

# SIKKIM UNIVERSITY

*(A Central University Established by an Act of Parliament of India, 2007)*

## LEARNING OUTCOME - BASED CURRICULUM

### MASTER OF TOURISM AND TRAVEL MANAGEMENT

(With effect from Academic Session 2023-24)



DEPARTMENT OF TOURISM  
SIKKIM UNIVERISTY  
6<sup>TH</sup> MILE, TADONG - 737102  
GANGTOK, SIKKIM, INDIA





## VICE-CHANCELLOR'S MESSAGE

Sikkim University stands at the forefront of embracing the transformative National Education Policy (NEP) 2020. In alignment with NEP 2020's vision and the guidelines of the Learning Outcomes-based Curriculum Framework (LOCF) mandated by the UGC, we have undertaken a comprehensive revision of our curriculum across all departments. This initiative ensures a holistic educational experience that transcends traditional knowledge delivery, emphasizing the practical application of knowledge in real-world scenarios. The shift towards LOCF marks a pivotal change from teacher-centric to learner-centric education, fostering a more active and participatory approach to learning. Our updated curriculum clearly defines Graduate Attributes, Programme Learning Outcomes (PLOs), and Course Learning Outcomes (CLOs), setting clear objectives for our students to achieve. This revision is designed to enable a teaching-learning environment that supports the attainment of these outcomes, with integrated assessment methods to monitor and encourage student progress comprehensively.

A key innovation in our curriculum is the mandatory integration of Massive Open Online Courses (MOOCs) through the SWAYAM platform, enhancing accessibility and the breadth of learning opportunities for students. Our approach encourages multidisciplinary studies through the curriculum while allowing for specialization. The curriculum embodies the policy's core principle of flexibility by enabling mobility for students, thereby allowing the exit and entry of students in the program.

I extend my heartfelt gratitude to our faculty, the Head of the Department, the Curriculum Development Committee members, the NEP coordinators, and the dedicated NEP Committee of Sikkim University for their relentless dedication to updating our curriculum. I appreciate Prof. Yodida Bhutia, the Chairperson, and all dedicated NEP Committee members for their thorough review and integration of LOCF and NEP components into our curriculum.

To our students, I convey my best wishes as we embark on this journey with our updated and inclusive curriculum, aiming not only to enrich their academic knowledge but also to nurture their personal growth, critical thinking, and ability to adapt and innovate in an ever-changing world.

Best wishes,



Prof. Avinash Khare  
Vice Chancellor  
Sikkim University



**PREAMBLE:**

The Department of Tourism, Sikkim University offers a Post Graduate Programme namely, **“Master of Tourism & Travel Management” (MTTM)**. MTTM is an intensive study programme of two years (four semester) duration that enables students to have practical and theoretical knowledge in various aspects of Tourism, Travel and Hospitality Discipline. The proposed Programme is a judicious mix of theoretical knowledge and practical skills in Tourism, Travel and Hospitality Sector and allied Disciplines. The MTTM Programme offers quality and valuable learning in the field of Tourism and Hospitality Professional Education. The Programme is designed with the objectives of equipping the students to cope up with the emerging trends and challenges in the field of Tourism, Travel and Hospitality Sector.

**POST GRADUATE ATTRIBUTES:**

Post Graduate attributes are the high level qualities, skills and understandings that a student should gain as a result of the learning and experiences they engage with, while at university. It sets them apart from those without a degree, and is the added value which graduates can enjoy and share with employers and the wider community and also equip students for lifelong personal development, learning and to be successful in society

**PGA1: Comprehensive knowledge and coherent:** Understanding of Tourism as a discipline and its inter-relationship with other disciplines. Understand the current and emerging developments in the field of Tourism.

**PGA2: Academic Excellence:** in-depth and extensive knowledge, understanding and skills at internationally-recognised levels in Tourism, Travel and Hospitality.

**PGA3: Critical Thinking:** A capacity for independent, conceptual and creative thinking; A capacity for problem identification in the field of tourism and Hospitality Academics.

**PGA4: Research Skills:** Curiosity for new knowledge, capability for inquiry, identifying problems, formulate hypothesis, test hypothesis, analyze, interpret and draw conclusions. Ability to plan execute and report the results of research study abiding by the principles of research ethics.

**PGA5: Effective Communication:** Listen carefully; read texts and research papers analytically and express thoughts and ideas effectively in written and oral form.

**PGA6: Digital Literacy and Skills:** Capability to use ICT(Information and communications technology) in variety of learning and work situations and to use appropriate softwares for creating content and research work. Develop, design and deliver courses using appropriate digital resources.

**PGA 7: Personal Development:** An Openness to, and an interest in, life-long learning through directed and self-directed study; An awareness of personal strengths and weaknesses; A capacity for self-reflection, self-discovery and personal development.

## PROGRAMME LEARNING OUTCOMES:

Students after the completion of MTTM Programme will be able to:

**PLO1:** Offer the students' conceptual framework of Tourism and Hospitality discipline and along with technical knowledge for all the inter-related sectors of Tourism.

**PLO2:** Provide advance knowledge and industrial exposure to the students so that they can pursue careers in different domains of Tourism and Hospitality Management.

**PLO3:** Explain and identify the diverse nature of tourism, including cultures and places, along with its global/local perspectives.

**PLO4:** Plan, lead, organize and control resources for effective and efficient tourism operations.

**PLO5:** Create, apply, and evaluate marketing strategies for tourism destinations and organizations.

**PLO6:** Equip students' with the required communication and managerial skills.

**PLO7:** Provide exposure to real life work experiences and hands-on-practices amongst students by ensuring their participation in various practical / experiential / inter-active learning activities of Academic-Industry Interface like Project Works/Internships.

**PLO8:** Develop the basics of research acumen amongst students by making aware them to research methodology including research problems, research questions and research challenges for Tourism and Hospitality sector.

**PLO9:** Develop the fundamental principles and qualities of leadership amongst students therefore they can excel in their respective job positions in the field of Tourism and Hospitality Sector.

**PLO10:** Upgrade students' with business concepts and skills relevant to the operational areas of Tourism and hospitality management.

**PLO11:** Motivate students' for the entrepreneurship in the field of Tourism, Travel and Hospitality Sector.

**COURSE STRUCTURE- MASTER OF TOURISM AND TRAVEL MANAGEMENT**

Course Code	Title of the Course	Total Credits	Total Marks	Internal Assessment	External Assessment
<b>SEMESTER-I</b>					
TOU-C-501	Tourism Concepts and Impacts	4	100	50	50
TOU-C-502	Management Concepts	4	100	50	50
TOU-C-503	Tourism Geography	4	100	50	50
TOU-C-504	Nature-Based Tourism	4	100	50	50
TOU-V-505	Indian Culture and Heritage	4	100	50	50
TOU-S-506	Communication Process and Techniques	4	100	50	50
<b>SEMESTER-I TOTAL</b>		<b>24</b>	<b>600</b>	<b>300</b>	<b>300</b>
<b>SEMESTER-II</b>					
TOU-O-551	Tourism in Northeast India	4	100	50	50
TOU-C-552	Tourism Marketing	4	100	50	50
TOU-C-553	Research Methodology and Publication Ethics	4	100	50	50
TOU-C-554	Travel and Transport Management	4	100	50	50
TOU-S-555	Hospitality Management	4	100	50	50
TOU-C-556	Field Study & Viva-voce	4	100	50	50
<b>SEMESTER-II TOTAL</b>		<b>24</b>	<b>600</b>	<b>300</b>	<b>300</b>
<b>SEMESTER-III</b>					
TOU-O-601	Adventure Tourism	4	100	50	50
TOU-C-602	Tourism Policy and Planning	4	100	50	50
TOU-C-603	Tourism and Entrepreneurship	4	100	50	50
TOU-C-604	Information and Communication Technology in Tourism	4	100	50	50
TOU-C-605	Tourist Behaviour	4	100	50	50
TOU-V-606	Cyber Security	4	100	50	50
<b>Electives (Choose any one Course from E 607, E608)</b>					
TOU-E-607	Travel Agency and Tour Operations	4	100	50	50
TOU-E-608	Airfare, Airline Ticketing and Air Cargo Operations	4	100	50	50
<b>SEMESTER-III TOTAL</b>		<b>28</b>	<b>700</b>	<b>350</b>	<b>350</b>

SEMESTER-IV					
TOU-C-651	Managerial Economics for Tourism	4	100	50	50
TOU-C-652	Business Environment	4	100	50	50
TOU-C-653	Event Management	4	100	50	50
TOU-C-654	International Tourism	4	100	50	50
<b>Electives (Choose any one Course from E 655, E 656)</b>					
TOU-E-655	Introduction to Sustainable Tourism	4	100	50	50
TOU-E-656	Introduction to Ecotourism	4	100	50	50
TOU-R-657	Field Work, Dissertation & Viva-voce	8	200	100	100
<b>SEMESTER-IV TOTAL</b>		<b>28</b>	<b>700</b>	<b>350</b>	<b>350</b>
<b>AGGREGATE TOTAL</b>		<b>104</b>	<b>2600</b>	<b>1300</b>	<b>1300</b>

Types of Courses		
Course Code	Course Code Title	Course Explanation
<b>C</b>	<b>Core Courses</b>	Core Courses are compulsory for every student as a core requirement of the whole Programme.
<b>O</b>	<b>Open Courses</b>	Open Courses as offered herewith in II <sup>nd</sup> and III <sup>rd</sup> semester may be opted by any student of any Programme/Discipline of the University at Post Graduate level.
<b>V</b>	<b>Value Added Courses</b>	The Courses under this category are like a value addition to Programme/Discipline specific learning and also to reinvigorate Indian Knowledge System. Indian Culture and Heritage and Cyber Security Courses are offered in this category.

<b>E</b>	<b>Elective Courses</b>	Elective Courses where students can choose one Elective Course in between offered elective Courses in third and fourth semester.
<b>S</b>	<b>Skill Enhancement Courses</b>	The Courses which are aimed to impart skills; Communication Skills, Soft Skills, Discipline Specific Skills/ Technical Skills, Employability Skills etc., for better Job/Career opportunities amongst students.
<b>R</b>	<b>Research/ Dissertation</b>	This Course is offered to develop research knowledge, aptitude and data analysis insights amongst students. The objective of this course is to provide disciplinary/inter-disciplinary research experience.

**Note:** As per the University guidelines up to 40 % of the total credits of the MTTM Programme can be completed through SWAYAM Portal; an Online learning Portal of Government of India. In every semester same credit courses with 75% content resemblance (as existing courses in the department) can be completed in online mode through SWAYAM Portal as per the availability in respective SWAYAM schedule/ cycle. The credits and the grade earned by the students in the particular course through SWAYAM Portal shall be transferred and added in their marks statement as per University's rules.



**SEMESTER-I****TOU-C-501****TOURISM CONCEPTS AND IMPACTS****Semester: First Semester****Course Level: 500****Total Marks: 100****L+T+P: 3+1+0 = 4 Credits****Lecture: 45 Hrs + Tutorial: 15 Hrs + Practical: 0 Hrs****COURSE LEARNING OUTCOMES:**

On completing the course, the students will be able to:

CLO1: Define theoretical/conceptual knowledge of tourism academics.

CLO2: Write about tourism components and tourism and travel motivators etc.

CLO3: Explain about dynamics and inter-disciplinary aspects of tourism and travel industry.

CLO4: Analyze and discuss tourism impacts and various important tourism organizations along with their tourism policies.

**UNIT-I: TOURISM: AN OVERVIEW:**

Tourism- Elements, Nature and Characteristics, Principles of Tourism, Typology of Tourism, Classification of Tourists', Tourism network, Interdisciplinary Approaches to Tourism, Historical Development of Tourism, Major Travel Motivators and Deterrents to Travel, Tourism Push and Pull Theory.

**UNIT-II: TOURISM INDUSTRY:**

Structure and Components of Tourism Industry; Attractions, Accessibility, Activities, Accommodation, Amenities, Overall Touristic Infrastructure, Tourism Services and Tourism Support Services, Emerging Trends of Tourism and Travel Industry.

**UNIT-III: TOURISM IMPACTS:**

Introduction: Socio-cultural, Economic and Environmental Impacts, Cultural Impacts of Tourism, Acculturation and Tourism, Ethical Theory in Tourism, Economic Impacts of Tourism in India, Tourism Multiplier Effect, Environment Impact Assessment, Carrying capacity, Global Environment Issues, Tourism and Environmental Challenges, Tourism Area Life Cycle (TALC),



Doxy's Irritation Index , Demonstration Effect.

#### UNIT-IV: TOURISM ORGANIZATIONS& POLICIES:

Role and Functions of World Tourism Organization (UNWTO), World Tourism& Travel Council(WTTC), Ministry of Tourism- Govt. of India, ITDC, Tourism and Civil Aviation Department- Govt. of Sikkim, FHRAI, IATA, TAAI, IATO, Tourism Laws and Regulations in India, National Tourism Policy -1982, National Action Plan for Tourism-1992, National Tourism Policy -2002, Sikkim Tourism Ploicy-2018.

#### SUGGESTED TEACHING LEARNING STRATEGIES:

- Lecture-cum discussion, library readings, Critical Discussion, Reflective Writing Comparative Analysis.
- Group discussions, Case studies and Group Projects.
- Book review and Text book discussions.
- Individual and group presentations by students on selected themes.

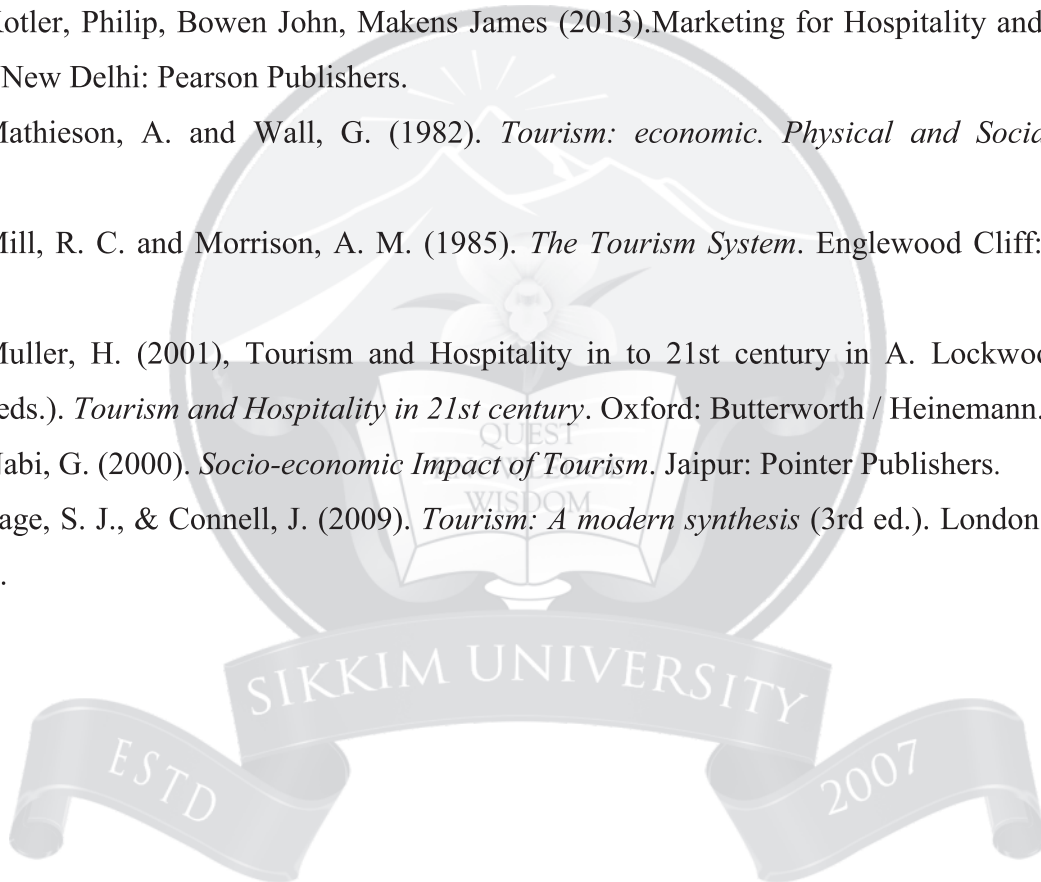
#### ASSESSMENT FRAMEWORK:

Assessment	Written Modes	Oral Modes	Integrated Modes
<b>Formative Marks: 50</b>	Class Test, Article Writing, Objective Test/MCQ Test, Class Assignment, Home Assignment, Reports, Portfolios, Dissertations, Book Review, Article Review.	Oral Test, Viva-Voce, Group Discussion, Quiz, Seminar.	Presentations/PPTs, Seminars, Field Assignments, Poster Presentations.
<b>Summative Marks: 50</b>	Semester-end examinations conducted by the university will be considered the mode of summative assessment.		

Note: Teachers can choose any mode of formative assessment as per nature of the CLO.

### SUGGESTED READINGS:

- Bhatia, A.K. (2002). *Tourism Development: Principles & Practices*. India: Sterling Publishers Pvt. Ltd.
- Chawla, Romila (2003). *Tourism In India, Perspectives and Challenges*. New Delhi: Sonali Publication.
- Cooper, C., J. Fletcher, D. Gilbert, and S. Wanhill (1993). *Tourism: Principles and Practices*. London: Pitman Publishing.
- Jacob, R., Mahadevan, P., J. Sindhu (2012). *Tourism Products of India: a National Perspective*. India: Abhijeet Publications.
- Kotler, Philip, Bowen John, Makens James (2013). *Marketing for Hospitality and Tourism*. 6th(ed.). New Delhi: Pearson Publishers.
- Mathieson, A. and Wall, G. (1982). *Tourism: economic. Physical and Social Impact*. London.
- Mill, R. C. and Morrison, A. M. (1985). *The Tourism System*. Englewood Cliff: Prentice-Hall.
- Muller, H. (2001), *Tourism and Hospitality in to 21st century* in A. Lockwood and S. Medlik (eds.). *Tourism and Hospitality in 21st century*. Oxford: Butterworth / Heinemann.
- Nabi, G. (2000). *Socio-economic Impact of Tourism*. Jaipur: Pointer Publishers.
- Page, S. J., & Connell, J. (2009). *Tourism: A modern synthesis* (3rd ed.). London: Cengage Learning.



**TOU-C-502****MANAGEMENT CONCEPTS****Semester: First Semester****Course Level: 500****Total Marks: 100****L+T+P: 3+1+0 = 4 Credits****Lecture: 45 Hrs + Tutorial: 15 Hrs + Practical: 0 Hrs****COURSE LEARNING OUTCOMES:**

On completing the course, the students will be able to:

CLO1: Write the definition, meaning and characteristics of Management Principles.

CLO2: Explain and apply Management Process and System for Hospitality and Tourism Industry.

CLO3: Describe and analyze Human Resource Management for Tourism and Hospitality Industry.

CLO4: Review and critic different theories of Leadership, Motivation and Organization Behavior.

**UNIT-I: MANAGEMENT THEORY AND FUNCTIONS:**

Management Theories, Nature and Importance Management, Concepts of Management, Management as Science or Art, Development of Management Thoughts, Classical Management Theory- Contribution of Taylor & Fayol, Human Behavior Approach, Hawthorne studies, Chester Bernard and Social System Theory, recent contributions and Overview of shifts in focus in Management thoughts, Management functions and skill, Management Roles and Functions, Various levels of Management, Overview of functional areas of Management, Management and the external Environment, Management and Social Responsibilities, Management Ethics.

**UNIT-II: PLANNING PROCESS:**

Planning- The Nature of Planning, Steps in Planning and Planning Process, Fundamentals of Planning, mission and objectives of Planning, Major kinds of Strategies and Techniques of Decision making, Organizing, Concepts of Organization and organization Theories, Formal and Informal Organizations, Authority and Responsibility, Centralization and Decentralization; Span

of Management, Line and Staff relationship, Designing of Organizations Structure, Staffing and Directing: Fundamentals of Staffing.

## **UNIT-II: HUMAN RESOURCE MANAGEMENT:**

Human Resource Management objectives and functions for Tourism and Hospitality Organizations, Role of Human Resource Management for Tourism Industry, Selection and Recruitment Process for Tourism and Hospitality Industry, Human Resource Management practices and issues in Tourism and Hospitality Industry, Design and Evaluation of Training and Development Programmes for Tourism and Hospitality Organizations, Performance Appraisal, Career Development Incentives, promotions and Transfer Schemes.

## **UNIT-II: ORGANIZATIONAL BEHAVIOUR:**

Meaning and Forms of an Organization, Theories of Organizational Behaviour, Challenges, Opportunities and Emerging Trends of Organizational Behaviour, Perception- Concepts and Theories, Personality- Concepts, Traits and Types, Personality Determinants, Motivation- Concepts and Theories, McGregor's Theory, Hierarchy of needs theory and Herzberg Theory, Leadership- Definition , Theories and Types, Organizational Effectiveness, Design of an Organizational Structure and forms of Organization Structure.

