

**RASHTRASANT TUKDOJI MAHARAJ  
NAGPUR UNIVERSITY, NAGPUR**

# **Syllabus**

**With Choice Based Credit System**

**MASTER OF ARTS  
TRAVEL AND TOURISM**

**Faculty of Humanities  
2017-2018**

**Subjects offered, contact hours, credits attached and allocation of marks shall be as follows:**

**M. A. IN TRAVEL AND TOURISM (MTT)**

**Semester- I**

Paper Code	Subjects	Paper	Theory Teaching Hours/Week	Practical Hours/Week	End Sem Examination	Min Marks	Credits
<b>Theory : Core &amp; Elective Papers</b>							
1T1	Tourism Fundamentals	I	4	-	80+20	40	4
1T2	Tourism Resources - India	II	4	-	80+20	40	4
1T3	Tourism Communication	III	4	-	80+20	40	4
1T4	Tourism Studies						
1T5	Fundamentals of Tourism Management	IV	4	-	80+20	40	4
1T6	International Tourism						

**Practical :**

1S1	Seminar –Research Paper & Presentation	V	-	3	40+10	20	2
1P1	Training -Travel Planning	VI	-	3	40+10	20	2
1P2	Study Tour & Report-Viva-voce	VII	-	6	80+20	40	4

**Semester- II**

Paper Code	Subjects	Paper	Theory Teaching Hours/Week	Practical Hours/Week	End Sem Examination	Min Marks	Credits
<b>Theory : Core &amp; Elective Papers</b>							
2T1	Tourism Transport Services	I	4	-	80+20	40	4
2T2	Tourism Resources – Asia & Pacific	II	4	-	80+20	40	4
2T3	Hospitality Services Management	III	4	-	80+20	40	4
2T4	Human Resources Development						
2T5	Tour Operations & Travel Agency Management	IV	4	-	80+20	40	4
2T6	Sustainable & Eco-Tourism						

**Practical :**

2S1	Seminar –Research Paper & Presentation	V	-	3	40+10	20	2
2P1	Training -CRM-(Customer Relation Skills)	VI	-	3	40+10	20	2
2P2	Tour Operation & Management – Report-Viva-voce	VII	-	6	80+20	40	4

### Semester- III

Paper Code	Subjects	Paper	Theory Teaching Hours/Week	Practical Hours/Week	End Sem Examination	Min Marks	Credits
<b>Theory : Core &amp; Elective Papers</b>							
3T1	Tourism Marketing	I	4	-	80+20	40	4
3T2	Tourism Resources – Europe	II	4	-	80+20	40	4
3T3 OR 3T4	Information Technology in Tourism Tourism Finance & Accounts	III	4	-	80+20	40	4
3T5	MICE & Event Management	IV	4	-	80+20	40	4

**Practical :**

3S1	Seminar –Research Paper & Presentation	V	-	3	40+10	20	2
3P1	Training - WTD Event	VI	-	3	40+10	20	2
3P2	Research Planning and Report -Viva-voce	VII	-	6	80+20	40	4

**Theory : Foundation Paper :**

3T6	Foundation in Travel & Tourism – I	IV	4	-	80+20	40	4
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### Semester- IV

Paper Code	Subjects	Paper	Theory Teaching Hours/Week	Practical Hours/Week	End Sem Examination	Min Marks	Credits
<b>Theory : Core &amp; Elective Papers</b>							
4T1	Research Methodology in Tourism	I	4	-	80+20	40	4
4T2	Tourism Resources – America & Africa	II	4	-	80+20	40	4
4T3 OR 4T4	Entrepreneurship Development in Tourism Tourism Planning & Development	III	4	-	80+20	40	4
4T5	Tourism Resources of Vidarbha	IV	4	-	80+20	40	4

**Project:**

4P1	Project Report-Viva-voce	V	-	12	160+40	80	8
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**Theory : Foundation Paper :**

4T6	Foundation in Travel & Tourism - II	IV	4	-	80+20	40	4
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## CBCS Syllabus M.A. Travel and Tourism (MTT)

### **Semester I** **Core Papers**

#### **1-T-1 – Tourism Fundamentals**

**Theory + Internal Assessment (Assignment - Presentation) 80 Marks + 20 Marks**

- Unit 1 – Concepts and Significance of Tourism
- Unit 2 – Historical Background of Tourism
- Unit 3 – Tourism Systems, Types and Scope
- Unit 4 – Tourism Organizations and Associations

#### **1-T-2 – Tourism Resources – India**

**Theory + Internal Assessment (Assignment - Presentation) 80 Marks + 20 Mark**

- Unit 1 – Geo-Physical Resources of India
- Unit 2 – Historical & Cultural Resources of India
- Unit 3 – Natural Resources of India
- Unit 4 – Other Resources of India

### **Elective Papers**

#### **1-T-3 – Tourism Communication**

**Theory + Internal Assessment (Assignment - Presentation) 80 Marks + 20 Mark**

- Unit 1 – Tourism Communication System
- Unit 2 – Verbal & Non-verbal Communication
- Unit 3 – Business Communication
- Unit 4 – Basic Foreign Language Communication

#### **1-T-4 – Tourism Studies**

**Theory + Internal Assessment (Assignment - Presentation) 80 Marks + 20 Mark**

- Unit 1 – Tourism Economics
- Unit 2 – Tourism Impacts
- Unit 3 – Travel Writing
- Unit 4 – Travel Media

### **Elective Papers**

#### **1-T-5 – Fundamentals of Tourism Management**

**Theory + Internal Assessment (Assignment - Presentation) 80 Marks + 20 Mark**

- Unit 1 – Tourism Management Process, Concepts and Functions
- Unit 2 – Tourism Organizing
- Unit 3 – Coordinating & Organizational Behaviour in Tourism
- Unit 4 – Controlling & Directing in Tourism

#### **1-T-6 – International Tourism**

**Theory + Internal Assessment (Assignment - Presentation) 80 Marks + 20 Mark**

- Unit 1 – Globalization and Tourism
- Unit 2 – International Travel Regulations
- Unit 3 – International Tourism Sales and Marketing
- Unit 4 – Global Challenges and Tourism

**1-S-1 – Seminar - Research Paper and Presentation 40+10 Marks**

**1-P-1 – Training - Travel Planning 40+10 Marks**

**1-P-2 – Practical - Study Tour and Report - Viva 80+20 Marks**

## **Semester II**

### **Core Papers**

#### **2 -T-1 – Tourism Transport Services**

**Theory + Internal Assessment (Assignment - Presentation)**

**80 Marks + 20 Mark**

- Unit 1 – Tourism Transport Services
- Unit 2 – Air Transport Services
- Unit 3 – Road & Rail Transport Services
- Unit 4 – Water Transport Services

#### **2-T-2 – Tourism Resources – Asia & Pacific**

**Theory + Internal Assessment (Assignment - Presentation)**

**80 Marks + 20 Mark**

- Unit 1 – Geo-Physical Resources of Asia & Pacific
- Unit 2 – Historical & Cultural Resources of Asia & Pacific
- Unit 3 – Natural Resources of Asia & Pacific
- Unit 4 – Other Resources of Asia & Pacific

### **Elective Papers**

#### **2-T-3 – Hospitality Services Management**

**Theory + Internal Assessment (Assignment - Presentation)**

**80 Marks + 20 Mark**

- Unit 1 – Introduction to Hospitality Services
- Unit 2 – Hotel Organization
- Unit 3 – Hotel Operations
- Unit 4 – Hotel Performance

#### **2-T-4 – Human Resources Development**

**Theory + Internal Assessment (Assignment - Presentation)**

**80 Marks + 20 Mark**

- Unit 1 – Introduction to Human Resources Management
- Unit 2 – Human Resource Planning in Tourism
- Unit 3 – Human Resource Development and Compensation
- Unit 4 – Basic Foreign Language Communication

#### **2-T-5 – Tour Operations & Travel Agency Management**

**Theory + Internal Assessment (Assignment - Presentation)**

**80 Marks + 20 Mark**

- Unit 1 – Travel Agency Business
- Unit 2 – Tour Operations Business
- Unit 3 – Itinerary Planning
- Unit 4 – Tour Packaging

#### **2-T-6 – Sustainable & Eco-Tourism**

**Theory + Internal Assessment (Assignment - Presentation)**

**80 Marks + 20 Mark**

- Unit 1 – Sustainable Tourism Development Planning
- Unit 2 – Eco-Tourism Development
- Unit 3 – Quality Standards for Sustainable Tourism
- Unit 4 – Ecology & Eco-Tourism

#### **2-S-1 – Seminar – Research Paper and Presentation**

**40+10 Marks**

#### **2-P-1 – Training –CRM (Customer Relation Skills)**

**40+10 Marks**

#### **2-P-2 – Practical –Tour Operation & Management and Report – Viva**

**80+20 Mark**

## **Semester III** **Core Papers**

### **3 -T-1 – Tourism Marketing**

**Theory + Internal Assessment (Assignment - Presentation) 80 Marks + 20 Mark**

- Unit 1 – Introduction to Marketing
- Unit 2 – Products & Distribution
- Unit 3 – Marketing in Tourism
- Unit 4 – Marketing Skills

### **3-T-2 – Tourism Resources – Europe**

**Theory + Internal Assessment (Assignment - Presentation) 80 Marks + 20 Mark**

- Unit 1 – Geo-Physical Resources of Europe
- Unit 2 – Historical & Cultural Resources of Europe
- Unit 3 – Natural Resources of Europe
- Unit 4 – Other Resources of Europe

## **Elective Papers**

### **3-T-3 – Information Technology in Tourism**

**Theory + Internal Assessment (Assignment - Presentation) 80 Marks + 20 Mark**

- Unit 1 – Information Technology Basics
- Unit 2 – Fundamental e-Tourism Business
- Unit 3 – Online Reservation Technology
- Unit 4 – Tourism e-platforms & e-portals

### **3-T-4 – Tourism Finance & Accounts**

**Theory + Internal Assessment (Assignment - Presentation) 80 Marks + 20 Mark**

- Unit 1 – Tourism Accounting
- Unit 2 – Financial Statements
- Unit 3 – Tourism Cost Accounting
- Unit 4 – Financial Management in Tourism

## **Core Paper For Students from Same Disciplines**

### **3-T-5 – MICE & Event Management**

**Theory + Internal Assessment (Assignment - Presentation) 80 Marks + 20 Mark**

- Unit 1 – Fundamentals of Meetings & Events
- Unit 2 – MICE Industry
- Unit 3 – Marketing of MICE
- Unit 4 – Event Planning & Management

### **3-S-1 – Seminar – Research Paper and Presentation**

**40+10 Marks**

### **3-P-1 – Training – WTD Event**

**40+10 Marks**

### **3-P-2 – Practical – Research Planning and Report - Viva**

**80+20 Marks**

## **Foundation Paper For Students from Other Disciplines**

### **3-T-6 – Foundation in Travel & Tourism – I**

**Theory + Internal Assessment (Assignment - Presentation) 80 Marks + 20 Mark**

- Unit 1 – Introduction to Travel & Tourism
- Unit 2 – Tourism Services
- Unit 3 – Travel Agency & Tour Operation Business
- Unit 4 – Tourism & Information Technology

## **Semester IV** **Core Papers**

### **4-T-1 – Research Methodology in Tourism**

**Theory + Internal Assessment (Assignment - Presentation)**

**80 Marks + 20 Mark**

- Unit 1 – Introduction to Research
- Unit 2 – Quantitative Research in Tourism
- Unit 3 – Qualitative Research in Tourism
- Unit 4 – Research Presentation

### **4-T-2 – Tourism Resources – America & Africa**

**Theory + Internal Assessment (Assignment - Presentation)**

**80 Marks + 20 Mark**

- Unit 1 – Geo-Physical Resources of America & Africa
- Unit 2 – Historical & Cultural Resources of America & Africa
- Unit 3 – Natural Resources of America & Africa
- Unit 4 – Other Resources of America & Africa

