.J. (1994), Meeting, Conventions and Expositions, VNR, NewYork.
10. Peter Robinson (Editor), Debra Wale (Editor), Geoff Dickson (Editor), Events Management (CABI Tourism Texts)
11. Sandra K Strick, Meetings, conventions & exposition – An introduction to the industry, Rhonda Montgomery
12. Sharma, A. et al., *Festival and Event Tourism: Resilience and Sustainability* (CABI, 2022)
13. Quinn, B., *Festival and Special Event Management* (Wiley, 2015)
14. Randell, J., *Event Tourism* (Discovery Publishing, 2011)
15. Getz, D., *Event Tourism: Concepts, Case Studies and Research* (Cognizant, 2013)

TMS 307 – EXPERIENTIAL TOURISM

Credits: 3

Course Objective:

1. Understand the core concepts and evolution of experiential tourism.
2. Analyze consumer behavior and motivations in experiential travel.
3. Explore and design innovative, immersive travel experiences.
4. Evaluate the economic, cultural, and environmental impacts of experiential tourism.
5. Develop strategies for sustainable and community-based experiential tourism.

Course Outcomes:

- CO1:** Explain the conceptual foundations and evolution of experiential tourism distinguishing it from traditional tourism models.
- CO2:** Analyze tourist motivations, behaviors, and expectations in the context of experience based travel using relevant theories and frameworks
- CO3:** Design and develop immersive, culturally authentic, and innovative tourism experiences that engage multiple senses and create emotional connections
- CO4:** Evaluate the economic, cultural, social, and environmental impacts of experiential tourism on destinations and host communities
- CO5:** Apply marketing, storytelling, and digital strategies to effectively promote experiential tourism products to targeted customer segments.
- CO6:** Develop sustainable and inclusive tourism strategies that incorporate community participation, heritage conservation, and responsible travel principles.
- CO7:** Critically assess global case studies and trends in experiential tourism to identify success factors and opportunities for innovation in diverse contexts.

Pedagogy: Lectures, practical sessions, seminars, & assignments

UNIT I -Introduction to Experiential Tourism: Evolution of tourism: From sightseeing to experience-seeking, Global trends and market drivers, Comparison with traditional tourism with experiential tourism. Motivational Drivers- personal growth, self-discovery, cultural understanding. Economic and Business Models- niche market, high margin; slow travel and boutique operations. Sustainability and Community Impact- Encourages local collaboration and empowerment, supports cultural preservation, Emphasizes low-impact and sustainable practices, Women in Tourism

UNIT II - Theoretical Foundations: The Experience Economy (Pine & Gilmore), Maslow's hierarchy of needs and travel motivation, Flow theory and peak experiences, Tourist typologies and experience design

UNIT III - Experiential Tourism Product: Components of an Experiential Tourism Product, Categories of Experiential Tourism- Cultural and heritage experiences, Gastronomic tourism and food trails, Adventure and nature-based experiences, Wellness and spiritual tourism, Creative and participatory tourism

UNIT IV - Experiential Tourism Design and Development: Experience design process, Role of technology, Creating value propositions, Case study analysis: Successful experiential tourism ventures. Marketing and Communication Strategies- Storytelling and brand building, Social media and influencer roles, Customer engagement and feedback loops, Personalization and experience mapping

UNIT V - Impact and Sustainability: Positive and Negative Impacts of Experiential Tourism, Socio-cultural and economic impacts, Environmental sustainability, Ethical considerations, Community participation and empowerment.

UNIT VI - Policy, Planning, and Future Directions: Government policies and frameworks, Role of DMOs (Destination Management Organizations), Emerging trends: regenerative tourism, digital nomadism, Future of experiential tourism post-COVID

1. Pine, B. J., & Gilmore, J. H. (1999). *The Experience Economy: Work Is Theatre & Every Business a Stag*, Harvard Business School Press.
2. Richards, G. (2011). *Cultural Tourism: Global and Local Perspectives*– Routledge.
3. Tung, V. W. S., & Ritchie, J. R. B. (2011). Exploring the essence of memorable tourism experiences– *Annals of Tourism Research*, 38(4), 1367–1386.
4. Binkhorst, E., & Den Dekker, T. (2009). Agenda for Co-Creation Tourism Experience Research– *Journal of Hospitality Marketing & Management*, 18(2–3), 311–327.
5. Boswijk, A., Thijssen, T., & Peelen, E. (2007). *The Experience Economy: A New Perspective*– Pearson Education.

TMS - 308: HOUSE KEEPING MANAGEMENT

Credits: 3

Course Objectives:

1. To know the duties and responsibilities of housekeeping department
2. To understand the essentials and operations of Housekeeping
3. To familiarize the department structure based on the star categorization
4. To understand the clean and hygienic aspects
5. To know about the bed making procedures and housekeeping equipment
6. To know the categories of linens and their facilities
7. To understand the concept of budget and its uses

Course Outcomes:

- CO1:** Familiarize the students with the functions and operations of housekeeping department.
- CO2:** Students will understand the hotel accounting and management aspects of hotel business
- CO3:** Familiarizes the objectives and responsibilities of housekeeping staff
- CO4:** Students can understand the cooperation and coordination required for the effective performance of the hotel
- CO5:** Helps the students to know the various areas of working in the housekeeping Department
- CO6:** Create an awareness about the managerial responsibilities in the Department and importance of budget as a controlling device
- CO7:** Train students to face the managerial responsibilities by giving practical exposures

Pedagogy: Assignment, Presentations, and Seminars, Lecture-cum-discussions.

UNIT I House Keeping Organization- Layout, Staff Organization, brief outline of duties of staff in housekeeping department, duties of executive Housekeeper. Hotel guest room- Layout, types, floor, pantry, furniture, fixtures and fittings, department the housekeeping co-ordinates within the hotel.

