

CENTRAL UNIVERSITY OF JAMMU

MBA (TOURISM AND TRAVEL)

Course Matrix

FIRST SEMESTER										
Course Code	Course Title	L	T	P	Hours Per Week	Credit	CIA	MSE	ESE	Total
MTT 111	Management Process and Organizational Behavior	3	0	0	3	3	25	25	50	100
MTT 102	Tourism Concepts and Principles	3	0	0	3	3	25	25	50	100
MTT 113	Tourism Geography and Destination Knowledge	3	0	0	3	3	25	25	50	100
MTT 114	Quantitative Techniques	3	0	0	3	3	25	25	50	100
MTT 115	Travel Agency Management and Tour Operations	3	0	0	3	3	25	25	50	100
MTT 116	Leisure, Recreation & Hospitality Management	2	0	1	3	3	25	25	50	100
MTT 117	Communication for Professional Excellence	2	0	1	3	3	25	25	50	100
MTT 108	Study Tour Report	0	0	0	0	2	50	0	0	50
MTT 109	Seminar Course (Tourism Circuits-State Level)	0	0	3	3	2	50	0	0	50
MTT 110	Viva Voce	0	0	0	0	3	0	0	100	100
	Total				25	28				900

Legends:

L:- Lectures per week ,T: Tutorials per week, P: Practical per week , CIA: Continuous Internal Assessment

MSE: Mid Semester Exam , ESE: End Semester Exam

COURSE CURRICULUM MBA (TOURISM AND TRAVEL)
FIRST SEMESTER

COURSE CODE:	MTT 111
COURSE TITLE:	MANAGEMENT PROCESS AND ORGANIZATIONAL BEHAVIOUR
COURSE OBJECTIVES:	To give the basic understanding about the management functions and process so as to develop a managerial aptitude, To comprehend the different components of organizational behavior so as to develop the confidence of working with diverse organizations.
UNIT-1	INTRODUCTION TO MANAGEMENT: Management: Meaning, nature, scope and importance of management. Functions of management, management roles, levels of management and management skills, corporate social responsibility, ethics and values in management. Evolution of management thought.
UNIT-2	MANAGEMENT FUNCTIONS: PLANNING, ORGANISING, STAFFING, DIRECTING AND CONTROLLING Planning: Meaning, nature and importance, planning process, types of planning, measures of effective planning barriers of effective planning, Management by Objectives (MBO). Decision making: meaning, types and process. Organising: Meaning, organisation structure, forms of organisation structure, power, authority, accountability, centralisation and decentralisation. Staffing: Meaning, Manpower planning, job analysis, selection, training and development. Directing: Meaning, nature, scope and principle of direction, motivation, leadership and communication. Controlling: Meaning , Importance, process, types of control, essentials of effective control and control techniques.
UNIT-3	INTRODUCTION TO ORGANISATION BEHAVIOUR Concept and importance of organization behaviour; contributing disciplines; models of OB; Challenges and opportunities for OB; Diversity in organizations.
UNIT-4	ATTITUDES, EMOTIONS, MOODS, PERSONALITY, VALUES AND PERCEPTIONS Main components of attitudes, major job attitudes, basic emotions and moods, OB application of emotions and moods. Personality and its models, personality trait relevance to OB. Importance of values, perception and factors influencing perception, link between perception and individual decision making.
UNIT-5	GROUP BEHAVIOUR & HRM : Defining and classifying groups, stages of group development, group decision making and group properties. Types of teams and creating effective team ,Definition of organization culture, functions of organization culture, creating and sustaining organization culture, learning of organization culture, Forces for organization change, resistance to change, approaches to manage organizational change. HRM : The Evolving Role of HRM in the tourism industry, Human Resource Planning (HRP), Job/Role Analysis, Recruitment & Selection, Orientation & Placement, Conflict and Stress management, Importance of Discipline and Counseling in Tourism.
REFERENCES	<ul style="list-style-type: none"> ○ The Essentials of Management : Kuntz ○ Principles and practices of Management : L.M.Prasad

	<ul style="list-style-type: none"> ○ Fundamentals of OB : Slocum /Hellriegel ○ Organisational Behaviour : Stephen P. Robbins, Timothy A. Judge, Neharika Vohra
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Course Matrix:

Course Code	Course Title	L	T	P	Hours Per Week	Credit	CIA	MSE	ESE	Total
MTT 111	Management Process and Organizational Behaviour	3	0	0	3	3	25	25	50	100

L : Lecturers per week , **T** : Tutorials per week , **P** : Practical per week , **CIA**: Continuous Internal Assessment ,

MSE : Mid Semester Exam, **ESE** : End Semester Exam

COURSE CODE:	MTT 102
COURSE TITLE:	TOURISM CONCEPTS AND PRINCIPLES
COURSE OBJECTIVES:	This course shall introduce learner to tourism's growth and development. The course also highlights the role of tourism as an economic intervention and its significance in economy; Course discusses the global nature of tourism, tourism product and emerging trends in tourism industry. It is also important to appreciate the future of tourism.
UNIT-1	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-2	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.
UNIT-3	Tourist Transportation: Air transportation: The airline industry present policies, practices. Functioning of Indian carriers. Air Corporation Act, Air charters. Surface Transport: Rent-a-car Scheme and Coach-Bus Tour, Transport & Insurance documents, All-India Permits Rail Transport: Major Railway Systems of World, (Euro Rail and Amtrak) General information about Indian Railways, Types of rail tours in India; Palace-on-Wheels and Royal Orient, Deccan Odyssey, Toy Trains etc. Indrail Pass. Water Transport: Historical past, cruise ships, ferries, hovercrafts, river and canal boats, Fly-cruise.
UNIT-4	Tourism Impacts - Tourism Area Life Cycle (TALC) - Doxey's Index - Demonstration Effect – Push and Pull Theory - Tourism System - Mathieson and Wall Model & Leiper's Model - Stanley Plog's Model of Destination Preferences - Demand and Supply in tourism - Tourism regulations - Present trends in Domestic and Global tourism – MNC's in Tourism Industry.
UNIT-5	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 J&K, FHRAI, IHA, IATA, TAAI, IATO.
REFERENCES:	Annual Report (2010-11), Ministry of Tourism, Government of India, New Delhi. Burkart A.J., Medlik S. (1974), Tourism - Past, Present and Future, Heinemann, London. Chuck Y. Gee, James C. Makens & Dexter J. L. Choy (1989), The Travel Industry, Van Nostrand Reinhold, New York. Ghosh Bishwanath (2000), Tourism and Travel Management, Vikas Publishing House, New Delhi. Holloway, J. C. (1994), The Business of tourism, Pitman Publishing, London. Medlik, S. (1997), Understanding tourism, Butterworth Hinemann, Oxford. Michael M. Coltman (1989), Introduction to Travel and Tourism- An International Approach, Van Nostrand Reinhold, New York. Page J. Stephen & Brunt Paul (2007), Tourism- A Modern Synthesis, Thomson Publishers, London. Ray Youell (1998), Tourism-an introduction, Addison Wesley Longman, Essex. Sunetra Roday et al (2009), Tourism Operations and Management, Oxford University Press.

Course Matrix:

Course Code	Course Title	L	T	P	Hours Per Week	Credit	CIA	MSE	ESE	Total
MTT 102	Tourism Concepts and Principles	3	0	0	3	3	25	25	50	100

L : Lecturers per week , **T** : Tutorials per week ,**P** : Practical per week ,**CIA**: Continuous Internal Assessment ,
MSE : Mid Semester Exam, **ESE** : End Semester Exam