## **SUGGESTED TEACHING LEARNING STRATEGIES:**

- Lecture-cum discussion, library readings, Critical Discussion, Reflective Writing Comparative Analysis.
- Group discussions, Case studies and Group Projects.
- Book review and Text book discussions.
- Individual and group presentations by students on selected themes.

## **ASSESSMENT FRAMEWORK:**

Assessment	Written Modes	Oral Modes	Integrated Modes
<b>Formative Marks: 50</b>	Class Test, Article Writing, Objective Test/MCQ Test, Class Assignment, Home Assignment,	Oral Test, Viva-Voce, Group Discussion, Quiz, Seminar.	Presentations/PPTs, Seminars, Field Assignments, Poster Presentations.

	Reports, Portfolios, Dissertations, Book Review, Article Review.		
<b>Summative Marks: 50</b>	Semester-end examinations conducted by the university will be considered the mode of summative assessment.		

Note: Teachers can choose any mode of formative assessment as per nature of the CLO.

### SUGGESTED READINGS:

- Aswathappa, K. (2005). *Nature and Scope of Human Resource Management in Human Resource and Personnel Management*. New Delhi: Tata McGrawHill. 4th Edition.
- Hayes, David K. and Ninemeier, Jack D. (2015). *Human Resources Management in the Hospitality Industry*. (2nd Ed.). Wiley.
- Malhotra, P.K. (1998). *Human resource issues in hotel industry*. New Delhi: Anmol publications Pvt. Limited.
- Drucker, P. F. (1987). *The Practice of Management*. London: Pan Books.
- Gupta, Meenakshi (2009). *Principles of Management*. New Delhi: PHI Learning.
- Koontz, H., & Weihrich, H. (2010). *Essentials of management: An international perspective*. New Delhi, India: McGraw-Hill.
- Mullins, L. J. (2007). *Management and Organizational Behaviour*. New Delhi: Pearson.
- Prasad L.M. (1993). *Principals and Practice of Management*. New Delhi: Sultan Chand & Sons.
- Ricky, Griffin (2008). *Management: Principles & Applications*. New Delhi: Cengage.
- Tripathi & Reddy (2008). *Principles of Management*. New Delhi: Tata McGraw – Hill.

**TOU-C-503****TOURISM GEOGRAPHY****Semester: First Semester****Course Level: 500****Total Marks: 100****L+T+P: 3+1+0 = 4 Credits****Lecture: 45 Hrs + Tutorial: 15 Hrs + Practical: 0 Hrs****COURSE LEARNING OUTCOMES:**

On completing the course, the students will be able to:

CLO1: Explain concepts of World Tourism and Travel Geography.

CLO2: Describe concepts of time and notions related to map reading.

CLO3: Apply Geographical concepts for Tourism Transport Systems of the world.

CLO4: Review analytical knowledge of world Tourism Geography across the International Tourist Destinations.

**UNIT-I: WORLD & INDIAN GEOGRAPHY:**

World Physiographic Features, Climate & Vegetations of Australia , Asia, Africa, Europe North, South and Central America, Physical Geography of India, Major River Systems and Networks of India, Major Mountain Ranges and Peaks of India, Major Plateaus & Plains of India, Climatic Patterns and Vegetations of India.

**UNIT-II: MAP READING:**

Geographic Coordinate System (Latitudes and Longitudes), International Date Line, Altitudes variation, Direction and Ordinal Geography, Scale Representation, GIS, Time Zones and Calculation of Time, GMT Variations, Concepts of Elapsed Time & Flying Time.

**UNIT-III: TOURISM TRANSPORT SYSTEMS IN THE WORLD:**

Air Transport-IATA Areas (Traffic Conference Areas), IATA Global Indicators, Major Airports of the World, Major Railway Systems and Networks of the World, Water Transport: International Ocean Transport Networks, Road Transport- Major International Highways, Major National Highways Networks of India.

**UNIT-IV: PLANNING AND DEVELOPMENT OF TOURISM IN DIFFERENT CLIMATIC REGIONS:**

Case Studies of countries from Australia, Asia, Africa, Europe, North America, and South America Continents.



**SUGGESTED TEACHING LEARNING STRATEGIES:**

- Lecture-cum discussion, library readings, Critical Discussion, Reflective Writing Comparative Analysis.
- Group discussions, Case studies and Group Projects.
- Book review and Text book discussions.
- Individual and group presentations by students on selected themes.

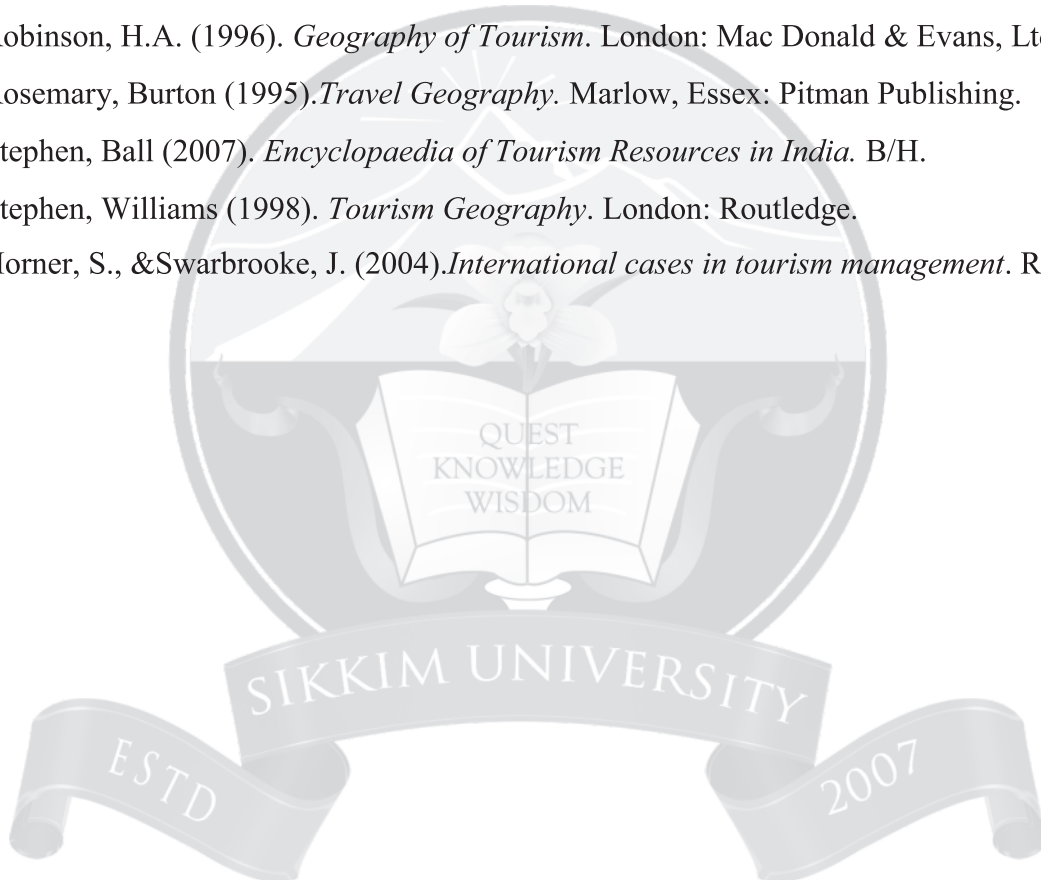
**ASSESSMENT FRAMEWORK:**

Assessment	Written Modes	Oral Modes	Integrated Modes
<b>Formative Marks: 50</b>	Class Test, Article Writing, Objective Test/MCQ Test, Class Assignment, Home Assignment, Reports, Portfolios, Dissertations, Book Review, Article Review.	Oral Test, Viva-Voce, Group Discussion, Quiz, Seminar.	Presentations/PPTs, Seminars, Field Assignments, Poster Presentations.
<b>Summative Marks: 50</b>	Semester-end examinations conducted by the university will be considered the mode of summative assessment.		

Note: Teachers can choose any mode of formative assessment as per nature of the CLO.

### SUGGESTED READINGS:

- Boniface, B. & Cooper, C. (2009). *Worldwide Destinations: The geography of Travel & Tourism*. Oxford: Butterworth Heinemann.
- Hall, Michael, C., Stephen, Boyd, (1999). *Nature Based Tourism in Peripheral Areas*. New Delhi: Viva Books Private Ltd.
- Khullar, D.R. (2006). *India: A Comprehensive Geography*. New Delhi: Kalyani Publication.
- Michael, C. hall (1999). *Geography of Travel and Tourism*. London: Routledge.
- Newsome, D., Moore, S.A. and Dowling, R.K. (2002) *Natural Area Tourism: Ecology Impacts and Management*. Clevedon: Channel View.
- Robinson, H.A. (1996). *Geography of Tourism*. London: Mac Donald & Evans, Ltd.
- Rosemary, Burton (1995). *Travel Geography*. Marlow, Essex: Pitman Publishing.
- Stephen, Ball (2007). *Encyclopaedia of Tourism Resources in India*. B/H.
- Stephen, Williams (1998). *Tourism Geography*. London: Routledge.
- Horner, S., & Swarbrooke, J. (2004). *International cases in tourism management*. Routledge.





**TOU-C-504****NATURE-BASED TOURISM****Semester: First Semester****Course Level: 500****Total Marks: 100****L+T+P: 3+1+0 = 4 Credits****Lecture: 45 Hrs + Tutorial: 15 Hrs + Practical: 0 Hrs****COURSE LEARNING OUTCOMES:**

On completing the course, the students will be able to:

CLO1: Write the definition, classification and examples of Nature-Based Tourism.

CLO2: Explain and identify examples of Nature- Based Tourism.

CLO3: Describe and review Nature-Based Tourism in India.

CLO4: Compare and design Nature-Based Tourism Products.

**UNIT-I: INTRODUCTION TO NATURE –BASED TOURISM:**

Concepts, Meaning and Characteristics of Nature Based Tourism, Typologies of Nature Based Tourism, Present Status and Future scope of Nature Based Tourism in India.

**UNIT-II: NATURAL HERITAGE AND BIODIVERSITY OF INDIA:**

National Parks, Wildlife Sanctuaries, Tiger reserves and Biosphere Reserves in India with case studies of Gir National Park, Khangchendzonga National Park, Bharatpur Bird Sanctuary, Fambong Lho Wildlife Sanctuary, Kaziranga Tiger Reserve, Kanha Tiger Reserve, Bandipur Tiger Reserve, Corbett Tiger Reserve, Dudhwa Tiger Reserve, Periyar Tiger Reserve, Sariska Tiger Reserve, Sunderbans Tiger Reserve, Nilgiri Biosphere Reserve, Great Nicobar Biosphere Reserve.

**UNIT-III: HILL STATION TOURISM IN INDIA:**

Study of Hill station Tourism and their Environs with Case studies of Mussoorie, Nainital, Shimla, Gangtok, Darjeeling, Srinagar, Manali, Ooty, Sustainable Tourism in Hill stations.

**UNIT-IV: COASTAL TOURISM IN INDIA:**

Case studies of Popular Beaches of Gujarat, Maharashtra, Goa, Karnataka, Kerala, Pondicherry, Tamil Nadu, Andhra Pradesh, Odisha, West Bengal, Andaman and Nicobar & Lakshadweep Islands.

**SUGGESTED TEACHING LEARNING STRATEGIES:**

- Lecture-cum discussion, library readings, Critical Discussion, Reflective Writing Comparative Analysis.
- Group discussions, Case studies and Group Projects.
- Book review and Text book discussions.
- Individual and group presentations by students on selected themes.

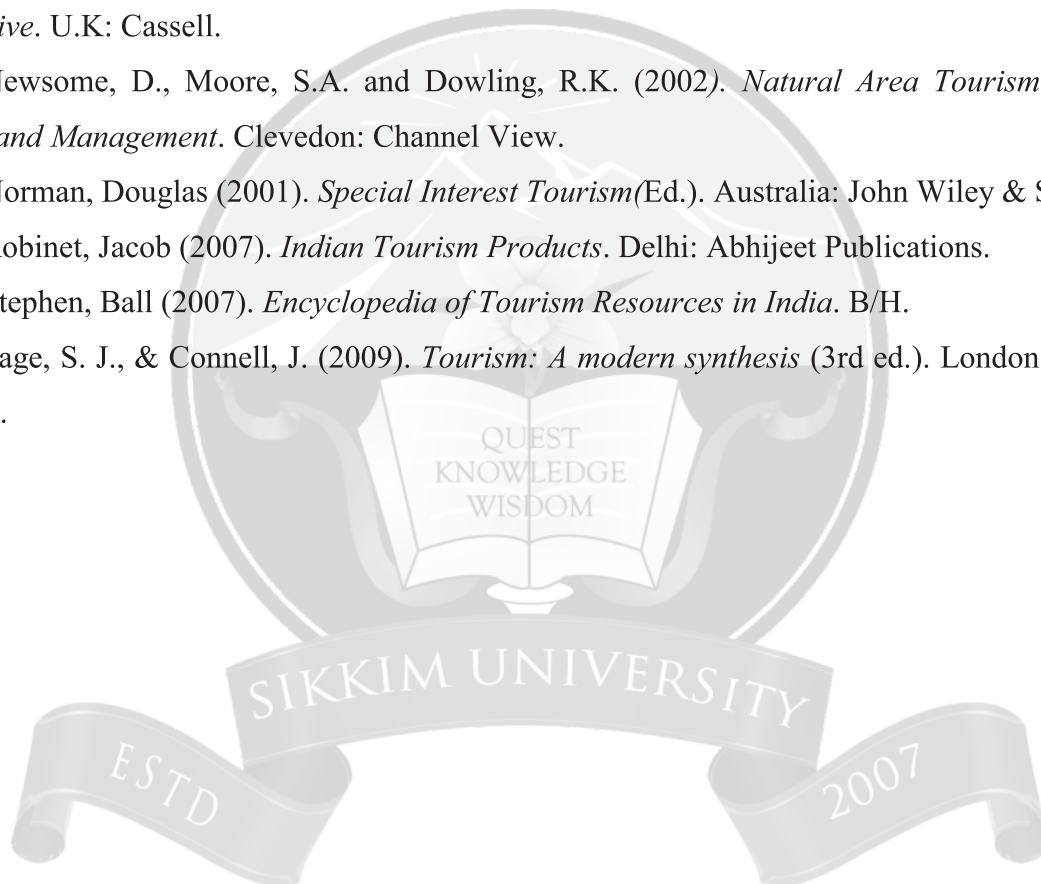
**ASSESSMENT FRAMEWORK:**

Assessment	Written Modes	Oral Modes	Integrated Modes
<b>Formative Marks: 50</b>	Class Test, Article Writing, Objective Test/MCQ Test, Class Assignment, Home Assignment, Reports, Portfolios, Dissertations, Book Review, Article Review.	Oral Test, Viva-Voce, Group Discussion, Quiz, Seminar.	Presentations/PPTs, Seminars, Field Assignments, Poster Presentations.
<b>Summative Marks: 50</b>	Semester-end examinations conducted by the university will be considered the mode of summative assessment.		

Note: Teachers can choose any mode of formative assessment as per nature of the CLO.

**SUGGESTED READINGS:**

- Blamey, R. (2001). Principles of ecotourism. In: Weaver, D. (ed.) *The Encyclopedia of Ecotourism*. Wallingford. UK: CAB International.
- C. Michael Hall & Stephen J. Page (2006). *The Geography of Tourism and Recreation-Environment, Place and Space* (3rd Ed.). London: Routledge.
- Dixit, Manoj (2002). *Tourism products*. Lucknow: New Royal Book Co.
- Chawla, Romila (2003). *Tourism In India, Perspectives and Challenges*. New Delhi: Sonali Publication.
- Hall, Michael, C., Alan, A., & Lew, Longman (1997). *Sustainable Tourism-A Geographical Perspective*. U.K: Cassell.
- Newsome, D., Moore, S.A. and Dowling, R.K. (2002). *Natural Area Tourism: Ecology Impacts and Management*. Clevedon: Channel View.
- Norman, Douglas (2001). *Special Interest Tourism*(Ed.). Australia: John Wiley & Sons.
- Robinet, Jacob (2007). *Indian Tourism Products*. Delhi: Abhijeet Publications.
- Stephen, Ball (2007). *Encyclopedia of Tourism Resources in India*. B/H.
- Page, S. J., & Connell, J. (2009). *Tourism: A modern synthesis* (3rd ed.). London: Cengage Learning.



**TOU-V-505****INDIAN CULTURE AND HERITAGE****Semester: First Semester****Course Level: 500****Total Marks: 100****L+T+P: 3+1+0 = 4 Credits****Lecture: 45 Hrs + Tutorial: 15 Hrs + Practical: 0 Hrs****COURSE LEARNING OUTCOMES:**

On completing the course, the students will be able to:

CLO1: Make understandings of Indian History and Cultural Heritage.

CLO2: Explain about socio-cultural components of Indian History and major architectural sites across the country.

CLO3: Write about the basics of different Religions, Performing Arts, Fairs& Festivals and other important social traditions of India.

CLO4: Scrutinize problems, prospects and emerging trends of Cultural Tourism in India.

**UNIT-I: INDIAN CULTURAL HISTORY:**

Early and Post Vedic period - Ancient Indian Literatures - Sacred Literature - Secular Literature - Ancient Society & Culture – Vedas, Samhitas, Upanishad, Aranyaka , Ashramas, Varna System , Purusharth, Cultural Erosion and Inheritance of Loss of Indian Culture .

**UNIT-II: MAJOR RELIGIONS OF INDIA:**

Major Religions of India-Hinduism, Buddhism, Jainism, Sikhism, Christianity, Islam, Religious & Pilgrimage places –Temples, Monasteries, and Shrines etc.

**UNIT-III: SOCIO-CULTURAL HERITAGE OF INDIA:**

Holistic and Wellness Living- Ayurveda, Naturopathy, Yoga and Meditation, Performing Arts, Major Dance and Music forms in India, Indian Folk Music and Arts, Indian Paintings and Sculptures, Major Fairs and Festivals of India , Indian Cuisines.

**UNIT-IV: INDIAN ARCHITECTURAL HERITAGE:**

Buddhist Architecture – Stupas, Viharas, Chaityas, Hindu Temple Architecture, Important Forts, Palaces and Havelis across India, Indo- Islamic Architecture, Major Historical Monuments of India, World Heritage Sites in India- Cultural category, Modern Architecture – Museums and Art Galleries- Indian Museum- Kolkata, National Museum- New Delhi, Salarjung Museum-Hyderabad, City Mahal

Museum- Jaipur, Udaipur & Jodhpur , Problems and Prospects of Cultural Tourism in India.

### SUGGESTED TEACHING LEARNING STRATEGIES:

- Lecture-cum discussion, library readings, Critical Discussion, Reflective Writing Comparative Analysis.
- Group discussions, Case studies and Group Projects.
- Book review and Text book discussions.
- Individual and group presentations by students on selected themes.

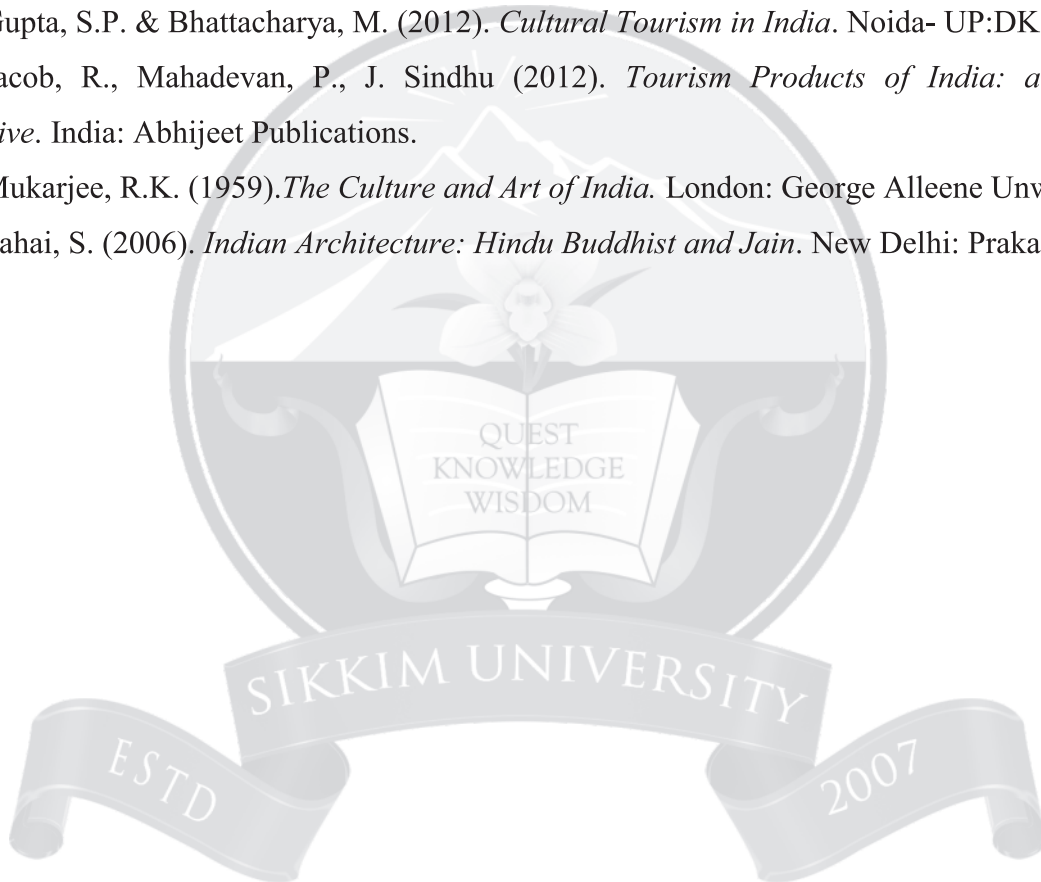
### ASSESSMENT FRAMEWORK:

Assessment	Written Modes	Oral Modes	Integrated Modes
<b>Formative Marks: 50</b>	Class Test, Article Writing, Objective Test/MCQ Test, Class Assignment, Home Assignment, Reports, Portfolios, Dissertations, Book Review, Article Review.	Oral Test, Viva-Voce, Group Discussion, Quiz, Seminar.	Presentations/PPTs, Seminars, Field Assignments, Poster Presentations.
<b>Summative Marks: 50</b>	Semester-end examinations conducted by the university will be considered the mode of summative assessment.		