UNIT II Housekeeping Control Desk-Handling telephone calls-Co-ordination with various departments- paging systems and methods- Handling difficult situations forms, Formats and registers used. Duty allotment and Duty chart, leave application procedures, briefing and Debriefing staff, Gate pass procedures, housekeeping purchases and Indents, Security system, protecting guest, Safe deposit, emergency procedures, master keys, unique cards.

UNIT III Cleaning Equipment, Agents & Cleaning of Guest Room - Types of equipment used in housekeeping department, cleaning agents, detergents, disinfectants, polishes, types on floor cleaner, toilet cleaner, maids' trolley, and items in it. Types, special cleaning methods, daily, periodical, spring cleaning, cleaning of occupied room procedure make up of a guest room, occupied vacant and departure rooms, bed making, turn down services, cleaning of floors, maintenance of rooms and procedure involved with cleaning schedules.

UNIT IV Linen & Laundry- Textiles, types of fibres and fabrics used in the hotels Organization and Layout of Linen and Laundry room Types of Linen, Sizes used in the hotels. Uniform and types of uniform used in the different departments. Storage of Linen and conditions for storage and Inventory and stock, Concepts Laundry slow process, hand wash, types of equipment used in the laundry, manual and electrical, Iron- Hot head, stem head and collar press, work counters, stains, and stain removers. Flow chart of room linen, restaurant, guest, and Uniform linen. Types of flowers, leaves and vases used in arrangement. Equipment used in flower arrangement.

UNIT V Accounting, Audit and control, Income from Accommodation, Public Room rentals, Allowance, Net Sales, Expenses, Salaries and Wages, Room Employees Meal, China and Glassware, Commissions, Contract cleaning, Decorations, Dry Cleaning Garage and Parking, Guest Supplies, Laundry and Dry Cleaning, Linen, Linen Rentals, Printing and stationery, Reservation Expenses, Miscellaneous Expenses.

Reference:

1. D.K. Aggarwal Housekeeping Management, , Aman Publications, India
2. Dr. Jag Mohan Negi - Housekeeping (Theory and Practice), S.Chand (G/L) & Company Ltd.
3. G. Raghubalan and Smritee Raghubalan, Hotel House-keeping and Management, 3rd edition, Oxford University Press India.
4. Malini Singh and Jaya B. George Housekeeping – Operations, Design and Management, First edition, Jaico Publishing House.
5. Marilynne Robinson, House Keeping, Publisher: Faber; Main edition (7 July 2005)
6. Smritee and G. Raghubalan Hotel Housekeeping – operations and Management, Oxford; 2 edition.
7. Sudhir Andrews, Hotel housekeeping Management and Operations, McGraw Hill Education, 1st edition.
8. Thomas J.A. Jones Professional Management of Housekeeping Operations, , Wiley publication.

TMS - 309: FOOD AND BEVERAGE MANAGEMENT

Credits: 3

Course Objectives:

1. To get an overall idea of food and beverage department and its functions
2. To familiarize the various outlets and strategies behind the planning of menu in the different categories of hotels.
3. To orient students towards Kitchen stewarding activities
4. To understand food and beverages departmental hierarchy
5. To learn the various equipment classifications and handling of equipment in the department
6. To understand the various types of services and their role in the hotel
7. To understand the managerial responsibilities and the planning for restaurant and room services

Course Outcomes:

- CO1:** Gain detailed knowledge about food and beverage service by giving a practical exposure.
- CO2:** Students are grounded in various concepts and classifications of F&B services.
- CO3:** Students get to know about the hygiene factors to be followed in the kitchen area and in the serving area
- CO4:** understand the personal attributes required in the kitchen and f & b staff
- CO5:** Able to figure out the departmental structure and food establishments of various types
- CO6:** Helps to know the care and maintenance required in handling the kitchen equipment
- CO7:** Opportunity to analyze the standard purchase specifications of various food commodities

Pedagogy: Assignment, Cases and Seminars, Lecture-cum-discussions

UNIT I Introduction to Food and Beverages - Middle Ages to modern cookery; Menu terms; Kitchen hierarchy / brigade; Methods of cooking – Aims and Objectives of Cooking Food-Importance; Classifications-Principles - Equipment required; Methods of cooking –boiling – roasting – poaching – braising – grilling - baking-roasting - broiling stewing – sautéing – blanching - steaming – micro - waving etc.; Food preservation methods.

UNIT II Food and Beverage Department - Departmental Hierarchy- F&B Manager, Assistant Manager, Supervisor, Banquet Manager, Restaurant Manager, Room Service Manager, Bar Manager, Sous Chef, Chef, Steward Etc. Types of services in hotel.

UNIT III Kitchen stewarding - Still room, Spare linen room, silver room or plate room, Hot Plate; kitchen hygiene; Food Commodities; Classification with examples and uses in cookery - Cereals, pulses, vegetables, mushrooms, fruits, eggs, oils, fats, herbs and spices, foundation ingredients - their characteristics and their uses in cookery; beverages – alcoholic and non-alcoholic.

UNIT IV Food and Beverage Outlets- Introduction to the food and beverage industry; Outlet Planning - Preliminary Planning process - Planning various food and beverage outlets; Restaurant, Coffee shop, Room service, bars, banquets, Discotheques, Snack bar, Lounges, Business centers, Clubs, Ancillary areas; Buffet, Banquet, room service etc.; Food and Beverage service equipment, Introduction - Types of table ware (Flatware, Cutlery and Hollow-ware), Disposables, and Criteria for selection – Requirements, Food and Beverage service personnel; KOT and BOT.

UNIT V Menu – History, Classical French menu sequence, Types of menus – table d’ hotel, a la’- carte, Food and Beverage terminologies - History, characteristics; Accompaniments and service - Menu design and Menu costing; Types of meals – Introduction - Types – Breakfast, Brunch, Hi-tea, Dinner, Elevens etc.; Indian regional dishes – examples for major cuisine from North India and South India.