COURSE CODE:	MTT 113
COURSE TITLE:	TOURISM GEOGRAPHY AND DESTINATION KNOWLEDGE
COURSE OBJECTIVES:	Geography is the basic edifice of tourism. The knowledge of geography shall give an extra edge to the students in designing the itineraries for the travellers, suggesting them various destinations to the clients for their travel etc.
UNIT-1	Importance of geography in Tourism, IATA Areas, Factors affecting global and regional tourist movements; demand and origin factors, destinations and resource factors. Contemporary trends in international tourist movements.
UNIT-2	Europe : -The main tourism resources (Man-made, Physical & Symbiotic), Factors which makes Europe a leading Continent in terms of Tourist Arrivals & Tourism Receipts, Important tourist circuits and popular Itineraries of European countries like UK, France, Germany, Italy, Spain and Switzerland
UNIT-3	America : -The main tourism resources (Man-made, Physical & Symbiotic) of North America ,South America and Latin America
UNIT-4	Africa & Australia : -The main tourism resources (Man-made, Physical & Symbiotic), Factors which effects the growth and development of tourism in Africa, Case Study of Kenya, South Africa & Australia
UNIT-5	Asia : -The main tourism resources (Man-made, Physical & Symbiotic), The factors effecting the growth and development in Asian Region, A case study of India
REFERENCES:	<p>Boniface, B.G. and Chris Cooper, <i>The Geography of travel and Tourism</i> Oxford: Butterworth Heinemann.</p> <p>Hall C.M. and Stephen, J. Page, <i>The Geography of tourism and recreation. Environment, place & space</i>, London: Routledge.</p> <p>Pearce Douglas, <i>Tourism Today: A Geographical Analysis</i>; New York: Longman.</p> <p>Singh R.L., <i>India- A Regional Geography</i>, Varanasi: National Geographical Society of India</p> <p>Seth P.N., <i>Successful Tourism Management</i>, Sterling Publisher: New Delhi</p> <p>Sarina Singh et. al., <i>India</i>, Lonely Planet Publications</p>

Course Matrix:

Course Code	Course Title	L	T	P	Hours Per Week	Credit	CIA	MSE	ESE	Total
MTT 113	Tourism Geography and Destination Knowledge	3	0	0	3	3	25	25	50	100

L : Lecturers per week , **T** : Tutorials per week ,**P** : Practical per week ,**CIA**: Continuous Internal Assessment ,
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COURSE CODE:	MTT 114
COURSE TITLE:	QUANTITATIVE TECHNIQUES
COURSE OBJECTIVES:	The objective of this course is to make the student acquaint with the basic knowledge of quantitative techniques and develop a fundamental understanding of the applications spread across different modules.
UNIT-1	Statistics: Meaning and Importance; Measures of Central Tendency: Mean, Partition Values: Median, Quartiles, Deciles, Percentiles, Mode: Grouping Method and Empirical Method.
UNIT-2	Measures of Variation: Meaning and Importance; Range, Quartile Deviation, Standard Deviation, Coefficient of Variation, and its Significance; Skewness; Karl Pearson's Method, Bowley's Method, Kelly's Method.
UNIT-3	Simple Correlation Analysis: Meaning and Importance; Karl Pearson's Method, Rank Correlation, Simple Regression Analysis; Meaning and Importance; Regression Equations, Regression Coefficients and their Properties, Difference between Correlation and Regression Analysis.
UNIT-4	Index Numbers: Meaning and Importance; Laspeyres Method, Paasche's Method, Fisher's Ideal Method; Time and Factor Reversal Test; Test of Consistency, Fixed & Chain Base Index Numbers, Splicing.
UNIT-5	Time Series Analysis: Meaning and Importance; Components: Trend, Seasonal, Cyclical and Irregular; Least Square Method; Moving Ratio to Moving Average Method.
REFERENCES:	Gupta, S.P., <i>Statistical Methods</i> , Sultan Chand & Sons, New Delhi. Reddy C.R., <i>Quantitative Methods for Management</i> . Himalaya Publishing House Gupta, S.C., <i>Fundamentals of Statistics</i> . Levin, R.I., and Rubin, D.S., <i>Statistics for Management</i> . PHI

Course Matrix:

Course Code	Course Title	L	T	P	Hours Per Week	Credit	CIA	MSE	ESE	Total
MTT 114	Quantitative Techniques	3	0	0	3	3	25	25	50	100

L : Lecturers per week , **T** : Tutorials per week , **P** : Practical per week , **CIA**: Continuous Internal Assessment ,