Note: Teachers can choose any mode of formative assessment as per nature of the CLO.

### SUGGESTED READINGS:

- Allchin, B., Allchin, F.R. et al. (2009). *Conservation of Indian Heritage*. New Delhi: Cosmo Publishers.
- Basham, A.L. (2008). *The Wonder That Was India*. New Delhi: Rupa and Co.
- Brown, P. (2010). *Indian Architecture (Buddhist and Hindu Period)*. New York: Tobey Press.
- Brown, P. (2010). *Indian Architecture (the Islamic Period)*. New York: Palmer Press.
- Cravern R.C. (1998). *A Concise History of Indian Arts*. New Delhi: Vikas Publication.
- Dixit, M and Sheela, C. (2009). *Tourism Products*. Luck now: New Royal Book.
- Gupta, S.P. & Bhattacharya, M. (2012). *Cultural Tourism in India*. Noida- UP:DK Printing.
- Jacob, R., Mahadevan, P., J. Sindhu (2012). *Tourism Products of India: a National Perspective*. India: Abhijeet Publications.
- Mukarjee, R.K. (1959). *The Culture and Art of India*. London: George Alleene Unwin Ltd.
- Sahai, S. (2006). *Indian Architecture: Hindu Buddhist and Jain*. New Delhi: Prakash Books.



**TOU-S-506****COMMUNICATION PROCESS AND TECHNIQUES****Semester: First Semester****Course Level: 500****Total Marks: 100****L+T+P: 2+1+1 = 4 Credits****Lecture: 30 Hrs. + Tutorial: 15 Hrs. + Practical: 30 Hrs.****COURSE LEARNING OUTCOMES:**

On completing the course, the students will be able to:

CLO1: Write the definition, meanings and characteristics of Communications.

CLO2: Understand different forms of Communication Skills.

CLO3: Describe and analyze importance of Communication Skills and effective Communication.

CLO4: Develop Effective Communication Skills.

**UNIT-I: AN INTRODUCTION TO COMMUNICATION:**

Definition, nature and scope of Communication, Importance and purpose of Communication, process of Communication, types of Communication.

**UNIT-II: VERBAL COMMUNICATION:**

Meanings and types of Verbal Communications, Listening Skills- Purpose of Listening, Listening to Conversation (Formal and Informal), Active Listening- an Effective Listening Skill, Benefits of Effective Listening, Barriers to Listening, Oral Communication Skills, Effective Writing Skills.

**UNIT-III: NON- VERBAL COMMUNICATION:**

Meanings and types of Non- Verbal Communication, Personal Appearance, Gestures, Postures, Facial Expressions, Eye Contacts, Body Language(Kinesics), Time language, Silence, Tips for Improving Non-Verbal Communication, Effective Communication-Essentials of Effective Communication, Communication Techniques, Barriers to Communication.

**UNIT-IV: ORGANIZATIONAL COMMUNICATION:**

Communication Network-Personal Communication Internal Operational Communication, External Operational Communication, Horizontal(Lateral) Communication Vertical(Downward)



Communication, Vertical(Upward) Communication.

### SUGGESTED TEACHING LEARNING STRATEGIES:

- Lecture-cum discussion, library readings, Critical Discussion, Reflective Writing Comparative Analysis.
- Group discussions, Case studies and Group Projects.
- Book review and Text book discussions.
- Individual and group presentations by students on selected themes.

### ASSESSMENT FRAMEWORK:

Assessment	Written Modes	Oral Modes	Integrated Modes
<b>Formative Marks: 50</b>	Class Test, Article Writing, Objective Test/MCQ Test, Class Assignment, Home Assignment, Reports, Portfolios, Dissertations, Book Review, Article Review.	Oral Test, Viva-Voce, Group Discussion, Quiz, Seminar.	Presentations/PPTs, Seminars, Field Assignments, Poster Presentations.
<b>Summative Marks: 50</b>	Semester-end examinations conducted by the university will be considered the mode of summative assessment.		

Note: Teachers can choose any mode of formative assessment as per nature of the CLO.

### SKILL DEVELOPMENT ACTIVITIES:

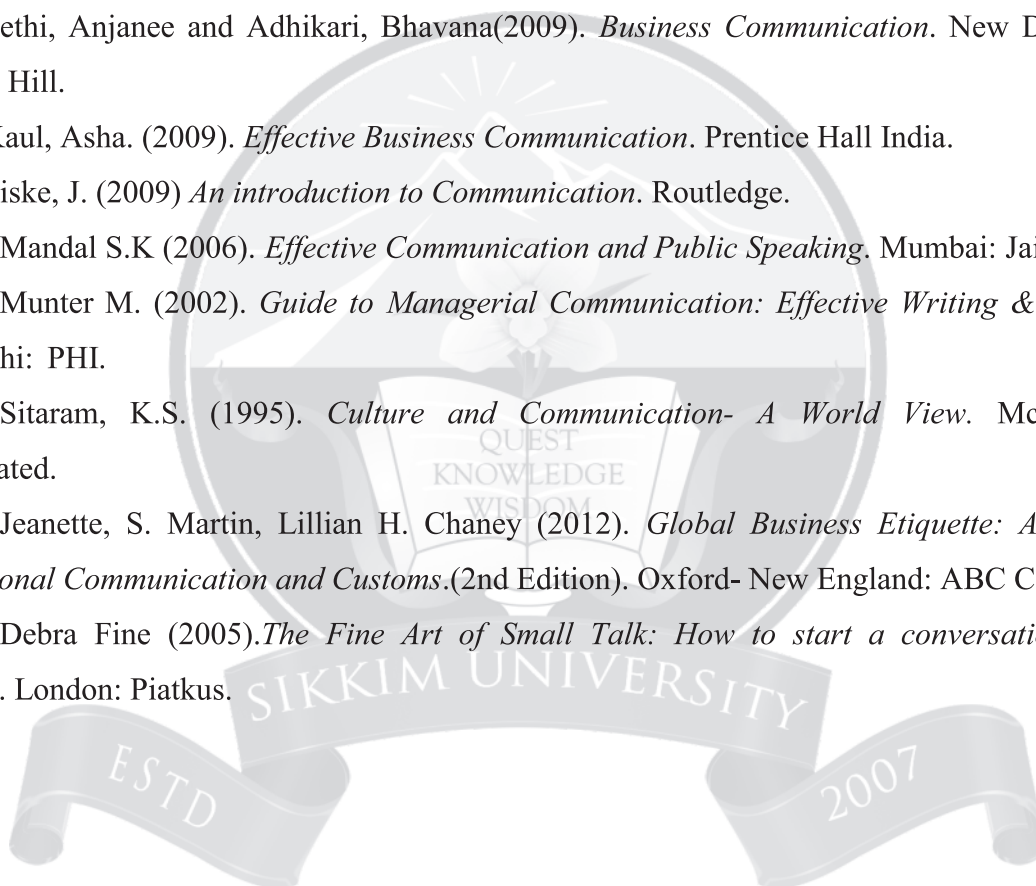
- Seminar / Presentation on introduction to Communication.
- Seminar/ Presentation on importance of Communication for Tourism and Hospitality Sector.
- Seminar/ Presentation/ Case studies discussions on trends and challenges of Communication.
- Seminar/ Presentation/ Case studies discussions on role of technology for Communication.



- Experts' interactions for imparting various skills related to Communication amongst students.

### SUGGESTED READINGS:

- Bovee, Courtland L. Thill, John V. and Chatterjee, Abha (2011). *Business Communication Today* (10th Edition). Pearson Education.
- Charurvedi, P.D. (2011). *Business Communication: Concepts, cases, and applications*. Pearson Education, 2nd edition.
- Sethi, Anjanee and Adhikari, Bhavana(2009). *Business Communication*. New Delhi: Tata McGraw Hill.
- Kaul, Asha. (2009). *Effective Business Communication*. Prentice Hall India.
- Fiske, J. (2009) *An introduction to Communication*. Routledge.
- Mandal S.K (2006). *Effective Communication and Public Speaking*. Mumbai: Jaico.
- Munter M. (2002). *Guide to Managerial Communication: Effective Writing & Speaking*. New Delhi: PHI.
- Sitaram, K.S. (1995). *Culture and Communication- A World View*. McGraw-Hill Incorporated.
- Jeanette, S. Martin, Lillian H. Chaney (2012). *Global Business Etiquette: A Guide to International Communication and Customs*.(2nd Edition). Oxford- New England: ABC Clio.
- Debra Fine (2005). *The Fine Art of Small Talk: How to start a conversation in any situation*. London: Piatkus.



**SEMESTER-II****TOU-O-551****TOURISM IN NORTHEAST INDIA****Semester: Second Semester****Course Level: 500****Total Marks: 100****L+T+P: 3+1+0 = 4 Credits****Lecture: 45 Hrs + Tutorial: 15 Hrs + Practical: 0 Hrs****COURSE LEARNING OUTCOMES:**

On completing the course, the students will be able to:

CLO1: Write about the Attractions and Examples of Tourism in Northeast India.

CLO2: Explain and identify examples of famous Tourist Destinations of Northeast India.

CLO3: Describe and review about Sikkim Tourism.

CLO4: Compare and critically evaluate different Tourist Destinations of Sikkim.

**UNIT-I: AN OVERVIEW OF NORTHEAST TOURISM:**

Growth and Development of Tourism in Northeast India, Natural and Cultural Tourism Resources of Northeast India, Major Tourism Destinations in Northeast India, Travel Formalities in Northeast India.

**UNIT-II: CHALLENGES & OPPORTUNITIES OF TOURISM IN NORTHEAST INDIA:**

Sustainable Tourism in Northeast India, Problems and Prospects of Sustainable Tourism in Northeast India, Issues of Sustainable Tourism Management in Northeast India, Untapped Tourism Potentials of Northeast India, Emerging Trends of Tourism in Northeast India.

**UNIT-III: SIKKIM TOURISM-AN OVERVIEW:**

History, Growth and Development of Tourism in Sikkim, Major Tourism Attractions of Sikkim, Touristic Infrastructure and Facilities in Sikkim, Tourism and Civil Aviation Department Govt. of Sikkim, Sikkim Tourism Policies, Tourists' Inflow in Sikkim- Facts and Figures.

## UNIT-IV: TOURISM RESOURCES AND MAJOR TOURIST DESTINATIONS OF SIKKIM:

Tourism Resources of Sikkim, Natural and Man-made Resources, Cultural Tourism in Sikkim, Nature-based Tourism/ Ecotourism in Sikkim, Major Tourist Destinations of Sikkim- Case studies.

### SUGGESTED TEACHING LEARNING STRATEGIES:

- Lecture-cum discussion, library readings, Critical Discussion, Reflective Writing Comparative Analysis.
- Group discussions, Case studies and Group Projects.
- Book review and Text book discussions.
- Individual and group presentations by students on selected themes.

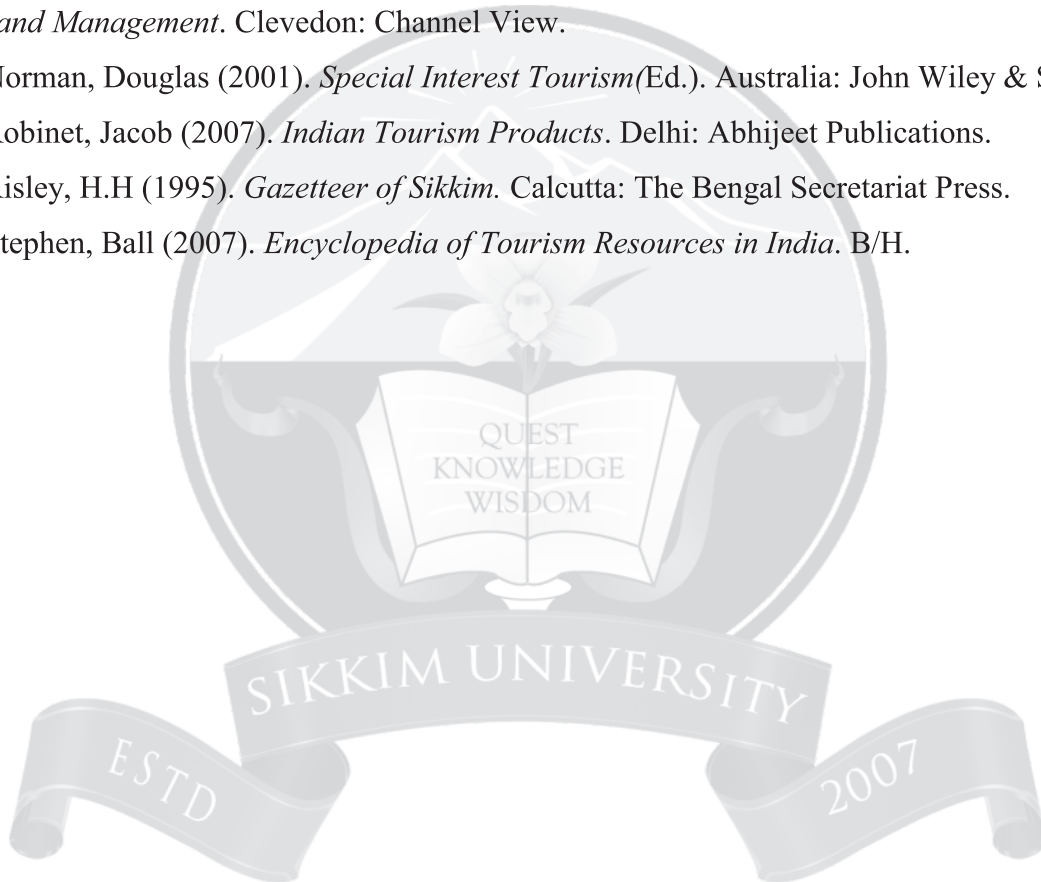
### ASSESSMENT FRAMEWORK:

Assessment	Written Modes	Oral Modes	Integrated Modes
<b>Formative Marks: 50</b>	Class Test, Article Writing, Objective Test/MCQ Test, Class Assignment, Home Assignment, Reports, Portfolios, Dissertations, Book Review, Article Review.	Oral Test, Viva-Voce, Group Discussion, Quiz, Seminar.	Presentations/PPTs, Seminars, Field Assignments, Poster Presentations.
<b>Summative Marks: 50</b>	Semester-end examinations conducted by the university will be considered the mode of summative assessment.		

Note: Teachers can choose any mode of formative assessment as per nature of the CLO.

**SUGGESTED READINGS:**

- Devi, Aribam Indubala (2010). *Amazing North-East*. New Delhi: Vij Books India.
- Dixit, Manoj (2002). *Tourism products*. Lucknow: New Royal Book Co.
- Chawla, Romila (2003). *Tourism In India, Perspectives and Challenges*. New Delhi: Sonali Publication.
- Duff, A (2015). *Sikkim: Requiem for a Himalayan Kingdom*. Birlinn Ltd.
- NCERT (2017). *North East India: People, History and Culture*.  
<https://ncert.nic.in/pdf/publication/otherpublications/tinei101.pdf>
- Newsome, D., Moore, S.A. and Dowling, R.K. (2002). *Natural Area Tourism: Ecology Impacts and Management*. Clevedon: Channel View.
- Norman, Douglas (2001). *Special Interest Tourism*(Ed.). Australia: John Wiley & Sons.
- Robinet, Jacob (2007). *Indian Tourism Products*. Delhi: Abhijeet Publications.
- Risley, H.H (1995). *Gazetteer of Sikkim*. Calcutta: The Bengal Secretariat Press.
- Stephen, Ball (2007). *Encyclopedia of Tourism Resources in India*. B/H.



**TOU-C-552****TOURISM MARKETING****Semester: Second Semester****Course Level: 500****Total Marks: 100****L+T+P: 3+1+0 = 4 Credits****Lecture: 45 Hrs + Tutorial: 15 Hrs + Practical: 0 Hrs****COURSE LEARNING OUTCOMES:**

On completing the course, the students will be able to:

CLO1: Write the definition, meaning and characteristics of Tourism Marketing.

CLO2: Explain and apply Marketing Information System for Hospitality and Tourism Industry.

CLO3: Describe and analyze Marketing Strategies' for Tourism and Hospitality Industry.

CLO4: Review and critic different Marketing Strategies for Tourism and Hospitality Business.

**UNIT-I: INTRODUCTION TO MARKETING:**

Evolution of Marketing and understanding the Markets, core concepts in Marketing, Needs, Wants, Demands, Product Markets, Marketing Management Philosophies, Tourism Marketing, Tourism Products, Features of Tourism Product, Principles of Marketing, Concepts of Services Marketing, Forecasting Market Demand.

**UNIT-II: MARKETING INFORMATION SYSTEM:**

Marketing Information System and Marketing Research, Marketing Intelligence, Market Segmentation – Levels of Segmentation, Bases of Segmentation, Effective Segmentation Criterion, Market Targeting - Meaning, Evaluating and Selecting Market Segments, Market Positioning-Meaning, choosing and implementing a Positioning Strategy, Differentiation – Concept and Approaches, Competitor Analysis.

**UNIT-III: MARKETING MIX AND MARKETING STRATEGIES:**

Meaning and Definition, Product Decision - Product Levels, New Product Development, Product Life Cycle (PLC) Strategies, and Branding Strategies, Pricing Decisions - Factors To Consider While Setting Prices; General Pricing Approaches, Pricing Strategies, Promotion Decisions - Integrated Marketing Communication Process, Major Decisions in Advertising, Public Relations Process, Sales Promotion Techniques, Distribution Channels – Nature, Types and Importance, Channel Decisions.

**UNIT-IV: TOURISM AND HOSPITALITY MARKETING:**

Services Marketing – Concept, Characteristics, Service Quality Gap Model, extended Marketing Mix, Marketing Strategies of Airlines, Hotels, Travel Agencies and Other Tourism related Services, Challenges and Strategies of Tourism and Hospitality Marketing, Measuring and Forecasting Tourism Demand, Forecasting Methods, Managing Capacity and Demand, Case Studies of Marketing Strategies of Popular Tourism and Hospitality Companies of India.

**SUGGESTED TEACHING LEARNING STRATEGIES:**

- Lecture-cum discussion, library readings, Critical Discussion, Reflective Writing Comparative Analysis.
- Group discussions, Case studies and Group Projects.
- Book review and Text book discussions.
- Individual and group presentations by students on selected themes.

**ASSESSMENT FRAMEWORK:**

Assessment	Written Modes	Oral Modes	Integrated Modes
<b>Formative Marks: 50</b>	Class Test, Article Writing, Objective Test/MCQ Test, Class Assignment, Home Assignment, Reports, Portfolios, Dissertations, Book Review, Article Review.	Oral Test, Viva-Voce, Group Discussion, Quiz, Seminar.	Presentations/PPTs, Seminars, Field Assignments, Poster Presentations.
<b>Summative Marks: 50</b>	Semester-end examinations conducted by the university will be considered the mode of summative assessment.		

Note: Teachers can choose any mode of formative assessment as per nature of the CLO.

**SUGGESTED READINGS:**

- Bowie, D. et al. (2017). *Hospitality Marketing*. (3rd Ed.). New York: Routledge.
- Chawla, R (2004). *Tourism Marketing and Development*. New Delhi: Sonali Publications,



- Kotler, P., Armstrong, Gary and Agnihotri, Prafulla (2018). *Principles of Marketing* (17<sup>th</sup> Ed.). New Delhi: Prentice Hall of India Pvt. Ltd.
- Kotler, P., Bowen, J., & Makens, J. (2009). *Marketing for Hospitality and Tourism*. (4th Ed.). New Delhi: Prentice Hall / Pearson Education.
- Kotler, Philip and Keller, Keven Lane et al (2017). *Marketing Management*. (15th Ed.) Pearson Education.
- Kumar, P (2010). *Marketing of Hospitality and Tourism Services*. U.S: McGraw Hill Education.
- Lovelock, C., Wirtz, J. & Chatterjee, J. (2011). *Services Marketing: People, Technology, Strategy*. ( 7th Ed.). Pearson India.
- Offman, K.D. Bateson, J.E.G (2012). *Services Marketing*. Boston: Cengage,.
- Philip Kotler and Armstrong Philip (1999). *Principles of Marketing*. New Delhi: Prentice - Hall India.
- Singh, M (2008). *Tourism Management and Marketing*. Maharashtra: Himalaya Books Pvt. Ltd.



