

DRAFT

National Education Policy-2020

Common Minimum Syllabus for all Uttarakhand State Universities and Colleges for Masters Program of Higher Education

PROPOSED STRUCTURE OF PG SYLLABUS

MBA Tourism

2022

EXPERTS:

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1.	Prof. Manjula Chaudhary	Head	Tourism	Kurukshetra University	
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3.	Prof. Luv Kush Mishra	Professor	Tourism	B. R. Ambedkar University	

Syllabus checked and modified by:

S.N.	Name	Designation	Department	Affiliation	Signature
1.	Dr. Ashok Kumar	Associate Professor	Tourism	Kumaun University	
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1. The Category of Course and it's description:

	Course Type	Description
1	Discipline Specific Core Courses	A discipline is the field in which a student focuses during the course of his/her degree. A course in a discipline, which should compulsorily be studied by a candidate as a core requirement is termed as a Core course. The core courses aims to cover the basics that students are expected to imbibe in that particular discipline. They provide fundamental knowledge and expertise to produce competent, creative graduates with a strong fundamental, technical and academic acumen. The purpose of fixing core courses is to ensure that the institution/faculty follow a minimum common curriculum which makes credit transfer and mobility of students easier.
2	Discipline Specific Elective Courses	Elective courses offered under the main discipline are referred to as Discipline Specific Electives. These courses provide more depth within the discipline itself or within a component of the discipline and provide advanced knowledge and expertise in an area of the discipline. The institutions have freedom to have their own courses based on their expertise, specialization, requirements, scope and need. The elective courses may be of interdisciplinary nature
3	Skill Enhancement Courses/ Vocational courses	Skill Enhancement/Development courses are to promote skills pertaining to a particular field of study. The purpose of these courses is to provide students life-skills in hands-on mode so as to increase their employability/Self-employment. The objective is to integrate discipline related skills in a holistic manner with general education. These Generic Elective Courses are courses chosen from a non related discipline/ subject, with an intention to seek exposure beyond discipline/ of choice. These courses may be chosen from a pool of courses designed to provide value-based and/or skill-based knowledge and few will be taken up through online mode from MOOCs platform approved by UGC. Each Department has complete freedom to suggest their own papers under this category based on their expertise, specialization, requirements, scope and need
4	Ability Enhancement Courses	Foundation Courses enable students to develop a deeper sense of commitment to oneself and to the society and nation largely. These courses will supplement in better understanding of how to integrate knowledge to application into a society. Ability enhancement courses are the generic skill courses which are basic and needed to all to pursue any career. These courses ensure progression across all careers.

5	Project work/ Dissertation/ Internship/On the Job Training	Project work is considered as a special course involving application of knowledge in solving/ analyzing/exploring a real life situation / difficult problem/data analysis. Project Work has the intention to provide research competencies/Operational acumen of the chosen field at Undergraduate level. It enables to acquire special/ advanced knowledge through supplement/support study to a project work. Candidates shall carry out project work on his/her own with an advisory support by a faculty member to produce a dissertation/project report. Internship/ On the Job Training shall be an integral part of the Curriculum
6	Extra Curricular Activities/ Co-curricular and Extension Activities	These activities help in character building, spiritual growth, physical growth, etc. They facilitate development of various domains of mind and personality such as intellectual, emotional, social, moral and aesthetic developments. Creativity, Enthusiasm, and Positive thinking are some of the facets of personality development and the outcomes of these activities

The suggested progressive curriculum will provide necessary knowledge and abilities along a continuum from beginner problem solvers (at programme entry level) to expert problem solvers (by Final year):

- At the end of first year – Ability to solve well defined problems
- At the end of second year – Ability to solve broadly defined problems

		List of all Papers in Four Semester Semester-wise Titles of the Papers in MBA Tourism Management				
Year	Sem.		Course Code	Paper Title	L-T-P	Credits
		Bachelor Research in Tourism Management				
FIRST YEAR	I	Discipline specific core course	DSCC 1011	Tourism Concepts and Principles	L	4
			DSCC 1012	Principles and Practices of Management	L	4
			DSCC 1013	Tourism in Central Himalaya	L	4
			DSCC 1014	Field Tour & Viva Voce (Regional/National)	P	2
		Discipline Specific Elective Course	DSMC 1015	Indian Tourism Geography	L	4
		Skill Enhancement Course	SEC 1016	Computer Application (MS Word, MS Excel, PPT, AI)	P	2
		Ability Enhancement Course	AEC 1017	Business Communication	T	2
	Total Credit					22
	II	Discipline specific core course	DSCC 2011	Prominent Tourist Destinations of India	L	4
			DSCC 2012	Introduction to Travel Agency & Tour Operation Business	L + P	3 + 1
			DSCC 2013	Human Resource Management & Organizational Behavior	L	4
			DSCC 2014	Strategic Business Management	L	4
		Discipline Specific Minor Course	DSMC 2015	Hospitality Industry Management	L	4
		Skill Enhancement Course	SEC 2014	Adventure Sports Event (Land based 3 days pre-basic)	P	2
		Ability Enhancement Course	AEC 2015	Digital and Social Media Marketing in Tourism	P	2
Total Credit					24	

Masters in Tourism Management						
SECOND YEAR	III	Discipline specific core course	DSCC 3011	Tourism Policy and Planning Framework: Indian Context	L	4
			DSCC 3012	Introduction to Research	L	4
			DSCC 3013	Field Tour & Viva Voce (Regional/National)	P	2
		Discipline Specific Minor Course**	DSMC 3014 A	Outbound and Inbound Tourism Operations	L	4
			DSMC 3014 B	Entrepreneurship Development and Home Stays	L	4
		Skill Enhancement Course***	SEC 3015	Adventure Sports Activity (Continuation to 2 nd Semester Basic)	P	4
		Discipline Specific Bridge Course ****	DSBC 3016	45 Days Industrial Training	P	6
	Total Credit					18/24
	IV	Major	DSCC 4011	Research Methodology	L + P	2 + 2
			DSCC 4012	Dissertation	T	6
			DSCC 4013	Report Based Viva	P	4
		Skill Enhancement Course	SEC 4014	MICE	L	4
		Ability Enhancement Course	AEC 4015	Linkages with support services	T + P	2 + 2
Total Credit					22	

Note: Meanings of stars used with the type of course

- Discipline specific foundation course* - This course is meant for students that are not from the following branch of studies –
 - BBA Tourism
 - Bachelor of Tourism
 - Bachelor of Travel and Tourism
 - Bachelor of Hotel Management
 - BA Tourism
 - Bachelor of Tourism studies or any other similar course of study whose nomenclature is being notified or approved as per UGC notification in Undergraduate Level.
- 1.a. The students from any other faculty/branch of study who has not taken tourism as a course or subject in undergraduate level are supposed to undergo DSFC along with other subject in the semester. Such students shall be evaluated in the first semester with 26 credits as compared to other students from the same faculty or stream of tourism who shall be evaluated with 24 credits.
- Discipline specific minor course** - Discipline specific minor course has two options and the students has to choose one of the options out of 3014 A **Outbound and Inbound Tourism Operations** or 3014 B **Entrepreneurship Development**.
- Skill Enhancement Course*** - This course is meant for students that are from the following branch of studies –
 - BBA Tourism

- h. Bachelor of Tourism
 - i. Bachelor of Travel and Tourism
 - j. Bachelor of Hotel Management
 - k. BA Tourism
 - l. Bachelor of Tourism studies or any other similar program of study whose nomenclature is being notified or approved as per UGC notification in Undergraduate Level. This course is in continuation to second semester SEC and the student can opt for the progressive phase of the same adventure sports selected in second semester only.
4. Discipline Specific Bridge Course **** - This course is meant for students that are not from the following branch of studies and already have undergone Industrial training during the course tenure or after the completion of the course have completed On-the-Job training for a minimum of 45 days –
- m. BBA Tourism
 - n. Bachelor of Tourism
 - o. Bachelor of Travel and Tourism
 - p. Bachelor of Hotel Management
 - q. BA Tourism
 - r. Bachelor of Tourism studies or any other similar course of study whose nomenclature is being notified or approved as per UGC notification in Undergraduate Level.
- 4.a. In case any university offering the above mentioned program does not incorporate industrial training in their course structure then such candidate also have to undergo industrial training and have to skip SEC 3015. Each and every student have to undergo IT during third semester if not completed it during graduate program or On-the-Job training after completion of graduate level program for a minimum period of 45 days. No relaxation shall be given to any of the candidate to complete IT for reason whatsoever.

Year	Sem.	Course Type	Credits	Total Credits	
	Bachelor Research in Tourism Management				
FIRST YEAR	I	Discipline specific core course	4	14	
			4		
			4		
			2		
		Discipline Specific Elective Course	4	4	
		Skill Enhancement Course	2	2	
		Ability Enhancement Course	2	2	
		Semester Total Credit			22
	II	Discipline specific core course	4	16	
			4		
			4		
			4		
		Discipline Specific Minor Course	4	4	
		Skill Enhancement Course	2	2	
		Ability Enhancement Course	2	2	
Semester Total Credit				24	
First Year Course wise Total	DSCC	14 + 16	30		
	DSEC	4 + 4	8		
	SEC	2 + 2	4		
	AEC	2 + 2	4		
Total credit for First Year				46	
Masters in Tourism Management					
SECOND YEAR	III	Discipline specific core course	4	10	
			4		
			2		
		Discipline Specific Minor Course**	4	4/4	
		Skill Enhancement Course***	4	4	
		Discipline Specific Bridge Course ****	6	6	
		Total Credit			18/24
	IV	Discipline specific core course	4	14	
			8		
			4		
Skill Enhancement Course		4	4		
Ability Enhancement Course	4	4			
		Total Credit		22	

Second Year Course wise Total	DSCC	10 + 14	24
	DSMC	4/4	4
	SEC	4	4
	AEC	2 + 2	4
	DSBC	6	6
Total credit for First Year			42

Subject prerequisites:

1. The Course is open to all irrespective of subject or faculty.
2. It is **not** compulsory for the student to have management as a subject in bachelors' program.