## **Elective Papers**

### **4-T-3 – Entrepreneurship Development in Tourism**

**Theory + Internal Assessment (Assignment - Presentation)**

**80 Marks + 20 Mark**

- Unit 1 – Entrepreneurship Development
- Unit 2 – Tourism Entrepreneurship
- Unit 3 – Entrepreneurship Development
- Unit 4 – Entrepreneurship Development in India

### **4-T-4 – Tourism Planning & Development**

**Theory + Internal Assessment (Assignment - Presentation)**

**80 Marks + 20 Mark**

- Unit 1 – Tourism Planning
- Unit 2 – Tourism Planning – India
- Unit 3 – Institutional Support for Tourism Planning
- Unit 4 – Destination Planning

## **Core Paper For Students from Same Disciplines**

### **4-T-5 – Tourism Resources of Vidarbha**

**Theory + Internal Assessment (Assignment - Presentation)**

**80 Marks + 20 Mark**

- Unit 1 – Natural Tourism Resources
- Unit 2 – Historical & Cultural Tourism Resources
- Unit 3 – Resources for MICE Tourism
- Unit 4 – Other Resources for Tourism

### **4-P-1 – Project Report and Viva**

**160 Marks + 40 Marks**

## **Foundation Paper For Students from Other Disciplines**

### **4-T-6 – Foundation in Travel & Tourism – II**

**Theory + Internal Assessment (Assignment - Presentation)**

**80 Marks + 20 Mark**

- Unit 1 – Tourism Resources of India
- Unit 2 – Global Tourism Resources
- Unit 3 – Tourism Retail Sales Management
- Unit 4 – Sustainable Tourism

# **CBCS Syllabus MA Travel and Tourism**

## **Semester I**

### **Core Papers**

#### **1-T-1 – Tourism Fundamentals**

**Theory + Internal Assessment (Assignment - Presentation)**

**80 Marks + 20 Marks**

##### **Unit 1 – Concepts and Significance of Tourism**

Definitions, Tourist, Tourism, Leisure, Recreation, Definitions and Terminology, An overview of Tourism, Elements, Nature and Characteristics, Typology of Tourism, Classification of Tourists, Tourism network, Interdisciplinary approaches to tourism, Major motivations and deterrents to travel

##### **Unit 2 – Historical Background of Tourism**

Historical Development of Tourism, A historical perspective of travel, The antiquity of travel, Famous travelers, The Industrial revolution and travel, History of transport and its impact on tourism development, History and development of hotels and travel accommodations, travel and tourism through ages, early travels, Renaissance and age of grand tours

##### **Unit 3 – Tourism Systems, Types and Scope**

Tourism Industry; Structure and Components: Attractions, Accommodation, Activities, Transportation, F&B, Shopping, Entertainment, Infrastructure and Hospitality, Emerging areas of tourism - Rural, Eco, Medical, MICE, Literary, Indigenous, Wellness, Film, Golf, etc., Ideals of Responsible Tourism, Alternate Tourism, International Tourism, Tourism Impacts, Tourism Area Life Cycle (TALC), Demonstration Effect, Push and Pull Theory, Tourism System, Mathieson and Wall Model & Leiper's Model, Stanley Plog's Model of Destination Preferences, major types and forms of tourism-list/definitions

##### **Unit 4 – Tourism Organizations and Associations**

Role and Functions of International Organizations World Tourism Organization (WTO), Pacific Asia Travel Association (PATA), World Tourism & Travel Council (WTTC), National Tourism Organizations Ministry of Tourism, Govt. of India, ITDC, State Tourism Departments of Tourism, FHRAI, IH & RA, IATA, TAAI, IATO, UFTAA

#### **Text Books:**

1. Bhatia, A.K. (2001), *International Tourism Management*, Sterling Publishers, New Delhi.
2. Sunetra, Roday, et al (2009), *Tourism Operations and Management*, Oxford University Press.

#### **References:**

1. Chuck, Y. Gee, James C. Makens & Dexter J. L. Choy (1989), *The Travel Industry*, Van Nostrand Reinhold, New York
2. Ghosh Bishwanath (2000), *Tourism and Travel Management*, Vikas Publishing House, New Delhi.



3. Michael, M. Coltman (1989), *Introduction to Travel and Tourism- An International Approach*, Van Nostrand Reinhold, New York
4. Page J. Stephen & Brunt Paul (2007), *Tourism- A Modern Synthesis*, Thomson Publishers, London.

#### **Internet Resources:**

1. Websites of National & International Tourism Authorities / Departments and Hotel Websites

## **1-T-2 – Tourism Resources – India**

**Theory + Internal Assessment (Assignment - Presentation)**

**80 Marks + 20 Marks**

### **Unit 1 – Geo-Physical Resources of India**

Geographical Background of India, Different Physical Features of Region, Tourism resources of India, Diversities in Landform & Landscape, Outstanding Geographical features, Climate, Mountains, Hill Stations, Deserts, Beaches, Islands, Coastlines, Ocean, Seas, Bays and Gulfs, Rivers and Lakes as Tourism Providers and Facilitators; Regions of India:

### **Unit 2 – Historical & Cultural Resources of India**

Historical and Socio Cultural Resources of India, Regional History of India, History, Culture and Heritage, Monuments (With Spatio-Temporal and Architectural Significance), Religions, Customs, Traditions, Pilgrimage Destinations, Fairs and Festivals, Handicrafts and Handlooms, Dance Styles, Music, Dargahs and Samadhies, Caves, Temples, Other Religious Monuments, Museums, Archives, Transportation, Communication and Tourist Accommodations, Regional and Ethnic Cuisines; Destinations based on the Historical and Cultural background of India

### **Unit 3 – Natural Resources of India**

Natural resources of India, Wildlife sanctuaries, National parks, Biosphere reserves, Mountain Tourist Resources and Hill stations, Islands, Beaches, Caves & Deserts of India, Flora and Fauna and Natural Reserves in India; Destinations based on the Natural Resources of India

### **Unit 4 – Other Resources of India**

Manmade resources, Adventure sports, Commercial attractions, Amusement Parks, Gaming, Shopping, Live Entertainments, Supplementary accommodation, House boats, Tree houses, Home stays Destinations based on Other Resources of India

#### **Text Books:**

1. Boniface, B. & Cooper, C. (2009), *Worldwide Destinations: The geography of Travel & Tourism*, Oxford Butterworth Heinemann.
2. Gupta, S.P. (2002), *Cultural Tourism in India*, Indraprastha Museum of Art and Archaeology, New Delhi.
3. Rosemary Burton (1995), *Travel Geography*, Pitman Publishing, Marlow Essex.

## References:

1. Basham, A. L. (1988), *The Wonder that was India*, Rupa and Com, Delhi
2. Dixit, Manoj (2002), *Tourism Products*, New Royal Book Co. Lucknow.
3. Hussain, A. K. (1987), *The National Culture of India*, National Book Trust, New Delhi.
4. Lonely Planet Publications – Asian Countries.
5. Michael hall (1999), *Geography of Travel and Tourism*, Routledge, London.
6. Robinson, H.A. (1976), *Geography of Tourism* Mac Donald & Evans, Ltd.
7. Sahai, Surendra (2006), *Indian Architecture: Hindu Buddhist and Jain*, Prakash Books.
8. Stephen Ball (2007), *Encyclopedia of Tourism Resources in India*.
9. The Gazette of India: History and Culture, Vol.2, Publication Division, Ministry of Information and Broadcasting, Government of India, 1988.
10. Travel Information Manual, IATA, Netherlands, 2009.
11. World Atlas.

## Internet Resources:

1. Websites of Tourism Authorities / Departments and Hotels from different nations of India

## Elective Papers

### 1-T-3 – Tourism Communication

Theory + Internal Assessment (Assignment - Presentation)

80 Marks + 20 Marks

#### Unit 1 – Tourism Communication System

Process of Communication, Formal and Informal Communication, Verbal and non-Verbal Communication, Barriers to Communication, Role of Language in Tourism Communication, Communication Process, Tourism Communication System, Methods of achieving Effective Communication, Measurement of Impact of Communication, Mass Media, Media Relations

#### Unit 2 – Verbal & Non-verbal Communication

Oral Communication Skills, Written Communication Skills, Presentation Skills, Group Discussion Skills, Negotiation Skills, Interview Facing Skills, Etiquettes, Public Speaking Skills, Event Management Skills, Group Presentations, Participation in Meetings, Brainstorming, Designing and Delivering Presentations.; personality traits of tourism professionals, Soft skills

#### Unit 3 – Business Communication

Introductory Grammar, Sentence Formation, Paragraph Writing, Summary Writing, Self Introduction, General Conversation, E-mail, Business Letter Writing, Report Writing Skills, News Writing, Article Writing Skills, Preparing other Executive Communications, Mobile Messaging

#### Unit 4 – Basic Foreign Language Communication

Basic Greetings, Self Introduction, Introductory Grammar, Sentence Formation, Paragraph Writing, General Conversation, E-mail, Beginner Tourism & Hospitality Vocabulary

## **Text Books**

1. Kaul, Asha (2005), *Effective Business Communication*, PHI, New Delhi.
2. Munter, Mary (2002), *Guide to Managerial Communication: Effective Writing & Speaking*, PHI, New Delhi.

## **References:**

1. Bovee, Thill & Schatzman (2003), *Business Communication Today*, Pearson, New Delhi.
2. Chunawalla, S.A. (2001), *Advertising Sales and Promotion Management*, Himalaya, Mumbai.
3. Jenkins, I.R. & Jif, J.J. (1973), *Planning the Advertising Campaign*, Macmillan, New Delhi.
4. Mandal, S.K. (2007), *Effective Communication and Public Speaking*, Jaico, Mumbai.
5. Wren & Martin (2010), *English Grammar*, S. Chand & Co., New Delhi
6. (2001) A Votre Service, Alliance Française, New Delhi

## **Internet Resources:**

1. Websites of BBC, RFI and others, Online Radios and Media Websites

## **1-T-4 – Tourism Studies**

**Theory + Internal Assessment (Assignment - Presentation)**

**80 Marks + 20 Marks**

### **Unit 1 – Tourism Economics**

Introduction, Economics and Tourism, Tourism Demand, Theoretical background, Types of Tourism Demand, Determinants of Tourism Demand, Life Cycle Factors, the Global View, Measurement of Tourism Demand, National and International Tourism Demand, Tourism Supply, Augmenting Tourism Products Tourism Demand Forecasting, Methods of Forecasting

### **Unit 2 – Tourism Impacts**

Macro Economic Environment – National Income Analysis - Business Cycles - Fiscal and Monetary Policies- Economic Transition in India - Inflation Analysis - Liberalization, Privatization and Globalization - Government's role in Tourism – Tourism Policies of Government of India.  
Impact of Tourism, Economic Aspects, Multiplier Effect, Displacement Effect and Tourism, Tourist Spending, Costs and Benefits of Tourism to Community, Environmental Aspects, Contingency Valuation Method

### **Unit 3 – 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, 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 4 – Travel Media**

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

### **Text Books:**

1. Janet, Macdonald (2000), *Travel Writing*, Robert Hale, London.
2. Sipra, Mukhopadhyay (2010), *Tourism Economics*, Ane Books Pvt. Ltd., New Delhi.

### **References:**

1. Brunt, P. (1997), *Market Research in Travel and Tourism*, Butterworth and Heinemann, UK.
2. Clark, Riley, M., Wood, R.C.(1998), *Researching and Writing Dissertations in Hospitality and Tourism*, UK.
3. Peterson, H.C. & W.C. Lewis (2004), *Managerial Economics*, Prentice Hall (India), New Delhi.
4. Chawla, Romila (2004), *Economics of Tourism & Development*, Sonali Publications, New Delhi.
5. Neilson, C. (2001), *Tourism and the Media: Tourist Decision Making*, Information and Communication, Hospitality Press, Melbourne.
6. Sinclair, M.T. & Mike Stabler (1997), *Economics of Tourism & Development*, Routledge, New York.