MSE : Mid Semester Exam, **ESE** : End Semester Exam

COURSE CODE:	MTT 115
COURSE TITLE:	TRAVEL AGENCY MANAGEMENT AND TOUR OPERATIONS
COURSE OBJECTIVES:	Travel Agency Mgt. is the basis for understanding the modus operandi of a travel and tour company. It shall substantiate the students with the basic practical inputs about the various procedures involved in handling the operations of a travel agency. Further the objectives of the course are to acquire an in-depth knowledge about the Tour Operation Management and to become familiar with the Tour Operation Techniques and strategies required for successful handling of Tour Operation Business.
UNIT-1	History and growth of travel agency business, emergence of Thomas Cook. Emergence of Travel Intermediaries, Indian travel agents and tour operators - an overview; Definition of travel agent and tour operator; differentiation, interrelationship of TA/TO and principles of present business trends and future prospects, problems and issues.
UNIT-2	Setting up travel agency/tour operation business: Market research, sources of funding, Comparative study of various types of organisation proprietorship, partnership, private limited and limited, Government rules for getting approval, IATA rules, regulation for accreditation, Documentation, Sources of earning: commissions, service charges etc
UNIT-3	Tour Operation: Definition- Concept-History and Growth of Tour Operation business. Types of Tour Operators. Organizational Structure, Forms of Organization, Departments and its functions. The Process of travel decision making, Mode and Destination selection. Reservation and Cancellation procedures for Tour related services-Hotels, Airlines, Cruise liners, Car rentals and Rail travel. Commission Structures from Suppliers of Service.
UNIT-4	Tour Operation Documentation: Voucher-Hotel and Airline Exchange Order, Pax Docket, Status Report, Daily Sales Record, AGT Statements-Credit Cards-Importance and Future. RBI Regulations for Tour Operators. Managing Tour Operation. Field Operations- inbound and outbound. Managing Distribution Role of Distribution in exchange process, Selling through distribution chains. Distribution System in Tourism Operation. Management of In-house operations.
UNIT-5	Itinerary preparation, important considerations for preparing itinerary, costing, packaging and promotion.
REFERENCES:	Mohinder Chand, <i>Travel Agency Management</i> , Anmol: Delhi Chunk, James, Dexter & Boberg, <i>Professional Travel Agency Management</i> . Prentice Hall Publication Fay Betsy, <i>Essentials of Tour Management</i> , New Jersey: Prentice Hall Publication. Negi J.M., <i>Travel Agency and Tour Operation: Concepts and Principles</i> , New Delhi: Kanishka Publishers & Distributors.

Course Matrix:

Course Code	Course Title	L	T	P	Hours Per Week	Credit	CIA	MSE	ESE	Total
MTT 115	Travel Agency Management and Tour Operations	3	0	0	3	3	25	25	50	100

L : Lecturers per week , **T** : Tutorials per week ,**P** : Practical per week ,**CIA**: Continuous Internal Assessment ,**MSE** : Mid Semester Exam, **ESE** : End Semester Exam

COURSE CODE:	MTT 116
COURSE TITLE:	Leisure, Recreation & Hospitality Management
COURSE OBJECTIVES:	This module prepares student to design, manage, and deliver, leisure, recreation and hospitality services to a variety of people in diverse settings. Hospitality, Leisure and Recreation, being one of the largest global industries, require higher levels of professionalism. The specific objectives of this module is to obtain an understanding of the meaning of leisure, recreation and hospitality in the Indian context and to have a broad overview of Leisure, Recreation and Hospitality services;
UNIT-1	Definition of leisure, Growth and Development of the Tourism & Leisure Industry, impact of Tourism & Leisure on environment, The relationship between tourism, leisure and recreation, The tourism system, Tourism through the ages, Tourism markets, Understanding tourist Behaviour. Future of Tourism & Leisure Industry.
UNIT-2	Recreation: an overview - Range of Recreation Businesses: Recreation Vehicles, parks, adventure travel, winter sports, historic sites, camping, resorts, motor coach operators, enthusiast groups, recreation product manufacturers - Development of the geography of tourism and recreation - Recreation Theories - Recreation and leisure services. Recreational and Tourist Motivation - Barriers to Recreation - Gender and Social Constraints.
UNIT-3	Recreation Management: Impact of recreation on tourism - Recreation Resource Management - Tourism and recreation planning and policy - Urban and rural recreation - Relationships between leisure, recreation and tourism. Trends in the recreation industry- Tourism recreation and climate change - Tourists and recreational demand for wilderness, National Parks and natural areas - Environmental perspectives on coastal recreation and tourism.
UNIT-4	Introduction to Hospitality industry and its distinctive characteristics. Types of accommodation and their grouping, classification, categorization and forms of Ownership - Hotel Organization: Organizational charts, major departments of a hotel - Front Office, Housekeeping, Food and Beverage Service Departments, Food Production, Engineering and Maintenance, Accounts, Human Resource, Security, Sales and Marketing, Purchase etc.
UNIT-5	Managerial issues: Trends, Problems; success-factors; Case study of the selected Hotel/Motel/Restaurant, brands. Future trends in Hospitality Industry, Role of Associations in hospitality management- Functions and operations.
REFERENCES	1.C. Michael Hall & Stephen J. Page (2006), The Geography of Tourism and Recreation- Environment, Place and Space, Third Edition, Routledge, London. 2.Gray and Ligouri: 'Hotel and motel management and operations' PHI,New Delhi,2000 3.George Torkildsen (2000), Leisure and Recreation Management, Fourth Edition, E&FN Spon, London 4.Jagmohan Negi (1997), Professional Hotel Management, S. Chand, New Delhi 5. William C. Gartner & David W. Lime (2000), Trends in Outdoor, Recreation, Leisure and Tourism, CABI, London