TOU-C-553

**RESEARCH METHODOLOGY AND PUBLICATION  
ETHICS****Semester: Second Semester****Course Level: 500****Total Marks: 100****L+T+P: 3+0+1 = 4 Credits****Lecture: 45 Hrs + Tutorial: 0 Hrs + Practical: 30 Hrs****COURSE LEARNING OUTCOMES:**

On completing the course, the students will be able to:

CLO1: Recognize to the theoretical aspects of Research Methodology.

CLO2: Identify the different Research Designs as applicable in Tourism disciplines.

CLO3: Compare different scientific methods of Research Methodology, Data Analysis and Reporting writing.

CLO4: Develop ability and skills to conduct independent research activities in the field of Tourism.

**UNIT-I: AN INTRODUCTION TO RESEARCH METHODOLOGY:**

An Introduction- Meaning and Objectives of Research, Types of Research, Significance of Research, Defining a Problem, Meaning of Research Design, Need for Research Design, Features of a Good Design, Different Research Designs, Steps in Sampling Design, Criteria for Selecting a Sampling Procedure, Characteristics of a Good Sample Design, Different Types of Sample Designs.

**UNIT-II: METHODS OF DATA PROCESSING AND ANALYSIS:**

Collection of Primary Data, Collection of Data through Questionnaires, Collection of Data through Schedules, Some Other Methods of Data Collection, Processing Operations, Elements/Types of Analysis; Statistics in Research, Measures of Central Tendency, Measures of Dispersion.



**UNIT-III: TESTING OF HYPOTHESES AND REPORT WRITING:**

What is Hypothesis? Procedure for Hypothesis Testing, Tests of Hypotheses, Hypothesis Testing, Chi-square test as a Test for Comparing Variance, Applying Chi-square Test, Analysis of Variance (ANOVA), The Basic Principles of ANOVA, ANOVA Techniques, Important Methods of Factor Analysis, Process and Techniques of Interpretation and Report Writing.

**UNIT-IV: RESEARCH AND PUBLICATION ETHICS:**

Ethics: Definition, Moral Philosophy, Nature of Moral Judgments and Reaction, Publication Ethics: Definition, Introduction and Importance, Best Practices, Publication Misconduct, Scientific Misconducts: Falsification, Fabrication, and Plagiarism (FFP), Plagiarism Softwares.

**SUGGESTED TEACHING LEARNING STRATEGIES:**

- Lecture-cum discussion, library readings, Critical Discussion, Reflective Writing Comparative Analysis.
- Group discussions, Case studies and Group Projects.
- Book review and Text book discussions.
- Individual and group presentations by students on selected themes.
- Lab/Practical work/Assignments on assigned topics/themes including practice with SPSS software.

**ASSESSMENT FRAMEWORK:**

Assessment	Written Modes	Oral Modes	Integrated Modes
<b>Formative Marks: 50</b>	Class Test, Article Writing, Objective Test/MCQ Test, Class Assignment, Home Assignment, Reports, Portfolios, Dissertations, Book Review, Article Review.	Oral Test, Viva-Voce, Group Discussion, Quiz, Seminar.	Presentations/PPTs, Seminars, Field Assignments, Poster Presentations.

<b>Summative Marks: 50</b>	Semester-end examinations conducted by the university will be considered the mode of summative assessment.
----------------------------	--

Note: Teachers can choose any mode of formative assessment as per nature of the CLO.

### SUGGESTED READINGS:

- Babbie, E. R. (2007). *The basics of social research* (4th ed.). Australia: Thomson/Wadsworth.
  - Berg, Bruce L. (2008). *Qualitative research methods for the social sciences*. 7th ed. Boston, MA: Allyn& Bacon.
  - Denscombe, Martyn. (2007). *The good research guide for small-scale social research projects*. 3rd ed. Maidenhead, UK: Open University Press.
  - Gorard, Stephen. (2003). *Quantitative methods in social science*. New York: Continuum.
  - Guppy, L. N., & Gray, G. A. (2008). *Successful surveys: Research methods and practice* (4th ed.). Toronto: Thomson Nelson.
  - Miller, Delbert C., and Neil J. Salkind. (2002). *Handbook of research design and social measurement*. 6th ed. Thousand Oaks, CA: Sage Publications.
  - Nardi, P. M. (2006). *Doing survey research: A guide to quantitative methods* (2nd ed.). Boston: Pearson/ Allyn& Bacon.
  - Neuman, W. Lawrence. (2006). *Social research methods: Qualitative and quantitative approaches*. 6th ed. Boston, MA: Allyn& Bacon.
  - Osborne, J. W. (2008). *Best practices in quantitative methods*. Thousand Oaks, Calif: Sage Publications.
- Patten, Mildred L. (2004). *Understanding research methods: An overview of the essentials*. (4th ed.) Glendale, CA: Pyrczak Publishing.

TOU-C-554

**TRAVEL AND TRANSPORT MANAGEMENT****Semester: Second Semester****Course Level: 500****Total Marks: 100****L+T+P: 3+1+0 = 4 Credits****Lecture: 45 Hrs + Tutorial: 15 Hrs + Practical: 0 Hrs****COURSE LEARNING OUTCOMES:**

On completing the course, the students will be able to:

CLO1: Write the definition, classification and examples of Transport.

CLO2: Explain and identify modes/examples of Transport.

CLO3: Describe and review role of Transport in Tourism Industry.

CLO4: Compare and analyze challenges and emerging trends of Transport Sector.

**UNIT-I: FUNDAMENTALS OF TRANSPORT:**

History & Evolution of Transport, Essentials of Transport, Meanings and Types of Transport, Growth & Development of Transport in India, Importance of Tourist Transport.

**UNIT-II: SURFACE TRANSPORT:**

Surface Transport Definition, Types and Examples, Road Transport in India, Road Networks in India, Major Road Networks of the World, Railway Transport Meaning, History, Growth & Development of Railway Transport in India, Major Railways Transport Networks of the World, Car Rental Services.

**UNIT-III: AIR TRANSPORT:**

Air Transport Definition, Types and Examples, History, Growth & Development of Air Transport in India, Air Travel & Airlines, Major Airlines of India, Major Airports of India, Domestic Air Travel & Roles and Functions of Civil Aviation Authority of India, The Directorate General of Civil Aviation (DGCA), International Air Travel and Roles & Functions of International Civil Aviation Organization (ICAO) and International Air Transport Authority (IATA).

**UNIT-IV: WATER TRANSPORT:**

Meaning and Examples of Water Transport, Present Scenario of Overseas Transport, Cruise Tourism & Major Cruise Liners of the World, Inland Water Transport in India, Cruise Tourism in India.

**SUGGESTED TEACHING LEARNING STRATEGIES:**

- Lecture-cum discussion, library readings, Critical Discussion, Reflective Writing Comparative Analysis.
- Group discussions, Case studies and Group Projects.
- Book review and Text book discussions.
- Individual and group presentations by students on selected themes.

**ASSESSMENT FRAMEWORK:**

Assessment	Written Modes	Oral Modes	Integrated Modes
<b>Formative Marks: 50</b>	Class Test, Article Writing, Objective Test/MCQ Test, Class Assignment, Home Assignment, Reports, Portfolios, Dissertations, Book Review, Article Review.	Oral Test, Viva-Voce, Group Discussion, Quiz, Seminar.	Presentations/PPTs, Seminars, Field Assignments, Poster Presentations.
<b>Summative Marks: 50</b>	Semester-end examinations conducted by the university will be considered the mode of summative assessment.		

Note: Teachers can choose any mode of formative assessment as per nature of the CLO.

**SUGGESTED READINGS:**

- Dileep, M. R. (2019). *Tourism, Transport and Travel Management*. United Kingdom: Routledge .
- Duval, D. Timothy (2007). *Tourism and Transport: Modes, Networks and Flows*. New York: Channel View Publications.
- Gross, Sven and Klemmer, Louisa (2014). *Introduction to Tourism Transport*. CABI Tourism Texts.
- Hall, C. Michael, Le-Klähn Diem-Trinh & Ram Yael (2017). *Tourism, Public Transport and Sustainable Mobility*. Channel View Publications.
- Merkert, Rico and Walters, Jackie (2018). *Air Cargo and Logistics: Classics and Contemporary Practice*. Academic Press.
- Ratandeep, Singh (2008). *Handbook of Global Aviation Industry and Hospitality Services*. New Delhi: Kanishka Publishers.
- Page, Stephen J. (2009). *Transport and Tourism: Global Perspectives*. (3rd Ed.) Pearson Education Limited.
- Page, S. J., & Connell, J. (2009). *Tourism: A modern synthesis* (3rd ed.). London: Cengage Learning.
- Rodwell, J.F. (2010). *Essentials of Aviation Management: A Guide for Aviation Service Businesses*. United States: Kendall Hunt Publishing Company.
- Sarangi, S.K. (2010). *Transportation Management*. Mumbai: Himalaya Publishing House.



TOU-S-555

**HOSPITALITY MANAGEMENT****Semester: Second Semester****Course Level: 500****Total Marks: 100****L+T+P: 2+1+1 = 4 Credits****Lecture: 30 Hrs. + Tutorial: 15 Hrs. + Practical: 30 Hrs.****COURSE LEARNING OUTCOMES:**

On completing the course, the students will be able to:

CLO1: Write the definition, classification and examples of Accommodation Sector.

CLO2: Explain and apply Roles and Functions of different Hotel Departments.

CLO3: Describe and analyze Indian Accommodation Sector.

CLO4: Critically evaluate about Opportunities, Challenges and Trends of Accommodation Sector in India.

**UNIT-I: AN INTRODUCTION TO HOSPITALITY INDUSTRY:**

Meaning & Nature of Hospitality, Characteristics of Hospitality Services, Evolution of Hospitality Industry, Structure of Accommodation Industry in India, Operation of Accommodation Units, Significance of Accommodation Sector in Tourism Industry, Determinants of Hospitality Industry in India, Demand & Supply for Accommodation Sector in India.

**UNIT-II: HOTEL DEPARTMENTS STRUCTURE AND FUNCTIONS:**

Structure , Role and Functions of Hotel Departments, Front Office Department- Structure and Functions, Front Office Staff – Roles and Responsibilities, Housekeeping Department- Structure and Functions, Housekeeping Staff - Roles and Responsibilities, Food & Beverages Department - Structure and Functions, Food & Beverages Department Staff- Roles and Responsibilities, Marketing and Sales Department- Structure and Functions, Marketing and Sales Department Staff- Roles and Responsibilities.



### UNIT-III: MANAGEMENT CONTRACTS AND FRANCHISING IN HOTEL INDUSTRY:

Advantages and disadvantages of Management contracts, Franchise Operation Procedure, advantages and disadvantages of Franchise, Franchise fee, Franchise selection, Major Hotel Chains of India and World.

### UNIT-IV: ALTERNATIVE/SUPPLEMENTARY ACCOMMODATION:

Homestays, Youth Hostels, Guest Houses, Emerging Concepts of Accommodation, Challenges & Opportunities of Alternative Accommodation in India.

### SUGGESTED TEACHING LEARNING STRATEGIES:

- Lecture-cum discussion, library readings, Critical Discussion, Reflective Writing Comparative Analysis.
- Group discussions, Case studies and Group Projects.
- Book review and Text book discussions.
- Individual and group presentations by students on selected themes.

### ASSESSMENT FRAMEWORK:

Assessment	Written Modes	Oral Modes	Integrated Modes
<b>Formative Marks: 50</b>	Class Test, Article Writing, Objective Test/MCQ Test, Class Assignment, Home Assignment, Reports, Portfolios, Dissertations, Book Review, Article Review.	Oral Test, Viva-Voce, Group Discussion, Quiz, Seminar.	Presentations/PPTs, Seminars, Field Assignments, Poster Presentations.
<b>Summative Marks: 50</b>	Semester-end examinations conducted by the university will be considered the mode of summative assessment.		

Note: Teachers can choose any mode of formative assessment as per nature of the CLO.



**SKILL DEVELOPMENT ACTIVITIES:**

- Seminar / Presentation on introduction to Hospitality Sector.
- Seminar/ Presentation on business management in Hospitality Sector.
- Seminar/ Presentation/ Case studies discussions on trends and challenges of Hospitality Sector.
- Seminar/ Presentation/ Case studies discussions on innovations in technology for Hospitality Sector.
- Local Tourism and Hospitality Experts interactions for operational knowledge and management of Hospitality Sector.

**SUGGESTED READINGS:**

- Andrews, S. (2008). *Front Office Management and Operation*. New Delhi: TATA McGraw-Hill.
- Andrews, S. (2009). *Hotel Front Office Training Manual*. Mumbai: Tata McGraw Hill.
- Barrows, Clatan W. & Powers, Tom (2008). *Introduction to Management in the Hospitality Industry*. John Willy & sons.
- Sethi, Praveen (2004). *Hand Book of Hospitality and Tourism*. Delhi: Anmol Publication
- Rajendran Singh (2001). *Hotel and Hospitality Management*. Delhi: Kalpaz Publication
- S. Kannan (2003). *Hotel Industry in India*. New Delhi: Deep and Deep Publications Pvt. Ltd.
- Singh, Y.P. (2001). *Effective Hotel Management*. New Delhi: Anmol Publication Pvt. Ltd.
- Stutts, Alan T. & Wortman, James F. (2005). *Hotel and Lodging Management an Introduction: John Willy & sons*.
- Sudan, Amrik Singh (2002). *House Keeping Management*. Anmol Publication Ltd.
- Walker, J.R. (2007). *Introduction to Hospitality Management*. New Delhi: Pearson Education.

TOU-C-556

**FIELD STUDY & VIVA-VOCE****Semester: Second Semester****Course Level: 500****Total Marks: 100****4 Credits****COURSE LEARNING OUTCOMES:**

On completing the course, the students will be able to:

CLO1: Understand basics of report writing.

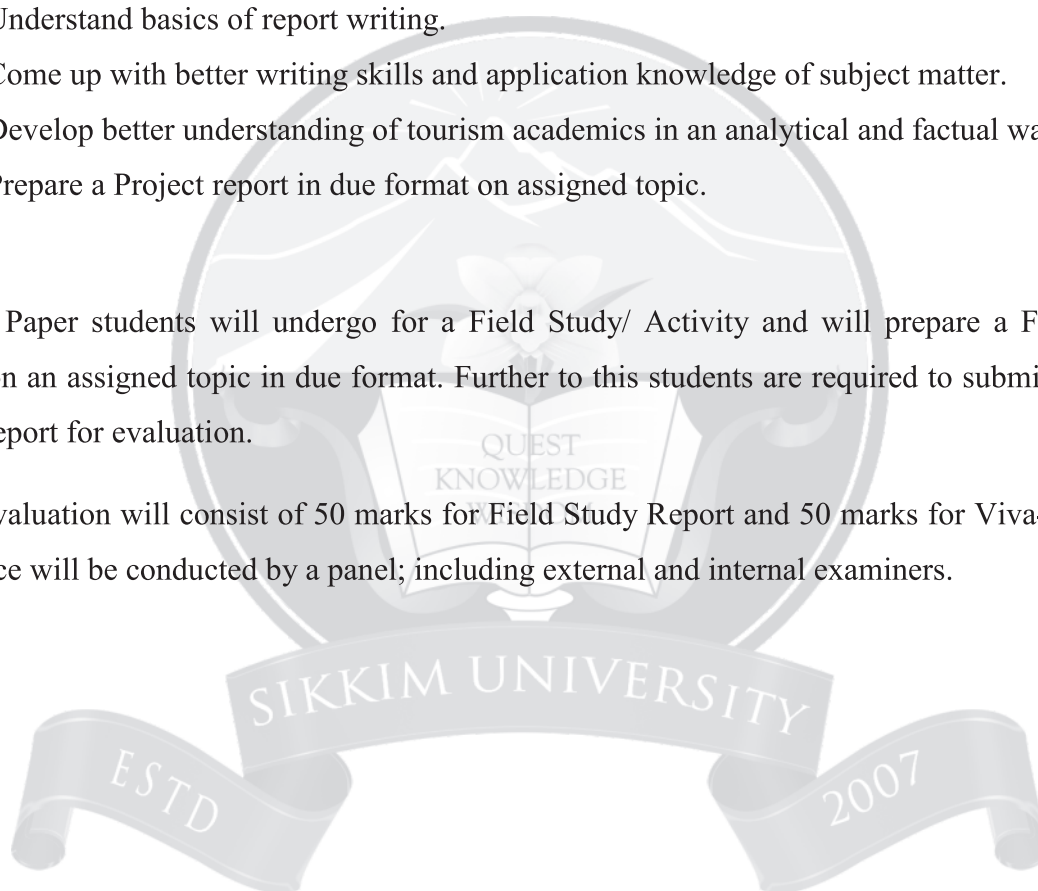
CLO2: Come up with better writing skills and application knowledge of subject matter.

CLO3: Develop better understanding of tourism academics in an analytical and factual way.

CLO4: Prepare a Project report in due format on assigned topic.

For this Paper students will undergo for a Field Study/ Activity and will prepare a Field Study Report on an assigned topic in due format. Further to this students are required to submit the Field Study Report for evaluation.

**Note:** Evaluation will consist of 50 marks for Field Study Report and 50 marks for Viva-voce. The Viva-voce will be conducted by a panel; including external and internal examiners.



**SEMESTER-III****TOU-O-601****ADVENTURE TOURISM****Semester: Third Semester****Course Level: 600****Total Marks: 100****L+T+P: 3+0+1 = 4 Credits****Lecture: 45 Hrs + Tutorial: 0 Hrs + Practical: 30 Hrs****COURSE LEARNING OUTCOMES:**

On completing the course, the students will be able to:

CLO1: Write the definition, classification and examples of Adventure Tourism.

CLO2: Explain and analyze Adventure Tourism destinations of India.

CLO3: Describe and review Adventure Tourism Business in India.

CLO4: Compare and design Adventure Tourism Products for Indian Tourism Sector.

**UNIT-I: AN INTRODUCTION TO ADVENTURE TOURISM:**

Adventure Tourism- Definition, Concepts and Classification, Adventure Tourism –Guidelines and Safety Parameters, Adventure Activities- Facilities required Equipments, Clothing, Instructions, Legal Formalities, Risk Management, Adventure Tourism Destinations in India, Scope of Adventure Tourism in India, Trends in Adventure Tourism.

**UNIT-II: SURFACE –BASED ADVENTURE TOURISM:**

Definition, Scope and Nature of Surface-based Adventure Tourism, Surface-based Adventure Activities- Trekking, Hiking, Mountain Biking, Camping, Bird Watching, Wildlife Safari, Wildlife Photography, Skiing, Mountaineering, Desert Safaris, Car Rallies, Rock Climbing, Etc., Basic Minimum Standards for Surface-based Adventure Tourism Related Activities, Equipments for Surface-based Adventure Tourism, Popular Surface-based Adventure Tourism Destinations in India, Surface-based Adventure Tourism Organizations and Training Institutes in India.

**UNIT-III: AIR-BASED ADVENTURE TOURISM:**

Definition, Scope and Nature of Air-based Adventure Tourism, Air-based Adventure Tourism Activities -Paragliding, Hot Air Ballooning, Hand Gliding and Micro Light Flying, Bungee Jumping, Etc., Basic minimum Standards for Air-based Adventure Tourism Activities, Equipments for Air Based Adventure Tourism , Popular Air-based Adventure Tourism Destinations in India, Air Based Adventure Tourism Organizations and Training Institutes in India.

**UNIT-IV: WATER-BASED ADVENTURE TOURISM:**

Definition, Scope and Nature of Water -based Adventure Tourism, Water -based Adventure Tourism Activities- Snorkeling, White-Water Rafting, Kayaking, Canoeing, Surfing, Water Skiing, Scuba Diving, Angling, Etc., Basic Minimum Standards for Water-based Adventure Tourism Related Activities, Equipments for Water-based Adventure Tourism, Popular Water-based Adventure Tourism Destinations in India, Water-based Adventure Tourism Organizations and Training Institutes in India.

**SUGGESTED TEACHING LEARNING STRATEGIES:**

- Lecture-cum discussion, library readings, Critical Discussion, Reflective Writing Comparative Analysis.
- Group discussions, Case studies and Group Projects.
- Adventure tourism equipments/tools demonstrations and Adventure activities.
- Individual and group presentations by students on selected themes.