### **Internet Resources:**

1. Websites of Condé Nash Traveller, National Geographic Traveller, Discovery Traveller and others

## **Elective Papers**

### **1-T-5 – Fundamentals of Tourism Management**

**Theory + Internal Assessment (Assignment - Presentation)**

**80 Marks + 20 Marks**

#### **Unit 1 – Tourism Management Process, Concepts and Functions**

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

#### **Unit 2 – Tourism Organizing**

Organization Structure & Design, Authority Relationships, Delegation of Authority and Decentralization, Interdepartmental Coordination, Emerging Trends in Corporate Structure, Strategy and Culture, Impact of Technology on organizational design, Mechanistic vs. Adoptive Structures

#### **Unit 3 – Coordinating & Organizational Behaviour in Tourism**

Individual Behavior and Differences, Personality, Attitudes and Beliefs, Values, Perception, Perceptual Selectivity, Transactional Analysis, JOEHARRY window, Management of Stress, Group dynamics: Group Behavior, Group Formation, Understanding Work Teams, Conflict, Negotiation, and Intergroup Behavior, Management of Change, Resistance to Change, Organizational Development

## **Unit 4 – Controlling & Directing in Tourism**

Motivation, Motives, Characteristics, Motives Theories, Motivation and Productivity, Leadership Styles & Models, Control Process, Methods, Tools and Techniques, Design of Control Techniques, Choices in Control

### **Text Books:**

1. Bhatia, A. K. *Tourism Principles and Practices*
2. Venkata Rao. Y. (2010), *Management Process and Organizational Behavior*, Akansha Publications, New Delhi.

### **References:**

1. Important Business Magazines like: Business India, Business World and Fortune International.
2. Koontz & Weirich (2004), *Management*, McGraw – Hill, Tokyo
3. Peter, F. Drucker (1987), *Practice of Management*, Pan Books, London, Reprint.
4. Stoner & Wankel (1999), *Management*, Prentice Hall India, New Delhi.
5. Virmani, B. R. (2006), *The Challenges of Indian Management*, Response books, New Delhi.

### **Internet Resources:**

1. Websites of National & International Tourism Authorities / Departments, and Hotel Websites

## **1-T-6 – International Tourism**

**Theory + Internal Assessment (Assignment - Presentation)**

**80 Marks + 20 Marks**

### **Unit 1 – Globalization and Tourism**

Introduction to Globalization; Concept of International Business and Management; Internationalization of Tourism Business - The environment of International Trade-Forces (trade barriers); Global Economic Groupings; European Union; Globalization Phenomenon; Globalization & tourism sector; Globalization & the business world, the tourism industry, Challenges, Factors affecting Global & regional tourist movements, Contemporary trends in international tourist movements. Types of international Tourism: Inbound and Outbound

### **Unit 2 – International Travel Regulations**

International Business Environment: Economic, Political, Legal and Technological Environment - Global economic institutions: IMF, World Bank, WTO; Regulatory aspects of the international travel & tourism, Barriers to travel, tourism investment & business, regulations, international organizations dealing with Tourism: UNWTO, IATA, PATA; Need for government support of tourism, national tourism organizations, political stability, travel advisories, political risk, crisis management

### **Unit 3 – International Tourism Sales and Marketing**

Inbound and Outbound tourism trends in Asia, Europe, America and Africa. East Asia Pacific (China, Fiji, Indonesia, Korea, Malaysia, Philippines, Solomon Islands, Thailand and Vietnam), Middle East (Iran, Iraq, Turkey, UAE, Sudan and Egypt) and South Asia (Afghanistan, Bangladesh, Bhutan, India Maldives, Nepal, Pakistan, Sri Lanka)

## **Unit 4 – Global Challenges and Tourism**

Cultural change: Planned and unplanned cultural change; Cultural adaptation; Global competition & the future; Long-term tourism growth trends, tourism growth in major regions, Problems and challenges before international tourism like climate change, terrorism and Ethical issues

### **Text Books:**

1. Lonely Planet
2. Dhar, Premnath, *International Tourism Emerging Challenges & Future prospects*, Kanishka Publishers Distributors
3. Sharma, Sunil, (2007) *Emerging International Tourism Markets*, Rajat Publications

### **References:**

1. Alan, Lew, C. Michael Hall, Dallen J. Timothy, *World Geography of Travel and Tourism: A Regional Approach*, Butterworth-Heinemann
2. Babu, P. George, Alexendru Nedelea- *International Tourism World Geography & Development Perspectives*, Abhijeet Publications
3. Colin, Michael Hall, Stephen J. Page - *The Geography of Tourism And Recreation Environment, Place and Space*, Routledge
4. Lloyd Goodman and Richard Jackson: (1999) *Geography of Travel and Tourism* – Delmar

### **1-S-1 – Seminar : Research Paper & Presentation 40 + 10 Marks**

**Selection of Topic, Preparation of Research Paper, Making PPT and Presentation**

### **1-P-1 – Training : Travel Planning 40 + 10 Marks**

**Itinerary Preparation (Local, Domestic & International); Costing; Making Brochure**

### **1-P-2 – Practical : Study Tour and Report – Viva-Voce 80 + 20 Marks**

**Selection of Destination, Preparation of Planning, Costing, Executing Tour, Report Making**

# **CBCS Syllabus MA Travel and Tourism**

## **Semester II**

### **Core Papers**

#### **2-T-1 – Tourism Transport Services**

**Theory + Internal Assessment (Assignment - Presentation)**

**80 Marks + 20 Marks**

##### **Unit 1 – Tourism Transport Services**

Tourism Transport Systems in the World, Air Transport; IATA Areas & Sub Areas, Global Indicators, Major Airports and Routes, Map Reading: Latitude, Longitude, International Date Line, Altitude, Direction, Scale Representation, GIS & Remote Sensing, Time Zones, Calculation of Time: GMT Variation, Concept of Elapsed Time & Flying Time

##### **Unit 2 – Air Transport Services**

Aviation History, Open sky policy, Freedoms of Air, International Conventions, Warsaw Convention, Chicago Convention, Functions and Role of ICAO, IATA, DGCA and Airport Authority of India, Types of Airlines, Types of Aircrafts, Study of aircraft parts, Airport management, Travel Documentation, Airport Facilities, Check-in formalities, In-flight services, Classes of service and comfort, Special passengers, Baggage handling, Procedures and Practices, Three letter city and airport code, Airline designated code, Currency regulation, NUC conversion factors, Sale Indicators, Types of Journeys, Fare construction, Mileage principles, Special fares, Passenger ticket, Miscellaneous Charges order (MCO), Multiple Purpose Document (MPD), Billing and Settlement Plan, Airlines, Air Cargo, Aircraft and Cargo terminal facilities, Cargo booking procedures, Air cargo rates and charges, Cargo capacity of Airlines and Ships, Cargo with special attention, Dangerous goods, Live Animal Regulation, Cargo Documentation: Air way bill, Charges collection advice, Irregularity Report, Cargo Manifesto, Cargo transfer Manifesto, Declaration for dangerous goods, Cargo companies

##### **Unit 3 – Road & Rail Transport Services**

Road Transportation, Major Transcontinental, International and National Highways, Transport Systems in India, Major Railway Systems and Networks, Indian Railways, Special Railways, Hill Railways, Rail Museums, Tourism by rail, Palace on wheels, Deccan Odyssey & Golden chariot, Significance of Road Transport in Tourism : Growth and Development of road transport system in India; State of existing infrastructure; Public and Private Sector involvement; Role of Regional Transport Authority, Approved Travel Agencies, Tour/Transport Operators, Car hire/Rental companies; State and inter-state bus and coach network; Insurance provision road taxes and fitness certificate; Rail Transport Network- Major Railway Systems of World- British Rail, Euro Rail and Amtrak. Types of special package offered by Indian Railways to tourists-Ind. rail pass, Palace on Wheels and Royal Orient; Reservation procedures, GSAs abroad

## **Unit 4 – Water Transport Services**

Water Transport: International Inland and Ocean Transport Networks, Water Transport System - Historical past, Cruise Ships, Ferries, Hovercraft, and River and Canal Boats, Prospects and Future Growth of Water Transport, National Boundaries, Cross Border Allowances Franchising

### **Text Books:**

1. Negi, Jagmohan (2005), *Air Travel Ticketing and Fare construction*, Kanishka, New Delhi.
2. Stephen Page, *Transport for Tourism*

### **References:**

1. Air Cargo Tariff Manual.
2. IATA Training Manual.
3. IATA Live Animals Regulation Manual.
4. Mill, R.C. and Morrison, *Tourism System*
5. Seth, P.N., *Successful Tourism Management*
6. Singh, Ratandeep (2008), *Handbook of Global Aviation Industry and Hospitality services*, Kanishka Publishers, New Delhi.

### **Internet Resources:**

1. Websites of Tourism Authorities / Departments, Travel Businesses, National & International Transport Service Providers' Websites

## **2-T-2 – Tourism Resources – Asia & Pacific**

**Theory + Internal Assessment (Assignment - Presentation)**

**80 Marks + 20 Marks**

### **Unit 1 – Geo-Physical Resources of Asia & Pacific**

Geographical Background of Asia, Different Physical Features of Region, Tourism resources of Asia, Diversities in Landform & Landscape, Outstanding Geographical features, Climate, Mountains, Hill Stations, Deserts, Beaches, Islands, Coastlines, Ocean, Seas, Bays and Gulfs, Rivers and Lakes as Tourism Providers and Facilitators;

Regions of Asia:

- Central Asia (Afghanistan, Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, Uzbekistan)
- East Asia (China including Hong Kong and Macau, Japan, Mongolia, North Korea, South Korea, Taiwan)
- Middle East (Bahrain, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Oman, Palestinian Territories, Qatar, Saudi Arabia, Syria, Turkey, United Arab Emirates, Yemen)
- Russia and the Caucasus (Azerbaijan, Armenia, Georgia, Russia)
- South Asia (Bangladesh, Bhutan, India, Tibet, Maldives, Nepal, Pakistan, Sri Lanka)
- Southeast Asia (Brunei, Cambodia, East Timor, Indonesia, Laos, Malaysia, Myanmar (Burma), Philippines, Singapore, Thailand, Vietnam)



Regions of Pacific Area:

- Australia
- New Zealand
- Pacific Islands (Papua New Guinea, Polynesia, Melanesia, Micronesia)

### **Unit 2 – Historical & Cultural Resources of Asia & Pacific**

Historical and Socio Cultural Resources of Asia, Regional History of Asia, History, Culture and Heritage, Monuments (With Spatio-Temporal and Architectural Significance), Religions, Customs, Traditions, Pilgrimage Destinations, Fairs and Festivals, Handicrafts and Handlooms, Dance Styles, Music, Dargahs and Samadhies, Caves, Temples, Other Religious Monuments, Museums, Archives, Transportation, Communication and Tourist Accommodations, Regional and Ethnic Cuisines; Destinations based on the Historical and Cultural background of China, Japan, Korea, Iran, Jordan, Saudi Arabia, Turkey, Russia, Sri Lanka, Nepal, Indonesia, Thailand, Malaysia, Singapore & Destinations based on the Historical and Cultural background of Pacific Region (Australia, New Zealand)

### **Unit 3 – Natural Resources of Asia & Pacific**

Natural resources of Asia, Wildlife sanctuaries, National parks, Biosphere reserves, Mountain Tourist Resources and Hill stations, Islands, Beaches, Caves & Deserts of Asia, Flora and Fauna and Natural Reserves in Asia; Destinations based on the Natural Resources of China, Japan, Korea, Iran, Jordan, Saudi Arabia, Turkey, Russia, Sri Lanka, Nepal, Indonesia, Thailand, Malaysia, Singapore & Destinations based on the Natural Resources of Pacific Region (Australia, New Zealand)

### **Unit 4 – Other Resources of Asia & Pacific**

Manmade resources, Adventure sports, Commercial attractions, Amusement Parks, Gaming, Shopping, Live Entertainments, Supplementary accommodation, House boats, Tree houses, Home stays Destinations based on Other Resources of China, Japan, Korea, Iran, Jordan, Saudi Arabia, Turkey, Russia, Sri Lanka, Nepal, Indonesia, Thailand, Malaysia, Singapore & Destinations based on the Other Resources of Pacific Region (Australia, New Zealand)

### **Text Books:**

1. Boniface, B. & Cooper C (2009), *Worldwide Destinations: The geography of Travel & Tourism*, Oxford Butterworth Heinemann.
2. Gupta, S. P. (2002), *Cultural Tourism in India*, Indraprastha Museum of Art and Archaeology, New Delhi.
3. Rosemary, Burton (1995), *Travel Geography*, Pitman Publishing, Marlow Essex.