COURSE INTRODUCTION

The unprecedented growth in Tourism vis-a-vis its multifaceted advantages has suddenly exposed the world into a state of keen competition. Tilting favorable trends of Tourism towards them has in-fact become as one of the priority issues of the planning process of many countries, regions and destinations. Developing countries view this smokeless industry to be a tool for their holistic development - an answer to their multi pronged problems. With the dramatically growing horizons of this industry, the entrepreneurial and employment opportunities too have obviously swollen dramatically. The fact that every one out of nine people working in the service sector globally is in Tourism, speaks of its employment potential. However the fact remains that owing to its complex and trans-sectoral nature, career in Tourism is highly challenging insofar as total professionalism is concerned, which in turn inherently demands for a ideal blend of Leadership quality, Analytical mind, State of Art Knowledge and practical skills with due input of Theoretical perception on Tourism not only as a discipline but also as an industry, trade, business and above all, as a profession. The MBA Tourism program is a modest endeavor to this effect.

MBA Tourism is a professional course with the intent to inculcate professionalism in the field of Tourism and travel industry. The course has a vision to open new horizon for the budding professionals of the state in particular and country in general. Uttarakhand is a Tourism state and the tremendous pace of development in the field of tourism is imposing a great pressure on the academia to bring up professional programs for the students to meet the need of trained Human Resource for the industry.

Programme outcomes (POs):	
PO 1	The program is specifically aimed at creating a clear perception of the incumbents on conceptual and philosophical framework of Tourism, explains the various influences and processes responsible for the tremendous development of the Industry.
PO2	The program shall define the core terminology of the discipline and explain the complex intra and inter sectoral structure of the travel trade, as well as its trans territorial and trans geographic interdependence.

PO 3	The Program makes the candidates to closely examine India's performance in International Tourism in the light of country's Tourist Resource potential, before enlisting the various positive socio economic cultural and environmental implications in contrast with the negative and often irreparable consequences.
PO 4	The Program Shall provide an overview of inter-linkages of various sectors and components of tourism and how they work in consonance with internal and external forces.
PO 5	The program provides with opportunities for exploring the region and the country during the course and also helps in understanding the procedure, complexity and working towards creating budding entrepreneurs.
PO 6	The Program provides a precise overview on the operational and organizational perspectives of travel agencies and tour operations' business.
Programme specific outcomes (PSOs): <i>PG I Year</i>	
<ol style="list-style-type: none"> 1. The first year program of study provides an insight of fundamentals of tourism and how tourism industry flourished around the world. 2. This also discusses about the various components, elements and structure of tourism industry. 3. The program focuses on resource potential and product of our country. 4. The program also focuses on accounts and finance to have a better understanding of the industry. 5. The program provides an in-depth knowledge of management and various concepts of management along with marketing and sales concept. 6. Students are also provided with the knowledge of Hospitality industry and how hospitality industry is associated to tourism industry. 7. Tourism industry linkages with other allied sectors and their working is well defined. 8. Travel agency management its function role and linkages with allied sector and how to set up travel agency. 9. The differences between travel agency and Tour Operator is also a part of PSO's. 10. The program also offers an in-depth knowledge of human resource management as a subject so as to provide an opportunity for developing entrepreneurial skills. 11. Providing an opportunity to the student to undertake field trip to various important tourist destinations within the state or outside the state for experiential learning and how various sectors of tourism industry works together. 	
Programme specific outcomes (PSOs): <i>PG II Year</i>	
<ol style="list-style-type: none"> 1. The second year of the program offers a broader umbrella to the students to understand the Tourism policy and planning framework of India and various states of the country. 2. How planning is done on a broader perspective and what are the various levels of planning and what are the shortcomings of Tourism planning in India. 3. MICE is one of the leading component of tourism industry in the present scenario so it is covered in the syllabus to provide in-depth knowledge the fastest growing component of tourism industry. 4. Functionality of MICE tourism is described at length for a better understanding of the student so as to educate and train them for the specific field of Tourism. 5. Through Research Methodology paper the skills of students are nurtured to encourage for research in tourism field. 6. What and how transport sector contributes towards growth of tourism industry is also included in the second year of study and also what and how transport industry is associated to tourism industry. 7. Entrepreneurship is the focal point of the program hence focus was on developing and generating more and more of entrepreneur through this program. 	

8. What is Inbound and outbound tourism the differences and functionality of inbound and outbound travel agent.
9. Providing an opportunity to the student to undertake field trip to various important tourist destinations within the state or outside the state for experiential learning and how various sectors of tourism industry works together.
10. As the student have an exposure of research methodology their skill, knowledge and inclination towards research is checked through preparation of dissertation.

Entry and Exit Provisions:

1. Students from any field of study except from tourism graduation background like BBA Tourism, BTTM, BTS, etc., can get admission in MBA Tourism program in 1st Year/1st Sem.
2. If the candidate exits the course after completion of 1st year with requisite credits, He/ She shall be given PG Diploma certificate.
3. Candidate after the completion of the program and securing requisite credits in every semester shall be conferred upon the Degree of MBA Tourism (Bachelor Degree in Research) after this if the candidate wants to pursue research in the field of Tourism, He/ She is eligible to do so. However, admission to the doctoral Program (Ph.D) shall be carried out as per the norms laid down by UGC/ University.
4. The candidates from tourism background like BBA Tourism, BTTM, BTS, BA Tourism etc., can directly get admission to 2nd Year/ 3rd Semester and after completion of 2nd Year/ 4th semester, He/ She shall be conferred upon the degree of MBA Tourism (Bachelor degree in Research) after this if the candidate want to pursue research in the field of Tourism He/ She is eligible to do so. However admission to doctoral Program (Ph.D) shall be carried out as per the norms laid down by UGC/ University.

Comments			
Internal Assessment & External Assessment			
Internal Assessment	Marks 25	External Assessment	Marks 75
Assignment and Seminars for all theory papers throughout the semester in all semesters	10	All theory papers in all semesters	75 marks
Extracurricular activities, outdoor learning and other related activities throughout the semester in all semesters	05	Dissertation external evaluation	75 marks
Overall performance throughout the semester including (Behaviour, Discipline and Attendance)	05	Field Trip External evaluation	75 marks
Class test, oral presentation and presentation related to each subject and topic	05		
Viva voce for all related papers with hardcopy (Dissertation, Project, Field Trip Report etc)	10		
Viva Voce for all related papers Grooming and overall dress sense (Uniform)	05		
Viva voce presentation and question handling	10		

Bachelor Research Course in Tourism Management		
Programme: Bachelor Research Course in Tourism Management		Year: I Semester: I
Subject: Tourism		
Course Code: MBAT	Course Title: Tourism Concepts and Principles	
Course Outcomes: 1. Provides an overview of tourism history, its type, nature, scope and the tourism system. Changing trends, Travel motivators, Tourism Infrastructure and demand & supply in tourism, Impacts of Tourism. 2. Management concept, nature, theories, application and implementation. 3. Uttarakhand tourism an overview, Historical perspective, tourism resources, pilgrimage, natural resources and adventure tourism resources are also the part of the course. 4. The course focuses on business communication with its nature, types, various correspondence mode, presentation styles along with modern means of communication 5. The course also provides an insight of financial management, its importance, nature, scope functional aspect, accounting and its use. 6. The course focuses on geography and its relation to tourism.		
Tourism Concepts and Principles		
Credits: 4		Core Compulsory
Max. Marks: 75		Min. Passing Marks: 30
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0		
Unit	Topic	No. of Lectures
Unit I	Tourism Definition, Meaning, Nature and scope. Tourist, Travelers, Visitors and excursionist – definition and differentiation. Components of Tourism, Elements of tourism, the phenomenon of Tourism, Tourism System. Types and typologies of Tourism, Travel and Tourism Motivators.	8
Unit II	Travel and Tourism through the ages - 'Early travels' in the world and in Indian context, 'Renaissance and Age of Grand Tours', Spa and Health Tourism. Emergence of Neo tourism. Factors affecting growth of International Tourism; Concept of Push and Pull forces (Tourism); Impact of Industrialization and Technological advancement. Future Perspective	8
Unit III	Tourism Infrastructure - Types, Forms and Significance. Infrastructure with special reference to Accommodation and transport sectors. Other support infrastructure.Organizational infrastructure of Tourism in India at Central and State levels. Department of Tourism, Government of India, Organization of Private sector Travel trade and Hospitality.	8
Unit IV	Introduction to Demand for Tourism: Concept of demand and supply in tourism, Compliments of Tourist demand, Tourism Supply mix and need for integrated approach.	6
Unit V	Tourism Impact: Economic Impact of Tourism, Social and Cultural Impact of Tourism, Environmental Impact of Tourism.	6
Unit VI	Tourism Product and Market: Tourism Product and characteristics of Tourism product, Tourism product production system, product life cycle & tourism market segment, Over-view on Global Tourist Traffic and receipt	6

	patterns over the decades.	
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Suggested readings:

1. Tourism Systems - Mill and Morrison
2. Successful Tourism Management - Prannath Seth
3. Tourism Development - R. Gartner
4. Tourism Planning and Development - J.K. Sharma
5. Studies in Tourism - Sagar Singh
6. Tourism: Principles and Practices - Cooper C., Fletcher J., Gilbert D and Wanhil. S
7. Tourism: Principles and Practices - McIntosh, R.W.
8. Tourism: Past, Present and Future - Burkart & Medlik
9. Wahab, S.E. Tourism Management, Tourism International Press, London, 1986.