**ASSESSMENT FRAMEWORK:**

Assessment	Written Modes	Oral Modes	Integrated Modes
<b>Formative Marks: 50</b>	Class Test, Article Writing, Objective Test/MCQ Test, Class Assignment, Home Assignment, Reports, Portfolios, Dissertations, Book Review, Article Review.	Oral Test, Viva-Voce, Group Discussion, Quiz, Seminar.	Presentations/PPTs, Seminars, Field Assignments, Poster Presentations.

<b>Summative Marks: 50</b>	Semester-end examinations conducted by the university will be considered the mode of summative assessment.
----------------------------	--

Note: Teachers can choose any mode of formative assessment as per nature of the CLO.

### SUGGESTED READINGS:

- Chawla, Romila (2003). *Tourism in India, Perspectives and Challenges*. New Delhi: Sonali Publication.
- Dixit, M and Sheela, C. (2009). *Tourism Products*. Lucknow: New Royal Book.
- Douglas, N. (Ed.). (2001). *Special Interest Tourism*. Australia: John Wiley & Sons.
- Malik, S.S. (1997). *Adventure Tourism*. New Delhi: Rahul Publishing.
- Negi, J. (2001). *Adventure Tourism and Sports – Part- I & II*. New Delhi: Kanishka Publishers.
- Newsom, D., Moore, S.A., Dowling, R.K. (2004). *Natural Area Tourism*. New Delhi: Viva Books.
- Robinet, Jacob (2007). *Indian Tourism Products*. Delhi: Abhijeet Publications.
- Singh, S. (2008). *Lonely Planet India*. Gurugram: Lonely Planet Publications.
- Stephen, Ball (2007). *Encyclopedia of Tourism Resources in India*. B/H.
- Swarbrooke, John, Beard, Colin et.al. (2003). *Adventure Tourism: The New Frontier*. Butterworth-Heinemann.



**TOU-C-602****TOURISM POLICY AND PLANNING****Semester: Third Semester****Course Level: 600****Total Marks: 100****L+T+P: 3+1+0 = 4 Credits****Lecture: 45 Hrs + Tutorial: 15 Hrs + Practical: 0 Hrs****COURSE LEARNING OUTCOMES:**

On completing the course, the students will be able to:

CLO1: Demonstrate a systematic understanding of theoretical and applied aspects of Tourism Policy and Planning.

CLO2: Assess, appraise, and synthesize a range of Tourism Policy and Planning concepts, process and challenges.

CLO3: Explain about dynamics and inter-disciplinary aspects of Tourism Planning and Development.

CLO4: Analyze, review and discuss major policies and planning strategies for Sustainable Tourism at Global/National/State/Local level.

**UNIT-I: TOURISM POLICY-AN INTRODUCTION:**

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

**UNIT-II: TOURISM POLICIES AND TOURISM DEVELOPMENT IN INDIA:**

History of Initiatives for Tourism Planning: Sargent & Jha Committee, National Tourism Policy of India-1982, 1987 & 2002, National Action Plan- 1992, Roles and Responsibilities of Government Departments/ Sectors for Tourism Development, Selected Government Schemes for Tourist Destinations Development like- Swadesh Darshan Scheme, PRASAD Scheme, HRIDAY Scheme, Tourism Policies of Sikkim, Uttarakhand, Himachal Pradesh and Kerala.



**UNIT-III: TOURISM PLANNING AND DESTINATION DEVELOPMENT:**

Conceptual Meaning of Tourism Planning, Types and Process of Tourism Planning, Stages in Tourism Planning Process, Roles of Public and Private Sectors in Tourism Planning, Developing Tourism Plans, Meaning and Characteristics of Destination Development, Destination Lifecycle, Destination Planning Guidelines, Destination Zoning, Sustainable Tourist Destination Planning and Development, Destination Management Organizations.

**UNIT-IV: TRENDS IN TOURISM PLANNING:**

Community –Based Tourism Planning, Public Private Partnerships(PPP) for Sustainable Tourism Development, Assessment of Tourism Planning in Indian Context, Tourism Planning and Roles of Local Community, Case studies of Sustainable Tourist Destinations at Global level.

**SUGGESTED TEACHING LEARNING STRATEGIES:**

- Lecture-cum discussion, library readings, Critical Discussion, Reflective Writing Comparative Analysis.
- Group discussions, Case studies and Group Projects.
- Book review and Text book discussions.
- Individual and group presentations by students on selected themes.

**ASSESSMENT FRAMEWORK:**

Assessment	Written Modes	Oral Modes	Integrated Modes
<b>Formative Marks: 50</b>	Class Test, Article Writing, Objective Test/MCQ Test, Class Assignment, Home Assignment, Reports, Portfolios, Dissertations, Book Review, Article Review.	Oral Test, Viva-Voce, Group Discussion, Quiz, Seminar.	Presentations/PPTs, Seminars, Field Assignments, Poster Presentations.
<b>Summative Marks: 50</b>	Semester-end examinations conducted by the university will be considered the mode of summative assessment.		

Note: Teachers can choose any mode of formative assessment as per nature of the CLO.



**SUGGESTED READINGS:**

- Badan, B.S. Bhatt, H (2007). *Tourism Planning and Development*. New Delhi: Commonwealth Publishers.
- Bezbarua, M.P. (1999). *Indian Tourism Beyond The Millenium*. Gyan Publishing House.
- Burkart, &, Medlik (1981). *Tourism: Past, Present and Future*. London: Heinemann.
- Dredge, D & Jenkins, J. (2007). *Tourism Planning and Policy*. Sydney: Wiley.
- Hall. M. (2008). *Tourism Planning: Policies, Processes and Relationships*. Sydney: Prentice Hall.
- Hawkins, D.E (1980). *Tourism Planning and Development*. London: George Washington University.
- Hawkins, Donald E., Shafer, Elwood L. & Rovelstad, James M. (1995). *Tourism Planning and Development Issues.*, Washington DC: George Washington University.
- Mason, P (2003). *Tourism Impacts, Planning and Management*, Taylor & Francis
- Sinha, P.C. (1998). *Tourism Planning*. New Delhi: Anmol Publication Pvt. Ltd.
- Ritchie, J. B., & Crouch, G. I. (2003). *The competitive Destination: A Sustainable Tourism Perspective*. Cabi.



## TOU-C-603

## TOURISM AND ENTREPRENEURSHIP

Semester: Third Semester

Course Level: 600

Total Marks: 100

L+T+P: 3+1+0 = 4 Credits

Lecture: 45 Hrs + Tutorial: 15 Hrs + Practical: 0 Hrs

**COURSE LEARNING OUTCOMES:**

On completing the course, the students will be able to:

CLO1: Describe and apply theories of entrepreneurial activities and processes

CLO2: Analyze the role of opportunity recognition, innovation and creativity in the entrepreneurial process for Tourism and Hospitality Venture.

CLO3: Critically analyze a business start-up in the light of entrepreneurial theories.

CLO4: Identify contemporary entrepreneurship issues and develop a business plan for Tourism and Hospitality sector.

**UNIT-I: ENTREPRENEURSHIP AN OVERVIEW:**

Introduction, Definition, Types of Entrepreneurship, Entrepreneurship Elements, Features of an Entrepreneurial Firm, Environment Scanning, Problem Identification Spotting Trends, Creativity And Innovation Selecting The Right Opportunity.

**UNIT-II: Entrepreneurship Development:**

Creating the Plan, Business Plan Organizational Plan, Production Plan Marketing Plan, Operational Plan, Financial Marketing Plan, Human Resource Planning, Entrepreneurship Development- Process and Stages, Factors Influencing Entrepreneurship Development, Theories of Entrepreneurship-Schumpeter's Theory, Peter Duckers Theory, David McClelland's Theory.

**UNIT-III: AN OVERVIEW TO MICRO, SMALL AND MEDIUM ENTERPRISES (MSMES):**

Micro, Small and Medium Enterprises – Introduction and Meaning, Approval and Setup requirements for Micro, Small and Medium Enterprises (MSMEs) in India and Sikkim, role and functions of MSMEs for Tourism Development.

**UNIT-IV: MSMES FOR TOURISM AND HOSPITALITY BUSINESS:**

Structure of Micro, Small and Medium Scale Tourism Enterprises, Market Analysis and Assessment, Ownership Structure and Organizational Framework, Management of MSMEs, Opportunities and Challenges of MSMEs for Tourism sector, Case studies of MSMEs in Tourism sector.

**SUGGESTED TEACHING LEARNING STRATEGIES:**

- Lecture-cum discussion, library readings, Critical Discussion, Reflective Writing Comparative Analysis.
- Group discussions, Case studies and Group Projects.
- Book review and Text book discussions.
- Individual and group presentations by students on selected themes.

**ASSESSMENT FRAMEWORK:**

Assessment	Written Modes	Oral Modes	Integrated Modes
<b>Formative Marks: 50</b>	Class Test, Article Writing, Objective Test/MCQ Test, Class Assignment, Home Assignment, Reports, Portfolios, Dissertations, Book Review, Article Review.	Oral Test, Viva-Voce, Group Discussion, Quiz, Seminar.	Presentations/PPTs, Seminars, Field Assignments, Poster Presentations.
<b>Summative Marks: 50</b>	Semester-end examinations conducted by the university will be considered the mode of summative assessment.		

Note: Teachers can choose any mode of formative assessment as per nature of the CLO.

### SUGGESTED READINGS:

- Ateljevic, J., Stephen J. (2017). *Tourism and Entrepreneurship*. London: Routledge
- Brookes, M., Altinay, L. (Ed.) (2015). *Entrepreneurship in Hospitality and Tourism: A Global Perspective*. Oxford: Goodfellow Publisher.
- Chowdhary, Nimit and Prakash, Monika. (2010). *Managing Small Tourism Business*. New Delhi: Matrix Publishers. (L).
- Fayolle, A. (2007). *Entrepreneurship and new value creation*. Cambridge: Cambridge University Press.
- Khanka, S.S (2012). *Entrepreneurship and Small Business Management*.(5th Revised Edition). New Delhi: Jain Book Publishers.
- Lowe R & S Mariott (2006). *Enterprise: Entrepreneurship & Innovation*. Burlington: Butterworth Heinemann.
- Mohanty, Sangram Keshari (2005). *Fundamentals of Entrepreneurship*. New Delhi: Prentice Hall of India.
- Prakash, Monika and Chowdhary, Nimit (2010). *Starting a Tourism Company*. New Delhi: Matrix Publishers. (L).
- Samiuddin (1989). *Entrepreneurship Development in India*. New Delhi: Mittal Publications.
- Scarborough, N.M. and Zimmer, T.W. (1996), *Effective Small Business Management*.(5/e). New York: Prentice Hall, Inc.



**TOU-C-604****INFORMATION AND COMMUNICATION TECHNOLOGY IN  
TOURISM****Semester: Third Semester****Course Level: 600****Total Marks: 100****L+T+P: 3+0+1 = 4 Credits****Lecture: 45 Hrs + Tutorial: 0 Hrs + Practical: 30 Hrs****COURSE LEARNING OUTCOMES:**

On completing the course, the students will be able to:

CLO1: Explain conceptual knowledge of Information and Communication Technology.

CLO2: Discuss about role and functions of ICT in Tourism and Hospitality Sector.

CLO3: Analyze about applied knowledge (Softwares) for GDS/CRS in Tourism Sector.

CLO4: Practice with applications of GDS/CRS Software/App. regarding online selling/ bookings of Tourism Products.

**UNIT-I: INTRODUCTION TO INFORMATION TECHNOLOGY:**

Defining ICTs, information system, information management, stages of ICT revolution, ICTS and new business tools, networking and information superhighway, technological convergence and new ICT developments.

**UNIT-II: ICT FOR TOURISM AND HOSPITALITY BUSINESS:**

Role of ICT in Tourism and Hospitality Sector, Impacts of the ICT in Tourism Sector, E-commerce in Tourism Sector, ICT Innovations and Revolutions.

**UNIT-III: AN INTRODUCTION TO E-TOURISM:**

Online Travel Agency(OTA) and Travel Websites- History, Growth and Development, Present Structure of Online Tourism Business , Emerging Trends of Online Tourism Business, Opportunities and Challenges of Online Tourism Business.

**UNIT-IV: GDS AND CRS IN TOURISM AND HOSPITALITY SECTOR:**

Role and Functions of Global Distribution System( GDS) for Tourism and Hospitality Sector, Role and Functions of Computer Reservation System( CRS) for Tourism and Hospitality Sector, Major GDS and CRS for Airlines and Hotels reservations , Case study of IRCTC and Amadeus software.

**SUGGESTED TEACHING LEARNING STRATEGIES:**

- Lecture-cum discussion, library readings, Critical Discussion, Reflective Writing Comparative Analysis.
- Group discussions, Case studies and Group Projects.
- Book review and Text book discussions.
- Individual and group presentations by students on selected themes.
- Lab/Practical work/Assignments on assigned topics/themes.

**ASSESSMENT FRAMEWORK:**

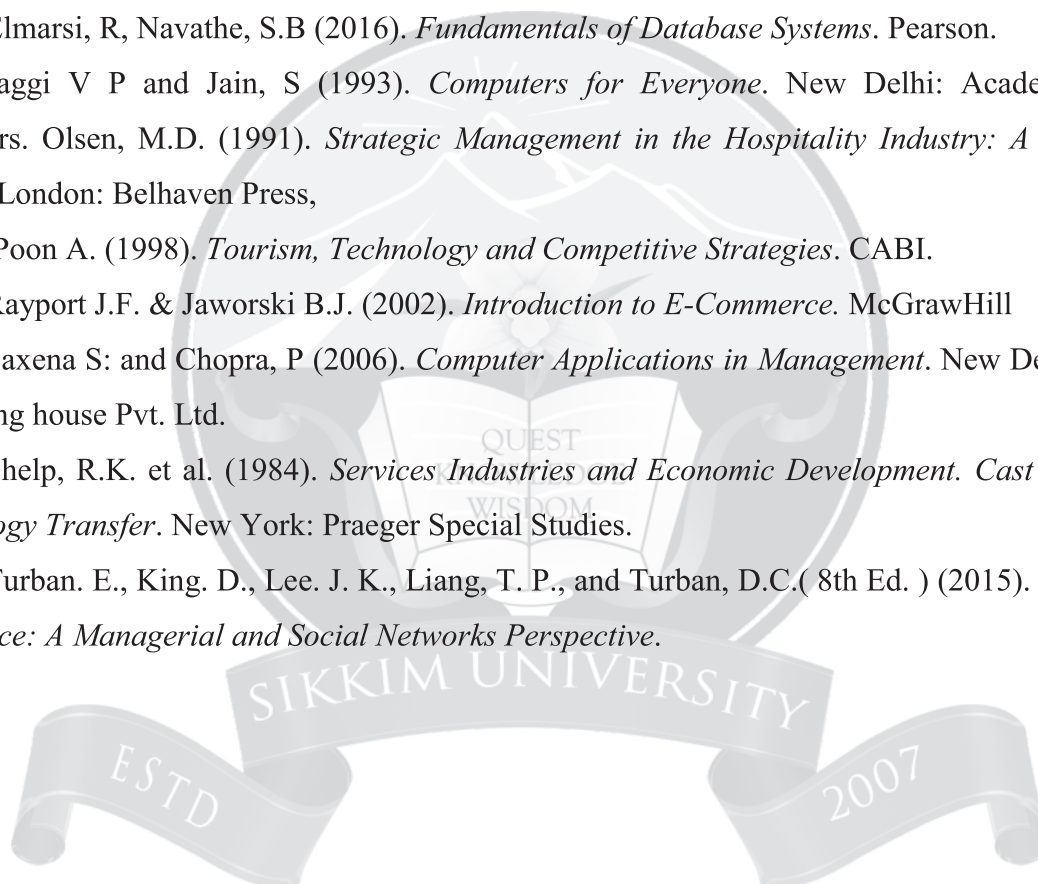
Assessment	Written Modes	Oral Modes	Integrated Modes
<b>Formative Marks: 50</b>	Class Test, Article Writing, Objective Test/MCQ Test, Class Assignment, Home Assignment, Reports, Portfolios, Dissertations, Book Review, Article Review.	Oral Test, Viva-Voce, Group Discussion, Quiz, Seminar.	Presentations/PPTs, Seminars, Field Assignments, Poster Presentations.
<b>Summative Marks: 50</b>	Semester-end examinations conducted by the university will be considered the mode of summative assessment.		

Note: Teachers can choose any mode of formative assessment as per nature of the CLO.



**SUGGESTED READINGS:**

- Buhalis D. (2004). *E-tourism: Information Technology for Strategic Tourism Management*. Prentice Hall India.
- Buhalis, D., Leung, D. and Law, R. (2011). E-Tourism: critical information and communication technologies for tourism destinations. *Destination marketing and management: Theories and applications*. pp.205-224.
- Buhalis, D. and Wagner, R. 2013. E-destinations: Global best practice in tourism technologies and applications. in *Information and Communication Technologies in Tourism* (2013) (pp. 119-130). Springer Berlin Heidelberg.
- Elmars, R, Navathe, S.B (2016). *Fundamentals of Database Systems*. Pearson.
- Jaggi V P and Jain, S (1993). *Computers for Everyone*. New Delhi: Academic India Publishers.
- Olsen, M.D. (1991). *Strategic Management in the Hospitality Industry: A Literature Review*. London: Belhaven Press,
- Poon A. (1998). *Tourism, Technology and Competitive Strategies*. CABI.
- Rayport J.F. & Jaworski B.J. (2002). *Introduction to E-Commerce*. McGrawHill
- Saxena S: and Chopra, P (2006). *Computer Applications in Management*. New Delhi: Vikas Publishing house Pvt. Ltd.
- Shelp, R.K. et al. (1984). *Services Industries and Economic Development. Case Studies in Technology Transfer*. New York: Praeger Special Studies.
- Turban. E., King. D., Lee. J. K., Liang, T. P., and Turban, D.C.( 8th Ed. ) (2015). *Electronic Commerce: A Managerial and Social Networks Perspective*.





**TOU-C-605****TOURIST BEHAVIOUR****Semester: Third Semester****Course Level: 600****Total Marks: 100****L+T+P: 3+1+0 = 4 Credits****Lecture: 45 Hrs + Tutorial: 15 Hrs + Practical: 0 Hrs****COURSE LEARNING OUTCOMES:**

On completing the course, the students will be able to:

CLO1: Write the definition, meaning and characteristics of Tourist Behaviour.

CLO2: Explain and apply various models of Tourist Behaviour.

CLO3: Describe and analyze Consumer Buying Behaviour.

CLO4: Review and critic different theories of Tourist Behaviour along with major Motivations behind this.

**UNIT-I: UNDERSTANDING TOURIST BEHAVIOUR:**

Definitions of Tourist Behavior, Consumer needs & Motivation, Diversity of Tourist Behavior, Factors affecting Tourist Behaviour- Social Factors, Personal Factors, Psychological Factors, Tourist Behaviour Theories/Models- Black Box Model, Nicosia model, Um and Crompton, Woodside and Lysonski, Mayo and Jarvis, EKB Model etc.

**UNIT-II: CONSUMER DECISION MAKING PROCESS:**

Need recognition, Information search, Evaluation of alternatives, Purchase decision, Post Purchase Behavior, Buyer Decision Process for New Products, Stages in the Adoption Process, Individual differences in Innovativeness, Influence of Product Characteristics on Rate of Adoption, Consumer Decision Making Models.

**UNIT-III: CONSUMER BEHAVIOUR AND MARKETING:**

Activities, Interests and Opinions of Tourism Market Segments and their Buying Decision Behaviour, Marketing Mix and Tourist Behaviour, the Emergence of new Markets and Changes in Tourism Demand, Service Quality and Tourist Satisfaction, Market Trends, Host-Guest Relationship, Cross-Cultural Impacts.

## UNIT-IV: CONSUMER BEHAVIOUR, CULTURAL INFLUENCES AND MOTIVATIONS:

Meaning Of Culture, Characteristics of Culture, Function of Culture. Types of Culture, Cross-Cultural Consumer Analysis, Cross Cultural Marketing Objectives, Basic areas for Cross-Cultural Marketing, Problem in Cross Cultural Marketing, Introduction, Motives and Motivation, Positive or Negative Motivation, Consumer Motives- Personal ,Social Motives, Involvement-Types of Involvement, Measuring Involvement, Values , Values and Attitudes.

### SUGGESTED TEACHING LEARNING STRATEGIES:

- Lecture-cum discussion, library readings, Critical Discussion, Reflective Writing Comparative Analysis.
- Group discussions, Case studies and Group Projects.
- Book review and Text book discussions.
- Individual and group presentations by students on selected themes.