### **References:**

1. Ball, Stephen (2007), *Encyclopedea of Tourism Resources in India*, B/H.
2. Basham, A. L. (1988), *The Wonder that was India*, Rupa and Co., Delhi
3. Dixit, Manoj (2002), *Tourism products*, New Royal Book Co., Lucknow.
4. Hussain, A.K. (1987), *The National Culture of India*, National Book Trust, New Delhi.
5. Lonely Planet Publications – Asian Countries.

6. Michael hall (1999), *Geography of Travel and Tourism*, Routledge, London.
7. Robinson H.A. (1976), *Geography of Tourism* Mac Donald & Evans, Ltd.
8. Sahai, Surendra (2006), *Indian Architecture: Hindu Buddhist and Jain*, Prakash Books.
9. Travel Information Manual, IATA, Netherlands, 2009.
10. The Gazette of India: History and Culture, Vol.2, Publication Division, Ministry of Information and Broadcasting, Government of India, 1988.
11. World Atlas.

### **Internet Resources:**

1. Websites of Tourism Authorities / Departments and Hotels from different nations of Asia & Pacific Region

## **Elective Papers**

### **2-T-3 – Hospitality Services Management**

**Theory + Internal Assessment (Assignment - Presentation)**

**80 Marks + 20 Marks**

#### **Unit 1 – Introduction to Hospitality Services**

Hospitality Industry, Classification of Hotels, Star Rating of Hotels, Classification on the basis of size, Location, Clientele, Duration of stay, level of Service, Classification on the basis of ownership, Alternative Accommodations, Hotel Tariff Plans, Types of Guest Rooms, Indian Chain of Hotels, Target Markets, Alternate Lodging facilities  
Leading multinational hotel chains operating in India, Public sector in Hotel Business – Role, Contribution & Performance, Time share establishments

#### **Unit 2 – Hotel Organization**

Need for Organizational, Organizational charts, major departments of a hotel, Front Office, Housekeeping, Food and Beverage Service Departments, Food Production, Engineering and Maintenance, Accounts, Human Resource, Security, Sales and Marketing, Purchase, Franchise and management contracts, Organizational Structure of Hotels: Small, Medium, Large. Lobby Arrangements, Layout and equipment in use, Handling VIPs, Duty Rota and work schedules, Uniformed Service, Basic Layout and Design, Departmental Organizational Structure

#### **Unit 3 – Hotel Operations**

**Room Reservations:** Registration, Allotment of rooms, Stay, Departure, Handling FIT, GIT, Guest Services, Various Guest Services, Handling guest mail, Message Handling, Custody and control of keys, Guest paging, Safe deposit locker, left luggage handling, wake up call, Handling Guest Complaints; **Reservation & Registration:** Sources and modes of reservation, Types of plans, types of room rate, Discount and allowances, Group reservation, Fore-casting room reservation, Walk - in reservation, Reservation chart and guest history card, Registration of guest at reception, Guest registration card, arrival and departure register, C- Form, Lobby errand card, arrival and departure report. Hotel Reservation Systems, CRS, Inter-sell

agencies, Internet applications, **Rooms Division:** Functions of front office and housekeeping department, Hierarchy of front office and housekeeping department, their Attributes, duties and responsibilities, Inter-departmental coordination, Departmental layout of Housekeeping, Functions of various Departments of Housekeeping and front office, yield management: concept & function. **Front Office Operations:** The Front Desk- Equipments in use, The Guest Room- Types and Status Terminology, Key Controls, Tariff plans. **Restaurant Operations:** Restaurant equipments: Types, standard sizes, care, cleaning and Polishing of various equipments, Duties of a waiter, mise-en-scene and mise-en-place, Welcoming the guest, Rules to be observed while laying a table and waiting at a table Different Types And Styles Of Services - Silver Service, American Service, English, French, Russian, Buffet, Counter, Cafeteria, Food Courts, Room Service and Bar Service. **Departure Procedure:** Procedure involved in checking out a guest at front-office, Procedure involved in checking - out a guest at housekeeping department, Group Check-out procedures, Arrival & Departure formalities for both domestic & international Tourists, Hotel Operations in India

#### **Unit 4 – Hotel Performance**

Evaluating hotel Performance: Methods of Measuring Hotel performance, Occupancy ratio, Average Daily rate, Average Room rate per guest, Rev PAR, Market share Index, Evaluation of hotel by Guest, Yield Management, Elements of yield management, Measuring yield in the Hotel industry, benefits of yield Management, Challenges or problems in yield management

#### **Text Books:**

1. Negi, Jagmohan, (1997) Professional Hotel Management, S. Chand, New Delhi.
2. Raghubalan, G. & Smritee Ragubalan: Hotel Housekeeping operations and Management.

#### **References:**

1. Arthur & Gladwell, *Hotel Assistant Manager* ( London communicate, Barril, Jenkins)
2. Gray and Ligouri (2000), *Hotel and Motel Management and Operations*, PHI, New Delhi.
3. Negi, Jagmohan, *Hotels for Tourism Development*, S. Chand, New Delhi.
4. Jatashankar R Tewari (2009), *Hotel Front Office Operations and Management*, New Delhi.
5. John Cousins David Foskett & Cailein Gillespie (2002), *Food and Beverage Management*, Pearson Education, England.
6. Sudheer Andrews (2009), *Hotel Front Office Training Manual*, Tata McGraw Hill, Bombay.
7. Tom Powers & Clayton W. Barrows, *Introduction to Management in the Hospitality Industry-* John Wiley & Sons, Inc.

#### **Internet Resources:**

1. Websites of Tourism Authorities / Departments, National & International Hotel Websites

## 2-T-4 – Human Resources Development

Theory + Internal Assessment (Assignment - Presentation)      80 Marks + 20 Marks

### Unit 1 – Introduction to Human Resources Management

Context and Concept of Human Resources Management, Organization and Functions of the HR, Structure and Strategy, HR Manager, Evolution of HR practices in Indian Context, Global trends in HR practices; Legislative Framework: Trade Unions Act, 1926, Salient features of Industrial Disputes Act, 1947, Disciplinary Procedure, Payment of Wages Act, 1936, Employees Provident Fund (Miscellaneous and Provisions) Act, 1952, Payment of Bonus Act, 1965, Payment of Gratuity Act, 1972

### Unit 2 – Human Resource Planning in Tourism

Job terminologies, Job Analysis, Manpower Planning, Recruitment, Selection and Induction, Hiring trends in tourism industry, Coaching and Mentoring, Performance Appraisal, Career Development, Retention and Retirement Concepts, Job Evaluation, Principles and Determinants of Compensation, Productivity, Employee Morale; Compensation issues in Tourism Sector, Quality of Work Life (QWL)

### Unit 3 – Human Resource Development and Compensation

Concept, Climate and culture of HRD, Training and Development, Methods, Design and Evaluation of T & D Programmes, Potential appraisal, Promotions and Transfers, Personnel Empowerment, Competency standards in tourism sector.

### Unit 4 – Basic Foreign Language Communication

Basic Greetings, Self Introduction, Introductory Grammar, Sentence Formation, Paragraph Writing, General Conversation, E-mail, Beginner Tourism & Hospitality Vocabulary

### Text Books:

1. Dwiwedi, R.S., *Managing Human Resources*
2. Veer, Sangeeta, (2009), *Human Resource Management*, Shree Publishing, Delhi.
3. Gary Dessler, *Human Resources Management*
4. Mamoria, C.B., *Personnel Management*
5. Michael, V.P., *Human Resources Management*
6. Panda, Tanmay, (2004), *Human Resource Management*, Shree Publishers, New Delhi

### References:

1. Ashwathappa, *Human Resources Management*
2. Mirza & Zaiyadin, *Human Resources Management*
3. Monppa, Arun, *Managing Human Resources*
4. Pardeshi, P.C., *Human Resources Management*
5. Prasad, L.M., *Human Resources Management*

### Internet Resources:

1. Websites of Ministry of HR, Authorities of HR, Multinational Corporations, Tourism Organizations; Tourism Departments of India, and from different nations of the World

## Elective for Paper IV

### 2-T-5 – Tour Operations & Travel Agency Management

**Theory + Internal Assessment (Assignment - Presentation)**

**80 Marks + 20 Marks**

#### **Unit 1 – Travel Agency Business**

Travel Trade - Historical Perspectives, Emergence of Thomas Cook and American Express Company, Types of Tour Operators, Wholesale and Retail Travel Agency business, Linkages and Integration with the Principal Service Providers, the Changing Scenario of Travel Trade, Role and Responsibility of Travel Trade Associations: Objectives - Roles and functions of UFTAA, PATA, ASTA, TAAI, IATO, ATAOL, ADTOI, IAAI, FIYTO, and TAFI

#### **Unit 2 – Tour Operations Business**

Travel Agency and Tour Operation Business, Functions of Travel Agency Setting up a full-fledged Travel Agency, Sources of Income of a travel agency, Diversification of Business, Travel Insurance, For-ex, Cargo & MICE, Documentation, IATA Accreditation, Government Recognition

#### **Unit 3 – Itinerary Planning**

Itinerary Planning & Development, Meaning, Importance and Types of Itinerary, Resources and Steps for Itinerary Planning, Dos and Don'ts of Itinerary Preparation, Tour Formulation and Designing Process, FITs & Group Tour Planning and Components, Special Interest Tours (SITs)

#### **Unit 4 – Tour Packaging**

Tour Packaging & Costing, Importance of Tour Packaging, Classifications of Tour Packages, Components of Package Tours, Concept of costing, Types of costs, Components of tour cost, Preparation of cost sheet, Tour pricing, Calculation of tour price, Pricing strategies, Tour packages of Thomas Cook, Kuoni-SOTC, Cox & Kings, TCI, and Local Travel Agencies and Tour Operators

#### **Text Books:**

1. Chand, M. (2002), *Travel Agency Management: An Introductory Text*, Anmol Publications Pvt. Ltd., New Delhi.
2. Negi, J (2005), *Travel Agency Operations: Concepts and Principles*, Kanishka, New Delhi.

#### **References:**

1. Goeldner, R & Ritchie. B (2010), *Tourism, Principles, Practices and Philosophies*, John Wiley & Sons, London.
2. Holloway, J.C. (2002), *The Business of Tourism*, Prentice Hall, London.
3. Roday, S, Biwal. A & Joshi. V. (2009), *Tourism Operations and Management*, Oxford University Press, New Delhi.