References:

1. Andrew Sudhir, Hotel front Office Management, Tata Mc.Graw Hill, New Delhi.
2. Andrews Sudhir, Introduction to Tourism and Hospitality Industry
3. Cheryl Lewis, The Food Service Professional Guide to Controlling Restaurant & Food Service Operating Costs. Publisher: Atlantic Publishing Group Inc.
4. Dr. R.K. Singh, Athithi devo bhavaho (Guest management), Global Media, New Delhi (2009)
5. Jag Mohan Negi, Hotels for Tourism Development, Metropolitan Pub, New Delhi.
6. Lea R. Dopson & David K. Hayes Food and Beverage Cost Control, 6th Edition 6th Publisher: Wiley
7. Malhotra RK, Fundamentals of Hotel Management and Operations, Anmol Publications.
8. Paul R. Dittmer & J. Desmond Keefe III Principles of Food, Beverage, and Labor Cost Controls, 9th Edition .Publisher: Wiley,.
9. RC Ford, CP Heaton, Managing the Guest Experience in Hospitality, Delmar Thomson.

IV SEMESTER

TMH401	Destination Management
TMH402	Human Resource Management
TMH403	Project Report ***
TMH404	Cargo Management and Logistics Operations
TMS405	Customer Relationship Management
TMS406	Digital Applications in Tourism
TMS407	Behavioral Psychology in Tourism
TMS408	Responsible Tourism
TMS409	Gender and Tourism
	* Viva-Voce

TMH - 401: DESTINATION MANAGEMENT

Credits: 4

Course Objectives:

1. To facilitate the assessment of the tourism potential of a destination and prepare tourism development plan as well as marketing techniques
2. To familiarize with the destination branding practices.
3. To introduce advanced analysis and research in the field of destination development.
4. To understand the role of destination management organization in tourism development
5. To study the destination image development process
6. To understand the destination promotion and publicity
7. To understand the institutional support for tourism development

Course Outcomes:

- CO1:** Should be able to guide the stake holders regarding developing a place into a tourist spot in a sustainable way.
- CO2:** Should be able to prioritize local consideration while tourism planning
- CO3:** Learn the stages of destination development process
- CO4:** Learn destination image formation process
- CO5:** Able to promote and publicise the destination strategically
- CO6:** Learn national planning policies for destination development
- CO7:** Should be able to understand the role of urban civic bodies and NGOs

Pedagogy: Assignment, Cases and Seminars, Lecture-cum-discussions

UNIT I: Concept of Destination Management: Meaning, Types and Characteristics of Tourism Destination – Destination Development, Destination Lifecycle - Destinations and Products – Destination Management Systems – Destination Planning Guidelines - Destination Zone, Planning Model.

UNIT II: Tourism Destination Planning -Tourists destination development; planning and development of tourism; Traditional and contemporary approaches to destination planning- History & Influence on planning- Factors affecting the planning process- Stages in destination planning - Benefits of strategic plans- Outcome of destination planning - Strategic Plans Environment Analysis, Resource Analysis, Regional Environment analysis. Market analysis, competitor's analysis

UNIT III: Destination Image Development - Meaning of image and destination image, Dimensions of Tourist Destination Image, Formation of Destination Image, Seven Stage Theory on the Formation of Destination Image, Person's determined image, Integrated Quality Management of Destination. Measurement of Destination Image, Components of Destination Image, Dimensions for the Destination Image Measurement. Destination Branding, Difficulties in Destination Branding, Attributes of Destination – Tangible and Intangible Attributes of Destination. Destination image formation process; unstructured image.

UNIT IV: Tourism Policy - Concept and Meaning of Tourism Policy, Need for Tourism Policy, Significance of Tourism Policy, Objectives & Principles of Tourism Policy, Formulation of Tourism Policy, Approaches to Policy Implementation, Minimization of Policy Gap, Role of Implementing Agencies, Stakeholder Driven Policy, Hurdles in Formulating and Implementing Tourism Policy, Linking Tourism Policy with Planning.

UNIT V : Destination Promotion and Publicity - Six 'A's for Tourism Destinations - Dynamic Wheel of Tourism Stakeholders - Destination Marketing Mix – Destination Competitiveness – Distribution Channels - Marketing Communication and Strategies, Segmenting, Targeting, and Positioning - Destination Branding, Creating the Unique Destination Proposition - Place branding and destination image - Product development and packaging - Destination branding - Case Study of Karnataka – “One State Many World” brand.

UNIT VI - Tourism Destination Management - Stakeholders in destination management- Destination governance - Destination management organization (DMO) - Partnership and Team-building –Leadership and Coordination - Community Relations & Roles in Tourists Destination - Destination Information and Communication Technologies - Future of Destination Management- Institutional Support: Public Private Partnership (PPP) - National Planning Policies for Destination Development - Role of urban civic bodies – NGOs and tourism organization in destination development.

UNIT VII Visitor Impact & Experience Frameworks - Key frameworks – Limits of Acceptable change (LAC), Visitor Impact Management (VIM), Visitor Experience and Resource Management (VERP), Visitor Use Management (VUM), Visitor Activity Management Process (VAMP), Tourism Optimization Management Model (TOMM). Visitor journeys and behavioral change.

References:

1. Butler, R.W. (2006). Tourism Area Life Cycle: Applications and Modifications, Channel View Publications.
2. C. Gunn (2002), Tourism Planning: Basic, Concepts and Cases, Cognizant Publication.

