

Approved by the Academic Council in its meeting held on 26th July 2013.

MA in Tourism

Department of Tourism, Sikkim University

Semester I

Paper No	Courses	Core/ Open	Credits	Marks
TOU-PG-101	Management Process and Organisational Behaviour	Core	4	100
TOU-PG-102	Tourism - Principles, Policies and Practices	Core	4	100
TOU-PG-103	Global Tourism Geography	Core	4	100
TOU-PG-104	Tourism Products of India	Core	4	100

TOU-PG-101: TOURISM PRINCIPLES, POLICIES AND PRACTICES

Objectives:

- To realize the potential of tourism industry in India;
- To understand the various elements of Tourism Management; and
- To familiarize with the Tourism policies in the national and international context.

Unit- I

Tourism; an overview: Elements, Nature and Characteristics - Typology of Tourism – Classification of Tourists - Tourism network - Interdisciplinary approaches to tourism - Historical Development of Tourism - Major motivations and deterrents to travel.

Unit-II

Tourism Industry; Structure and Components: Attractions – Accommodation – Activities – Transportation - F&B – Shopping - Entertainment - Infrastructure and Hospitality – Emerging areas of tourism - Rural, Eco, Medical, MICE, Literary, Indigenous, Wellness, Film, Golf, etc., – Ideals of Responsible Tourism - Alternate Tourism - Case Studies on International Tourism- Tourism Area Life Cycle (TALC) - Doxey's Index - Demonstration Effect.

Unit-III

Tourism Organizations: Role and Functions of World Tourism Organization (WTO), Pacific Asia Travel Association(PATA) , World Tourism &Travel Council (WTTC) – Ministry of Tourism, Govt. of India, ITDC, Department of Tourism, Govt. of Sikkim, FHRAI, IHA, IATA, TAAI, IATO. Tourism Regulations, Present trends in Domestic and Global- tourism-push and pull theory

Unit-IV

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

Text Books:

1. Charles R. Goeldner & Brent Ritchie, J.R. (2006), *Tourism, Principles, Practices, Philosophies*, John Wiley and Sons, New Jersey.
2. Bhatia A.K. (2001), *International Tourism Management*, Sterling Publishers, New Delhi.

References:

1. Page J. Stephen & Brunt Paul (2007), *Tourism- A Modern Synthesis*, Thomson Publishers, London.
2. Chuck Y. Gee, James C. Makens & Dexter J. L. Choy (1989), *The Travel Industry*, Van Nostrand Reinhold, New York.
3. Ray Youell (1998), *Tourism-an introduction*, Addison Wesley Longman, Essex.
4. Michael M. Coltman (1989), *Introduction to Travel and Tourism- An International Approach*, Van Nostrand Reinhold, New York.
5. Burkart A.J., Medlik S. (1974), *Tourism - Past, Present and Future*, Heinemann, London.
6. Sunetra Roday, et al (2009), *Tourism Operations and Management*, Oxford University Press.
7. Ghosh Bishwanath (2000), *Tourism and Travel Management*, Vikas Publishing House, New Delhi.

TOU-PG-102: MANAGEMENT PROCESS & ORGANISATIONAL BEHAVIOUR

Objectives:

- Providing conceptual understanding of principles and practice of management;
- Familiarizing the students with the concepts of organizational behaviour; and
- Familiarizing the students with the contemporary issues in management.

Unit - I

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

Unit - II

Organising: Organisation Structure & Design – Authority Relationships – Delegation of Authority and Decentralisation – Interdepartmental Coordination – Emerging Trends in Corporate Structure, Strategy and Culture – Impact of Technology on organisational design – Mechanistic vs. Adoptive Structures.

Unit - III

Directing and Controlling: Motivation – Motives – Characteristics – Motivation Theories – Motivation and Productivity – Leadership Styles & Models - Process of Communication - Formal and Informal Communication – Verbal and non-Verbal Communication – Barriers to communication - Control Process – Methods, Tools and Techniques – Design of Control Techniques – Choices in Control.

Unit - IV

Organizational Behaviour: Individual Behaviour and Differences - Personality – Attitudes and Beliefs – Values - Perception – Perceptual Selectivity – Transactional Analysis – JOEHARRY window – Management of Stress.