#### **Internet Resources:**

1. Websites of Tourism Authorities / Departments from different nations, Websites of Tour Operators, Travel Agents, and UNWTO, UFTAA, PATA, ASTA, TAAI, IATO

## **2-T-6 – Sustainable & Eco-Tourism**

**Theory + Internal Assessment (Assignment - Presentation)**

**80 Marks + 20 Marks**

### **Unit 1 – Sustainable Tourism Development Planning**

Sustainable Development Evolution, Principles, Major Dimensions of Sustainability, Reasons for Unsustainable Development, Stockholm Conference 1972, World Conservation Union 1980, WCED 1987 and Brundtland Commission, Rio Declaration 1992, Kyoto Protocol 1997, WSSD 2002 - Global Warming & Climate Change, Sustainable Tourism Development Principles, Agenda 21 for Travel and Tourism Industry, World Conference on Sustainable Tourism 1995, Globe 90 Conference, Berlin Declaration, Bali Declaration 2005, Cape Town Declaration 2002 and Kerala Declaration, Topographical Analysis, Analysis of Local Resources, Land use Pattern (EIA, EIS, EMS) & Community and socio-economic and cultural conditions, Evaluation of impact of tourism site, Zoning system, Carrying capacity

### **Unit 2 – Eco-Tourism Development**

Sustainable Ecotourism, Resource Management, Socio-economic Development, Ecotourism Policies, Planning and Implementation, Eco-friendly Facilities and Amenities, Carrying Capacity, Alternative Tourism, Responsible ecotourism, Ecotourism Programming, Conservation of Ecotourism, Protected Area Management through Ecotourism, Stakeholder Engagement, Community Participation, Types of Participation, Issues and Challenges, Ecotourism Projects, Case Studies on Periyar National Park, Thenmala Eco-Project, Similipal Ecotourism Project, Sunderban Ecotourism Project, Kaziranga National Park, Run of Kutch, Nandadevi Biosphere Reserve, Corbett National Park, Gulf of Mannar, Kruger National Park, South Africa

### **Unit 3 – Quality Standards for Sustainable Tourism**

ISO 14000, Role of WTTC, UN-WTO, PATA, UNEP, IUCN, Code of Conduct for Accommodation and Transport Operators, Tourism Code & Tourism Bill of Rights, Case Studies on Island Tourism in Andaman & Nicobar, Hill Tourism in Udhagamandalam and Sikkim, Beach Tourism in Goa

### **Unit 4 – Ecology & Eco-Tourism**

Fundamentals of Ecology, Basic Laws & ideas in Ecology, Function and Management of Ecosystem, Biodiversity and its Conservation, Pollution, Ecological Foot Prints, Relationship between Tourism & Ecology, Ecotourism: Evolution, Principles, Trends and Functions of Ecotourism, Mass Tourism Vs Ecotourism, Typology of Ecotourists, Ecotourism Activities & Impacts, Western Views of Ecotourism, Quebec Declaration 2002, Kyoto Protocol 1997, Oslo Declaration 2007 Ecotourism Development Agencies, Role of the International Ecotourism Society, the UNWTO, UNDP, WWF, Department of Forest and Environment, Government of India, ATREE, EQUATIONS

### **Text Books:**

1. Fennel, D. A. (1999), *Ecotourism –An Introduction*, Routledge Publication.
2. Inskeep, E. (1991), *Tourism Planning: An Integrated and Sustainable Development Approach*, New York: Van Nostrand Reinhold.
3. Ritchie, J.R. & Crouch, I.G (2005), *The Competitive Destination –A Sustainable Tourism Perspective*, CABI Publishing, UK.

### **References:**

1. Chaudhury, Sukanta, K, *Cultural, Ecology and Sustainable Development*, Mittal, New Delhi.
2. Chawla, Ramesh (2006), *Ecology and Tourism Development*, Sumit International, New Delhi.
3. Mowforth, M. and Munt, I. (2003), *Tourism and Sustainability, Development and New Tourism in the Third World*, Routledge, London.
4. Wahab, S. and John, J. Pigram, J.J. (1997), *Tourism, Development and Growth: The Challenge of Sustainability*, Routledge, London.
5. Weaver, D. (2001), *The Encyclopedia of Ecotourism*, CABI Publication, U.K.

### **Internet Resources:**

1. Websites of Tourism WTTC, UN-WTO, PATA, UNEP, UNDP, WWF, Department of Forest and Environment, Government of India

**2-S-1 – Seminar : Research Paper & Presentation 40 + 10 Marks**

**Selection of Topic, Preparation of Research Paper, Making PPT and Presentation**

**2-P-1 – Training : CRM (Customer Relation Skills) 40 + 10 Marks**

**Group Discussion, Quiz, Workshop and Mock, Resume/CV/Bio-Data Preparation**

**2-P-2 – Practical : Tour Operation & Management and Report – Viva-Voce 80 + 20 Marks**

**Familiarization with Travel Agency Operation, Preparation of Log Book**

# **CBCS Syllabus MA Travel and Tourism**

## **Semester III**

### **Core Papers**

#### **3-T-1 – Tourism Marketing**

**Theory + Internal Assessment (Assignment - Presentation)**

**80 Marks + 20 Marks**

##### **Unit 1 – Introduction to Marketing**

Evolution of Marketing, Marketing for Tourism, The Tourism Product, Features of Tourism Marketing, Marketing Functions, Market Research, Tourism Marketing Mix; Understanding the Market and the Consumer, Marketing Environment, Consumer Behavior, Buyer Decision Process, Demand Forecasting, Market Segmentation, Targeting, Market Positioning, Marketing of Services, Tourism as a Service, Characteristics of Services, Classification of Services, Building Service Aspirations, Consumer Behavior in Service Encounters,

##### **Unit 2 – Products and Distribution**

The 4 P's of Marketing, Product Designing, Branding and Packaging, New Product Development, Product Life Cycle, Price, Strategies and Approaches, Place, Channels of Distribution, Promotion: Advertising, Sales Promotion, Publicity, Personal Selling; Other P's: People, Physical Evidence and Process. Tourism as a major component of Service Sector, Service Design and Development, Technology as an enabler of Service, Service Development and Design, Using Technology as an enabler of Service

##### **Unit 3 – Marketing in Tourism**

Marketing of Tourism & Related Activities, Trends in Tourism Marketing, Marketing of Destinations, Airlines, Hotels, Resorts, Travel Agencies, Events and other Tourism sub-sectors and products, Marketing mix in Services Marketing, 7 P's of service marketing, Product Decision, Pricing Strategies, Distribution / Channel structure and options, Franchising – benefits, Branding – benefits, Distribution Management (Customer focused), Promotion of services, People, Physical Evidence and Process, Effective Management of Service Marketing, Services life cycle, Methods of positioning services, Internal marketing of services, Marketing of services with special reference to Hospitality services (Hotels, travel / tourism)

##### **Unit 4 – Marketing Skills**

Developing Marketing Skills for Tourism, Self Motivation, Team Building, Personality Development, Creativity & Innovation, Innovative Products in Tourism, International Perspective and Contemporary Trends, Customer Relationship Management in Tourism, Customer Acquisition and Retention, Customer Loyalty, Customer Profitability and value Modeling, Customer Satisfaction Measurement, Customer Feedback and Service Recovery, Managing and Sharing Customer data, 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.

### **Text Books:**

1. Chaudhary, Manjula (2010), *Tourism Marketing*, Oxford University Press, New Delhi.

### **References:**

1. Kotler, Philip (2006), *Marketing Management*, PHI, Delhi.
2. Neelamegham, S. (1998), *Marketing in India: Cases & Readings*, Vikas, New Delhi.
3. Ramasamy, V. S. & Namakumar. S (1990), *Marketing Management: Planning & Control*, Macmillan, New Delhi.
4. Stanton, William. J (1999), *Fundamentals of Marketing*, McGraw Hill, New York.

### **Internet Resources:**

1. Websites of Economic Times, Forbes, and others; Tourism and Hotel Retailers' Websites

## **3-T-2 – Tourism Resources – Europe**

**Theory + Internal Assessment (Assignment - Presentation)**

**80 Marks + 20 Marks**

### **Unit 1 – Geo-Physical Resources of Europe**

Geographical Background of Europe, Different Physical Features of Regions, Tourism resources of Europe, Diversities in Landform & Landscape, Outstanding Geographical features, Climate, Mountains, Hill Stations, Deserts, Beaches, Islands, Coastlines, Ocean, Seas, Bays and Gulfs, Rivers and Lakes as Tourism Providers and Facilitators;

#### **Regions of Europe:**

- Balkans (Albania, Bosnia and Herzegovina, Bulgaria, Macedonia, Moldova, Montenegro, Romania, Kosovo and Serbia)
- Baltic States (Estonia, Latvia, Lithuania)
- Benelux (Belgium, Luxembourg, Netherlands)
- Britain and Ireland (Guernsey, Ireland, Isle of Man, Jersey, United Kingdom)
- Central Europe (Austria, Croatia, Czech Republic, Germany, Hungary, Liechtenstein, Poland, Slovakia, Slovenia, Switzerland)
- France and Monaco
- Greece, Cyprus and Turkey
- Iberia (Andorra, Gibraltar, Portugal, Spain)
- Italy (Italy, Malta, San Marino, Vatican City)
- Russia, Ukraine, and Belarus
- Nordic countries (Denmark, Faroe Islands, Norway, Finland, Iceland, Sweden)

### **Unit 2 – Historical & Cultural Resources of Europe**

Historical and Socio Cultural Resources of Europe, Regional History of Europe, History, Culture and Heritage, Monuments (With Spatio-Temporal and Architectural Significance), Religions, Customs, Traditions, Pilgrimage Destinations, Fairs and

Festivals, Handicrafts and Handlooms, Dance Styles, Music, Caves, Churches, Other Religious Monuments, Museums, Archives, Transportation, Communication and Tourist Accommodations, Regional and Ethnic Cuisines; Destinations based on the Historical and Cultural background of Europe (Belgium, Britain and Ireland, Austria, Germany, Hungary, Liechtenstein, Switzerland, France and Monaco, Greece, Italy, Spain, Denmark, Finland)

### **Unit 3 – Natural Resources of Europe**

Natural resources of Europe, Wildlife sanctuaries, National parks, Biosphere reserves, Mountain Tourist Resources and Hill stations, Islands, Beaches, Caves & Deserts of Europe, Flora and Fauna and Natural Reserves in Europe; Destinations based on the Natural Resources of Europe (Belgium, Britain and Ireland, Austria, Germany, Hungary, Liechtenstein, Switzerland, France and Monaco, Greece, Italy, Spain, Denmark, Finland)

### **Unit 4 – Other Resources of Europe**

Manmade resources, Adventure sports, Commercial attractions, Amusement Parks, Gaming, Shopping, Live Entertainments, Supplementary accommodation, House boats, Tree houses, Home stays; Destinations based on the Other Resources of Europe (Belgium, Britain and Ireland, Austria, Germany, Hungary, Liechtenstein, Switzerland, France and Monaco, Greece, Italy, Spain, Denmark, Finland);

### **Text Books:**

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

### **References:**

1. Lonely Planet Publications – European & African Countries.
2. Michael hall (1999), *Geography of Travel and Tourism*, Routledge, London.
3. Robinson, H. A. (1976), *Geography of Tourism*, Mac Donald & Evans, Ltd.
4. Travel Information Manual, IATA, Netherlands, 2009.
5. World Atlas.