Suggested Online Link:

[ETS-102.pdf \(uou.ac.in\)](https://www.uou.ac.in/sites/default/files/slm/ETS-102.pdf)<https://www.uou.ac.in/sites/default/files/slm/ETS-102.pdf>

[Tourism Principles, Policies and Practicet200813.pdf \(pondiuni.edu.in\)](https://backup.pondiuni.edu.in/sites/default/files/Tourism%20Principles%20Policies%20and%20Practicet200813.pdf)

<https://backup.pondiuni.edu.in/sites/default/files/Tourism%20Principles%20Policies%20and%20Practicet200813.pdf>

https://cbseacademic.nic.in/web_material/Curriculum/Vocational/2018/Tourism/XI/Tourism_Concepts_andPractices.pdfhttps://cbseacademic.nic.in/web_material/Curriculum/Vocational/2018/Tourism/XI/Tourism_Concepts_andPractices.pdf

Suggested equivalent online courses:

1. Tourism and Travel Management, Platform Edx (offered by The University of Queensland)
2. Travel Management Course, Platform Udemy
3. Tourism And Travel Management, Platform Swayam by Mr. N. ROOPESH KUMAR, DoS in Tourism and Hospitality Management, Pooja Bhagavat Memorial Mahajana PG Centre.

This course can be opted as an elective by the students of following subjects: Any faculty or discipline who have completed bachelor degree program.

Suggested Continuous Evaluation (25 Marks): Assignment and Seminars for all theory papers throughout the semester in all semesters 10 marks. Extracurricular activities, outdoor learning and other related activities throughout the semester in all semesters 05 marks. Overall performance throughout the semester including (Behaviour, Discipline and Attendance) 05 marks. Class test, oral presentation and presentation related to each subject and topic 05. Viva voce for all related papers with hardcopy (Dissertation, Project, Field Trip Report etc) 10.

Course Prerequisites:



Principles and Practices of Management		
Credits: 4		Core Compulsory
Max. Marks: 75		Min. Passing Marks: 30
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0		
Unit	Topic	No. of Lectures
Unit I	Nature and Importance of Management: Management thought – classical management, Administrative management, Modern Management system approach, Contingency approach, Management functions and skills, Management role, Functions at various levels of management, Overview of functional areas of management.	10
Unit II	Planning: Fundamentals of Planning, Nature of Planning, Importance of Planning, Process of Planning, Types of Planning, Mission and Objectives, Process and techniques of Decision making.	8
Unit III	Organizing: Concept of Organization, and organization theories, Design of Organizational structure, Authority and responsibility, Span of Management, Centralization and Decentralization, Forms of organization structure.	8
Unit IV	Staffing and Directing: Fundamentals of Staffing, Fundamentals of Directing, Theories of Motivation, Leadership pattern and styles, Communication process, Principles of effective communication.	6
Unit V	Controlling: Fundamentals of Controlling, Techniques of control like financial control, social audit, Human Resource accounting.	6

Suggested readings:

1. V-Eannlce& Harold Koontz(2010) : Management: A Global and Entrepreneurial Perspective. Tata McGraw -Hill, New Delhi.
2. Ghuman, Karminder& K. Aswathappa (2012): Management: Concept, Practice &Case,TataMcGraw -Hill, New Delhi.
3. Kase , F. L. and Rasonu, J.E. (2000), Organization and Management -A System And Contingency Approach, McGraw Hill Book Company, New York'.
4. Chandra Bose (2010) . Principles of Management & Administration, Prentice Hall of India
5. Koontz &Wrihrich(2005). Essential of Management Tata Mc Graw – Hill Publishing Co. Ltd.

Suggested Online Link:

[ba_206_-_principles_of_management.pdf \(tbcc.cc.or.us\)https://jics.tbcc.cc.or.us/ICS/icsfs/mm/ba_206_-_principles_of_management.pdf?target=ff19a2bb-521d-4826-8534-ca8a57dc88a2](https://jics.tbcc.cc.or.us/ICS/icsfs/mm/ba_206_-_principles_of_management.pdf?target=ff19a2bb-521d-4826-8534-ca8a57dc88a2)

Suggested equivalent online courses:

1. Principles of management, Platform Udemy

This course can be opted as an elective by the students of following subjects:This course can be opted as an elective by the students of following subjects: Any faculty or discipline who have completed bachelor degree program.

Suggested Continuous Evaluation (25 Marks): Assignment and Seminars for all theory papers throughout the semester in all semesters 10 marks. Extracurricular activities, outdoor learning and other related activities throughout the semester in all semesters 05 marks. Overall performance throughout the semester including (Behaviour, Discipline and Attendance) 05 marks. Class test, oral presentation and presentation related to each subject and topic 05. Viva voce for all related papers with hardcopy (Dissertation, Project, Field Trip Report etc) 10.

Tourism in Central Himalayas		
Credits: 4		Core Compulsory
Max. Marks: 75		Min. Passing Marks: 30
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0		
Unit	Topic	No. of Lectures
Unit I	Uttarakhand Cultural and Historical Background: The land of gods and goddesses, legendary accounts related to historic personalities and their association with Uttarakhand, rulers of Uttarakhand right from 8 th century onwards and their important citadels.	8
Unit II	Physical Setup- The landscape, mountain ranges, rivers and streams, glaciers, peaks, lakes, meadows, hot springs, vegetation and settlement patterns.	8
Unit III	Pilgrimage: Nature of Pilgrimage and their places of origin, important pilgrimage places, Panch Badri, PanchKedar, PanchPrayag, Shakti Pithas and other important places like Gangotri, Yamnotri, Hemkund, Roopkund, Homkund, and Pirankaliyar.	8
Unit IV	Socio-cultural Attractions: Folk songs and dances, fairs and festivals, Ornaments and Jewellery, Food and Drinks, Handicrafts and souvenirs.	6
Unit V	Adventure Tourism: Skiing, River Rafting, Trekking and case studies of couple of treks like Valley of Flowers, Kedarnath, Har-ki-Dun, Roopkund, Lord Curzon Trail Mountaineering and major mountain peaks of Uttarakhand.	6

Suggested readings:

1. Winsar- Uttarakhand Year Book

Suggested Online Link:

https://uttarakhandtourism.gov.in/sites/default/files/document/type/Tourism-Policy_0.pdf

Suggested equivalent online courses:

This course can be opted as an elective by the students of following subjects: Any faculty or discipline who have completed bachelor degree program.

Suggested Continuous Evaluation (25 Marks): Assignment and Seminars for all theory papers throughout the semester in all semesters 10 marks. Extracurricular activities, outdoor learning and other related activities throughout the semester in all semesters 05 marks. Overall performance throughout the semester including (Behaviour, Discipline and Attendance) 05 marks. Class test, oral presentation and presentation related to each subject and topic 05. Viva voce for all related papers with hardcopy (Dissertation, Project, Field Trip Report etc) 10.

Business Communication and Computer Application		
Credits: 4		Core Compulsory
Max. Marks: 75		Min. Passing Marks: 30
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0		
Unit	Topic	No. of Lectures
Unit I	Introduction: Business Communication Nature, Role and Importance, Process of Communication. Verbal and Non Verbal Communication	6
Unit II	Business Correspondence: Letter writing, Handling Quotations, Job Related communication. CV, Bio-data and Resume difference and writing skills.	8
Unit III	Report: Report writing, classification, Elements of Structure, Compilation of Report. Comprehension and precise writing, Oral Communication	8
Unit IV	Computer Fundamentals: Definition of Computers, Hardware and Software, Operating systems, Hardware components and devices, Importance of Computers in current scenario	6
Unit V	Computers and Tourism: Contribution of Computers in Tourism Industry, Artificial Intelligence and Tourism, Internet, Information Highways.	6

Suggested readings:

1. Kaul, A. Effective Business Communication, PHI, New Delhi.
2. Munter M. (2002). Guide to Managerial Communication: Effective Writing & Speaking, PHI, New Delhi.
3. Mandal S.K. Effective Communication and Public Speaking, Jaico, Mumbai.
4. Bovee, T & Schatzman, Business Communication Today, Pearson, New Delhi.
5. Jenkins I.R. & Jif J.J. Planning Advertising Campaign, Macmillan, New Delhi.
6. Chunawalla S.A. Advertising Sales and Promotion Management, Himalaya, Mumbai.
7. Raman, Meenakshi -Business Communication 2nd edition Oxford university press, New Delhi 2015

Suggested Online Link:

[business_communication_and_etiquettes_i6ebxtjmr.v.pdf \(nmims.edu\)](https://studentzone-ngasce.nmims.edu/content/business%20communication%20and%20etiquette/business_communication_and_etiquettes_i6ebxtjmr.v.pdf)
https://studentzone-ngasce.nmims.edu/content/business%20communication%20and%20etiquette/business_communication_and_etiquettes_i6ebxtjmr.v.pdf

[Business Communication Semester I notes.pdf](http://www.rapodar.ac.in/pdf/elearn/Business%20Communication%20Semester%20I%20notes.pdf)
<http://www.rapodar.ac.in/pdf/elearn/Business%20Communication%20Semester%20I%20notes.pdf>

Suggested equivalent online courses:

1. Business English communication skills, Platform Coursera (Offered by University of Washington)

This course can be opted as an elective by the students of following subjects: This course can be opted as an elective by the students of following subjects: Any faculty or discipline who have completed bachelor degree program.