3. Claire, Haven Tang & Eleri Ellis Jones (2005), Tourism SMEs, Service Quality and Destination Competitiveness, CABI Publishing.
4. Crouch, D.I. J.R. Ritchie, B.& Kossatz, H.G. (2003). Competitive Destination: A Sustainable Tourism Perspective, CABI Publishing.
5. Geoffrey Ian Crouch, J.R. Brent Ritchie & Horst-Herbert G. Kossatz (2003), the Competitive Destination: a Sustainable Tourism Perspective, CABI Publishing.
6. Inskip, E. (1991). Tourism Planning: An Integrated and Sustainable Development Approach. Van Nostrand Reinhold, New York.
7. Morgan, N, Pritchard, A & Pride, R. (2011). Destination Branding: Creating the Unique Proposition, Butterworth, and Heinemann.
8. Murphy, P. E. (1986). Tourism: A Community Approach. Methuen, New York.
9. Nigel Morgan, Annette Pritchard & Roger Pride (2001), Destination branding: Creating the Unique Proposition, Butterworth, and Heinemann.
10. Richard Butler (2006), the Tourism Area Life Cycle: Applications and Modifications, Channel View Publications.
11. Shalini Singh, Dallen Timothy & Ross Kingston Dowling (2003), Tourism in Destination Communities, CABI Publishing.
12. Singh, Timothy, D.J. & Dowling, R.K. (2003). Tourism in Destination Communities, CABI Publishing,
13. Tang, C.H. & Jones, E.E. (2005). Tourism SMEs, Service Quality and Destination Competitiveness, CABI Publishing,

TMH – 402: HUMAN RESOURCE MANAGEMENT

Credits: 4

Course Objectives:

1. To impart basic knowledge of the concepts & tools of HRM
2. To provide an understanding of the role HRM plays in the overall strategic setting
3. To familiarize the students with the behavioral patterns of human beings at individual and group levels in the context of an organization
4. To enhance the ability of the students in the knowledge, prediction & control of human behavior in an organization.
5. To learn the importance of HR planning in an organization
6. To understand need and methods of HR training
7. To learn the features and factors affecting one's personality

Course Outcomes:

- CO1:** Prepare the students to understand the complexities of a tourism organization and the behavioral differences of people.
- CO2:** Impart the skills and abilities of managing personnel in tourism sector.
- CO3:** Able to make effective and efficient HR plans and policies
- CO4:** To prepare themselves for change management, conflict management, trade unions issues
- CO5:** To select most suitable persons for the organization
- CO6:** To be able to give effective training for the employees
- CO7:** To be able to understand the employees and manage them well

Pedagogy: Lectures, assignments, role play, discussions, seminars.

UNIT I Introduction - Meaning and Definition of Human Resource Management, Evolution of Human Resource Management in India, Features & Significance of Human Resource Management, Objectives & Scope of Human Resource Management, Human Resource Management in Travel and Tourism, Functions of Human Resource Management, Role of HR Manager and Strategic Human Resource Management, HR policies, importance, features of HR policies.

UNIT II Human Resource Planning – Definition, Significance, Objectives of Human resource planning, Process of Human Resource Planning, Guiding principles of effective Human Resource Planning. Job analysis, Process and Methods of Job analysis, Job description, Job Specification, Job design. Recruitment, Purposes and importance of Recruitment, Recruitment Process, Recruitment Policy, Sources of Recruitment, Recent trends in recruitment, Factors

affecting recruitment. Selection, Selection Process, Barriers to effective selection, Placement & Induction. Orientation- Internal Mobility: Definition, Methods and Process- Employee Development - Employee Training & Development – Meaning – Need – Methods – Training Evaluation.

UNIT III Employee counseling – Meaning – Need – Types – Skills required. Career Planning – Need – Process – Advantages – Limitations. Compensation Management- Importance – Objectives –Principles - Components – Methods of Compensation - Incentives – Benefits & Services - Salary Structure-Employee Welfare-Social Security Measures. Employee Relations - Management of Grievances – Causes – Handling & Redressal Procedure Discipline – Disciplinary Action – Suspension - Retrenchment - Dismissal – Grounds for dismissal. Teams & Team Work. Collective Bargaining

UNIT – IV Human Resource Development - Group Dynamics – Types of Group – Importance of Group – Group behaviour – Group norms – Cohesiveness – Group Decision making – Group development Stages. Conflict - Meaning - Types – Sources - Conflict Management Techniques. Organization Development – Goals - Conditions for the success – OD interventions – Development of internal OD facilitators- Change Management- Change & its effect – Managing Change

UNIT – V Performance Appraisal - Employee Empowerment, Importance of Employee Empowerment, Advantages and Disadvantages of Employee Empowerment. Quality of work life, Nature and scope of work life, Importance of quality of work life, Significance of good work life quality, Problems in improving the Quality work life, Work life Balance, Steps to improve Work life balance, Benefits of Work life balance

References:

1. Arnold Hugh J & Feldman Daniel C – Organizational Behavior - McGraw Hill Publications
2. Darren Lee – Ross(ed) HRM in Tourism & Hospitality – International Perspective to SME
3. Eric Laws – Tourism: Managing Packed Tourism - Thomson Business Press.
4. Greenberg & Baron – Behavior in Organizations – Prentice Hall
5. Human Resource Management – L M Prasad – Sultan Publications, New Delhi.
6. K Ashwathappa – Organizational Behavior – Himalaya Publishing House.
7. Kelly Joe – Organizational Behavior – Surjert Publications
8. Luthans Fred – Organizational Behavior – McGraw Hill Publications

9. Manoj Madhukar – Human Resource Management in Tourism – Rajat Publication, New Delhi
10. New storms John W & Davis Keith – Organizational Behavior – Human Behavior at Work – TATA McGraw
11. Rao V S P & P S Narayan – Organizational Theory & Practices – Konark Publishers Pvt Ltd, New Delhi
12. Robbin Stephen P – Organizational Behavior – Prentice Hall of India
13. Tom. (2006). Human Resource Management for Tourism, Hospitality and Leisure: An International Perspective. Thomson Learning.
14. Vibrant, and Gilbert. (2020). Human Resource Management Essentials You Always Wanted To Know (Self-Learning Management Series). Vibrant Publishers.