### **Internet Resources:**

1. Websites of Tourism Authorities / Departments from different nations of Europe

## **Elective Papers**

### **3-T-3 –Information Technology in Tourism**

**Theory + Internal Assessment (Assignment - Presentation)**

**80 Marks + 20 Marks**

#### **Unit 1 – Information Technology Basics**

Computer Fundamentals, Hardware and Software, Writing, Accounting, Presentation Software Packages, Internet and Intranet, Basics of Networking, Components of networks, LAN/WAN/MAN, various options for Networking for a business, Dial Up,

Leased Lines, DSL Lines, VSAT, Various medium for communication, terrestrial, satellite, copper, fiber optic, Basics of Internet, how internet works, Familiarity with various components of the internet, Browser, Web Server, DNS Server, Search Engine, Applications of Internet, Websites, Blogs, email, FTP, Voice over Internet, Role of IT, Overview of concepts such as ERP, SCM, CRM, Data Warehousing and Business Intelligence, e-commerce, e-Business, Knowledge management

### **Unit 2 – Fundamental e-Tourism Business**

Typologies of E-tourism, Business models, Business to Business (B2B), Business to Consumer (B2C), Consumer to Business (C2B), Consumer to consumer (C2C), Business to Employees (B2E), & Business to Government (B2G)

### **Unit 3 – Online Reservation Technology**

Global Distribution System, Central Reservation System History & Evolution, GDS & CRS, Levels of CRS Participation, Hotel Distribution System, Cases of Amadeus, Galileo, World Span, Sabre, Abacus, Changing Business models of GDS; Amadeus Software: Searching, Building, Retrieval, Display & Cancel of PNR, Fare display, Itinerary pricing, Issuance of tickets

### **Unit 4 – Tourism e-platforms & e-portals**

Payment Systems in E-tourism, Payment Gateway, Billing and Settlement Plan (BSP), Security Issues and Certification, Future of E-tourism, Travel Blogs, E-marketing and promotion of Tourism Products, Challenges for conventional business models & Competitive strategies; Online Reservation Portals, Websites of Tourism Departments, Incredible India Website

#### **Text Books:**

1. Inkpen, G. (2000), *Information Technology for Travel and Tourism*, Addison Wesley.
2. Sheldon, P. (2002), *Tourism Information Technology*, CABI.

#### **References:**

1. Buhalis, D. (2004), *E-tourism: Information Technology for Strategic Tourism Management*, Prentice Hall India.
2. Malvino, A.P (1995), *Electronic Principles*, McGraw-Hill.
3. Poon, A. (1998), *Tourism, Technology and Competitive Strategies*, CABI.
4. Rayport, J.F. & Jaworski B.J. (2002), *Introduction to Ecommerce*, McGraw-Hill.

#### **Internet Resources:**

1. Websites of Tourism Authorities / Departments, Travel Businesses, National & International Hotel Websites

## **3-T-4 – Tourism Finance & Accounts**

**Theory + Internal Assessment (Assignment - Presentation)      80 Marks + 20 Marks**

### **Unit 1 – Tourism Accounting**

Financial Accounting, Concepts and Conventions, Double Entry System, Preparation of Journal, Ledger and Trial Balance, Preparation of Final Accounts, Trading, Profit

and Loss Account and Balance Sheet; Users and uses of accounting information, Accounts of Non-profit organizations, Income and Expenditure account, Receipts and Payments, Travel Agency Accounting

### **Unit 2 – Financial Statements**

Financial Statement Analysis and Interpretation, Meaning, Types of Analysis, Objectives, Importance, Tools of Analysis; Marginal Costing, Concept, Techniques & Applications, Cost Volume Profit Relationship, Break-even Analysis

### **Unit 3 – Tourism Cost Accounting**

Cost Accounting, Concept, Distinction between costing and cost accounting, Elements of Cost, Preparation of Cost Sheet, Types of Costs, Cost Concepts- Short Run vs. Long Run Costs, Production Function, Input: Output Relationship, Law of Variable Proportions, Returns to Scale, Break Even Analysis

### **Unit 4 – Financial Management in Tourism**

Financial Management, Scope, Objectives, Finance Functions, Major financial Decisions, Sources of Finance, Long term Sources (Shares, Debentures, Term Loans) and Short Term Sources Bank finance (Cash Credit and Overdraft), Advantages and Disadvantages of different sources of funds and Financial Products of TFCI

#### **Text Books:**

1. Lal, Jawahar (2009), *Accounting for Management*, Himalayan Publishing House.

#### **References:**

1. Gosh, T.P. (2006), *Fundamentals of Accounting*, Sultan Chand & Sons, Delhi.
2. Grewal, T.S. & Shukla M.C. (2010), *Advanced Accounts Vol.1*. Sultan Chand & Sons, Delhi.
3. Gupta, R. L. & Radhaswamy M. (2006), *Advanced Accountancy- Vol. I*, Sultan Chand & Sons
4. Maheshwari, S.N. & Maheshwari, S.K. (2006), *Fundamentals of Accounting*, Vikas Publishing House, New Delhi.
5. Prasanna, Chandra (2006), *Financial Management- Theory and Practice*, Tata McGraw Hill,

#### **Internet Resources:**

1. Websites of Tourism Finance Corporation of India, Money Control, SEBI and BSE, Economic Times, and Financial Times Websites

## **Core Paper for Students from Same Discipline**

### **3-T-5 – MICE & Event Management**

**Theory + Internal Assessment (Assignment - Presentation)**

**80 Marks + 20 Marks**

#### **Unit 1 – Fundamentals of Meetings & Events**

Introduction to Meeting, conference and event planning: Scope, Nature and Importance, Types of Events, Unique features and similarities, Assessing customer wants; Practices in Event Management, Key steps to a successful event, Event planning and organizing, Problem Solving and Crisis Management, Leadership and

Participants Management, Managing People and Time, Site and Infrastructure Management; Conference/ meeting planning; Conference/ meeting organizing; Event/conference/ meeting implementation and evaluation; Communicating with customers, superiors and colleagues; Customer centric and Service quality requirements; Business etiquettes; Achieving customer satisfaction; Services and facilities specific to age / gender / special needs; Ethics, policies and confidentiality of customer; Health and Hygiene

### **Unit 2 – MICE Industry**

Introduction to MICE: Planning MICE, Components of the Conference Market, Characteristics of Conferences and Conventions, MICE as a supplement to Tourism, the nature and demand of Conference markets- The Economic and Social significance of Conventions, process of Convention Management; Incentive tourism

### **Unit 3 – Marketing of MICE**

Event Marketing, Customer care, Marketing equipments and tools, Promotion, Media Relations and Publicity, Event Co-ordination, Visual and Electronic Communication, Event Presentation, Event Evaluation, Case Studies of events of National and International importance, Travel Industry Fairs, Benefits of Fairs, ITB, WTM, BTF, TTW, FITUR, KTM, IITM, TTF, CII-Events, PATA Travel Mart

### **Unit 4 – Event Planning & Management**

Sponsorships, Screening, Budget and Controls, Fund-Raising, Negotiation and Contracts; Role of Government, Negotiation and Contracts; Promotional Items, Giveaways, Event Planning, space Management, use of Web Technology, Develop In-Office and On-Site Ethics and Business Etiquette, Policies, Transportation; booth/space Design, Internal Communications, Public Relations, Networking, Media handling, Checklists, Safety and Precautions, Other considerations-entertainment, Photo/video Coverage, prizes and gifts, Risk assessment, Safety and Security Arrangements, Venue and Supplier checklists, Venue Essentials, Creative events concepts, Tabletops , other décor props, understanding Clients, Fundraising galas, Conferences and Conventions, Incentives and Other Special Events, Event Planning Ethics and Etiquette, Protocol, Site selection, Requirements and Constraints, new Venues, Ancillaries and Amenities, final touches

### **Text Books:**

1. Leonard, H. Hoyle (2002), *Event Marketing*, John Wiley and Sons, New York.
2. Anton Shone & Bryn Parry (2002), *Successful Event Management*, Cengage Learning.
3. Ritchie, J. R. & Crouch, I.G (2005), *The Competitive Destination –A Sustainable Tourism Perspective*, CABI Publishing, UK.
4. Fennel, D. A. (1999), *Ecotourism –An Introduction*, Routledge Publication.

### **References:**

1. Bhatia, A.K. (2001), *Event Management*, Sterling Publishers, New Delhi.
2. David, C. Watt (1998), *Event Management in Leisure and Tourism*, Pearson
3. Joe Gold Blatt (1997), *Special Events- Best Practices in Modern Event Management*, John Wiley and Sons, New York.
4. Mowforth, M. and Munt, I. (2003), *Tourism and Sustainability. Development and New Tourism in the Third World* Routledge, London

5. Weaver, D. (2001), *The Encyclopedia of Ecotourism*, CABI Publication.
6. Sukanta, K. Chaudhury, *Cultural, Ecology and Sustainable Development*, Mittal, New Delhi.
7. Ramesh Chawla (2006), *Ecology and Tourism Development*, Sumit International, New Delhi.

**Internet Resources:**

1. Websites of GOI, State Governments, Trade Fairs, Exhibitors, and Websites of WTTC, UN-WTO, PATA, UNEP, UNDP, WWF, Department of Forest and Environment, Government of India

**3-S-1 – Seminar : Research Paper & Presentation 40 + 10 Marks**

Selection of Topic, Preparation of Research Paper, Making PPT and Presentation

**3-P-1 – Training : WTD Event 40 + 10 Marks**

Working on the UNWTO theme, Event Planning, Event organise/Execution / Report

**3-P-2 – Practical : Research Planning and Report – Viva-Voce 80 + 20 Marks**

Selection of Topics, Preparation of Synopsis, Submitting & Approval by Guides

**Foundation Paper for Students from Other Disciplines**

**3-T-6 – Foundation Course in Travel & Tourism – I**

**Theory + Internal Assessment (Assignment - Presentation) 80 Marks + 20 Marks**

**Unit 1 – Introduction to Travel & Tourism**

Definitions and Terminology: Tourist, Tourism, Leisure, Recreation, An overview of Tourism, Elements, Nature and Characteristics, Typology of Tourism, Classification of Tourists, Tourism network, Interdisciplinary approaches to tourism, Major motivations and deterrents to travel, Tourism Perspectives, Introduction to tourism – the world’s largest industry, Meaning of Tourism, Components of Tourism, The Tourism system, Significance of Tourism to a Nation, Emerging Trends in Tourism Worldwide, Changing scenario of the Tourism Industry, SMERF’s (Social Military Education Religious & Fraternity)

**Unit 2 – Tourism Services**

Hospitality Industry, Star Rating of Hotels, Classification of Hotels on the basis of size, Location, Clientele, Duration of stay, level of Service, Alternative Accommodations & Lodging facilities, Hotel Tariff Plans, Types of Guest Rooms, Indian Chain of Hotels, Leading multinational hotel chains operating in India, Public sector in Hotel Business, Time share establishments. Tourism Transport Systems in the World, Air Transport; IATA Areas & Sub Areas, Global Indicators, Major

Airports and Routes, Map Reading: Latitude, Longitude, International Date Line, Time Zones, Calculation of Time: GMT Variation, Concept of Elapsed Time & Flying Time, Road Transportation, Major Transcontinental, International and National Highways, Transport Systems in India, Water Transport: International Inland and Ocean Transport Networks, Water Transport System.