Suggested Continuous Evaluation (25 Marks): Assignment and Seminars for all theory papers throughout the semester in all semesters 10 marks. Extracurricular activities, outdoor learning and other related activities throughout the semester in all semesters 05 marks. Overall performance throughout the semester including (Behaviour, Discipline and Attendance) 05 marks. Class test, oral presentation and presentation related to each subject and topic 05. Viva voce for all related papers with hardcopy (Dissertation, Project, Field Trip Report etc) 10.

Introduction to Basic Accounts & Financial Management		
Credits: 4		Core Compulsory
Max. Marks: 75		Min. Passing Marks: 30
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0		
Unit	Topic	No. of Lectures
Unit I	Nature of Financial Management: Financial function; meaning, role, scope & importance, Job of a financial manager, Financial goal, Financial planning-Meaning and steps in financial planning, capitalization; under and Over capitalization.	8
Unit II	Financial Accounting: Meaning, need, objective, concepts, conventions & assumptions, Branches of accounting, Internal and External use of accounting, Advantages and limitations of financial accounting	8
Unit III	Management of Long Term and Short Term Funds: Sources of Long term finances, shares and debentures – meaning, kinds & analysis, sources of short term funds- trades credit, unsecured loans, loans from commercial banks & other institutions, public deposits, use of commercial papers.	8
Unit IV	Double Entry System & Management of working capital: Its meaning and scope, the Journal, cash book, ledger, profit and loss account, balance sheet. Concept, need determination of working capital & financing of current assets. Management of cash Inventory and accounts receivables.	8
Unit V	Management accounting and financial statement: Meaning, function, scope, utility, limitations and tools of management accounting. Analyzing of financial statement-ratios.	8
Unit VI	Budget and Budgetary control: Its meaning, uses and Limitations, Budgeting and Profit, different types of Budget.	6

Suggested readings:

1. Pandey, I.M., Financial Management, Vikas Publishing, New Delhi.
2. Khan, M.Y., Financial Management, Tata Mc. Grand Hill Publishing Co. Ltd., New Delhi.
3. Financial Management -V.K.Bhalla
4. Financial Management – M.Y.Khan&P.K.Jain
5. Financial management – John Wiley
6. Sharma, R.K. and Shashi K. Gupta, Management Accounting, Kalyani Publisher, Ludhiana.
7. Gupta, R.L., Booking keeping & Accounting, Sultan Chand, New Delhi
8. Grewal T.S., Introduction to Accounting, S. Chand

Suggested Online Link:

[RCAP-Financial-Management-Guide.pdf \(rcac.org\)](https://www.rcac.org/wp-content/uploads/2014/12/RCAP-Financial-Management-Guide.pdf)

<https://www.rcac.org/wp-content/uploads/2014/12/RCAP-Financial-Management-Guide.pdf>

[Financial Management \(qu.edu.iq\)](http://www.qu.edu.iq/)

http://www.qu.edu.iq/ade/wp-content/uploads/2016/02/financial_management_www.accfile.com_.pdf

Suggested equivalent online courses:

1. Accounting and Financial Management for Travel Agencies (e-learning), Platform IATA- Travel and tourism courses

This course can be opted as an elective by the students of following subjects: This course can be opted as an elective by the students of following subjects: Any faculty or discipline who have completed bachelor degree program.

Suggested Continuous Evaluation (25 Marks): Assignment and Seminars for all theory papers throughout the semester in all semesters 10 marks. Extracurricular activities, outdoor learning and other related activities throughout the semester in all semesters 05 marks. Overall performance throughout the semester including (Behaviour, Discipline and Attendance) 05 marks. Class test, oral presentation and presentation related to each subject and topic 05. Viva voce for all related papers with hardcopy (Dissertation, Project, Field Trip Report etc) 10.



Tourism Geography		
Credits: 4		Elective
Max. Marks: 75		Min. Passing Marks: 30
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0		
Unit	Topic	No. of Lectures
Unit I	Fundamentals of Geography: Importance of Geography in Tourism, Climatic Variations, Climatic regions of the world, Study of maps and map projections, Longitude and Latitude, Rotation and Revolution of Earth, International Date Line, Time Variations, Time Difference.	8
Unit II	Indian Geography: Physical and Political features of Indian sub-continent, Climatic regions and conditions prevailing in India, vegetation zones of India, Tourism attractions in different states and territories of India.	8
Unit III	Political and Physical features of world geography: North America, Central America and Europe	8
Unit IV	Political and Physical features of world geography: Africa, Middle East North & East Asia/Pacific, South Asia.	8
Unit V	Case study of Natural Attractions of the world: Yellow Stone National Park, Maasai Mara National Reserve, Grand Canyon, Niagara Falls, Valley of Flowers.	8

Suggested readings:

1. H.A.Robinson, Geography of Tourism
2. Burton Rosemary, Geography of Travel & Tourism
3. B. Bonifac&C.Cooper, The Geography of Travel & Tourism
4. Enclopedia of World Geography
5. Boniface, Brian G. & Cooper, Chris: Worldwide destinations casebook: the geography of travel and tourism, Butterworth-Heinemann, London, 2005.
6. Williams, Stephen: Tourism geography, Routledge, 1998

Suggested Online Link:

[Tourism Geography \(bauldelturismo.com\)](https://www.bauldelturismo.com/)

<https://www.bauldelturismo.com/wp-content/uploads/2018/07/Tourism-Geograp-Stephen-Williams.pdf>

[0ea77cf31e67bcf8fd43c1370c90c3c134f7.pdf](https://pdfs.semanticscholar.org/c7e1/0ea77cf31e67bcf8fd43c1370c90c3c134f7.pdf)

<https://pdfs.semanticscholar.org/c7e1/0ea77cf31e67bcf8fd43c1370c90c3c134f7.pdf>

Suggested equivalent online courses:

1. Geography of Tourism, Platform Swayam by Prof. A. Balasubramanian, DoS in Geology University of Mysore

This course can be opted as an elective by the students of following subjects:

~~**Suggested Continuous Evaluation (25 Marks):**~~

Course Prerequisites:



Folk Art and Culture of Uttarakhand		
Credits:		
Max. Marks: 75		Min. Passing Marks: 30
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0		
Unit	Topic	No. of Lectures
Unit I	Introduction to Folk Art: The concept of art -definitions; Nature and scope and characteristics. Different kinds of folk art: Folk Paintings: Garhwal school of paintings, aipan and peeth, Folk crafts, Performing Folk Arts	10
Unit II	Introduction to culture: The concept of culture -definitions; Nature and scope. Social Organizations Marriage, Family and Kinship, Community, Language and Culture Social customs. Religion: Folk Religion Vs Elite Religion, Customs, rituals, rites and taboos. Char dham and other major temples in Uttarakhand	8
Unit III	Folk songs and folk dance of Uttarakhand. Folk dance: Choliya dance, BaradaNatidance, Jagar dance, Jhora Dance, Langvir Nritya dance, Chhapeli dance, Chancheri dance etc. Folk songs: Famous forms of folk songs in Uttarakand: Bajuband, Basanti, Chhopati, Chuura, Jaggar, Chounphula, Jhumeila, Khuded, Mangal etc. Importance of folk songs and folk dance in our culture	
Unit IV	Traditional dresses, ornaments and Jewellery's of Uttarakhand	6
Unit V	Food of Uttarakhand: Kumauni Cuisine and Garhwali Cuisine	6

Field Trip (National/Regional) & Viva Voce	
Credits: 4	Core Compulsory
Max. Marks: 75/	Min. Passing Marks: 38
Total No. of Lectures-Tutorials-Practical (in hours per week): 8/9N-9/10D Regional Tour and 13/14N-14/15D National Tour	
<p>The Students have to undergo either National or Regional depending on the third semester students. If the third semester students have undergone National tour during their Ist semester then both the batches will undergo regional tour and vice-versa. The National tour shall vary from 13/14N and 14/15D tour whereas the regional tour shall vary from 8/9N and 9/10D tour depending on the destination chosen. Students have to prepare their own Itinerary in consultation with the department and shall make preparation of their tour services and facilities on their own under the supervision of the faculty assigned to undertake the tour. The students have to prepare the field tour report in hard copy and in PPT in detail and shall present hard copy in advance (at least 7 days before the actual date of Viva voce) and PPT at the time of Viva Voce.</p>	

Bachelor Research Course in Tourism Management			
Programme: Bachelor Research Course in Tourism Management		Year: I	Semester: II
Subject: Tourism			
Course Code: MBAT		Course Title: MBA Tourism	
<div>1. The course of study provides an opportunity to make student aware about organization, how it works, types of organization, functionality of an organization.</div> <div>2. The course offers an opportunity to know about the various tourism resources of India, how the resource differ with destination to destination and overall resource potential of the country.</div> <div>3. The Course also provides an insight of hospitality industry, its functioning, linkages with other sectors.</div> <div>4. Through this course the student can understand the Marketing concept and its application.</div> <div>5. The course provides an insight about Human resource and various aspects of human resource and how it is important for any industry.</div> <div>6. Travel agency management, its type, role function and how it is different from tour operator.</div>			
Organizational Behaviour			
Credits: 4			Core Compulsory
Max. Marks: 75			Min. Passing Marks: 30
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0			
Unit	Topic	No. of Lectures	
Unit I	Introduction • OB: A historic overview • Meaning and forms of an organization • Theories of organizations • Organizational issues for 21st century • Emerging organizations • Information based	8	
Unit II	Individual Dimensions of OB • Perception: Concept, the perceptual process, Person perception: Making judgment about others and perceptual errors • Learning: Concepts and process, learning in organization, Theories of learning, Learning through reinforcement • Personality: Concept, Personality determinants, Personality traits, Personality and OB, Different personality dimensions • Motivation: Concept, Motivation in the work place, Theories of motivation	8	
Unit III	Interactive Dimensions of OB • Interpersonal and Group behavior • Analysis of interpersonal behavior • Transactional analysis • Group Dynamics • Group at work: Nature, Conflict, Causes and Effects • Effective conflict management techniques	8	
Unit IV	Controlling and Directing the Behavior: Basic leadership – Nature of leadership styles, Theories of leadership • Successful versus effective leadership styles in travel trade and hospitality organization • Organizational climate: Concepts, Participative management & employee moral • Communication: Process, Principles of effective communication, Barriers in communication	6	
Unit V	Organizational Effectiveness and Organizational Structure • Organizational change: Some determining factors, Process of change, Implementation, Planned organizational change • Organizational effectiveness: Concepts, Factors in organizational effectiveness, Integration of individual organizational goals • Design of an organization structure and forms of organizational structure: line and staff organization	6	

Suggested readings:

1. Organisational Behaviour, Sanghi & Robins, Pearson Education
2. Organisational Behaviour, Luthans, MH
3. Organisational Behaviour, New Age International
4. Organisational Behaviour, Saiyaddin, TMH
5. Organisational Behaviour, J. Chandan, Vikas
6. Organizational Behavior Concept & Cases, Ghanekar, EPH.