Course Matrix:

Course Code	Course Title	L	T	P	Hours Per Week	Credit	CIA	MSE	ESE	Total
MTT 116	Leisure, Recreation & Hospitality Management		0	0	3	3	25	25	50	100

L : Lecturers per week , **T** : Tutorials per week , **P** : Practical per week , **CIA**: Continuous Internal Assessment , **MSE** : Mid Semester Exam, **ESE** : End Semester Exam

COURSE CODE:	MTT 117
COURSE TITLE:	COMMUNICATION FOR PROFESSIONAL EXCELLENCE
COURSE OBJECTIVES:	The primary objective of business communication is to introduce the student to various forms of written and oral communication that are necessary in real-life business situations, perfecting verbal and non-verbal communication skills.
UNIT-1	Communication Fundamentals: Business Communication in today's world, The Communication Process & Communication Channels, Barriers to Communication, Verbal & non-verbal communication.
UNIT-2	Oral Communication: Elements of Good Oral Communication, Speaking and Listening Skills, Professional use of the telephone, Effective presentation skills.
UNIT-3	Written communication: Report writing and presentation, Business Letters – layout and types, Preparing resume Application letters, Memo, Proposals, Legal aspects.
UNIT-4	Customer care: Effective customer care, Managing customer complaints & negotiating with the customer, Handling Interpersonal Conflict, Counseling skills.
UNIT-5	Personality Development: Basic traits of personality - dress, address, gestures and manners, Self evaluation and development- identification of strengths and weaknesses, Overcoming hesitation and fear of facing the public, Corrective and developmental exercises - confidence building, role plays.
REFERENCES:	Murphy, H.A. and Peck, C.E.(2006) Effective Business Communications , New Delhi: Tata McGraw Hill. Sharma R.C. and Mohan K. (2005) Business Report Writing and correspondence, New Delhi: Tata McGraw Hill. Peanre, C.G. (2007) Principles of Business Communications. Communication in Tourism and Hospitality - Lynn Vander Wagen, Hospitality Press Pty Ltd. Organizational Communication - Patricia Hayes Andrews and Richard T. Herschel, A..I.T.B.S. Publishers and Distributors (Rgd). Interpersonal Skills for Travel and Tourism - Jon & Lisa Burton - Longman Group Ltd.

Course Matrix:

Course Code	Course Title	L	T	P	Hours Per Week	Credit	CIA	MSE	ESE	Total
MTT 117	COMMUNICATION FOR PROFESSIONAL EXCELLENCE	2	0	1	3	3	25	25	50	100

L : Lecturers per week , **T** : Tutorials per week ,**P** : Practical per week ,**CIA**: Continuous Internal Assessment ,
MSE : Mid Semester Exam, **ESE** : End Semester Exam

COURSE CODE:	MTT 108
COURSE TITLE:	STUDY TOUR REPORT
COURSE OBJECTIVES:	<p>The objective of this course is to enable students to develop and relate theory to practice, to help them in getting practical exposure in organizing a tour, which will further help them to:</p> <ol style="list-style-type: none"> 1. Develop a knowledge and understanding of the different stakeholders of tourism industry. 2. Analyze and appraise a particular form of tourism and tourism business at a specific destination. 3. Develop the ability and expertise from where to conduct a review/situational/observational analysis of the tourism industry.
Evaluation	This report would be evaluated by an external/internal examiner, nominated by the University, out of 50 points.