Text Books:

1. Koontz & Weirich (2004), *Management*, McGraw – Hill, Tokyo, (Text Book).

References:

1. Richard .M Hodgets (1993), *Management*, Academic Press, New Jersey.
2. Hampton (1992), *Management*, McGraw – Hill, International Edition, Tokyo.
3. Stoner & Wankel (1999), *Management*, Prentice Hall India, New Delhi.
4. Peter F. Drucker (1987), *Practice of Management*, Pan Books, London, Reprint.
5. Peter F. Drucker (1983), *Innovation and Entrepreneurship*, Heinman, New York.
6. Virmani.B.R. (2006), *The Challenges of Indian Management*, Response books, New Delhi.
7. Important Business Magazines like: Business India, Business World and Fortune International.
8. Venkata Rao. Y (2010), *Management Process and Organisational Behaviour*, Akansha Publications, New Delhi.

TOU-PG-103: GLOBAL TOURISM GEOGRAPHY

Objectives:

- To study the relationship of geography and tourism;
- To be familiar with major tourism destinations worldwide;
- To study locale and accessibility to major tourist destinations across the continents; and
- To be able to plan tour itineraries of various countries across time zones.

Unit – I

World Geography: Physiography, Drainage, Climate & Vegetation of North, South and Central America – Europe – Africa - Asia & Australasia. Physical Geography of India: Physiography: Distribution of Rivers, Mountains, Plateaus & Plains - Climate and Vegetation.

Unit – II

Map Reading: Latitude, Longitude, International Date Line – Altitude – Direction - Scale Representation - GIS & Remote Sensing - Time Zones - Calculation of Time: GMT Variation - Concept of Elapsed Time & Flying Time.

Unit – III

Tourism Transport Systems in the World: Air Transport; IATA Areas & Sub Areas - Global Indicators - Major Airports and Routes - Major Railway Systems and Networks – Water Transport: International Inland and Ocean Transport Networks - Road Transportation: Major Transcontinental, International and National Highways - Transport Systems in India.

Unit – IV

Planning and development of Tourism in different climatic regions: Case Studies of China, Brazil, Hawaii, Madagascar, Switzerland, France, Italy, Malaysia, Maldives, Hong Kong, Sri Lanka and Papua New Guinea.

Text Books:

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

References:

1. Michael hall (1999), *Geography of Travel and Tourism*, Routledge, London.
2. C. Michael Hall & Stephen J. Page (2006), *The Geography of Tourism and Recreation- Environment, Place and Space*, Third Edition, Routledge, London.
3. Robinson H.A. (1976), *Geography of Tourism*, Mac Donald & Evans, Ltd.,
4. Stephen Williams (1998), *Tourism Geography*, Routledge:London.
5. India, Lonely Planet Publications.
6. Travel Information Manual, IATA, Netherlands, 2009.
7. World Atlas.

TOU-PG-104: TOURISM PRODUCTS IN INDIA

Objectives:

- To study the vast Tourist resources of India;
- To conceptualize a tour itinerary based on variety of themes; and
- To identify and manage emerging tourist destinations.

Unit - I

Tourism products: Definition, Types and unique features - Tourism resources of India - Natural, Socio cultural, Diversities in Landform & Landscape - Outstanding Geographical features - Climate, Flora & Fauna.

Unit – II

Natural resources: Wildlife sanctuaries - National parks - Biosphere reserves - Mountain Tourist Resources and Hill stations – Islands – Beaches - Caves & Deserts of India. Major tourism circuits of India: Inter State and Intra-State Circuits - Religious Circuits - Heritage Circuits - Wildlife Circuits. Cases of select destinations - Kerala, Rajasthan, Goa & NE states.

Unit – III

Manmade resources: Adventure sports - Commercial attractions - Amusement Parks – Gaming - Shopping - Live Entertainments - Supplementary accommodation - House boats - Tree houses - Home stays - Tourism by rail - Palace on wheels - Deccan Odyssey & Golden chariot.

Unit - IV

Emerging Tourism Destinations of India: Ecotourism - Rural Tourism - Golf Tourism - Wine Tourism - Camping Tourism - Medical Tourism - MICE Tourism - Pilgrimage Tourism.

Text Books:

1. S.P. Gupta (2002), *Cultural Tourism in India*, Indraprastha Museum of Art and Archaeology, New Delhi.

References:

1. Stephen Ball (2007), *Encyclopedea of Tourism Resources in India*, B/H.
2. Manoj Dixit (2002), *Tourism products*, New Royal Book Co. Lucknow.
3. Norman Douglas. Ed. (2001), *Special Interest Tourism*, John Wiley & Sons, Australia.
4. Sarina Singh (2008), *Lonely Planet India*.
5. Robinet Jacob (2007), *Indian Tourism Products*, Abhijeet Publications, Delhi.