Suggested Online Link:

[Microsoft Word - OB-Text-2-13-06.doc \(apexcpe.com\)http://www.apexcpe.com/Publications/471001.pdf](http://www.apexcpe.com/Publications/471001.pdf)

[book.bauer.complete.optimized.pdf](https://my.uopeople.edu/pluginfile.php/57436/mod_book/chapter/37376/book.bauer.complete.optimized.pdf)

[\(uopeople.edu\)https://my.uopeople.edu/pluginfile.php/57436/mod_book/chapter/37376/book.bauer.complete.optimized.pdf](https://my.uopeople.edu/pluginfile.php/57436/mod_book/chapter/37376/book.bauer.complete.optimized.pdf)

Suggested equivalent online courses:

1. Organisational Behaviour: Know your people, Platform Coursera by Department of management, Macquarie Business School

This course can be opted as an elective by the students of following subjects:

Suggested Continuous Evaluation (25 Marks):

Course Prerequisites:

Prominent Tourist Destinations of India		
Credits: 4		Core Compulsory
Max. Marks: 75		Min. Passing Marks: 30
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0		
Unit	Topic	No. of Lectures
Unit I	Introduction: Concepts, meaning and characteristics, typologies and nature, definition and differentiation and nature and scope of tourist places in India.	8
Unit II	Natural Resources: Wildlife Parks, Sanctuaries and Tiger reserves in India with case studies of Raja-ji-National Park, Jim Corbett Tiger Reserve, Har-KiDoon Sanctuary, Bharatpur Bird Sanctuary and Bhuyandar-Valley of Flowers.	8
Unit III	Hill Stations: Study of Hill station attractions and their environs with case studies of Mussoorie and Nainital.	8
Unit IV	Buddhist Resources: Bodh Gaya, Nalanda, Kushinagar, Sarnath, Sanchi and Ajanta.	6
Unit V	Islamic Resources: Delhi, Agra and Fatepur Sikri.	6
Unit VI	Hindu Resources: Khajuraho, Jaipur, Mahabalipuram, Tanjore, Hampi, Ellora, Elephanta and Konark.	6
Unit VII	Museums: National Museum, New Delhi	
Unit VIII	Socio-Cultural Resources: Important fairs and festivals with case studies of Kumbh Mela, Dusshera, Onam and Puri Rath Yatra.	
Unit IX	Coastal Areas: Beaches and Islands: Resources and their use patterns. Case studies of Goa, Kovalam and Gopalpur Sea beaches.	

Suggested readings:

1. The Wonder that was India: A.L. Basham
2. A Cultural History of India: A.L. Basham
3. India - Lonely Planet:
4. India - Plan your own holiday: S. Jagannathan
5. Travellers Indian: H.K. Kaul
6. Museums of India: S. Punja
7. The Art of Ancient India: S. Huntington
8. Indian Architecture: Percy Brown
9. Robinet Jacob, Indian Tourism Products, Abhijeet Publications, Delhi.
10. ~~Stephen Ball, Encyclopedia of Tourism Resources in India, Butterworth –Heinemann.~~

11. Manoj Dixit , Tourism products. New Royal Book Co., Lucknow.
12. Norman Douglas. Ed., Special Interest Tourism, John Wiley & Sons, Australia.

Suggested Online Link:

[337_Tourism_Eng_L12.pdf](#)

[\(nios.ac.in\)https://nios.ac.in/media/documents/tourism_337_courseE/337_Tourism_Eng/337_Tourism_Eng_L12.pdf](https://nios.ac.in/media/documents/tourism_337_courseE/337_Tourism_Eng/337_Tourism_Eng_L12.pdf)

Suggested equivalent online courses:

This course can be opted as an elective by the students of following subjects:

Suggested Continuous Evaluation (25 Marks):

Course Prerequisites:



Hospitality Industry Management		
Credits: 4		Core Compulsory
Max. Marks: 75		Min. Passing Marks: 30
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0		
Unit	Topic	No. of Lectures
Unit I	Origin and Expansion: Conversion of Tavern, Inns, Chalets and Palaces into hotels, creation of a private, public and multinational hotel chain in India. Regional, National and International Hotel. Association and their operations.	8
Unit II	Front Office: Hotel reservation, Cancellation Procedures of registration of domestic and international visitors, Mode of receiving payments, Communication and its use for hotels, Tourist Information, Postage Handling, Guest History Card, Paging, Night Auditor and role of lobby manager.	8
Unit III	Housekeeping: Method of cleaning hotel lettable rooms, Toilets and Public areas, Major tool and equipment, Linen, Stationary, Decorative Flower Arrangement, Perfumes, Housekeeping trolley need for operation, Housekeeping and its relation with front office, staff Organization for Housekeeping Department.	8
Unit IV	Food and Beverages: Equipment for food and Beverage's preparation, General method of food storage in hotels, Disinfectants used in Kitchens, Staff Organization in Food and Beverages section.	6
Unit V	Requirement and Procedure for Constructing Classified Hotel: Prescribed application form for approval of hotel projects, Regulatory Conditions and Guidelines for approval of hotel projects. Star categorization sources of finance, Incentives and subsidy extended to hotels in tourist areas, and Tourist backward areas.	6

Suggested readings:

1. Theory of Cookery -- Krishna Arora
2. Modern Cookery Vol-I & II – T.E.Philip
3. Food & Beverage Service – Vijay Dhawan
4. Managing Front Office Operations – Michael L Kasarana & Richard Brooks
5. Operations Management – Stainley Phornco
6. House Keeping Manual – Sudhir Andrews
7. Introduction to Hospitality - I & II – Dennis Foster
8. Marketing of Hospitality ---- Kotler , Bowen , Makens.
9. Introduction to Tourism and Hospitality Management – Saurabh Dixit , APH Publishing House, New Delhi
10. Hotel Management – Yogendra K Sharma.
11. Introduction to Tourism and Hospitality Industry – Sudhir Andrew
12. Hotel Housekeeping Training Manual – Sudhir Andrew
13. Hotel Front office Training Manual – Sudhir Andrew
14. Housekeeping Operations – Raghubalan and Smritee Raghubalan.
15. FHRAI Guidebook.

Suggested Online Link:

[Microsoft Word - Hospitality English 21 June.doc](#)

http://uru.ac.in/uruonlinelibrary/Hospitality_Management/Hospitality%20Industry.pdf

[basics_of_hospitality_management.pdf](#)

http://freeuniversitybd.weebly.com/uploads/4/7/0/6/47064417/basics_of_hospitality_management.pdf

Suggested equivalent online courses:

1. Hotel Management: Distribution, Revenue and Demand Management, Platform Coursera (offered by ESSEC Business School)

This course can be opted as an elective by the students of following subjects:

Suggested Continuous Evaluation (25 Marks):

Course Prerequisites:

Marketing: Concepts and Principles		
Credits: 4		Core Compulsory
Max. Marks: 75		Min. Passing Marks: 30
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0		
Unit	Topic	No. of Lectures
Unit I	What is marketing? Needs, Wants and Demands; Products and Services; Markets; Marketing; The Production concept, The product concept, The Selling concept, The Marketing concept, The Societal Marketing concept; The Marketing process, Marketing Strategies, Marketing Mix, Marketing Analysis, Marketing Planning, Marketing Implementation. Marketing Department Organization, Marketing Control and the Marketing Environment.	8
Unit II	Consumer Markets and Consumer's Buying Behavior: Characteristics, Factors affecting Consumer Behavior, Types of Buying Decision Behavior, The Buyer Decision Process, The Buyer Decision Process for New Products, Consumer Behavior across International Borders.	8
Unit III	Market Segmentation, Targeting, and Positioning: Market Segmentation, Market Targeting and Positioning for Competitive Advantage.	8
Unit IV	Product and Services Strategy: What is Product? Product Classification, Individual Product Decisions, Service Marketing, International Product and Services Marketing, New Product Development Strategy.	6
Unit V	Pricing Products: Factors to consider when setting Prices, General Pricing Approaches, New Product Pricing Strategies, Product Mix Pricing Strategies, Price Changes.	6
Unit VI	Distribution Channels and Logistics Management: The nature of Distribution Channels, Channel Behavior and Organization, Channel Design Decisions and Physical Distribution and Logistics Management.	6
Unit VII	Integrated Marketing Communication: The Marketing Communication Mix, The Changing face of Marketing Communications, Integrated Marketing Communications, Socially Responsible Marketing Communication, Advertising, Sales Promotion, Public Relations.	
Unit VIII	Direct and Online Marketing: What is Direct Marketing? Growth of Direct Marketing, Forms of Direct Marketing Communication, Online Marketing and Electronic Commerce, Integrated Direct Marketing.	