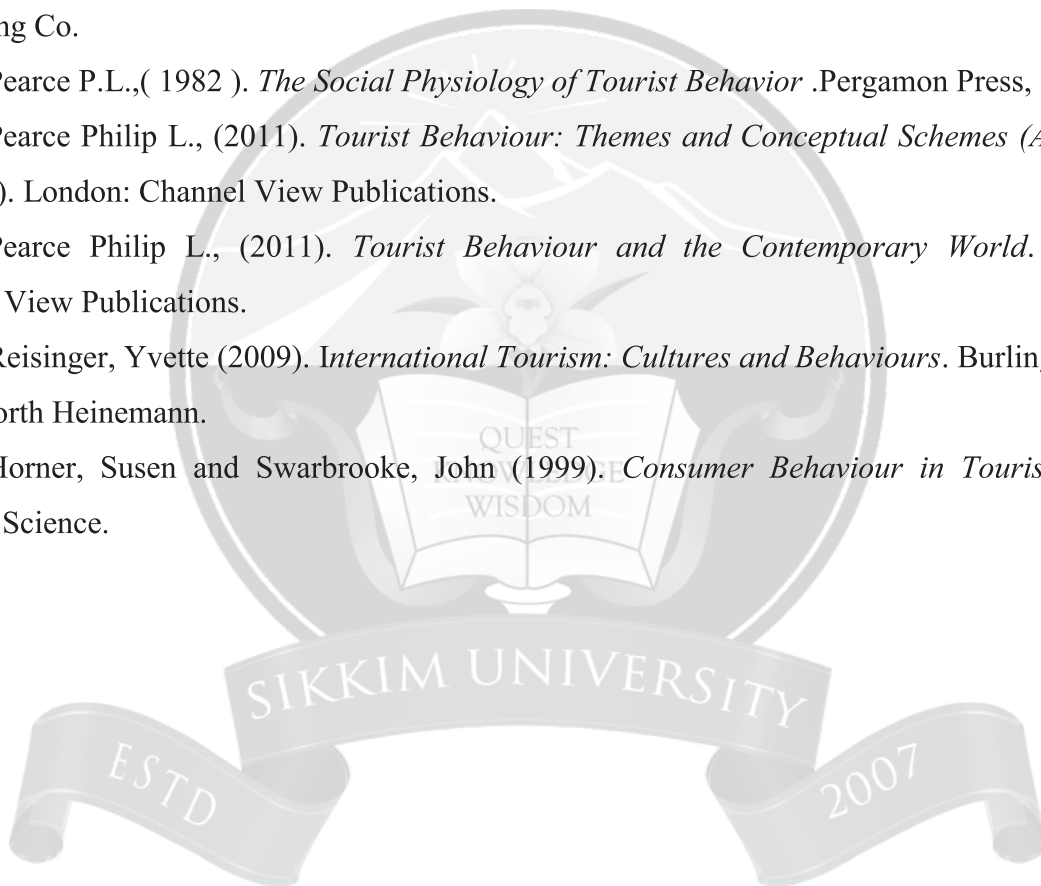
### ASSESSMENT FRAMEWORK:

Assessment	Written Modes	Oral Modes	Integrated Modes
<b>Formative Marks: 50</b>	Class Test, Article Writing, Objective Test/MCQ Test, Class Assignment, Home Assignment, Reports, Portfolios, Dissertations, Book Review, Article Review.	Oral Test, Viva-Voce, Group Discussion, Quiz, Seminar.	Presentations/PPTs, Seminars, Field Assignments, Poster Presentations.
<b>Summative Marks: 50</b>	Semester-end examinations conducted by the university will be considered the mode of summative assessment.		

Note: Teachers can choose any mode of formative assessment as per nature of the CLO.

### SUGGESTED READINGS:

- Bowen, D. and Clarke, J. (2009). *Contemporary Tourist Behaviour: Yourself and Others and Tourists*. Cambridge: Cambridge University Press.
- Hooker, John (2003). *Working Across Cultures*. Stanford: Stanford University Press.
- Horner, Susan, and Swarbrooke, John (2007). *Consumer Behaviour in Tourism*, 2/e. Burlington: Butterworth-Heinemann. (L)
- March Roger, Woodside Arch G. (2008). *Tourism Behaviour: Travellers' Decisions and Actions*. CABI.
- Mayo, E. and Jaris, L., (1991). *The Psychology of Leisure Travel*. Boston Mass: CBI Publishing Co.
- Pearce P.L., (1982 ). *The Social Physiology of Tourist Behavior* .Pergamon Press,
- Pearce Philip L., (2011). *Tourist Behaviour: Themes and Conceptual Schemes (Aspects of Tourism)*. London: Channel View Publications.
- Pearce Philip L., (2011). *Tourist Behaviour and the Contemporary World*. London: Channel View Publications.
- Reisinger, Yvette (2009). *International Tourism: Cultures and Behaviours*. Burlington: Butterworth Heinemann.
- Horner, Susen and Swarbrooke, John (1999). *Consumer Behaviour in Tourism*. U.K.: Elsevier Science.



TOU-V-606

**CYBER SECURITY****Semester: Third Semester****Course Level: 600****Total Marks: 100****L+T+P: 3+0+1 = 4 Credits****Lecture: 45 Hrs + Tutorial: 0 Hrs + Practical: 30 Hrs****COURSE LEARNING OUTCOMES:**

On completing the course, the students will be able to:

CLO1: Understand the concept of Cyber security and issues and challenges associated with it.

CLO2: Understand the legal framework that exists in India for cyber crimes and penalties and punishments.

CLO3: Review limitations of existing IT Act, 2000 legal framework that is followed in other countries and legal and ethical aspects related to new technologies.

CLO4: Explain the main components of cyber security plan. Students will also get insights into risk based assessment, requirement of security controls and need for cyber security audit and compliance.

**UNIT-I: AN OVERVIEW TO CYBER SECURITY:**

Cyber Security- An Introduction , Cyber Security Terminologies- Cyberspace, Cyber Attack, Threat, Risk, Vulnerability, Exploit, Exploitation, Hacker, Cyber Terrorism, Protection Of End User Machine, Critical IT and National Critical Infrastructure, Cyber Warfare, Case Studies.

**UNIT-II: CYBER CRIMES:**

Cyber Crimes Targeting Computer Systems and Mobiles- Data Diddling Attacks, Spyware, Logic Bombs, Virus, Trojans, Ransomware, Data Breach., Online Scams and Frauds- Email Scams, Phishing, Vishing, Smishing, Online Job Fraud, Online Sextortion, Debit/ Credit Card Fraud, Online Payment Fraud, Cyber bullying, Website Defacement, , Crypto jacking, Darknet- Illegal Trades, Drug Trafficking, Human Trafficking., Social Media Scams & Frauds- Impersonation, Identity Theft, Job Scams, Misinformation, Fake News cyber Crime Against Persons - Cyber Grooming, Child Pornography, Cyber Stalking., Social Engineering Attacks, Cyber Police Stations, Crime Reporting Procedure, Case Studies.

**UNIT-III: CYBER LAWS:**

Cyber Crime and Legal Landscape around the World, IT Act, 2000 and Its Amendments. Limitations of IT Act, 2000, Cyber Crime and Punishments, Cyber Laws and Legal and Ethical Aspects Related to New Technologies- AI/ML, Blockchain, Darknet and Social Media, Cyber Laws of Other Countries, Case Studies.

**UNIT-IV: CYBER SECURITY MANAGEMENT, COMPLIANCE AND GOVERNANCE:**

Cyber Security Plan- Cyber Security Policy, Cyber Crises Management Plan, Business Continuity, Risk Assessment, Types of Security Controls and their Goals, Cyber Security Audit and Compliance, National Cyber Security Policy and Strategy.

**SUGGESTED TEACHING LEARNING STRATEGIES:**

- Lecture-cum discussion, library readings, Critical Discussion, Reflective Writing Comparative Analysis.
- Group discussions, Case studies and Group Projects.
- Book review and Text book discussions.
- Individual and group presentations by students on selected themes.
- Lab/Practical work/Assignments on assigned topics/themes.

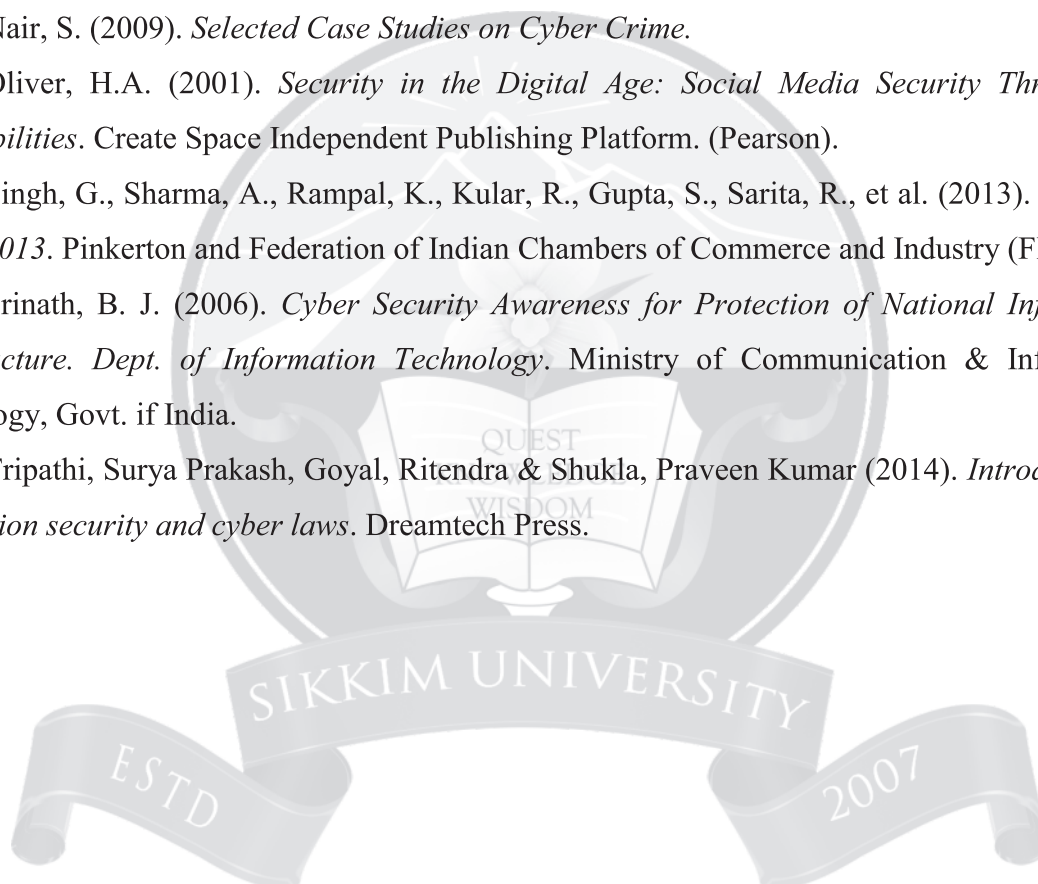
**ASSESSMENT FRAMEWORK:**

Assessment	Written Modes	Oral Modes	Integrated Modes
<b>Formative Marks: 50</b>	Class Test, Article Writing, Objective Test/MCQ Test, Class Assignment, Home Assignment, Reports, Portfolios, Dissertations, Book Review, Article Review.	Oral Test, Viva-Voce, Group Discussion, Quiz, Seminar.	Presentations/PPTs, Seminars, Field Assignments, Poster Presentations.
<b>Summative Marks: 50</b>	Semester-end examinations conducted by the university will be considered the mode of summative assessment.		

Note: Teachers can choose any mode of formative assessment as per nature of the CLO.

**SUGGESTED READINGS:**

- Belasure, Sumit & Godbole, Nina (2011). *Cyber Security Understanding Cyber Crimes, Computer Forensics and Legal Perspectives*. Wiley India Pvt. Ltd.
- Goel, Anita (2010). *Computer Fundamentals*. Pearson Education India.
- Graham, James, Olson, Ryan & Howard, Rick (2010). *Cyber Security Essentials*. CRC Press.
- Kaur, R. P. (2013). Statistics of Cyber Crime in India: An Overview. *International Journal of Engineering And Computer Science* , 2 (8).
- Mishra, R.C. (2010). *Cyber Crime Impact in the New Millennium*. Author Press.
- Nair, S. (2009). *Selected Case Studies on Cyber Crime*.
- Oliver, H.A. (2001). *Security in the Digital Age: Social Media Security Threats and Vulnerabilities*. Create Space Independent Publishing Platform. (Pearson).
- Singh, G., Sharma, A., Rampal, K., Kular, R., Gupta, S., Sarita, R., et al. (2013). *India Risk Survey 2013*. Pinkerton and Federation of Indian Chambers of Commerce and Industry (FICCI).
- Srinath, B. J. (2006). *Cyber Security Awareness for Protection of National Information Infrastructure*. Dept. of Information Technology. Ministry of Communication & Information Technology, Govt. of India.
- Tripathi, Surya Prakash, Goyal, Ritendra & Shukla, Praveen Kumar (2014). *Introduction to information security and cyber laws*. Dreamtech Press.





TOU-E-607

**TRAVEL AGENCY & TOUR OPERATIONS****Semester: Third Semester****Course Level: 600****Total Marks: 100****L+T+P: 3+0+1 = 4 Credits****Lecture: 45 Hrs + Tutorial: 0 Hrs + Practical: 30 Hrs****COURSE LEARNING OUTCOMES:**

On completing the course, the students will be able to:

CLO1: Write the definition, classification and examples of Travel Agency & Tour Operator.

CLO2: Explain and apply roles and functions of a Travel Agency/ Tour Operator.

CLO3: Describe and analyze Tour Itinerary and its Components.

CLO4: Plan and propose different forms of Tour Package.

**UNIT-I: TRAVEL AGENCY AND TOUR OPERATION BUSINESS:**

History, Growth and Present Status of Travel Agency Business in India, Definition & Functions of Travel agency and Tour Operator, Organizational Structure of a Travel Agency, Procedure to become a Travel Agent or Tour Operator, Procedure to Approval of Travel Agency by Ministry of Tourism, Procedure to Approval of Travel Agency by Department of Tourism- Govt. of India, Procedure to Approval of a Travel Agency by IATA, Case Study of major Travel Agencies and Tour Operators in India.

**UNIT-II: TRAVEL DOCUMENTATIONS AND FORMALITIES:**

Indian Passport, Tourist Visa, Health Advisory, Clearances and Requirements, Tour Taxes, Customs Rules and Regulations in India, Currency Exchange Rules and Formalities, Travel Insurance, Baggage Rules and Allowances in India.

**UNIT-III: ITINERARY PREPARATION:**

Tour Itinerary –Meaning and Components, GIT and FIT, Custom made Itinerary, Readymade Itinerary, Factors to be considered while preparing an Itinerary.



**UNIT-IV: TOUR PACKAGING & COSTING:**

Definition, Types, Forms, and Components of a Tour Package, Examples of Tour Packages, Exploring Tour Packages of Major Travel Companies, Booking a Tour Package, Tour Package Costing and Pricing.

**SUGGESTED TEACHING LEARNING STRATEGIES:**

- Lecture-cum discussion, library readings, Critical Discussion, Reflective Writing Comparative Analysis.
- Group discussions, Case studies and Group Projects.
- Book review and Text book discussions.
- Individual and group presentations by students on selected themes.
- Lab/Practical work/Assignments on assigned topics/themes including practice with Amadeus software.

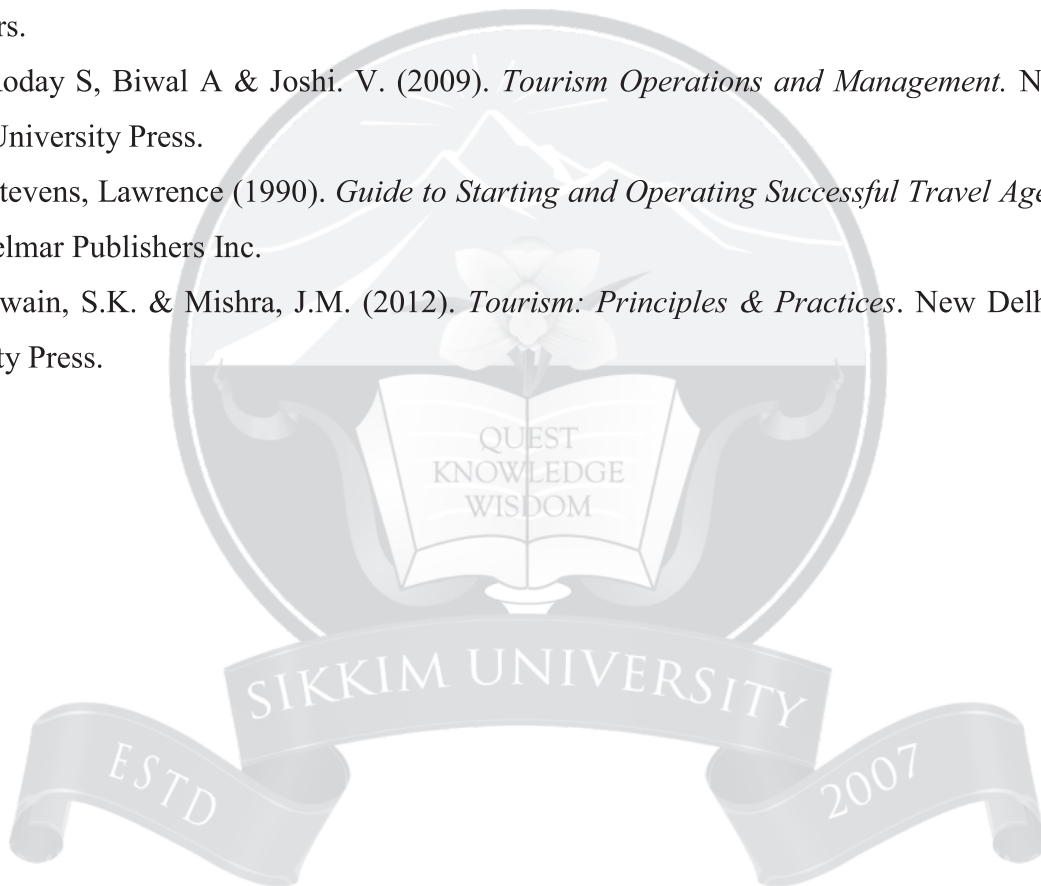
**ASSESSMENT FRAMEWORK:**

Assessment	Written Modes	Oral Modes	Integrated Modes
<b>Formative Marks: 50</b>	Class Test, Article Writing, Objective Test/MCQ Test, Class Assignment, Home Assignment, Reports, Portfolios, Dissertations, Book Review, Article Review.	Oral Test, Viva-Voce, Group Discussion, Quiz, Seminar.	Presentations/PPTs, Seminars, Field Assignments, Poster Presentations.
<b>Summative Marks: 50</b>	Semester-end examinations conducted by the university will be considered the mode of summative assessment.		

Note: Teachers can choose any mode of formative assessment as per nature of the CLO.

### SUGGESTED READINGS:

- Chand, M. (2009). *Travel Agency Management: An Introductory Text*. New Delhi: Anmol Publications Pvt. Ltd.
- Foster, Douglas (1983). *Travel and Tourism Management*. London: McMillan
- Gwenda, S. (1995). *Manual of Travel Agency Practice*. London: Butterworth Heinmann.
- Holloway, J.C. (2012). *The Business of Tourism*. London: Prentice Hall.
- Mancini, M. (2000). *Conducting Tours: A Practical Guide*. Cengage Learning.
- Negi, J.N (2006). *Tour Operations and Tour Guiding*. New Delhi: Kanishka Publishers.
- Negi. J. (2009). *Travel Agency Operations: Concepts and Principles*. New Delhi: Kanishka Publishers.
- Roday S, Biwal A & Joshi. V. (2009). *Tourism Operations and Management*. New Delhi: Oxford University Press.
- Stevens, Lawrence (1990). *Guide to Starting and Operating Successful Travel Agency*. New York: Delmar Publishers Inc.
- Swain, S.K. & Mishra, J.M. (2012). *Tourism: Principles & Practices*. New Delhi: Oxford University Press.



**TOU-E-608****AIR FARE, AIRLINE TICKETING AND AIR CARGO OPERATIONS****Semester: Third Semester****Course Level: 600****Total Marks: 100****L+T+P: 3+0+1 = 4 Credits****Lecture: 45 Hrs + Tutorial: 0 Hrs + Practical: 30 Hrs****COURSE LEARNING OUTCOMES:**

On completing the course, the students will be able to:

CLO1: Define Airline Ticketing and Air Cargo Operations.

CLO2: Explain technicalities of Airline Ticketing and Air Cargo Industry.

CLO3: Describe and analyze Airline Ticketing and Air Cargo Sector.

CLO4: Book an Air Ticket along with having operational knowledge of Air Cargo Sector.

**UNIT-I: AVIATION GEOGRAPHY:**

IATA Traffic Conference Areas, Sub Areas, Sub Regions, Time Calculation: GMT variation, Concept of Standard Time and Day light saving time, Calculator of Elapsed time, Flying Time and Ground Time and Minimum Connecting Time.

**UNIT-II: AN INTRODUCTION TO AIR TRAVEL AND AIR TICKETING:**

Minimum Connecting Time, CRS, Comparative Study of Different CRS System. CRS Functions: City pair Availability, Flight Bookings, Levels of CRS Participation, Airline Tickets, CRS Regulating Issues, PNR, Fare Quotes, Pre-assigned Seats, Special Traveler Account Records.