Course Matrix:

Course Code	Course Title	L	T	P	Hours Per Week	Credit	CIA	MSE	ESE	Total
MTT 108	Study Tour Report	0	0	0	0	2	50	0	0	50

L : Lecturers per week , **T** : Tutorials per week ,**P** : Practical per week ,**CIA**: Continuous Internal Assessment ,
MSE : Mid Semester Exam, **ESE** : End Semester Exam

COURSE CODE:	MTT 109
COURSE TITLE:	Seminar Course (Tourism Circuits- State Level)
COURSE OBJECTIVES:	The main objective of this course is to develop some specific skills among students like product knowledge, development of itineraries, and personality development through public speaking. This seminar will encourage students to have an in-depth knowledge of their state and the current events which will help students in their professional career development.
COURSE CONTENTS :	Field Visits /Practicum Note: The detailed course structure and methodology for the Field Visits /Practicum will be planned by the Faculty In-charge.
REFERENCES:	This course will have continuous internal assessment of 50 points and would be evaluated by an internal faculty.

Course Matrix:

Course Code	Course Title	L	T	P	Hours Per Week	Credit	CIA	MSE	ESE	Total
MTT 109	Seminar Course	0	0	0	0	2	50	0	0	50

L : Lecturers per week , **T** : Tutorials per week ,**P** : Practical per week ,**CIA**: Continuous Internal Assessment ,
MSE : Mid Semester Exam, **ESE** : End Semester Exam

COURSE CODE:	MTT 110
COURSE TITLE:	Viva Voce
COURSE OBJECTIVES:	There shall be an oral examination at the end of first semester of the programme that will test student on his comprehension of the subject knowledge acquired during the first semester of learning.
EVALUATION	This comprehensive oral examination would be evaluated by a panel of external/internal examiners, nominated by the University. This viva would cover whole curriculum of first semester of programme and general understanding of tourism business

Course Matrix:

Course Code	Course Title	L	T	P	Hours Per Week	Credit	CIA	MSE	ESE	Total
MTT 110	Viva Voce	0	0	0	0	3	0	0	100	100

L : Lecturers per week , **T** : Tutorials per week ,**P** : Practical per week ,**CIA**: Continuous Internal Assessment ,
MSE : Mid Semester Exam, **ESE** : End Semester Exam

COURSE CODE:	MTT 201
COURSE TITLE:	TOURISM MARKETING
COURSE OBJECTIVES:	Marketing is the core of any business activity today. It is therefore important for a manager to understand the concepts of marketing and refer to same in managing, planning and controlling. The objective of this course is to acquaint the participants with concepts and techniques used in marketing both at micro and macro levels.
UNIT-1	Understanding Marketing and Marketing Process: Marketing Concepts, Nature and Scope of Marketing, Marketing Mix, Marketing Management Philosophies, Strategic Planning and Marketing Process. Marketing Environment, Uniqueness of Tourism Marketing
UNIT-2	Services Marketing: Concepts, Definition, Characteristics, Services Marketing Mix. Service Quality and Service Gap Analysis Model.
UNIT-3	Market Targeting: Market Segmentation and Tourism Market. Identifying Market Segments and Selecting Target Market. Identifying & Developing Market Activities of Tourism Market. Marketing mix for travel and tourism.
UNIT-4	Managing the Product / Service, Product Decisions-Product Line, Product Mix, Product Life Cycle, New Product Development, Branding and Packaging Decisions.
UNIT-5	Pricing Tourism Products: Pricing Considerations and Approaches, Pricing Strategies and Methods. Marketing of Small Tourism Business. Distribution Channel in Travel and Tourism, Cooperation and conflict Management, Promotion Decision – Promotion Mix: Advertising, Sales Promotion, Personal Selling, and Publicity.
References	Marketing for Hospitality and Tourism - Philip Kotler, Jon Bower, James Maken Tourism Marketing : Les Lumsdon Marketing for Tourism - J. Christopher Holloway & Chris Robinson Marketing Management - V.S. Ramaswamy , S. Namakuman Tourism Marketing & Management Handbook - Stephen F. Wilt and Luiz Mountinho Marketing in Travel and Tourism - Victor T.C. Middleton Marketing Management Analysis, Planning and Control, Kotler, Philip. PHI. Principles of Marketing, Kotler Philip and Armstrong, G. PHI. Fundamentals of Marketing, Stanton, Willam J. , McGraw Hill. Marketing Management, Bhattacharya K. Sisir. , National Publishing House. Marketing Management Strategy and Cases, Dalrymple, J.D. and Parson, J.L., John Wiley and Sons.