Suggested readings:

1. Morrison, A.M. Hospitality and Travel Marketing. Delmar Thomson Publishing
2. Kotler Philip and Armstrong, G. Principles of Marketing, PHI.
3. Stanton, Willam J. Fundamentals of Marketing, McGraw Hill. 13
4. Ramaswamy, V.S. and Namakemari, S. Marketing Management, McMillan.
5. Bhattacharya K. Sisir. Marketing Management, National Publishing House.
6. Dalrymple, J.D. and Parson, J.L. Marketing Management Strategy and Gases, John Wiley and Sons.

Suggested Online Link:

[MBA_1302_full.pdf](#)

https://ebookbou.edu.bd/Books/Text/SOB/MBA/MBA_1302_full.pdf

Suggested equivalent online courses:

1. Managing Marketing in the Hospitality and Tourism Industry, PLATFORM EdX (offered by The Hong Kong Polytechnic University)
2. BCOE-141: Principles of Marketing, Platform Swayam By Dr. Anupriya Pandey, Indira Gandhi National Open University

This course can be opted as an elective by the students of following subjects:

Suggested Continuous Evaluation (25 Marks):

Course Prerequisites:

Human Resource Management		
Credits: 4		Core Compulsory
Max. Marks: 75		Min. Passing Marks: 30
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0		
Unit	Topic	No. of Lectures
Unit I	One view and model of personal/human resource management, nature, scope and importance of human factor in managing modern organization, personal/human resource activity, strategic human resource management.	8
Unit II	Human Resource Planning: Meaning and nature of human resource planning, need for human resource planning, planning process, human resource information system (HRIS). Job analysis, methods of job analysis, job description, recruitment, selection, placement and induction.	8
Unit III	Training & Development: Need, objectives and methods of training, significance of training, management development – principles and methods, transfer and promotion, performance appraisal.	8
Unit IV	Wage and salary administration, wage policy concept, role and importance, developing a pay structure, determining individual rates of pay, benefits.	6
Unit V	Human Resource Motivation: Techniques of motivation, importance of motivation, theories of motivation, Group dynamics and morale in work group.	6

Suggested readings:

1. Human Resource Management --- Gary Dessler
2. Human Resource Management--- P.Subba Rao
3. Human Resource Management --- Millockovich
4. Pramod Verma, Personnel Management in Indian Organisations, Oxford & IBM Publishing Co. Ltd, New Delhi.
5. Venkata Ratnam CS & Srivatsava B K, Personnel Management and Human Resources, Tata McGraw Hill, New Delhi.

Suggested Online Link:

[hrm-basic-notes.pdf \(brauss.in\)https://brauss.in/hrm-basic-notes.pdf](https://brauss.in/hrm-basic-notes.pdf)

[HRMT w cover resized.pdf \(unece.org\)](https://unece.org/fileadmin/DAM/stats/publications/HRMT_w_cover_resized.pdf)

https://unece.org/fileadmin/DAM/stats/publications/HRMT_w_cover_resized.pdf

Suggested equivalent online courses:

1. Professional Certificate - HR Management & Analytics, Platform UpGrad
2. Human resource management: HR for people managers, Platform Coursera (offered by University of Minnesota)
3. Managing Human Resources in Hospitality and Tourism Management, Platform EdX

This course can be opted as an elective by the students of following subjects:

Suggested Continuous Evaluation (25 Marks):

Course Prerequisites:



Introduction to Travel Agency & Tour Operation Business		
Credits: 4		Core Compulsory
Max. Marks: 75		Min. Passing Marks: 30
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0		
Unit	Topic	No. of Lectures
Unit I	Travel Agency & Tour Operation Business - Travel Agencies & Tour Operators: History, Present Status and Future prospects of travel system - Travel Business Linkage & Arrangements (with): Accommodation sector (hotels, resorts), Transport sector (airlines, railways) and other allied segments - Indian Travel Agents & Tour Operators: An overview, Operations, Case Studies: Orbit International, Thomas Cook India	8
Unit II	How To Set-Up A Travel Agency - Market research & Provision of investment in travel business - Various Types of Travel Organization: Proprietorship, Partnership & Private Ltd. - Organizational Structure of a Standard Travel Agency: Organizational hierarchy & set-up - Approval Procedure (rules and regulations): D.O.T. Government of India & IATA - Travel Business Incentives (fiscal and non-fiscal): Tourism Finance Corporation of India	8
Unit III	Travel Terminology - Current & Popular: travel trade abbreviation and other terms for supporting sources - Travel Planning Tools & Manuals: OAG, ABC, TIM and other relevant systems - Travel Organizations: Universal Federation of Travel Agents Association (UFTAA), World Association of Travel Agencies (WATA), Pacific Asia Travel Association (PATA), Travel Agent Association of India (TAAI), Indian Association of Tour Operators (IATO)	8
Unit IV	Tour Operation & Tour Costing - Itinerary Concept(s): Steps in preparation, Types, Tour costing - Tour Packages - Tour Operation: Invoice & Documentation	6
Unit V	Skills Required For Working In A Travel Agency - Skills: Using the telephone, Identifying the client's needs, Sales techniques in the office Product benefits for the client, after sales services, Closing sales services & Client relation	6

Suggested readings:

1. Travel Agency and Tour Operation, Concepts and Principals - J.M.S. Negi
2. Professional Travel Agency Management - Chunk, James, Dexter &Boberg
3. The Business of Travel Agency Operations and Management - D.L. Foster
4. Travel Agency Management- Mohinder Chand
5. Conducting Tours- Dellers.
6. Malik, Haris&Chatterjee,Indian Travel Agents
7. Yale P,The Business of Tour Operations
8. SyratGweda, Manual of Travel Agency Practice, Butterworth Hienmann, London 1995
9. Malik Harish and Chatterjee Asim, The Indian Travel Agents, Himalayan Books, New Delhi 1996
10. Dhiman. M.C. and Chauhan, V. (2019). International Travel Agency and Tour Operation Management, IGI Global USA.
11. Holloway, K.C., The Business of Tourism (1983), Mac Donbald and Evans, Plymouth.

Suggested Online Link:

[337 Tourism Eng L20A.pdf](#)

[\(nios.ac.in\)https://nios.ac.in/media/documents/tourism_337_courseE/337 Tourism Eng/337 Tourism Eng L20A.pdf](https://nios.ac.in/media/documents/tourism_337_courseE/337_Tourism_Eng/337_Tourism_Eng_L20A.pdf)

[Travel-agency XII.pdf](#)

[\(cbseacademic.nic.in\)http://cbseacademic.nic.in/web_material/Curriculum/Vocational/2018/Tourism/XII/Travel%20Agency%20and%20Tour%20Operations%20Business%20XII.pdf](http://cbseacademic.nic.in/web_material/Curriculum/Vocational/2018/Tourism/XII/Travel%20Agency%20and%20Tour%20Operations%20Business%20XII.pdf)

Suggested equivalent online courses:

This course can be opted as an elective by the students of following subjects:

Suggested Continuous Evaluation (25 Marks):

Course Prerequisites:

Classical Dance forms of India		
Credits:		Core Compulsory
Max. Marks: 75		Min. Passing Marks: 30
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0		
Unit	Topic	No. of Lectures
Unit I	A brief history of Indian dance and traditional dance forms. Meaning and importance of Indian Classical dances. Aspects and elements of a classical dance act. 9 Rasa of a Classical dances.	10
Unit II	Classical Dance Form: Kathakali, Bharatnatyam, Kuchipudi, Manipuri, Sattriya, Kathak, Odissi. Distinctive aspect of each dance form: Their Origin, state, Mythological reference, costume and jewellery, music and style.	8
Unit III	Regional Dance Form: Chhau, Bhagra, Bihu, Garba, Dumhal, Lavani. Distinctive aspect of each dance form: Their Origin, state, Mythological reference, costume and jewellery, music and style.	8

Adventure sports event		
Credits: 4		Core Compulsory
Max. Marks: 75		Min. Passing Marks: 30
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0		
Unit	Topic	No. of Lectures
Unit I	Introduction to adventure sports, Types of adventure sports: Bungee jumping, Skiing, Scuba diving, Zorbing, Mountain biking, Rock climbing, Hang Gliding, Hiking, Rafting, Heli-skiing, Caving, Desert camping.	10
Unit II	Training principles for adventure sports, Using mental skills in adventure sports. Adventure sports and outdoor education.	8
Unit III	Risk Management & Safety. Benefits and outcome of Adventure sports. Outdoor leadership and tools for adventure sports	8