TMH - 403: PROJECT REPORT

Credits: 4

Learning Objectives:

- To learn the art of data collecting, organizing, interpreting and presentation skills.
- Visit the destination to study the problem or impacts of tourism

Learning Outcomes:

- Develop the skill of report writing and presentation systematically.
- Understand the problems/issues relating to dynamic travel trade industry and offer solution to such problems/issues.

The students shall undertake the project/dissertation work on the topic assigned by the concerned guide. The work shall be based on the various issues, problems, themes, case studies of tourism organizations, field survey and relevant aspects pertaining to the tourism industry. The Project Report will be of 100 marks, which would be assessed by the Expert Committee. A student in the third semester shall register for a Project Work which carries 4 credits in the fourth semester. Work load for Project Work is one contact hour per student per week for the teacher. The student shall do field work and library work in the remaining 3 credit hours per week.

TMS – 404: CARGO MANAGEMENT AND LOGISTICS OPERATIONS

Credits: 3

Course Objectives:

1. To familiarize management of Logistic and cargo Operations
2. To analyze, plan, implement and controlling the physical flows of materials and finished goods from point of origin to the point of consumption.
3. To discuss efficient operations of logistics and develop strategy to reach goals of cost reduction and enhance customer service.
4. To familiarize management of cargo in different modes of transportation
5. To study various documents used in import and export of goods.
6. To understand the fundamentals of Logistics and supply chain Management.
7. To provide the participants with a good knowledge on Export trade, types of trades, formalities for trade, legalities of export trade and the documentation process of it.

Course Outcomes:

- CO1:** Imparting theoretical knowledge on logistics and air cargo management.
- CO2:** Summarize various activities of logistics & identify how it will help to satisfy the end customers.
- CO3:** Discuss about the importance of logistics & its role in the global level.
- CO4:** Understand the relationship between integrated logistics and supply chain management.
- CO5:** Examine various trends in Logistics & Supply Chain Management and role of Logistics service providers.
- CO6:** Explain the importance of containerization in logistics operations.
- CO7:** Determine the exchange rates and develop an understanding on the functioning of foreign exchange in logistics.

Pedagogy: Lectures, Seminars, Assignments and Field visit to logistics and customs department.

UNIT I Concept of Logistics - Introduction, Definition, Objectives, Importance and Evolution of Logistic, Marketing of Logistic, Elements of logistic, Logistics Mix, Logistics in organised Retail in India-Forms of Logistic management.

UNIT II Integrated Logistics and Supply Chain Management - Introduction to Supply chain management - Definition, objectives -functions of Supply chain and drivers, Logistical Competency, Network design inventory, Ware Housing Material Handling and Packaging, Barriers to Internal Logistic, Third-party logistics industry overview - A framework for strategic alliances - Evolution of contract logistics - Types of third-party logistics providers.

UNIT III Logistic Transportation – Introduction, Types, Functions, Legal classification of carrier-Sea trade-Role of ocean transport-various modes of transports and its merits and demerits- Introduction inland waterways in India-development of coastal shipping-nature and scope – inland waterways - Importance in India- waterways for logistics and supply chain management vessel safely on the Inland Waterways. Inland container depot, Roles and functions of ICDS, CONCOR Documents and formalities in international sea cargo movement such as mate receipt, Bill of lading, bill of exchange.

UNIT IV Containerization - Introduction, A Freight Container, Classification, Benefits. Multi-modalism, - meaning, Role of Distribution in Supply chain, Distribution channels – Functions

UNIT V: Material Handling and Warehousing - Introduction, Objectives, Concept of Material Handling, Objectives of material handling, Principles of material handling-warehousing-Introduction, Objectives, Concept of Warehousing, Need for warehousing management, Evolution of warehousing, Functions of Warehouses, Types of Warehouses

UNIT VI Air Freight Operations - History- Definition- Cargo agents- Cargo flights- Customs airports and airport facilities-, Tariff Structure. Marking and labeling Boxes- Air Cargo: –Do's and Don'ts in Air Cargo Business - General Cargo, Live Animals, Dangerous Goods, Precious Cargo, Coffins – Documentation and process involved in air cargo handling- Airway Bill, Shippers letter of Instruction, Letter of credit, Export license, Commercial invoice, Letter of Origin and documents required as per the nature of goods. Air Cargo rates- advantages of Air Cargo.

References:

1. Allan C. Shapiro (2014), Multinational Financial Management, Wiley Publications.
2. Bibek Debroy, the convertible Rupee & how to profit from it, Global Business Press
3. C. Jeevanandam, Foreign Exchange & Risk Management, S. Chand & Sons, New Delhi.
4. Manoj Dixit (2007), Cargo Management: Global Perspectives
5. Mark Rowbotham (2014), Introduction to Marine Cargo Management,
6. Paul Schonsleben Integral Logistic Management.
7. Reji Ismail, Logistic Management, Excel Book Publishers.
8. Reza Farahni, Leleh Kadar, Logistic Operations and Management.
9. Sathish C Allawadi, P.Prakash Singh Logistic Management.
10. T.A.S. Balagopal, Export Management, Himalaya Publications
11. Vinod V. Sople (2012), Logistics Management, Pearson India Publications.