**UNIT-III: INTRODUCTION TO AIR FARE CALCULATION:**

3 letter City Code and Airport Code, Airline Designated Code, Global Indicator. Familiarization with Air Tariff: Currency Regulation, NUC Conversion Factors, General Roles, Mileage Principles. Fare Construction with extra Mileage Allowance (EMA), Extra Mileage surcharge (EMS). Higher Intermediates Point (HIP), Fare Calculation for One Way Journey, Back Haul Minimum Check (BHC), Mixed class Journeys, Fare Calculation of circle Trip, Circle Trip Minimum Check, Practices of Filling of Passenger Ticket (With issuance of Ticket with Itineraries One way (OW) Return (RT) on EMA, EMS, HIP, CTM, BHC, add on and mixed

class.

#### UNIT-IV: AN INTRODUCTION TO AIR CARGO OPERATIONS:

Types of Air Cargo, Cargo needing Special Attention, IATA Rules and Regulations for Air Cargo Operations and Management, Introduction to IATA Dangerous Goods Regulations (IATA DGR), Documentation for Air Cargo handlings, Air Waybill (AWB).

#### SUGGESTED TEACHING LEARNING STRATEGIES:

- Lecture-cum discussion, library readings, Critical Discussion, Reflective Writing Comparative Analysis.
- Group discussions, Case studies and Group Projects.
- Book review and Text book discussions.
- Individual and group presentations by students on selected themes.
- Lab/Practical work/Assignments on assigned topics/themes including practice with Amadeus software.

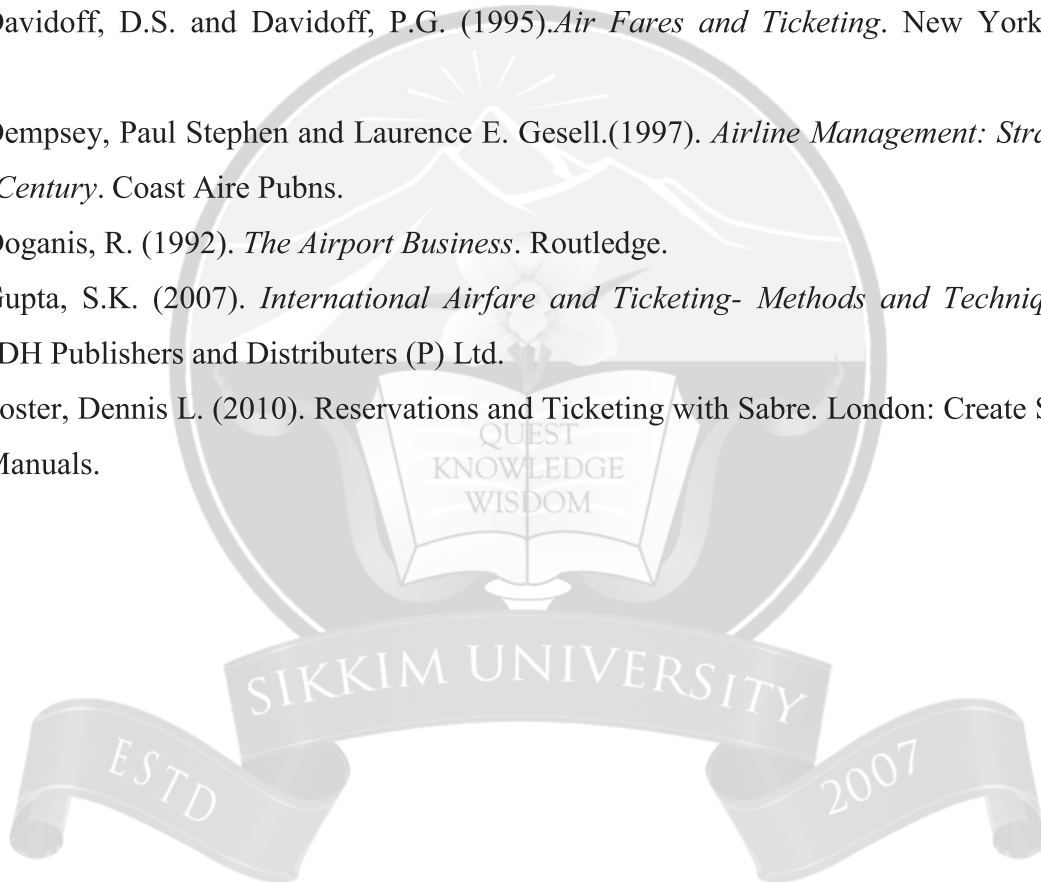
#### ASSESSMENT FRAMEWORK:

Assessment	Written Modes	Oral Modes	Integrated Modes
<b>Formative Marks: 50</b>	Class Test, Article Writing, Objective Test/MCQ Test, Class Assignment, Home Assignment, Reports, Portfolios, Dissertations, Book Review, Article Review.	Oral Test, Viva-Voce, Group Discussion, Quiz, Seminar.	Presentations/PPTs, Seminars, Field Assignments, Poster Presentations.
<b>Summative Marks: 50</b>	Semester-end examinations conducted by the university will be considered the mode of summative assessment.		

Note: Teachers can choose any mode of formative assessment as per nature of the CLO.

**SUGGESTED READINGS:**

- Bowersox, D.J., Closs, D.J. and Bixby Cooper, M (2006). *Supply Chain Logistics Management*. (2nd ed.) New York: McGraw-Hill/ Irwin.
- Brueckner, J.K. et al.(1992). Fare Determination in Airline Hub-and-Spoke Networks. *The Rand Journal of Economics*. Vol. 23, No. 3.
- Butler, Gail F., and Martin R. Keller (1999). *Handbook of Airline Finance*. New York: The McGraw-Hill Companies.
- Chuck Y. Gee, (1997). *The Travel Industry*. Wiley.
- Craig Voortman (2004). *Global Logistics Management*. South Africa: Juta and Co. Ltd.
- Davidoff, D.S. and Davidoff, P.G. (1995). *Air Fares and Ticketing*. New York: Prentice Hall.
- Dempsey, Paul Stephen and Laurence E. Gesell.(1997). *Airline Management: Strategies for the 21st Century*. Coast Aire Pubns.
- Doganis, R. (1992). *The Airport Business*. Routledge.
- Gupta, S.K. (2007). *International Airfare and Ticketing- Methods and Techniques*. New Delhi: UDH Publishers and Distributors (P) Ltd.
- Foster, Dennis L. (2010). *Reservations and Ticketing with Sabre*. London: Create Space. Air Traffic Manuals.



**SEMESTER-IV****TOU-C-651****MANAGERIAL ECONOMICS FOR TOURISM****Semester: Fourth Semester****Course Level: 600****Total Marks: 100****L+T+P: 3+1+0 = 4 Credits****Lecture: 45 Hrs + Tutorial: 15 Hrs + Practical: 0 Hrs****COURSE LEARNING OUTCOMES:**

On completing the course, the students will be able to:

CLO1: Describe The Nature of Managerial Economics in General and Economics of Tourism.

CLO2: Explain various concepts of Demand and Supply in Tourism Sector.

CLO3: Analyze Economic Impacts and Implications on business ventures related to Tourism Demand and Supply.

CLO4: Illustrate various strategies and practices used in Tourism Products Pricing and understanding of Multiplier Effect in Context to Tourism.

**UNIT-I: AN INTRODUCTION TO ECONOMICS AND TOURISM:**

Meaning and scope of economics in tourism, Circular Flow of Economy, Tourism Demand, Types of Tourism Demand, Elasticity of Demand and Supply, Determinants of Tourism Demand/ Supply, Life Cycle Factors, Measurement of Tourism Demand, National and International Tourism Demand, Tourism Demand Forecasting, Methods of Forecasting, Law of Marginal Utility.

**UNIT-II: ECONOMIC ENVIRONMENT:**

Public and Private Sector Co-Operation in Tourism, Economic Environment- Macro/Micro, Business Cycles, Fiscal and Monetary Policies, Economic Transition in India- Liberalization, Privatization and Globalization, Government's Role in Tourism, Displacement Effect and Tourism, Tourists' Spending Patterns in India, Socio-Economic Costs and Benefits Of Tourism, Foreign Direct Invest(FDI) in Tourism and Hospitality Sector in India.



**UNIT-III: TOURISM MARKET STRUCTURE & COMPETITION:**

Tourism Source Markets, Tourism Product Markets, Market Segmentations, Tourism Products Pricing, Price determinations, Pricing Strategies, Competition and Market Strategies, Challenges and Opportunities of Indian Tourism Sector, Emerging Trends in Indian Tourism Sector.

**UNIT-IV: ECONOMIC IMPACTS OF TOURISM:**

Economic Impacts of Tourism- Economic Transition in India, Tourism Linkages and Leakages, Tourism and Entrepreneurship, The Role of the Public and Private Sector in Tourism, Economics Multiplier Effect in Tourism.

**SUGGESTED TEACHING LEARNING STRATEGIES:**

- Lecture-cum discussion, library readings, Critical Discussion, Reflective Writing Comparative Analysis.
- Group discussions, Case studies and Group Projects.
- Book review and Text book discussions.
- Individual and group presentations by students on selected themes.

**ASSESSMENT FRAMEWORK:**

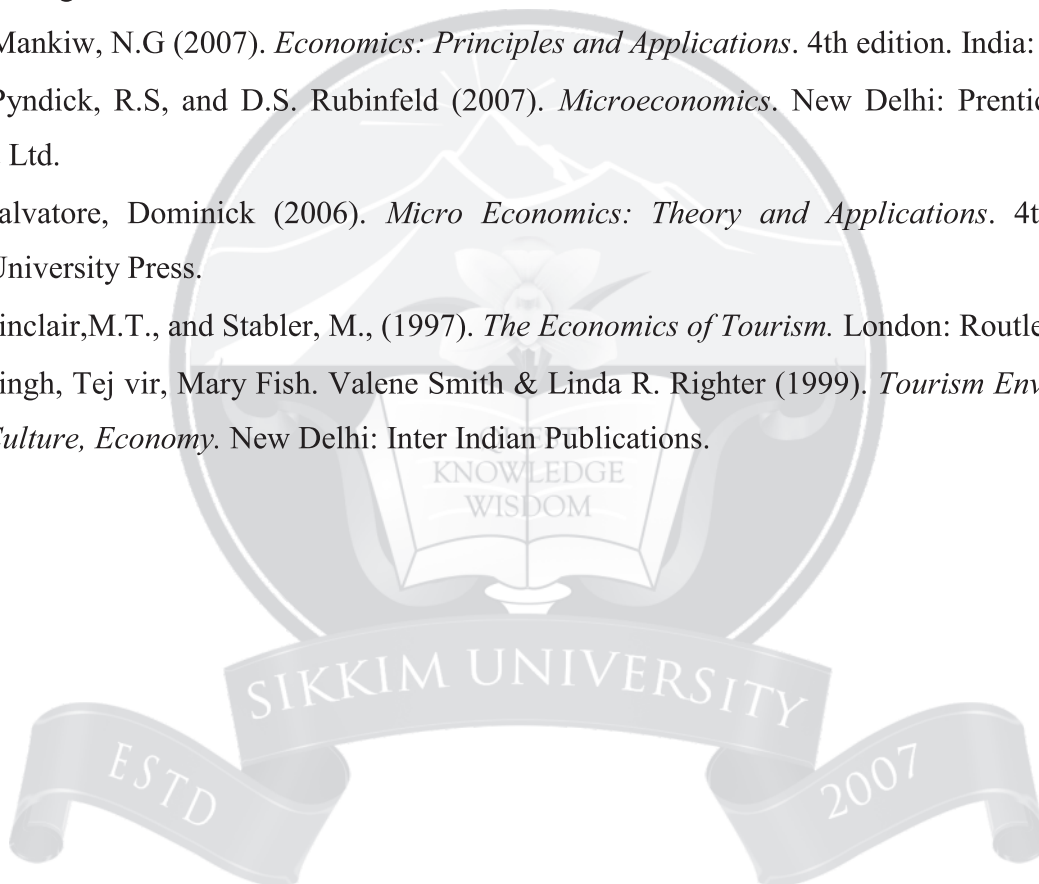
Assessment	Written Modes	Oral Modes	Integrated Modes
<b>Formative Marks: 50</b>	Class Test, Article Writing, Objective Test/MCQ Test, Class Assignment, Home Assignment, Reports, Portfolios, Dissertations, Book Review, Article Review	Oral Test, Viva-Voce, Group Discussion, Quiz, Seminar.	Presentations/PPTs, Seminars, Field Assignments, Poster Presentations.
<b>Summative Marks: 50</b>	Semester-end examinations conducted by the university will be considered the mode of summative assessment.		

Note: Teachers can choose any mode of formative assessment as per nature of the CLO.



### SUGGESTED READINGS:

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



**TOU-C-652****BUSINESS ENVIRONMENT****Semester: Fourth Semester****Course Level: 600****Total Marks: 100****L+T+P: 3+1+0 = 4 Credits****Lecture: 45 Hrs + Tutorial: 15 Hrs + Practical: 0 Hrs****COURSE LEARNING OUTCOMES:**

On completing the course, the students will be able to:

CLO1: Describe and develop an ability to explain Indian Business Environment.

CLO2: Analyze the role of opportunity recognition, innovation and creativity in the Indian Business Environment for Tourism and Hospitality Venture.

CLO3: Critically analyze a business start-up in the light of Indian Business Environment.

CLO4: Identify contemporary issues of Business Environment in India and to propose remedial plans.

**UNIT-I: BUSINESS AN OVERVIEW:**

Characteristics of Business , Concept , Nature and Types of Business Environment, Micro and Macro Environment, Economic Environment of Business- Political, Socio-cultural and Legal Environment, Impact of Business Environment on Business Decision, Environment analysis for Business Decisions ,Business Environment and Management, Changes in Business Environment.

**UNIT-II: INDIAN ECONOMY AND ECONOMIC ENVIRONMENT:**

Indian Economy- Background, Present Structure and Future Prospective, Free Market Economy, Social Economy, Mixed Economy, Privatization, Globalization. Micro, Small and Medium Enterprises – Introduction and Meaning, Approval and Setup requirements for Micro, Small and Medium Enterprises (MSMEs) in India and Sikkim.

**UNIT-III: POLITICAL AND TECHNOLOGICAL ENVIRONMENT:**

Meaning and types of political environment, Impact of political environment on business in India, Meaning and significance of Technological Environment, Impact of Technological

Environment on Business, Impact of changes in Technology on Business, Technology and Society, Modes of acquiring technology, IT revolution and its impact on Business, Digital Transformation in Indian Business.

#### **UNIT-IV: ECONOMIC LEGISLATION AND GLOBAL BUSINESS ENVIRONMENT:**

Monopolies and Restrictive Trade Practices (MRTP) Act, 1969, Indian Company Acts & Laws, SEBI regulations on corporate restrictions, FEMA (Foreign Exchange Management Act, 1999), EXIM Policy of India, Role and Relationship of WTO (World Trade Organization) and International Monetary Fund(IMF) with India, Foreign Investment in India.

#### **SUGGESTED TEACHING LEARNING STRATEGIES:**

- Lecture-cum discussion, library readings, Critical Discussion, Reflective Writing Comparative Analysis.
- Group discussions, Case studies and Group Projects.
- Book review and Text book discussions.
- Individual and group presentations by students on selected themes.

#### **ASSESSMENT FRAMEWORK:**

Assessment	Written Modes	Oral Modes	Integrated Modes
<b>Formative Marks: 50</b>	Class Test, Article Writing, Objective Test/MCQ Test, Class Assignment, Home Assignment, Reports, Portfolios, Dissertations, Book Review, Article Review.	Oral Test, Viva-Voce, Group Discussion, Quiz, Seminar.	Presentations/PPTs, Seminars, Field Assignments, Poster Presentations.
<b>Summative Marks: 50</b>	Semester-end examinations conducted by the university will be considered the mode of summative assessment.		

Note: Teachers can choose any mode of formative assessment as per nature of the CLO.

**SUGGESTED READINGS:**

- Ashwathappa, K. (2011). *Essentials of Business Environment*. India: Himalaya Publishing House.
- Chowdhary, Nimit and Prakash, Monika. (2010). *Managing Small Tourism Business*. New Delhi: Matrix Publishers. (L).
- Cherunilam, Francis (2017). *Business environment: Texts and Cases*. India: Himalaya Publishing House.
- Dinkar and Pagare (2018). *Business Management*. India: Prentice Hall.
- Joshi, Rosy and Kapoor, Sangam (2015). *Business Environment*. Ludhiana: Kalyani Publishers.
- Rangarajan, C.A. (2000). *Perspectives on Indian Economy: A Collection of Essays*. UBS Publishers' Distributors Ltd.
- Samiuddin (1989). *Entrepreneurship Development in India*. New Delhi: Mittal Publications.
- Sankaran, Dr.S. (2013). *Business Environment*. Margham Publications.
- Scarborough, N.M. and Zimmer, T.W. (1996). *Effective Small Business Management*. ( 5/e). New York: Prentice Hall, Inc.
- VeenaLeshav, Pailwar (2012). *Economic Environment of Business*. Prentice Hall Learning Pvt. Ltd.



**TOU-C-653****EVENT MANAGEMENT****Semester: Fourth Semester****Course Level: 600****Total Marks: 100****L+T+P: 3+1+0 = 4 Credits****Lecture: 45 Hrs + Tutorial: 15 Hrs + Practical: 0 Hrs****COURSE LEARNING OUTCOMES:**

On completing the course, the students will be able to:

CLO1: Explain basic understandings of events as a business, its types and importance.

CLO2: Write about budgetary knowledge while planning and preparing an event.

CLO3: Discuss applied aspects of Human Resource Management for events planning.

CLO4: Review practical aspects of Event Planning along with managerial Skills for Event Crisis Management.

**UNIT-I: UNDERSTANDING EVENTS:**

Meaning, Types and Size of Events, Characteristics of Events - Five C's of Event Management, Trends of Event Business, Scope of Event Business, Roles and Functions of Event, Manager, Broad Classification of Events.

**UNIT-II: EVENT PLANNING:**

Event Planning, Pre-event responsibilities, Legal requirements and issues, Budget Preparation, Estimating fixed & variable costs, Cash flow, Measures of financial performance, financial controls, risk management Negotiations, the Uniform Commercial Code, the International Contractual Consideration, Ethics in Event Management.

**UNIT-III: INTRODUCTION TO MICE:**

Evolution Of MICE Industry, Components Of MICE, Economic and Social Significance of MICE, Introduction to Professional Meeting Planning- Definition, Budgeting of MICE, Corporate & Independent Meeting Planners, TA's and TO's as Meeting Planner, Convention Visitor Bureaus (CVB), Functions, Structure and Sources of Event Funding.

**UNIT-IV: TRADE SHOWS AND EXHIBITIONS/EXPOSITIONS:**

Types of Shows, Benefits of Exhibitions, Participant Decision-Making Process, Contract Negotiations– Principles, Negotiation with Hotels, Airlines and Ground Handlers.

**SUGGESTED TEACHING LEARNING STRATEGIES:**

- Lecture-cum discussion, library readings, Critical Discussion, Reflective Writing Comparative Analysis.
- Group discussions, Case studies and Group Projects.
- Book review and Text book discussions.
- Individual and group presentations by students on selected themes.

**ASSESSMENT FRAMEWORK:**

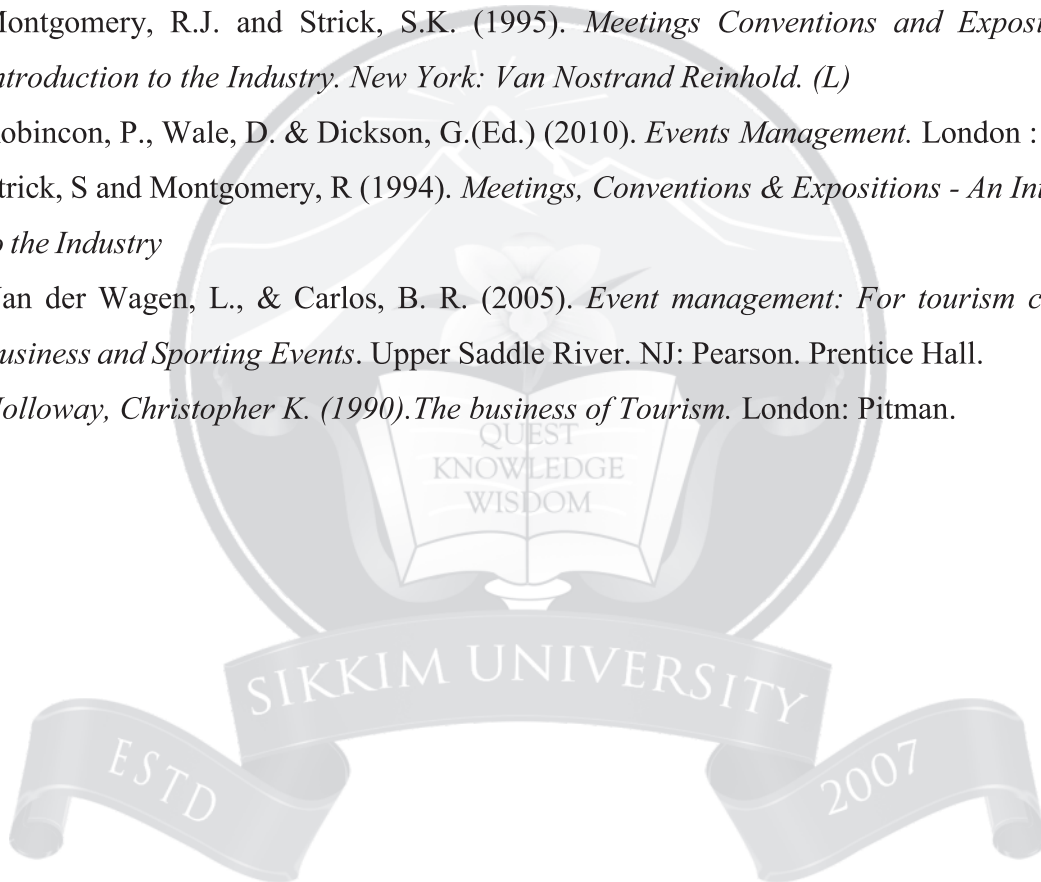
Assessment	Written Modes	Oral Modes	Integrated Modes
<b>Formative Marks: 50</b>	Class Test, Article Writing, Objective Test/MCQ Test, Class Assignment, Home Assignment, Reports, Portfolios, Dissertations, Book Review, Article Review.	Oral Test, Viva-Voce, Group Discussion, Quiz, Seminar.	Presentations/PPTs, Seminars, Field Assignments, Poster Presentations.
<b>Summative Marks: 50</b>	Semester-end examinations conducted by the university will be considered the mode of summative assessment.		