Course Matrix:

Course Code	Course Title	L	T	P	Hours Per Week	Credit	CIA	MSE	ESE	Total
MTT 201	Tourism Marketing	3	0	0	3	3	25	25	50	100

L : Lecturers per week , **T** : Tutorials per week ,**P** : Practical per week ,**CIA**: Continuous Internal Assessment ,
MSE : Mid Semester Exam, **ESE** : End Semester Exam

COURSE CODE	MTT-212
COURSE TITLE	Sustainable Tourism and Environmental Management
UNIT-I	Sustainable Development- Evolution, Characteristics & Requirements; Major Dimensions of Sustainability; Approaches to Sustainable Tourism Development: Tourism & Millennium Development Goals; Alternative Tourism Models; Sustainable Tourism and Poverty Alleviation; National Geographic Society & Geotourism Principles.
UNIT-II	Tourism, Environment and Society: Tourism & the Natural Environment; Tourism & the Touristic Representation of Nature; Environmental Impacts of Tourism; Tourism & Resource Management; National Parks: Wilderness & Culture; Ecotourism Theory & Practice; Tourism, Sustainability & Social Theory; Climate Change: Issues & Implications for Tourism; Disappearing Destinations; Tourism & Environmental Peacebuilding.
UNIT-III	Sustainable Tourism Planning; Meaning & Principles of STP; Agenda 21 for Travel and Tourism Industry; Basic Concepts in Sustainable Design: Climate analysis, Locality analysis and Site analysis; Carrying Capacity Analysis; Zoning System.
UNIT-IV	Instruments for Sustainable Tourism: Measurement Instruments; Command & Control Instruments; Economic Instruments; Voluntary Instruments & Supporting Instruments.
UNIT-V	Global Initiatives: Global Observatory on Sustainable Tourism (GOST); Global Sustainable Tourism Criteria & Council (GSTC), International Task Force on Sustainable Tourism Development, Global Partnership for Sustainable Tourism; Potential of Ecotourism in Post-Conflict Peacebuilding: Case Study on Siachin Glacier; Homestays-An Approach to Facilitate Ecotourism: Case Study on Korzok, Ladakh; Ecotourism between India & Pakistan: Case Study on K2 Peace Park.
References	<ul style="list-style-type: none"> • Inskeep, E. (1991), Tourism Planning: An Integrated and Sustainable Development Approach, New York: Van Nostrand Reinhold. • Ritchie, J.R. & Crouch, I.G (2005), The Competitive Destination –A Sustainable Tourism Perspective, CABI Publishing, UK. • Mowforth, M. and Munt, I. (2003), Tourism and Sustainability. Development and New Tourism in the Third World. Routledge, London. • Middleton, V.T.C and Hawkins, R. (1998), Sustainable Tourism: A Marketing Perspective, Butterworth – Heinemann, Oxford. • Weaver, D. (2001), The Encyclopedia of Ecotourism, CABI Publication, UK. • Wahab, S and John J. Pigram, J.J. (1997), Tourism, Development and Growth: The Challenge of Sustainability, Routledge, London.