TMS -405: CUSTOMER RELATIONSHIP MANAGEMENT

Credits: 3

Course Outcomes:

1. To understand the nuances of customer relationship management;
2. To familiarise with the issues of service management and global context; and
3. To be able to manage a market-oriented service organization.
4. To familiarize the role of customer relationship management in the tourism industry
5. To study the information database, ethics, and legalities of tourist database
6. To understand the role of technologies in the customer relationship management
7. To study CRM and its contribution to the hospitality industry

Course Outcomes:

- CO1:** Cultivate the effective and efficient customer relationship ability.
- CO2:** Able to manage CRM marketing in order to leverage CRM technology.
- CO3:** Understand the needs in adoption of CRM in the tourism industry
- CO4:** Students can analyse how to develop customer relationship based on the customer expectations
- CO5:** Students are trained in of communication in the successful handling of customers
- CO6:** Get to know about the various types of customers and their preferences and accordingly able to plan for the quality services
- CO7:** Familiarizes the students on different classification of services and how to improve the service quality

Pedagogy: Assignment, Cases and Seminars, Lecture-cum-discussions

UNIT I Customer Relationship Management in Tourism – Meaning and definitions of CRM. Need for CRM in hospitality sector. Salient features of CRM. Advantages of CRM system. Types of customers. Customer acquisition and retention – Customer Loyalty - Customer Profitability and value Modeling – Customer Satisfaction Measurement - Customer Feedback and Service Recovery.

UNIT II Analytics of CRM - Customer Information Databases – Ethics and Legalities of data use – Data Warehousing and Data Mining – Data Analysis – Market Basket Analysis (MBA) – Click Stream Analysis - Personalization and Collaborative Filtering.

UNIT III CRM in Marketing – Tourism as a Service industry - Characteristics of Services – Classification of Services – Building Service Aspirations - Consumer Behaviour in Service

Encounters, Service Design and Development – Technology as an enabler of Service. Technology based customer relationship management.

UNIT IV CRM Implementation – Managing Customer relationships: resetting the CRM strategy; Selling CRM internally: CRM development team, scoping, and prioritizing; Development and delivery, Measurement; Types and Causes of Service Quality Gaps – Measuring and Improving service Quality - Strategies to resolve the gaps.

UNIT V Relationship Marketing in Tourism Business; Model of buyer – seller relationship; The customer relationship audit; Relationship Marketing and distribution channels; Benefit evaluation and relationship pricing; Relationship building and brand management; Role of communication in building relationship.

References:

1. Christopher Lovelock & Jochen Wirtz (2004), Services Marketing, Pearson Education, Delhi.
2. Gilmore (2004), Services Marketing and Management, Response Books, New Delhi.
3. Zeithmal, Parasuraman & Berry – Delivering quality service, The Free press, New York.
4. Andry Silmore (2001), Services Marketing & Management, Response Books, Sage Publications, Delhi.
5. Jagdish Seethi, Etal (2000), Customer Relationship Management. Stancles A.Brown, Customer Relationship Management, John Wiley & Sons.
6. Lovelock (2003), Services Marketing – People, Technology & Strategy, Pearson Edn, Singapore.
7. Iqbal S. Sachdeva (2009), Public Relations Principles and Practices, Oxford University Press, New Delhi.

TMS – 406: Digital Applications in Tourism

Credits: 3:

Course Objective:

1. To understand the role and impact of digital technology in the tourism value chain.
2. To explore the use of web, mobile, and AI-based tools in tourism marketing, operations, and experiences.
3. To familiarize students with digital platforms, data analytics, and smart tourism systems.
4. To enhance skills in using current digital tools for content creation, engagement, and service delivery.
5. To critically evaluate the challenges and opportunities of digital transformation in the tourism sector

Course Outcomes:

On completion of the course, students will be able to:

CO1: Apply digital tools and platforms to improve tourism services and experiences.

CO2: Develop basic tourism websites and mobile content strategies.

CO3: Use data and analytics for destination management and decision-making.

CO4: Integrate digital storytelling and social media strategies in marketing.

CO5: Analyze smart tourism technologies and sustainability linkages.

CO6: Evaluate cybersecurity, privacy, and ethical considerations in tourism technologies

Pedagogy: Lectures, practical sessions, seminars, & assignments

UNIT I – Introduction to Digitalization in Tourism - Digital transformation in tourism: evolution, scope, and impact - ICT and tourism systems: CRS, GDS, and PMS - Key trends: e-tourism, m-tourism, AI, VR/AR, IoT, Blockchain - Digital behaviour of the modern tourist - Case studies: Digital travel ecosystems (e.g., Trip.com, Expedia).

UNIT II – Tourism Websites and Mobile Applications - Structure and functionality of tourism websites - User experience (UX) and user interface (UI) design principles - Travel apps: types, functionality, user engagement strategies - Booking engines and APIs in travel platforms - Basics of mobile-responsive design and Progressive Web Apps (PWA).

UNIT III - Social media, Influencer Marketing & Digital Storytelling - Role of social media platforms in tourism promotion - Influencer and content marketing in destination branding - Digital storytelling techniques: text, images, video, and immersive formats - Hashtag strategies and algorithmic promotion - Tools: Canva, Hootsuite, Instagram Insights, Meta Business Suite.

UNIT IV Data Analytics and Digital Marketing in Tourism - Introduction to tourism analytics and metrics (web, mobile, social) - Google Analytics & SEO basics for tourism websites - Email marketing, paid ads (PPC), and retargeting in tourism - Customer Relationship Management (CRM) tools - Digital customer journey mapping and touchpoints.

UNIT V Smart Tourism and Emerging Technologies - Smart destinations: concepts, components, and global examples - IoT, Big Data, AI, Chatbots, VR/AR applications in tourism - Digital twins in destination planning - Sustainability and smart tourism governance - Urban tourism and sensor-based infrastructure.

UNIT VI Digital Ethics, Cybersecurity, and Policy - Data privacy (GDPR, Indian Data Protection Bill) - Cybersecurity issues in online tourism platforms - Ethical considerations in digital marketing and profiling - Digital divide and access issues - Government digital tourism initiatives (e.g., Incredible India, Dekho Apna Desh).