### **Unit 3 – Travel Agency & Tour Operation Business**

Travel Agency and Tour Operation Business, Functions of Travel Agency Setting up a full-fledged Travel Agency, Sources of Income of a travel agency, Diversification of Business, Travel Insurance, For-ex, Cargo & MICE, Documentation: Passport & VISA, Health Documents, IATA Accreditation, Government Recognition, Itinerary Planning & Development, Meaning, Importance and Types of Itinerary, Resources and Steps for Itinerary Planning, Dos and Don'ts of Itinerary Preparation

### **Unit 4 – Tourism & Information Technology**

Global Distribution System, Central Reservation System History & Evolution, GDS & CRS, Levels of CRS Participation, Hotel Distribution System, Cases of Amadeus, Galileo, World Span, Sabre, Abacus, Changing Business models of GDS; Future of E-tourism, Travel Blogs, E-marketing and promotion of Tourism Products, Challenges for conventional business models & Competitive strategies; Online Reservation Portals, Websites of Tourism Departments, Incredible India Website

#### **Text Books:**

1. Chand, M. (2002), *Travel Agency Management: An Introductory Text*, Anmol Publications Pvt. Ltd., New Delhi.
2. Inkpen, G. (2000), *Information Technology for Travel and Tourism*, Addison Wesley.
3. Negi, Jagmohan, (1997), *Professional Hotel Management*, S. Chand, New Delhi
4. Negi, J. (2005), *Travel Agency Operations: Concepts and Principles*, Kanishka, New Delhi.
5. Roday, S, Biwal. A & Joshi. V. (2009), *Tourism Operations and Management*, Oxford University Press, New Delhi

#### **References:**

1. Goeldner, R & Ritchie, B (2010), *Tourism, Principles, Practices and Philosophies*, John Wiley & Sons, London.
2. Holloway, J. C. (2002), *The Business of Tourism*, Prentice Hall, London,

#### **Internet Resources:**

1. Websites of Tourism Authorities / Departments from different nations, Websites of Tour Operators, Travel Agents, and UNWTO, UFTAA, PATA, ASTA, TAAI, IATO

# **CBCS Syllabus MA Travel and Tourism**

## **Semester IV**

### **Core Papers**

#### **4-T-1 – Research Methodology in Tourism**

**Theory + Internal Assessment (Assignment - Presentation)**

**80 Marks + 20 Marks**

##### **Unit 1 – Introduction to Research**

Nature, Scope and Significance of Research, the Art and Science of Knowing Ontology and Epistemology, Theoretical Development, What is Theory, Deductive and Inductive Research, Variables, Construct and Relationship, Reliability and Validity, Methodology and Research Methods, Propositions and Hypothesis, Identifying Research Problems, Review of Literature, Research Questions, Item Generation, Scale Development, Scale Evaluation, Questionnaire Design, Sampling Methods, Sample Error, Grounded Theory

##### **Unit 2 – Quantitative Research in Tourism**

Frequency distribution, numerical frequency distributions, Measures of Central tendency, variation, and Dispersion, Normal Distribution, Correlation and regressions analysis; Sampling and Sample Designs: Theoretical basis of sampling: Basic concepts of sampling and types of sampling (Random and Non-random sampling). Central Limit theorem, Statistical Testing: Testing of Hypothesis, one tail test and two tail test, Parametric [one sample and two sample tests for means and proportions of large samples (z-test), one sample and two sample tests for means of small samples (t-test), F-test for two sample standard deviations. ANOVA one and two way] and Non-Parametric Tests [Chi-square test for single sample standard deviation; Chi-square tests for independence of attributes and goodness of fit; Sign test for paired data. Rank sum test. Kolmogorov-Smirnov –test for goodness of fit, comparing two populations. Mann – Whitney U test and Kruskal Wallis test. One sample run test, rank correlation], Multivariate Analytical Techniques, Use of SPSS

##### **Unit 3 – Qualitative Research in Tourism**

Ethnography and Case Study, Experimentation, In-depth Interviews, Focused Group Technique, Delphi Technique, Participant Observations, Projective Technique, Content Analysis, Pilot Study, Historical Analysis, Preparation of Field Notes

##### **Unit 4 – Research Presentation**

Data Collection & Presentation, Methods & Sources of Data Collection, Communicating the Research Findings, Written & Oral Presentation, Report Writing Tips, Scientific Writing Styles, Structure and Steps of Preparing Research Proposal, the Art of Writing Research Paper, Art of citing references, Research Topics, Sources of Information, Research on the Internet, Researching on the spot, Organizing Research material



### **Text Books:**

1. Kothari, C.R, (2002), *Research Methodology*, Vishwa prakashana India.
2. Malhotra, Naresh, John Hall, Mike Shaw & Peter (2002), *Market Research*, Second edition, entice Hall.

### **References:**

1. Anderson, D.R., Sweeney D.J. and Williams T.A., (2012) *Statistics for business and economics*, 11<sup>th</sup> edition, Thomson (South – Western) Asia, Singapore
2. Blaikie, N. (2000), *Designing Social Research*, Polity Press, 2000, Canterbury, UK.
3. David, de Vaus. (2002), *Analyzing social sciences, Data*, Sage Publication, New Delhi.
4. Ken, Black (2012), *Applied Business Statistics*, 7th Edition, Wiley India Edition
5. Marshall, L, Rossman B. (1999), *Designing Qualitative Research*, 3rd Edition, Sage Publications, New Delhi.

### **Internet Resources:**

1. Websites of Statistics related courseware, SPSS-IBM and others; Tourism and Hotel Data websites, UNWTO, IATA, Tourism Department, GOI Websites

## **4-T-2 – Tourism Resources – America & Africa**

**Theory + Internal Assessment (Assignment - Presentation)**

**80 Marks + 20 Marks**

### **Unit 1 – Geo-Physical Resources of America & Africa**

Geographical Background of America & Africa, Different Physical Features of Region, Tourism resources of America & Africa, Diversities in Landform & Landscape, Outstanding Geographical features, Climate, Mountains, Hill Stations, Deserts, Beaches, Islands, Coastlines, Ocean, Seas, Bays and Gulfs, Rivers and Lakes as Tourism Providers and Facilitators;

#### **Regions of America**

- North America (Canada, Caribbean, Central America, Greenland, Mexico, United States of America)
- Central America (Belize, Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, Panama)
- South America (Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Falkland Islands (UK), French Guiana (France), Guyana, Paraguay, Peru, Suriname, Uruguay, Venezuela)

#### **Regions of United States of America**

- New England (Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont)
- Mid-Atlantic (Delaware, Maryland, New Jersey, New York, Pennsylvania)
- South (Alabama, Arkansas, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, West Virginia)
- Florida

- Midwest (Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, Ohio, Wisconsin)
- Texas
- Great Plains (North Dakota, South Dakota, Nebraska, Kansas, Oklahoma)
- Rocky Mountains (Colorado, Idaho, Montana, Wyoming)
- Southwest (Arizona, New Mexico, Nevada, Utah)
- California (Northern California (around the San Francisco Bay Area) and Southern California (around Los Angeles))
- Pacific Northwest (Washington, Oregon)
- Alaska
- Hawaii

**The Caribbean islands:**

- Lucayan Archipelago (Bahamas, Turks and Caicos Islands)
- Greater Antilles (Cuba, Cayman Islands, Dominican Republic, Haiti, Jamaica, Puerto Rico)
- Lesser Antilles: I. Leeward Islands (Anguilla, Antigua and Barbuda, British Virgin Islands, Dominica, Guadeloupe, Montserrat, Saba, Saint-Barthélemy, Sint Eustatius, Saint Kitts and Nevis, Saint Martin, U.S. Virgin Islands); II. Windward Islands (Barbados, Grenada, Martinique, Saint Lucia, Saint Vincent and the Grenadines, Trinidad and Tobago); III. ABC Islands (Aruba, Bonaire, Curaçao)
- Other islands and territories

**Regions of Africa:**

- North Africa (Algeria, Egypt, Libya, Morocco, Tunisia, Western Sahara)
- Sahel (Chad, Mali, Mauritania, Niger, Sudan)
- West Africa (Benin, Burkina Faso, Cape Verde, Cote d'Ivoire, Gambia, Ghana, Guinea, Guinea-Bissau, Liberia, Nigeria, Senegal, Sierra Leone, Togo)
- Central Africa (Angola, Cameroon, Central African Republic, Republic of the Congo, Democratic Republic of the Congo, Equatorial Guinea, Gabon, São Tomé and Príncipe, South Sudan)
- East Africa (Burundi, Comoros, Djibouti, Eritrea, Ethiopia, Kenya, Madagascar, Mauritius, Mayotte, Reunion, Rwanda, Seychelles, Somalia, Tanzania, Uganda)
- Southern Africa (Botswana, Lesotho, Malawi, Mozambique, Namibia, South Africa, Swaziland, Zambia, Zimbabwe)
- Atlantic Ocean Islands: Canary Islands (Spain), Madeira Islands (Portugal), Saint Helena, Ascension and Tristan da Cunha (UK)
- Spanish Exclaves: Ceuta, Melilla
- Indian Ocean Islands: Mayotte (France), Reunion (France), Socotra (Yemen)

**Unit 2 – Historical & Cultural Resources of America & Africa**

Historical and Socio Cultural Resources of America & Africa, Regional History of America & Pacific Region, History, Culture and Heritage, Monuments (With Spatio-Temporal and Architectural Significance), Religions, Customs, Traditions, Pilgrimage

Destinations, Fairs and Festivals, Handicrafts and Handlooms, Dance Styles, Music, Caves, Churches, Other Religious Monuments, Museums, Archives, Transportation, Communication and Tourist Accommodations, Regional and Ethnic Cuisines; Destinations based on the Historical and Cultural background of America (Canada, Caribbean, Greenland, Mexico, United States of America, Argentina, Bolivia, Brazil, Chile, Paraguay) & Destinations based on the Historical and Cultural background of Africa (Algeria, Egypt, Ethiopia, Kenya, Madagascar, Mauritius, Seychelles, Tanzania, South Africa, Zimbabwe)

### **Unit 3 – Natural Resources of America & Africa**

Natural resources of America & Africa, Wildlife sanctuaries, National parks, Biosphere reserves, Mountain Tourist Resources and Hill stations, Islands, Beaches, Caves & Deserts of America & Africa, Flora and Fauna and Natural Reserves in America & Africa; Destinations based on the Natural Resources of America (Canada, Caribbean, Greenland, Mexico, United States of America, Argentina, Bolivia, Brazil, Chile, Paraguay) & Destinations based on the Natural Resources of Africa (Algeria, Egypt, Ethiopia, Kenya, Madagascar, Mauritius, Seychelles, Tanzania, South Africa, Zimbabwe)

### **Unit 4 – Other Resources of America & Africa**

Manmade resources, Adventure sports, Commercial attractions, Amusement Parks, Gaming, Shopping, Live Entertainments, Supplementary accommodation, House boats, Tree houses, Home stays Destinations based on the Other Resources of America (Canada, Caribbean, Greenland, Mexico, United States of America, Argentina, Bolivia, Brazil, Chile, Paraguay) & Destinations based on the Other Resources of Africa (Algeria, Egypt, Ethiopia, Kenya, Madagascar, Mauritius, Seychelles, Tanzania, South Africa, Zimbabwe)

### **Text Books:**

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

### **References:**

1. Lonely Planet Publications – American & African Countries.
2. Michael, hall (1999), *Geography of Travel and Tourism*, Routledge, London.
3. Robinson, H.A. (1976), *Geography of Tourism*, Mac Donald & Evans, ltd.
4. Travel Information Manual, IATA, Netherlands, 2009.
5. World Atlas.