Note: Teachers can choose any mode of formative assessment as per nature of the CLO.



**SUGGESTED READINGS:**

- Bagchi, S and Sharma, A (2004). *A Food and Beverage Service*. New Delhi: Aman Publication
- Fenich, G. (2005). *Meetings, Expositions, Events, and Conventions: An Introduction to the Industry*. New Jersey: Pearson Prentice Hall.
- Hoyle, L (2002). *Event Marketing: How to successfully promote events, festivals, conventions and expositions*. John Wiley & Sons
- Kilkenny, S (2001). *Successful Event Planning*. Indra Publishing House
- Lynn V. and Brenda R. (2004). *Event Management*. New Delhi: Pearson Publication.
- Montgomery, R.J. and Strick, S.K. (1995). *Meetings Conventions and Expositions- An Introduction to the Industry*. New York: Van Nostrand Reinhold. (L)
- Robincon, P., Wale, D. & Dickson, G.(Ed.) (2010). *Events Management*. London : CABI
- Strick, S and Montgomery, R (1994). *Meetings, Conventions & Expositions - An Introduction to the Industry*
- Van der Wagen, L., & Carlos, B. R. (2005). *Event management: For tourism cultural, Business and Sporting Events*. Upper Saddle River. NJ: Pearson. Prentice Hall.
- Holloway, Christopher K. (1990). *The business of Tourism*. London: Pitman.





**TOU-C-654****INTERNATIONAL TOURISM****Semester: Fourth Semester****Course Level: 600****Total Marks: 100****L+T+P: 3+1+0 = 4 Credits****Lecture: 45 Hrs + Tutorial: 15 Hrs + Practical: 0 Hrs****COURSE LEARNING OUTCOMES:**

On completing the course, the students will be able to:

CLO1: Define theoretical/conceptual knowledge of International Tourism.

CLO2: Write International Tourism Statistics including International Tourism Arrivals and Receipts etc.

CLO3: Explain about dynamics and inter-related aspects of International Tourism.

CLO4: Analyze and discuss critical aspects of International Tourism including Global Tourism Trends, Opportunities and Challenges.

**UNIT-I: GLOBAL TOURISM: PAST, PRESENT AND FUTURE TRENDS:**

Global Tourism Trends, World Tourism Rankings- International Tourist Arrivals , Receipts of First Ten Countries , India's Position in Global Tourism, Factors Contributing to Growth of Global Tourism, Global Tourism by 2030, Diversification of Emerging Tourism Products, Emerging Tourism Destinations, Global Tourism Trends, Global Tourism- Opportunities and Challenges.

**UNIT-II: UNWTO REGIONAL COMMISSIONS AND WTTC:**

UNWTO Regional Commissions - Africa, The Americas, East Asia and the Pacific, Europe, The Middle East and South Asia, UNWTO Statistics, Global Tourism Highlights , Tourism in the 2030 Agenda, WTTC Insights and Publications.

**UNIT-II: MAJOR TOURIST DESTINATIONS OF AFRICA, THE AMERICAS, EAST ASIA AND THE PACIFIC:**

Major Tourism Places of Interest in China, Singapore, Thailand, Malaysia, Hong Kong, Japan, Cambodia, Philippines, Indonesia, Australia , New Zealand and Russia, USA, Canada, Mexico, Central America, Cuba, Venezuela, Brazil, Argentina, Peru, Chile, Jamaica and Costa Rica.

## UNIT-IV: MAJOR TOURIST DESTINATIONS OF EUROPE, THE MIDDLE EAST AND SOUTH ASIA:

Major Tourism Places of Interest in UK, France, Germany, Spain, Portugal, Belgium, Austria, Switzerland, Norway, Turkey, Greece, and Italy , Egypt, Israel, Turkey ,UAE, India, Nepal, Sri Lanka, Maldives.

### SUGGESTED TEACHING LEARNING STRATEGIES:

- Lecture-cum discussion, library readings, Critical Discussion, Reflective Writing Comparative Analysis.
- Group discussions, Case studies and Group Projects.
- Book review and Text book discussions.
- Individual and group presentations by students on selected themes.

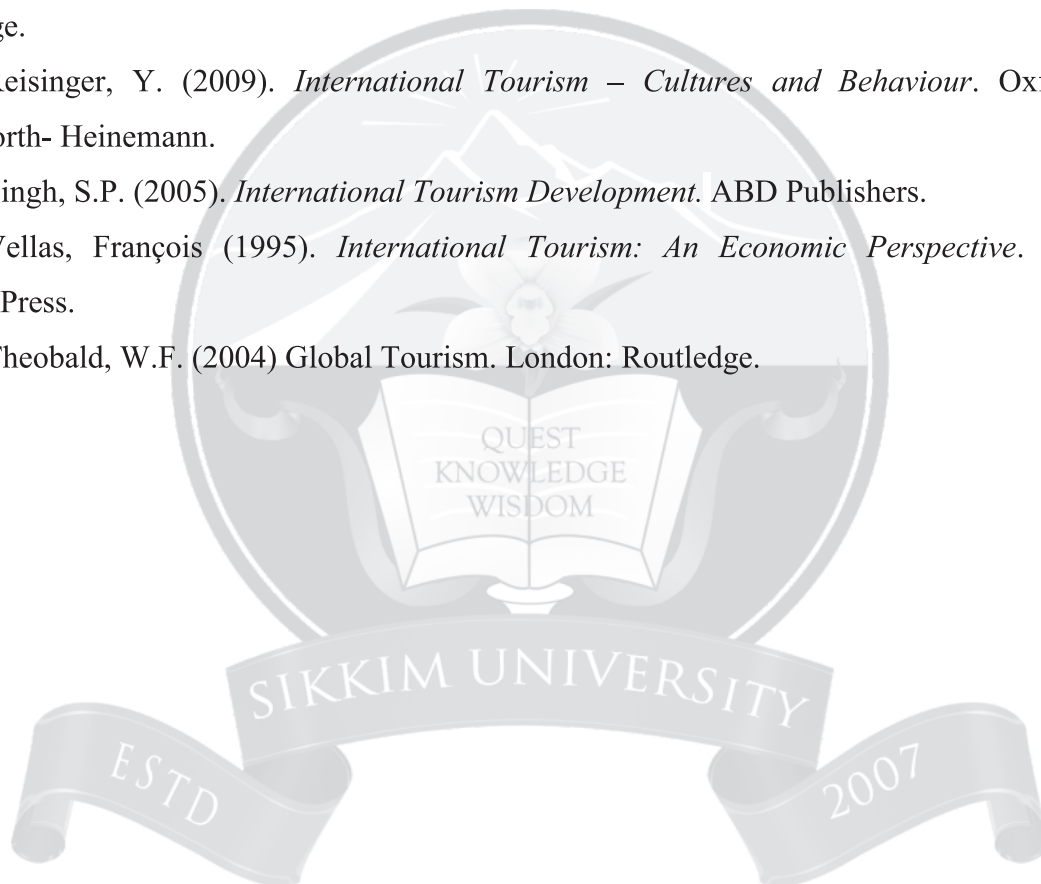
### ASSESSMENT FRAMEWORK:

Assessment	Written Modes	Oral Modes	Integrated Modes
<b>Formative Marks: 50</b>	Class Test, Article Writing, Objective Test/MCQ Test, Class Assignment, Home Assignment, Reports, Portfolios, Dissertations, Book Review, Article Review.	Oral Test, Viva-Voce, Group Discussion, Quiz, Seminar.	Presentations/PPTs, Seminars, Field Assignments, Poster Presentations.
<b>Summative Marks: 50</b>	Semester-end examinations conducted by the university will be considered the mode of summative assessment.		

Note: Teachers can choose any mode of formative assessment as per nature of the CLO.

**SUGGESTED READINGS:**

- Bhatia, A.K. (2012). *International Tourism Management*. New Delhi: Sterling Publishers.
- Boniface, B., Cooper, R. & Cooper, C. (2016). *World Wide Destinations – The Geography of Travel and Tourism*. New York: Routledge.
- Chawla, Romila (2003). *Tourism In India, Perspectives and Challenges*. New Delhi: Sonali Publication.
- Cochrane, J. (2008). *Asian Tourism Growth and Change*. London: Elsevier.
- Jafari, J. (ed.) (2000). *Encyclopedia of Tourism*. Routledge
- Jenkins, J. and Pigram, J. (eds.) (2003). *Encyclopedia of Leisure and Outdoor Recreation* Routledge.
- Reisinger, Y. (2009). *International Tourism – Cultures and Behaviour*. Oxford, UK: Butterworth- Heinemann.
- Singh, S.P. (2005). *International Tourism Development*. ABD Publishers.
- Vellas, François (1995). *International Tourism: An Economic Perspective*. Paris: St. Martin's Press.
- Theobald, W.F. (2004) *Global Tourism*. London: Routledge.



**TOU-E-655****INTRODUCTION TO SUSTAINABLE TOURISM****Semester: Fourth Semester****Course Level: 600****Total Marks: 100****L+T+P: 3+1+0 = 4 Credits****Lecture: 45 Hrs + Tutorial: 15 Hrs + Practical: 0 Hrs****COURSE LEARNING OUTCOMES:**

On completing the course, the students will be able to:

CLO1: Write the definition, classification and examples of Sustainable Tourism.

CLO2: Explain, apply and analyze different aspects of Sustainability.

CLO3: Describe important components for Sustainable Tourism Development and Management.

CLO4: Assess and compare Case studies of Sustainable tourism Destinations.

**UNIT-I: SUSTAINABLE TOURISM CONCEPTS AND PRINCIPLES:**

Sustainable Tourism- Meaning, Definition and Characteristics, Significances of Sustainable Tourism, Sustainable Tourism Principles and Practices, Aspects of Sustainable Tourism.

**UNIT-II: SUSTAINABILITY AND TOURISM:**

Concepts, Definition and Dimensions of Sustainability, Social, Economic, Environmental Sustainability, Tourism and Sustainability – Challenges and Issues, Tourism and Climate Change Issues, Eco-friendly Tourism, Green Tourism, Responsible Tourism, Sustainable Tourism Destination Management.

**UNIT-III: SUSTAINABLE TOURISM AND INTERNATIONAL ORGANIZATIONS:**

Our Common Future( Brundtland Report,1987), , The United Nations Conference on Environment and Development(1992),World Conference on sustainable Tourism(1995), The United Nations Millennium Development Goals (MDGs ), The Sustainable Development Goals(SDGs) –Agenda 2030,Role of UNWTO for Sustainable Tourism Development and Management.

**UNIT-IV: TOURISM AND SDGS:**

The Sustainable Development Goals (SDGs) –Agenda 2030, Basics of Sustainable Tourism Planning and Development, Sustainable Tourism Practices and Management, Sustainable Tourism Destination Development and Management- Important Case Studies.

**SUGGESTED TEACHING LEARNING STRATEGIES:**

- Lecture-cum discussion, library readings, Critical Discussion, Reflective Writing Comparative Analysis.
- Group discussions, Case studies and Group Projects.
- Book review and Text book discussions.
- Individual and group presentations by students on selected themes.

**ASSESSMENT FRAMEWORK:**

Assessment	Written Modes	Oral Modes	Integrated Modes
<b>Formative Marks: 50</b>	Class Test, Article Writing, Objective Test/MCQ Test, Class Assignment, Home Assignment, Reports, Portfolios, Dissertations, Book Review, Article Review.	Oral Test, Viva-Voce, Group Discussion, Quiz, Seminar.	Presentations/PPTs, Seminars, Field Assignments, Poster Presentations.
<b>Summative Marks: 50</b>	Semester-end examinations conducted by the university will be considered the mode of summative assessment.		

Note: Teachers can choose any mode of formative assessment as per nature of the CLO.

### SUGGESTED READINGS:

- Andrew, Holden (2000). *Environment and Tourism*. Psychology Press.
- Atkinson, G., Dietz, S. & Neumayer, E. (2007). *Handbook of Sustainable Development*. Cheltenham: Edward Elgar Publishing.
- Brandon, K., (1996). *Ecotourism and conservation: A review of key issues*. Environment Department P. 33. Washington, D. C: The World Bank.
- Fennell, D.A. (2003). *Ecotourism: An introduction*. London: Routledge
- Fennell, David A. & Cooper, Chris (2020). *Sustainable Tourism: Principles, Contexts and Practices (Aspects of Tourism Texts, 6) (Vol.6)*. Channel View Publications.
- Pearce, D.G. and Butler, R.W. (1999). *Contemporary issues in Tourism Development*. New York: Routledge.
- Rao, P.K. (2000). *Sustainable Development – Economics and Policy*. New Jersey: Wiley-Blackwell.
- Salah, Wahab and John, J. Pigram (1997). *Tourism, Development and Growth: The Challenge of Sustainability*. U.K: Routledge.
- Swarbrooke, John (1999). *Sustainable Tourism Management*. CABI Pub.
- Victor, T.C.M. and Rebecca, H. (1998). *Sustainable Tourism- A Marketing Perspective*. U.K: Routledge.





**TOU-E-656****INTRODUCTION TO ECOTOURISM****Semester: Fourth Semester****Course Level: 600****Total Marks: 100****L+T+P: 3+1+0 = 4 Credits****Lecture: 45 Hrs + Tutorial: 15 Hrs + Practical: 0 Hrs****COURSE LEARNING OUTCOMES:**

On completing the course, the students will be able to:

CLO1: Write the meaning and concepts of Ecotourism.

CLO2: Explain Ecotourism Resources and Products.

CLO3: Describe importance of Ecotourism Practices and Management.

CLO4: Assess and compare Case studies of Ecotourism.

**UNIT-I: ECOTOURISM CONCEPTS AND PRINCIPLES:**

Ecotourism- Meaning, Definition and Characteristics, Ecotourism History and Development, Significances of Ecotourism, Ecotourism Principles and Practices, Components of Ecotourism, Aspects of Ecotourism.

**UNIT-II: ECOTOURISM RESOURCES AND PRODUCTS:**

Ecotourism Resources- Identifying, Listing, and Understanding Ecotourism Resource Categories (Natural, Built, and Events) Protected Areas- Definition, Categories and Roles, Identifying and Describing Ecotourism Products, Components of Ecotourism Products, Ecotourism and the Environment, Ecotourism and Conservation, Ecotourism and Protected Areas, Business of Ecotourism-Operational aspects of Ecotourism, Forms of Recreation and related Activities in Ecotourism.

**UNIT-III: ECOTOURISM PRACTICES AND MANAGEMENT:**

Ecotourism Practices –Guidelines and Certifications, Eco-labeling, Eco-friendly Tourism Operations and Activities, Understanding the Concepts of Eco-camp, Eco-lodge, Best Practices by Hospitality Industry with respect to Environment Protection, Traditional/ Local Knowledge, Local Community Participation, Zoning and Visitor Management, Ecotourism Policies, Ethics in Ecotourism, Ecotourism Best Practices and Case studies from India.

**UNIT-IV: ECO TOURISM TRENDS, OPPORTUNITIES AND CHALLENGES:**

Wildlife Tourism, Farm tourism/Agro Tourism,, Responsible Tourism, Green Tourism, Health



and Wellness tourism, Wildlife tourism, Backwater tourism, Island and beach tourism Mountain tourism, Mangrove Tourism Wetland Tourism, Community –based Ecotourism, Special Interest Ecotourism, Ecotourism Opportunities and Challenges in India/Sikkim, Trends in Ecotourism, Major Ecotourism Case Studies across the Globe.

### SUGGESTED TEACHING LEARNING STRATEGIES:

- Lecture-cum discussion, library readings, Critical Discussion, Reflective Writing Comparative Analysis.
- Group discussions, Case studies and Group Projects.
- Book review and Text book discussions.
- Individual and group presentations by students on selected themes.

### ASSESSMENT FRAMEWORK:

Assessment	Written Modes	Oral Modes	Integrated Modes
<b>Formative Marks: 50</b>	Class Test, Article Writing, Objective Test/MCQ Test, Class Assignment, Home Assignment, Reports, Portfolios, Dissertations, Book Review, Article Review.	Oral Test, Viva-Voce, Group Discussion, Quiz, Seminar.	Presentations/PPTs, Seminars, Field Assignments, Poster Presentations.
<b>Summative Marks: 50</b>	Semester-end examinations conducted by the university will be considered the mode of summative assessment.		

Note: Teachers can choose any mode of formative assessment as per nature of the CLO.

**SUGGESTED READINGS:**

- Ashley, C. and Roe, D. (1998). Enhancing community involvement in wildlife tourism: issues and challenges. *Wildlife and Development Series* No. 11 International Institute for Environment and Development, London.
- Blamey, R.K. (2001) Principles of Ecotourism. In Weaver, D.B. (ed.) *The Encyclopedia of Ecotourism*. Wallingford, UK: CABI Publishing, pp. 5-22.
- Buckley, R. (1994) A framework for ecotourism. *Annals of Tourism Research* 21(3):661-665.
- Butler, R.W. and Boyd, S.W. (eds) (2000). *Tourism and National Parks: issues and Implications*. Chichester, UK: Wiley.
- Goodwin, H. et al. (1998) Tourism, conservation, and sustainable development: case studies from Asia and Africa. *International Institute for Environment and Development*. London
- Eagles, P.F.J. (1997) International Ecotourism Management: Using Australia and Africa as Case Studies Conference paper presented at IUCN World Commission on *Protected Areas, Protected Areas in the 21st Century: from islands to networks*, November 1997, Albany, Australia.
- Fennell, D.A. (2003). *Ecotourism: An introduction*. London: Routledge.
- Lindberg, K. (1998) Economic aspects of ecotourism. In: Lindberg, K., Epler Wood, M. and Engeldrum, D. (eds) *Ecotourism: a guide for planners and managers* ( Vol.2). The Ecotourism Society: North Bennington, Vermont.
- McKercher, B. (1998). *The Business of nature-based tourism*. Melbourne: Hospitality Press.
- Weaver, D.B. (ed.) (2001). *The Encyclopedia of Ecotourism*. Wallingford, UK: CABI Publishing.



## TOU-R-657

## FIELD WORK, DISSERTATION &amp; VIVA-VOCE

Semester: Fourth Semester

Course Level: 600

Total Marks: 200

8 Credits

**COURSE LEARNING OUTCOMES:**

On completing the course, the students will be able to:

CLO1: Understand technical functionalities Tourism business.

CLO2: Understand business dynamics and inter-disciplinary aspects of travel and tourism industry.

CLO3: Come up with technical skills as required for tourism professionals or enterprises.

CLO4: Work as tourism/ travel professionals or tourism entrepreneur.

Each student shall have to undergo 2-weeks long Field Work/Study in a Tourist Destination or in a Tourism, Travel and Hospitality Organization/ Department/ Institution under the guidance of a faculty member. Field Work/ Study can be completed during winter break of the University in between III<sup>rd</sup> and IV<sup>th</sup> Semester. The objective of this is to create an opportunity for the students to experience operational/practical knowledge at a Tourist Destination/ in a Travel Agency/ Tour Operation Company/Tourism Information Office/Hotel/Resort/ Adventure Tourism Organization/ NGO etc. working in the field of Tourism, Travel and Hospitality Sector. After the completion of Field Work/ Study, students will prepare a Dissertation on an assigned topic in due format and will submit it for the evaluation.

**Note:** Evaluation will consist of 100 marks for Dissertation and 100 marks for Viva-voce. The Viva-voce will be conducted by a panel; including external and internal examiners.