Practical Sessions:

- GDS/CRS Training

References:

1. Andrew J. Frew (2004), *Information and Communication Technologies in Tourism*, Springer.
2. Buhalis, D. & Amaranggana, A. (2015). *Smart Tourism Destinations*
3. Gretzel, U., Sigala, M., Xiang, Z., & Koo, C. (2015). *Smart Tourism: Foundations and Developments*
4. Google Digital Garage (online resource)
5. Tourism e-marketing websites (e.g., Skift, PhocusWire)
6. Buhalis, D. (2003), *E- Tourism*. Prentice Hall, New Delhi
7. Dileep, M.R. (2011), *Information Systems in Tourism*. Excel Books. New Delhi.
8. Dimitrios Buhalis, (2003), *E-Tourism: Information Technology for Strategic Tourism Management*, Financial Times Prentice Hall Publisher
9. Gupta, A. (2000), *Management Information System*. S. Chand & Co New Delhi.
10. Inkpen, G. (1998), *Information technology for travel and tourism*. Addison Wesley Longman Limited.
11. Mcleod, R. (1996), *Management Information System*. Macmillan.
12. Obrien, J. (2002), *Management information systems*. Tata McGraw-Hill Education.
13. Poon, A. (1993), *Tourism, technology, and competitive strategies*. CAB International.

TMS 407: BEHAVIORAL PSYCHOLOGY IN TOURISM

Course Objectives

Credits:3

- To explore the psychological factors influencing tourist behavior and decision-making.
- To apply behavioral theories and consumer psychology to tourism marketing and experience design.
- To understand how perception, motivation, emotion, and culture impact tourist satisfaction and loyalty.

Course Outcome:

CO1: Explain key psychological concepts and theories relevant to tourist behavior, including perception, motivation, and decision-making processes.

CO2: Evaluate how psychological factors influence tourist choices and behaviors, using models such as

the Theory of Planned Behavior and Plog's Psychographic Model.

CO3: Utilize psychological principles to design effective tourism marketing strategies that cater to diverse tourist motivations and preferences.

CO4: Analyze the role of social interactions, cultural backgrounds, and group dynamics in shaping tourist experiences and satisfaction levels.

CO5: Design interventions and experiences that enhance tourist satisfaction and promote positive behavioral outcomes, considering ethical and sustainable practices.

UNIT I: Foundations of Behavioral Psychology in Tourism- Introduction to behavioral psychology and its relevance in tourism-The tourist as a consumer: decision-making processes, Models of tourist behavior: push and pull factors, leisure motivation models, Perception, learning, attitude formation and change in tourism contexts-Tourist typologies (Cohen, Plog, Pearce's Travel Career Ladder).

UNIT II: Motivation and Personality in Tourism- Theories of motivation: Maslow, Herzberg, Iso-Ahola, Personality traits and travel behavior (e.g., novelty seeking, risk-taking), Sensation seeking and adventure tourism, Lifestyle segmentation and psychographics, Application of personality profiling in tourism marketing.

UNIT III: Emotions, Memory, and Tourist Experience- Role of emotion in travel experience and satisfaction, Memory formation and storytelling in tourism, Affect and cognition in travel evaluation, Designing emotionally engaging and memorable experiences, Emotional branding in tourism and hospitality.

UNIT IV: Social and Cultural Influences on Tourist Behavior- Group behavior and social influences: family, friends, online communities, Culture and cross-cultural behavior in tourism, Hofstede's dimensions of culture and tourist behavior, Stereotyping, and cultural misunderstandings, Managing intercultural tourist-host interactions.

UNIT V: Technology, Media, and Behavioral Change- Influence of digital media and reviews on tourist decision-making, Role of influencers and user-generated content, Behavioral nudges in digital travel platforms (choice architecture), Virtual reality and augmented reality in shaping expectations, Smart tourism, and data-driven personalization.

UNIT VI: Applications and Case Studies- Behavioral insights in tourism marketing strategies - Designing customer journeys using behavioral mapping - Case studies on successful tourism campaigns using psychology - Nudging for sustainable tourism behavior - Ethical issues in influencing tourist behavior.

References:

1. Gretzel, U., Sigala, M., Xiang, Z., & Koo, C. (2015). Smart tourism: foundations and developments, *Electronic Markets*, 25(3), 179–188.
2. Zeng, B., & Gerritsen, R. (2014). What do we know about social media in tourism? A review, *Tourism Management Perspectives*, 10, 27–36.
3. Kaplan, A. M., & Haenlein, M. (2010), Users of the world, unite! The challenges and opportunities of social media, *Business Horizons*, 53(1), 59–68.
4. Thaler, R. H., & Sunstein, C. R. (2008), *Nudge: Improving Decisions About Health, Wealth, and Happiness*.
5. Tussyadiah, I. P., Wang, D., Jung, T. H., & tom Dieck, M. C. (2018), Virtual reality, presence, and attitude change: Empirical evidence from tourism *Tourism Management*, 66, 140–154.
6. UNWTO & ETC Reports (2020–2023) *Digital Tourism and the Future of Personalized Travel*, Available at: <https://www.unwto.org>

TMS - 408: RESPONSIBLE TOURISM

Credits:4

Course Objectives:

1. To understand the principles and practices of responsible tourism.
2. To critically assess the economic, environmental, and socio-cultural impacts of tourism.
3. To explore frameworks and strategies for sustainable and ethical tourism development.
4. To analyze case studies and best practices in responsible tourism worldwide.
5. To develop strategies for stakeholder engagement in responsible tourism.

Course Outcomes:

CO1: Understand the Foundations of Responsible Tourism

CO2: Apply Ethical Principles and Values in Tourism Contexts

CO3: To evaluate ethical issues and apply responsible behavior in tourism planning and practice.

CO4: Assess Environmental Impacts and Sustainability Practices

CO5: Evaluate Socio-Cultural Effects on Host Communities

CO6: To critically assess how tourism affects local cultures, traditions, and community dynamics, and design inclusive and culturally sensitive tourism experiences.