### **Internet Resources:**

1. Websites of Tourism Authorities / Departments from different nations of America & Africa

## Elective Papers

### **4-T-3 – Entrepreneurship Development in Tourism**

**Theory + Internal Assessment (Assignment - Presentation)**

**80 Marks + 20 Marks**

#### **Unit 1 – Entrepreneurship Development**

Theories & Approaches, Types of Entrepreneurs, Entrepreneurial Motivation, Entrepreneurial Climate- Myths about Entrepreneurship, Role of Entrepreneurship in Economic Development, Concept and Need of Entrepreneurship Development Definition of Entrepreneur, Entrepreneurship, Innovation, Invention, Creativity, Business Idea, Opportunities through change, Concepts of Entrepreneur, Manager, Entrepreneur, Corporate Entrepreneur, comparative study, Roles, Responsibilities, Career opportunities Entrepreneurship as a career, Entrepreneurship as a style of management, Women Entrepreneurs, Challenges to Woman Entrepreneurs, Achievements of Woman Entrepreneurs, Role Models of Woman Entrepreneurs

#### **Unit 2 – Tourism Entrepreneurship**

Entrepreneurship in Tourism, Opportunity Identification, Business Plan, Feasibility Report, Funding options, Organizational Framework for Promotion and Development of Tourism and Travel Business, Venture Creation and Management, The changing role of the entrepreneur, mid career dilemmas, Sustaining Competitiveness, Maintaining competitive advantage, Development of product / idea, Marketing, Finance, Organization, & Management, Ownership, Critical risk contingencies of the proposal, Scheduling and milestones

#### **Unit 3 – Entrepreneurship Development**

Innovation Theory by Schumpeter & Imitating Theory of High Achievement by McClelland, X-Efficiency Theory by Leibenstein, Theory of Profit by Knight, Theory of Social change by Everett Hagen, Influences on Entrepreneurship Development, Entrepreneurial Traits, External Influences on Entrepreneurship Development, Socio-Cultural, Political, Economical, Personal. Entrepreneurial culture with special reference to Entrepreneurship / Corporate Entrepreneurship, Entrepreneurial Success and Failure: Reasons and Remedies, The business plan as an entrepreneurial tool, Elements of Business Plan, Objectives, Market Analysis

#### **Unit 4 – Entrepreneurship Development in India**

Technical, Financial, Marketing Personnel and Management feasibility Reports, Financial schemes offered by various financial institutions like Commercial Banks, IDBI, ICICI, SIDBI, SFCs, Venture Capital Funding, Angel Capitalist; Role of Central Government and State Government in promoting, Entrepreneurship with various incentives, subsidies, grants etc., with special reference to 'Export oriented units', Role of the following agencies in the Entrepreneurship Development: DIC – District Industrial Center, SISI – Small Industries Services Institute, EDII – Entrepreneurship Development Institute of India, NIESBUD – National Institute of Entrepreneurship and Small Business Development, NEDB – National Entrepreneurship Development Board

**Text Books:**

1. Desai, Vasant, *Dynamics of Entrepreneurship Development*.
2. Taneja, Satish, S.L.Gupta, *Entrepreneurship Development New Venture Creation*.

**References:**

1. Brandt, Steven, *Thought Leaders*.
2. Drucker, Peter F., *Innovation and Entrepreneurship*
3. Hisrich, Robert D., Michael P. Peters, Dean A., *Shepherd Entrepreneurship*
4. Nagarajan, K., *Project management*.
5. Siropolis, *Entrepreneurship and Small Business Management*

**Internet Resources:**

1. Websites of Make in India, GOI, State Governments, FICCI, DIC, TFCI and others

## **4-T-4 – Tourism Planning & Development**

**Theory + Internal Assessment (Assignment - Presentation)**

**80 Marks + 20 Marks**

**Unit 1 – Tourism Planning**

Planning Process and Analysis, National and Regional Tourism Planning and Development, Assessment of tourism potential, planning for Sustainable Tourism Development, Contingency Planning, Economic, Social, Cultural and Environmental considerations, Demand and supply match, Design and innovations

**Unit 2 – Tourism Planning – India**

Overview of Five Year Plans with special reference to Eleventh Five Year Plan for Tourism Development and Promotion, National Action Plan, National Tourism Policy, Code of conduct for safe and Sustainable Tourism for India.

**Unit 3 – Institutional Support for Tourism Planning**

Public Private Partnership (PPP), National Planning Policies for Destination Development, WTO Guidelines for Planners, Role of urban civic bodies: Town planning, Characteristics of rural tourism planning, Environmental Management Systems, Destination Vision, The focus of Tourism Policy: the competitive sustainable destination, Destination Mapping

**Unit 4 – Destination Planning**

Destination Development, Types of destinations, Characteristics of destinations, Destinations and products, Destination Management Systems, Destination planning guidelines, Destination Selection Process, The Values of Tourism. Destination Promotion and Publicity, Six 'A's framework for tourism destinations, The dynamic wheel of tourism stakeholders, Destination Marketing Mix, Destination Competitiveness, Distribution Channels, Marketing Communication and Strategies

## **Text Books**

1. C. Gunn (2002), *Tourism Planning: Basic, Concepts and Cases*, Cognizant Publication

## **References:**

1. Claire, Haven Tang & Eleri Ellis Jones (2005), *Tourism SMEs, Service Quality and Destination Competitiveness*, CABI Publishing.
2. Nigel, Morgan, Annette Pritchard & Roger Pride (2001), *Destination branding: Creating the Unique Proposition*, Butterworth and Heinemann.
3. Richard, W. Butler (2006), *The Tourism Area Life Cycle: Applications and Modifications*, Channel View Publications.
4. Singh, Shalini, Dallen J., Timothy & Ross Kingston Dowling (2003), *Tourism in Destination Communities*, CABI Publishing.

## **Internet Resources:**

1. Websites of Make in India, GOI, State Governments, FICCI, DIC, TFCI and others

## **Core Paper for Students from Same Disciplines**

### **4-T-5 – Tourism Resources of Vidarbha**

**Theory + Internal Assessment (Assignment - Presentation)**

**80 Marks + 20 Marks**

#### **Unit 1 – Natural Tourism Resources**

Geographical Background of Vidarbha, Different Physical Features of Region, Tourism resources of Vidarbha, Diversities in Landform & Landscape, Outstanding Geographical features, Climate, Mountains, Hill Stations, Forests, Lakes, Rivers, Gardens, Rivers and Lakes as Tourism Providers and Facilitators, Natural Caves of Vidarbha, Flora and Fauna and Natural Reserves, Wildlife sanctuaries, National parks, Biosphere reserves, Mountain Tourist Resources; Destinations based on the Natural Resources of Vidarbha

#### **Unit 2 – Historical & Cultural Tourism Resources**

Historical and Socio Cultural Resources of Vidarbha, Regional History of Vidarbha Region, History, Culture and Heritage, Monuments (With Spatio-Temporal and Architectural Significance), Religions, Customs, Traditions, Pilgrimage Destinations, Fairs and Festivals, Handicrafts and Handlooms, Dance Styles, Music, Caves, Temples, Churches, Other Religious Monuments, Museums, Archives, Transportation, Communication and Tourist Accommodations, Regional and Ethnic Cuisines; Destinations based on the Historical and Cultural background of Vidarbha

#### **Unit 3 – Resources for MICE Tourism**

Convention centers, Conference hotels, Meeting Destinations, Major tourism circuits of Vidarbha: Inter State and Intra-State Circuits, Religious Circuits, Heritage Circuits, Wildlife Circuits; Cases of select destinations, Nagpur, Amravati, Wardha, Tourism by rail, Emerging Tourism Destinations of Vidarbha: Ecotourism, Rural Tourism, Golf Tourism, Camping Tourism, Medical Tourism, MICE Tourism, Pilgrimage Tourism

## Unit 4 – Other Resources for Tourism

Manmade resources, Adventure sports, Commercial attractions, Amusement Parks, Gaming, Shopping, Live Entertainments, Supplementary accommodation, House boats, Tree houses, Home stays Destinations based on the Other Resources of Vidarbha

### Text Books:

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

### References:

1. Michael hall (1999), *Geography of Travel and Tourism*, Routledge, London.
2. Lonely Planet Publications – India & Other Nations.
3. World Atlas.

### Internet Resources:

1. Websites of Tourism Authorities / Departments of India, and from different nations of the World

## 4-P-1 – Project

### Project Report & Viva

**160 + 40 Marks**

Project on approved Synopsis

### Suggested topics for Project :

Travel Agencies  
Hotels  
Tour Operations  
Government Enterprise  
Cruise Industry  
Ancillary Industries  
Case study of destination  
Aviation  
Medical Tourism / Health Tourism  
Sports Tourism  
Tourism in Common Wealth countries  
Logistic Management  
Legal issues Pertaining to Tourism  
Eco-Tourism  
Emerging Trends  
Crisis Management  
Policy Planning developmental aspect in Tourism  
Domestic /International Tourism  
Social & economic Impact of Tourism  
Natural Tourism  
Man Made Tourism  
Event / MICE  
Inbound / Out Bound Tourism  
Educational Tourism  
Business Tourism  
Highway Tourism  
Rural and farm Tourism  
Theme Parks

## Foundation Paper for Students from Other Disciplines

### 4-T-6 – Foundation in Travel & Tourism – II

**Theory + Internal Assessment (Assignment - Presentation)**

**80 Marks + 20 Marks**

#### **Unit 1 – Tourism Resources of India**

Geographical Background of India, Different Physical Features of Region, Tourism resources of India, Diversities in Landform & Landscape, Outstanding Geographical features, Climate, Mountains, Hill Stations, Deserts, Beaches, Islands, Coastlines, Ocean, Seas, Bays and Gulfs, Rivers and Lakes as Tourism Providers and Facilitators; Regions of India, Historical and Socio Cultural Resources of India, Regional History of India, History, Culture and Heritage, Monuments, Destinations based on the Historical and Cultural background of India, Natural resources of India, Wildlife sanctuaries, National parks, Biosphere reserves, Destinations based on the Natural Resources of India

#### **Unit 2 – Global Tourism Resources**

Geographical Background of World, Different Physical Features of World, Tourism resources of World, Diversities in Landform & Landscape, Outstanding Geographical features, Climate, Mountains, Hill Stations, Deserts, Beaches, Islands, Coastlines, Ocean, Seas, Bays and Gulfs, Rivers and Lakes as Tourism Providers and Facilitators; Historical and Socio Cultural Resources of World, History of World, Culture and Heritage, Monuments, Destinations based on the Historical and Cultural background of World, Natural resources of World, Wildlife sanctuaries, National parks, Biosphere reserves, Destinations based on the Natural Resources of World

#### **Unit 3 – Tourism Retail Sales Management**

Types of selling, Personal, Alternative Sales structures, Network Marketing, Mail order selling, Element of direct marketing, Teleshopping, Telemarketing, Systems selling, The selling process, Strategies and Styles, Formulating sales objectives, Sales forecasting, Estimating market and Sales Potential, Physical Distribution: Target markets and Managing the Marketing Channel: Product, Pricing and Promotion issues, physical distribution, Motivating channel members, Vertical marketing systems, Retail co-operatives, franchise systems and corporate marketing systems

#### **Unit 4 – Sustainable Tourism**

Approaches to Sustainable Tourism, Standardization and Certification, Alternative Tourism, Responsible Tourism, Collaboration and Partnership, Waste Management, Eco-friendly Practices, Sustainable Tourism and Poverty Alleviation, Pro-poor Tourism and Community Participation

**Internal Assessment (Assignment - Presentation)**

**20 Marks**

#### **Text Books:**

1. Kapoor, Satish, K. & Purva Kansal (2003), *Basic of Distribution Management- a Logistical approach*, Prentice-Hall India.
2. Panda, Tapan, K. & Sunil Sahadev (2005), *Sales and distribution Management*, Oxford University Press.

#### **References:**

1. Bowserox & Closs, *Logistical Management*, Tata McGraw Hill.
2. Charles, Futrell, *Sales management*, Pearson Education Books
3. Coughlan, Anderson, Stern & El Ansary, *Marketing Channels*, Prentice-Hall India.
4. Eugene, M. Johnson, David L. Kurtz & Eberhard E. Scheuing: *Sales management*, McGraw Hill.

#### **Internet Resources:**

1. Related Websites of Sales, Marketing and Management



# **M. A. IN TRAVEL AND TOURISM (MTT)**

## **QUESTION PAPER PATTERN**

**Total Marks : 80**

**Time: Three Hrs.**

N.B.) All Questions are compulsory & carry equal marks. (Sixteen each)

- Q. 1 :**                    **Unit – I**  
**OR**  
**Unit – I**
- Q. 2 :**                    **Unit – II**  
**OR**  
**Unit – II**
- Q. 3 :**                    **Unit – III**  
**OR**  
**Unit – III**
- Q. 4 :**                    **Unit – IV**  
**OR**  
**Unit – IV**
- Q. 5 :**                    **Unit – I**  
**Unit – II**  
**Unit – III**  
**Unit – IV**