Masters Course in Tourism Management			
Programme: Masters Course in Tourism Management		Year: 2	Semester:III
Subject: Tourism			
CourseCode: MBAT		Course Title: MBA Tourism	
Course Outcomes: <div><div>1. The course provides a vision about the tourism policy of India and the planning of tourism in the country.</div><div>2. The course includes the most developing sector of tourism i.e., MICE so the student can understand the functioning of MICE tourism.</div><div>3. The course also provides an opportunity to the student to understand Research, its types, process, methodology and methods to carry out research.</div><div>4. The course offers to make incumbents to understand transport sector of tourism and its linkages with tourism industry.</div><div>5. Most important aspect of the course is to inculcate the sense of being an entrepreneur in the field of tourism and how to setup an enterprise, legal aspects, documentary formalities and financial viabilities.</div><div>6. Through this course module the student can understand the formalities of Inbound and outbound tour arrangement, formalities, documentation etc.</div></div>			
Tourism Policy and Planning Framework: Indian Context			
Credits: 4		Core Compulsory	
Max. Marks: 75		Min. Passing Marks: 30	
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0			
Unit	Topic	No. of Lectures	
	PART A- POLICY		
Unit I	FORMULATING TOURISM POLICY Approach to policy formulation and policy considerations: Role of government, public and private sectors, the role of international, multinational, state and local tourism organization in carrying out tourism policies.	8	
Unit II	TOURISM POLICY OF INDIA Tourism policy 1982, National committee on tourism, National action plan on tourism 1992. Special area development programs, open sky policy, The concept of National Tourism Board. State of tourism in the state of India, Case study of Tourism policies of a few states e.g. Uttarakhand, Madhya Pradesh, Uttar Pradesh, Rajasthan, Gujarat. Investment opportunities and government policy for investment in Hotel/Tourism Industry, Sources of funding and concessions for Tourism Projects.	8	
	PART B- PLANNING		
Unit III	UNDERSTANDING TOURISM PLANNING Conceptual meaning of Tourism Planning, Evaluation of Tourism Planning. General concepts of planning, levels and types of tourism planning, Background approach and planning scales	8	
Unit IV	NATIONAL AND REGIONAL TOURISM PLANNING Process and General surveys, Approach to survey and Evaluation,Tourist Market Survey, Integrated analysis and synthesis, Technique of Plan Implementation.	6	
Unit V	COMMUNITY LEVEL OF TOURISM PLANNING Resort planning approach and principles, planning for special interest andadventuretourism, planning cultural attraction.	6	

Unit VI	ENVIRONMENTAL AND SOCIO-ECONOMIC CONSIDERATIONS Environment Impact Assessment. Approach to Evaluating impacts and control measures, Measuring the economic cost and benefits.	6
Unit VII	INSTITUTIONAL ELEMENTS AND PLAN IMPLEMENTATION Tourism Manpower Planning. Approach to implementation.	
UNIT VIII	TOURISM DEVELOPMENTS Forms of tourism development, Components of Tourism Development, linkages between tourism planning and tourism development, Development and Design Standards, Public and Private sector's role in Tourism Development.	

Suggested readings:

1. Inskeep, E. Tourism Planning: An Integrated and Sustainable Development Approach, New York: Van Nostrand Reinhold.
2. Bezbarua M.P, Indian Tourism Beyond TheMillenium
3. Burkart &Medlik, Tourism; Past, Present and Future
4. Murphy, Peter H, Tourism: A Community Approach
5. Gee Chuck Y., Resort Development and Management

Suggested Online Link:

[BTTM-602.pdf \(uou.ac.in\)https://www.uou.ac.in/sites/default/files/slm/BTTM-602.pdf](https://www.uou.ac.in/sites/default/files/slm/BTTM-602.pdf)

Suggested equivalent online courses:

This course can be opted as an elective by the students of following subjects:

Suggested Continuous Evaluation (25 Marks):

Course Prerequisites:



Masters Course in Tourism Management		
Programme: Masters Course in Tourism Management		Year: 2 Semester:IV
Subject: Tourism		
CourseCode: MBAT	Course Title: MBA Tourism	
Course Outcomes:		
<div>1. The course provides an opportunity to the student to try hands on about research by preparing dissertation on any aspect of tourism either a primary research or a secondary research.</div> <div>2. On-the-Job Training shall be an opportunity for the incumbents to explore the industry and implement the knowledge gained through it.</div> <div>3. Through OJT the students can create their own PR if they are planning as in entrepreneur in the near future</div>		
Dissertation		
Credits: 4		Core Compulsory
Max. Marks: 75		Min. Passing Marks: 30
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0		
Unit	Topic	No. of Lectures
Note	Students are required to prepare a dissertation on any one of the topic from tourism and allied field of their choice with due consent and approval of the department. The dissertation should be either primary research or secondary research. In case of Primary research the dissertation should be justified with sufficient filed survey documents. The candidates are required to submit the hardcopy of the dissertation to the department 15 days prior to commencement of Viva-voce examination and PPT presentation should be prepared for Viva-voce exam. The evaluation of Dissertation shall be done by the external and internal examiner and marks shall be allotted according to the evaluation of the dissertation.	

On-the-Job Training		
Credits: 4		Core Compulsory
Max. Marks: 75		Min. Passing Marks: 30
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0		
Unit	Topic	No. of Lectures
Note	Students are required to undergo 180 days on-the-job training in any of the tourism related company (Travel Agency, Tour Operator, Airlines, Transport Company, Air cargo etc.). During the tenure of his/her training the candidate is required to prepare logbook of daily work undertaken and submit the same at the time of Viva-voce examination. The evaluation of OJT report shall be done by the external and internal examiner and marks shall be allotted according to the evaluation of the OJT report.	

Conference Convention and Event Management		
Credits: 4		Core Compulsory
Max. Marks: 75		Min. Passing Marks: 30
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0		
Unit	Topic	No. of Lectures
Unit I	Growth and Development: Introduction to conventions, incentives, exhibition and meetings	8
Unit II	Selecting a Partner: Initial enquiries, communicating and determining needs, menu planning details, contracting with an outside caterer, press kits.	8
Unit III	Making Events Successful: Marketing, advertising, preparation of brochures, publicity, campaign and joint publicity and direct sale.	8
Unit IV	Emergency and Risk Management: General preparation fire safety in the hotel, medical emergencies, facilities procedures for medical emergencies, bomb threats, other contingencies, inspecting a hotel, accommodation, meeting and banquets space, other information.	6
Unit V	Budgeting conference and Exhibition: Use of budget preparation, estimating, fixed and variable costs, cash flow sponsorship and subsidies, operation guide to submitting a successful bid, supporting documents for convention bid, role of Indian Convention Bureau.	6

Suggested readings:

1. Conferences – Tomy Rogers
2. Coleman, Lee & Frnkle, Powerhouse Conferences, Educational Institute of AH & MA.
3. Hoyle, Dorf & Jones, Meaning Conventions & Group Business, Educational Institute of AH & MA.
4. Meetings, Conventions & Expositions - An Introduction to the Industry Rhonda J. Montgomery, Ph.D. & Sandra K. Strik. Publishers – Van Nostard Reinhold, An International Thomson Publishing Co.
5. Shone, A & Parry, B. Successful Event Management, Cengage Learning. 20
6. Watt. D.C.. Event Management in Leisure and Tourism. Pearson, UK.
7. Blatt, J.G.. Special Events- Best Practices in Modern Event Management. John Wiley and Sons, New York.

Suggested Online Link:

[HM-402.pdf \(uou.ac.in\)https://www.uou.ac.in/sites/default/files/slm/HM-402.pdf](https://www.uou.ac.in/sites/default/files/slm/HM-402.pdf)

[304-EVENT MANAGEMENT-PRINCIPLE METHOD.pdf \(nraismc.com\)http://www.nraismc.com/wp-content/uploads/2017/03/304-EVENT_MANAGEMENT-PRINCIPLE_METHOD.pdf](http://www.nraismc.com/wp-content/uploads/2017/03/304-EVENT_MANAGEMENT-PRINCIPLE_METHOD.pdf)

[1 \(edb.gov.hk\)https://www.edb.gov.hk/attachment/en/curriculum-development/kla/pshe/references-and-resources/tourism/MICE_English_2016.pdf](https://www.edb.gov.hk/attachment/en/curriculum-development/kla/pshe/references-and-resources/tourism/MICE_English_2016.pdf)

Suggested equivalent online courses:

1. Successful Events: Event Planning, Marketing & Management, Platform Udemy.

This course can be opted as an elective by the students of following subjects:

Suggested Continuous Evaluation (25 Marks):

Course Prerequisites:



Research Methodology		
Credits: 4		Core Compulsory
Max. Marks: 75		Min. Passing Marks: 30
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0		
Unit	Topic	No. of Lectures
Unit I	Research Methodology: An introduction- Meaning and objectives of Research; Types of Research; Research Approaches; Significance of Research; Research Methods versus Methodology; Technique involved in defining a problem; An illustration; Conclusion.	8
Unit II	Research Design: Meaning of Research Design; Need for Research Design; Features of a Good Design; Different Research design.	8
Unit III	Sampling Design: Steps in Sampling design; Criteria for selecting a Sampling Procedure; Characteristics of a Good Sample design; Different types of Sample design; How to Select a Random Sample? Complex Random sampling.	8
Unit IV	Measurement and Scaling Techniques: Measurement in Research; Measurement Scales; Sources of Error in Measurement; Tests of Sound Measurement; Technique of Developing Measurement Tools.	6
Unit V	Methods of Processing and Analysis of Data: Collection of Primary data; Collection of Data through Questionnaires; Collection of Data through Schedules; Some other Methods of Data Collection; Processing Operations; Some problems in Processing; Elements/Types of Analysis; Statistics in Research; Measures of Central Tendency; Measures of Dispersion; Measures of Asymmetry (Skewness); Measures of Relationship.	6
Unit VI	Interpretation and Report Writing: Technique of interpretation; Significance of Report Writing; Different Steps in Writing Report.	6

Suggested readings:

1. C.R Kothari, Research Methodology, Vishwa Prakashana India.
2. Naresh Malhotra, John Hall, Mike Shaw & Peter, Market Research, Second Edition, Pentice Hall.
3. Blaikie N. , Designing Social Research, Polity Press, Canterbury, UK.
4. Marshall. L, Rossman B. Designing Qualitative Research, 3rd Edition, Sage Publications, New Delhi.
5. David de Vaus. ,Analyzing social sciences, Data, Sage Publication, New Delhi.
5. Malhotra.N.K. Marketing Research, An applied Orientation, Fifth Edition, Pearson Education.