CO7: Analyze Economic Impacts and Develop Local Benefit Strategies

CO8: Understand Policy Frameworks and Certification Systems

CO9: To develop practical responsible tourism plans or projects integrating environmental, cultural, and economic sustainability.

CO 10: To examine current and future challenges such as overtourism, crisis response, and regenerative tourism to propose innovative, responsible solutions.

UNIT I: Introduction to Responsible Tourism: Definition and evolution of responsible tourism, Differences between sustainable, eco-, and responsible tourism, Global context and relevance (UNWTO, UNEP frameworks), Key stakeholders: tourists, communities, businesses, governments

UNIT II: Principles and Ethics of Responsible Tourism- Core principles: environmental integrity, social justice, economic development, Ethical frameworks and tourism, Responsible travel behavior, Human rights, and labor issues in tourism

UNIT III: Dimensions of Responsible Tourism: Environmental, Socio-Cultural, Economic Dimensions of Responsible Tourism, Policy, Governance and Certification: Role of governments and policy in responsible tourism, Certification schemes: Green Globe, Earth-Check, etc., International, and national tourism policies, Role of NGOs, and multilateral agencies

UNIT IV: Responsible Tourism in Practice: Designing responsible tourism experiences, Tour operator and accommodation practices, Crisis management and tourism recovery, Technology, and responsible travel.

UNIT V: Trends in Responsible Tourism: Gender Inclusive, Inclusivity & Global Trends, Solo Travel, Women only Travel, Safe and Inclusive Tourism, Women Empowerment through RT, Kerala Model for RT & Women Friendly Tourism.

UNIT V: Empowering Local Communities: Community environmental consumers, Fair wages and Skill development, Ladakh Mountaineering policy, Support for local business, Traditional craft training, home stay Management, E-vehicle rental service management.

UNIT IV: Challenges, and the Future of Responsible Tourism: Over-tourism and its mitigation, Tourism in conflict zones, Future trends: regenerative tourism, slow tourism, Career opportunities in responsible tourism

Case Studies: Community-based tourism in Nepal, Fair Trade Tourism South Africa, Galápagos Islands, Costa Rica ecotourism models

References:

1. Goodwin, H. (2011) *Taking responsibility for tourism*. Oxford: Good fellow Publishers Limited.
2. *Global code of ethics for tourism*. Available at: <https://www.unwto.org/global-code-of-ethics-for-tourism> (Accessed: 01 June 2025).
3. Fennell, D.A. (2018) *Tourism ethics*. Bristol, UK: Channel View Publications.
4. WTTC and UNWTO policy briefs
5. National tourism policies (India, UK, etc.)

TMS - 409: Gender and Tourism

Credits: 3

Course Objectives

1. To critically examine how gender shapes tourism experiences, roles, and labor markets.
2. To understand gendered representations in tourism media and marketing.
3. To explore the intersectionality of gender with class, race, sexuality, and culture in tourism.
4. To assess policies and practices promoting gender equity in tourism planning and development.
5. To foster inclusive and responsible tourism practices through gender-sensitive approaches

Course Outcomes

CO1 After completing this course, students will be able to:

CO2 Explain key gender theories and their relevance to tourism.

CO3 Analyze gender roles in tourism employment, entrepreneurship, and community-based tourism.

CO4 Evaluate gender biases and inequalities in tourism advertisements and destination branding.

CO5 Propose strategies and policies for gender mainstreaming in tourism development.

CO6 Conduct gender-sensitive tourism research and impact assessment.

Unit I Introduction to gender and tourism - defining gender, sex, and gender roles - Historical gender roles in tourism - Feminist theories and tourism studies - Intersectionality and tourism experiences.

Unit II Gendered Tourist Experiences - Women as tourists: motivations and constraints - Gendered spaces and mobility - Men, masculinity, and adventure tourism - LGBTQ+ tourism and non-binary travel identities. **Tourism Safety and Gender** - Gender-based violence and safety perceptions - Safe design of travel infrastructure - Policies for women's safe mobility - Emergency response and support systems for tourists.

UNIT III Gender and Tourism Employment - Gender division of labor in hotels, airlines, and tour operations - Glass ceiling and feminization of low-paid jobs - Safety and sexual harassment in the workplace - Leadership and empowerment of women in tourism.

UNIT IV Women Entrepreneurs in Tourism - Case studies of women-led tourism businesses - Micro-entrepreneurship in rural and ecotourism - Access to finance, training, and markets - Empowerment vs. exploitation debate. **Policies and Gender Mainstreaming in Tourism** - UNWTO gender equality frameworks - SDG 5 and tourism sector responses - Government and NGO initiatives - Gender audits and impact assessments in tourism projects.

UNIT V Gender and Tourism Marketing - Stereotyping and gender representation in tourism ads - Romanticization and exoticism of women in destination imagery - Gender-sensitive branding and storytelling - Inclusive marketing strategies.

Unit VI Community-Based Tourism and Gender Roles - Women's participation in indigenous and rural tourism - Decision-making, ownership, and benefits distribution - Traditional knowledge and heritage preservation - Gender-sensitive community tourism models - **Sexuality, Sex Tourism, and Ethics** - Gender and sexuality in tourist behavior - Sex tourism: definitions, destinations, and impacts - Ethical concerns: exploitation, consent, and legal frameworks - LGBTQ+ inclusivity and rights in host destinations.

References

1. Gender, Work and Tourism – Claudia Dolezal, Caroline Scarles, and Heather Mair
2. Gender and Tourism: Challenges and Entrepreneurial Opportunities – Erica Wilson & Donna Chambers
3. UNWTO Reports on Gender Equality in Tourism
4. Academic journals: *Annals of Tourism Research*, *Gender, Place & Culture*.