Suggested Online Link:

[9.pdf \(euacademic.org\)https://www.euacademic.org/BookUpload/9.pdf](https://www.euacademic.org/BookUpload/9.pdf)

[Microsoft Word - Research Meyhodology \(ihmgwalior.net\)](http://ihmgwalior.net/pdf/research_methodology.pdf)

http://ihmgwalior.net/pdf/research_methodology.pdf

Suggested equivalent online courses:

1. SPSS for Research, Platform Udemy

2. Understanding Research methods, Platform Coursera

This course can be opted as an elective by the students of following subjects:

Suggested Continuous Evaluation (25 Marks):

Course Prerequisites:



Transport Operations and Linkages		
Credits: 4		Core Compulsory
Max. Marks: 75		Min. Passing Marks: 30
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0		
Unit	Topic	No. of Lectures
Unit I	Transport- Dynamically changing needs and means. Landmark in the development of transport sector and their socio-economic, cultural environment implications. Transport system: Type and forms. Travel, Tourism & Transportation – Linkages & inter – relationship. Tourism Transport System. Terms commonly used in tourism transport.	8
Unit II	Airlines Transportation. The Airline industry – Origin and growth, Multinational Air Transport Regulations- nature significance and limitations. Role of IATA, ICAO and other agencies. Air Transport Industry in India – DGCA and other key players. Indian Carriers: Operations, Management & Performance. Marketing strategies of Air India – A critical review. Factors affecting the future of Air Transport Industry in India.	8
Unit III	Significance of Road Transport in Tourism. Growth and development of Road Transport System in India.	8
Unit IV	Rail Transport Network. Major Railway system of the world – British Rail, Euro Rail, Amtrak and Trans- Siberian Railways. Indian Railway System- Palace on Wheels and Royal Orient. Planning of itineraries on Indian Railways.	6
Unit V	Water Transport System- Historical past, Cruise Ships, Ferries, Hovercraft, River and Canal Boats. Prospects and future growth of water transport in India.	6

Suggested readings:

1. Travel Industry: Chunk Y. Gee
2. Transport for Tourism: Stephen Page
3. Tourism System: Mill, R.C. and Morrison
4. Successful Tourism Management: P.N. Seth
5. Ministry of Tourism/Railways/Civil Aviation: Annual Report
6. Indian Motor Vehicle Act

Suggested Online Link:

[\(PDF\) Multimodal Transport Operations Introduction | Ayu Hannisfa - Academia.eduhttps://www.academia.edu/5742626/Multimodal_Transport_Operations_Introduction](https://www.academia.edu/5742626/Multimodal_Transport_Operations_Introduction)
[Lesson-13.pdf \(nios.ac.in\)https://www.nios.ac.in/media/documents/SecSocSciCour/English/Lesson-13.pdf](https://www.nios.ac.in/media/documents/SecSocSciCour/English/Lesson-13.pdf)

Suggested equivalent online courses:

Tourism And Travel Management, Platform Swayam by Mr. N. ROOPESH KUMAR, DoS in Tourism and Hospitality Management, Pooja Bhagavat Memorial Mahajana PG Centre.

This course can be opted as an elective by the students of following subjects:

Suggested Continuous Evaluation (25 Marks):

Course Prerequisites:



Entrepreneurship Development		
Credits: 4		Core Compulsory
Max. Marks: 75		Min. Passing Marks: 30
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0		
Unit	Topic	No. of Lectures
Unit I	Introduction: Introduction to entrepreneurship; the tourism industry and business ideas; business strategy- understanding customers and analysing the competition.	8
Unit II	Functional Area Management: Tourism marketing mix; tourism marketing planning; financial planning; planning for people and operations.	8
Unit III	Organisation and Business: Form of organisation and legal considerations; networking and collaboration; good business practices.	8
Unit IV	Business Plan Development: Feasibility; Writing a business plan- marketing, financial, operations, people, etc. planning.	6
Unit V	Setting up a tourism enterprise: Steps, procedures, licenses, registration etc.	6

Suggested readings:

1. Srinivasan. R , Strategic Management: the Indian Concept, 2nd Ed., Prentice Hall India, New Delhi.
2. Thomson. A. A., Stick land. A.J. & Cambel. J. E., Crafting and Executing Strategy- the Quest for Competitive Advantage, Tata McGraw Hill, New Delhi.
3. Peter F. Drucker, Innovation & Entrepreneurship, Harper & Row, New York.
4. John A. Pearce II & Richard B. Robinson Jr. Strategic Management, 3rd Ed, AITBS, New Delhi.

Suggested Online Link:

[Entrepreneurship-Development.pdf](http://www.eiilmuniversity.co.in/downloads/Entrepreneurship-Development.pdf)

(eiilmuniversity.co.in)<http://www.eiilmuniversity.co.in/downloads/Entrepreneurship-Development.pdf>

[ENTREPRENEURSHIP-DEVELOPMENT-III-BBA.pdf \(pasc.edu.in\)](https://www.pasc.edu.in/wp-content/uploads/2021/04/ENTREPRENEURSHIP-DEVELOPMENT-III-BBA.pdf)<https://www.pasc.edu.in/wp-content/uploads/2021/04/ENTREPRENEURSHIP-DEVELOPMENT-III-BBA.pdf>

[MSME January 2016_0.pdf](https://www.niti.gov.in/writereaddata/files/document_publication/MSME%20January%202016_0.pdf)

(niti.gov.in)https://www.niti.gov.in/writereaddata/files/document_publication/MSME%20January%202016_0.pdf

Suggested equivalent online courses:

1. Entrepreneurship Specialization, Platform Coursera offered by Wharton online
2. Entrepreneurship development, Platform Swayam offered by ByDr. Suresh K Dhameja, National Institute of Technical Teachers Training and Research, Chandigarh

This course can be opted as an elective by the students of following subjects:

Suggested Continuous Evaluation (25 Marks):

Course Prerequisites:

Outbound and Inbound Tourism Operations		
Credits: 4		Core Compulsory
Max. Marks: 75		Min. Passing Marks: 30
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0		
Unit	Topic	No. of Lectures
	Outbound Tourism Operations	
Unit I	Outbound Tourism Packages: Study of Selected Outbound Tour Packages from India to Australia and Europe and their salient features.	8
Unit II	Documentation: Procedures, Rules and Regulation for obtaining VISA from major outbound market segment of India like USA, UK, Australia. VISA, Currency, Custom, Health Regulations for outbound travel from India.	8
Unit III	Handy Tips/Guide lines for Outbound Tour, EURAIL, Travel Insurance for Outbound Tours.	8
	Inbound Tour Operations	
Unit IV	Concept of Package Tour, Types of Package Tour, Principles of Making Effective Tour Itinerary, Study of the Popular Package Tour Itineraries in India for Inbound Operation. Inbound Tour Planning: Marketing Research, Understanding special needs of Inbound Tourists, Appointment of Handling Agencies, Pricing and Costing of Tour packages.	6
Unit V	Inbound Tour Handling and Operations: Systematic Handling of a Tour File, Reservation, Billing, Facilitation, Documentation, Passenger Handling, Appointing Tour Escort, Destination Representative; Role and Functions.	6

Suggested readings:

1. D L. Foster, The Business of Travel Agency Operation and Tour Administration
2. Susan Webster, Group Travel Operating Procedure
3. P. Yale, Business of Tour Operations.

Suggested Online Link:

[Microsoft Word - Tour Operators Manual.doc \(usaid.gov\)https://pdf.usaid.gov/pdf_docs/PNADL945.pdf](https://pdf.usaid.gov/pdf_docs/PNADL945.pdf)

[Outbound tour operation - BTM OT2 - PU - StuDocuhttps://www.studocu.com/in/document/panjab-university/outbound-tour-operations/outbound-tour-operation/17284694](https://www.studocu.com/in/document/panjab-university/outbound-tour-operations/outbound-tour-operation/17284694)

Suggested equivalent online courses:

1. Tourism And Travel Management, Platform Swayam by Mr. N. ROOPESH KUMAR, DoS in Tourism and Hospitality Management, Pooja Bhagavat Memorial Mahajana PG Centre.

This course can be opted as an elective by the students of following subjects:

Suggested Continuous Evaluation (25 Marks):

Course Prerequisites:



Fairs and Festivals of North India		
Credits: 4		Core Compulsory
Max. Marks: 75		Min. Passing Marks: 30
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0		
Unit	Topic	No. of Lectures
Unit I	Fairs and festivals of India: Introduction to fairs and festivals of North India, South India, West India, East India and Central India.	10
Unit II	Major festivals of North India: Their importance and mythology behind. Kumauni holi: Origin and Rituals and significance. Forms of Holi: Baithakiholi, Khadi holi, Mahilaholi. Harela: History, rituals and importance Jageshwar fair: Time, venue and rituals and importance. Kumbh Mela: Mythology, significance and impact. Vaisakhi Mela: History, rituals and significance. Taj Mahotsav Teej&Lohri: History, practices and significance Diwali: History, significance and rituals.	8

Field Trip (National/Regional) & Viva Voce	
Credits: 4	Core Compulsory
Max. Marks: 75/	Min. Passing Marks: 38
Total No. of Lectures-Tutorials-Practical (in hours per week): 8/9N-9/10D Regional Tour and 13/14N-14/15 National Tour	
<p>The Students have to undergo either National or Regional depending on the third semester students. If the third semester students have undergone National tour during their 1st semester then both the batches will undergo regional tour and vice-versa. The National tour shall vary from 13/14N and 14/15D tour whereas the regional tour shall vary from 8/9N and 9/10D tour depending on the destination chosen. Students have to prepare their own Itinerary in consultation with the department and shall make preparation of their tour services and facilities on their own under the supervision of the faculty assigned to undertake the tour. The students have to prepare the field tour report in hard copy and in PPT in detail and shall present hard copy in advance (at least 7 days before the actual date of Viva voce) and PPT at the time of Viva Voce.</p>	