Course Matrix:

Course Code	Course Title	L	T	P	Hours Per Week	Credit	CIA	MSE	ESE	Total
MTT 212	Sustainable Tourism and Environmental Management	3	0	0	3	3	25	25	50	100

L : Lecturers per week , **T** : Tutorials per week ,**P** : Practical per week ,**CIA**: Continuous Internal Assessment ,

MSE : Mid Semester Exam, **ESE** : End Semester Exam

COURSE CODE:	MTT 213
COURSE TITLE:	TOURISM RESOURCES OF INDIA
COURSE OBJECTIVES:	A thorough knowledge about the various product offered in tourism is a must for a tourism professional who shall be, in the future involved in the sales & marketing of the tourism product.
UNIT-1	Tourism Products: Definition, Concept and classification; Cultural Heritage of India - Stages of evolution, continuity; Heritage – Meaning, types of Heritage Tourism, Heritage Management Organisations - UNESCO, ASI, ICOMOS, INTACH.
UNIT-2	Architectural Heritage of India, glimpses on the prominent architecture style flourished in different period. Different style of architecture in India - Hindu, Jain, Buddhist and Islamic.
UNIT-3	Popular Religious Centres of Hindu, Buddhist, Jain, Sikh, Muslim and Christian religions. Selected case studies of World Heritage Sites in India (Taj Mahal, Khajuraho, Konark, and Ajanta & Elora Caves).
UNIT-4	Important Museums, Art Galleries and Libraries of India; Performing arts of India: classical dances, folk dances and folk culture; Handicrafts and textiles: important handicraft objects and centres, craft <i>melas</i> ; Souvenir industry; Fairs and Festivals: Social, religious and commercial fairs of touristic significance. Indian cuisine (gastronomy), regional variations
UNIT-5	Major wildlife sanctuaries, national parks and biological reserves; (Jim Corbett Tiger Reserve, Kanha, Kaziranga, Sasan Gir, Dachigam, Hemis, Ranthambhore and Keoladeo Ghana). Hill Stations, Beaches, Deserts and Islands of India.
REFERENCES:	<p>Agrawal V.S.: <i>The Heritage of Indian Art</i>, Govt. of India Publication.</p> <p>Basham A L: <i>The Wonder that was India</i>, Tapling Publishing Co., New York</p> <p>Basham A L: <i>The Cultural History of India</i>, Tapling Publishing Co., New York</p> <p>Christopher Tadgell : <i>The History of Architecture in India</i>, Penguin, New Delhi</p> <p>Daljeet and PC Jain: <i>Indian Miniature Paintings</i>, Brijwasi Art Press</p> <p>Dalmia Yashodhra: <i>Contemporary Indian Art: Other Remedies</i> , Marg Publisher, Mumbai</p> <p>Dixit Manoj and Charu Sheela, <i>Tourism Product of India</i>, Lucknow: New Royal Publisher</p> <p>Jagannathan Shankutala : <i>Hinduism – an Introduction</i> , Vakils, Feffer and Simon, Mumbai</p> <p>Keay John: <i>India: A History</i>, Harper Collins</p> <p>Luniya B.N.: <i>Ancient Indian Culture</i>, Laxmi Narain Educational Publisher, Agra</p> <p>Pattanaik Devdutt: <i>A Handbook of Hindu Mythology</i> , Penguin Global</p> <p>Brown Percy, <i>Indian Architecture</i>.</p> <p>Venkataraman Leela: <i>Indian Classical Dance</i>, Roli Books</p> <p>Thapar Romila and Percival Spear: <i>History of India</i>, Orient Longman, New Delhi</p> <p>Sarina Singh et. al., <i>India</i>, Lonely Planet Publications, Australia</p>

Course Matrix:

Course Code	Course Title	L	T	P	Hours Per Week	Credit	CIA	MSE	ESE	Total
MTT 213	Tourism Resources of India	3	0	0	3	3	25	25	50	100

L : Lecturers per week , **T** : Tutorials per week , **P** : Practical per week , **CIA**: Continuous Internal Assessment ,
MSE : Mid Semester Exam, **ESE** : End Semester Exam

COURSE CODE:	MTT 214
COURSE TITLE:	TOURISM POLICY PLANNING AND DEVELOPMENT
COURSE OBJECTIVES:	The Course is intended to build a holistic understanding about the conceptualization of planning process and policy making, its dynamics, its methodologies and applications in the tourism sector.
UNIT-1	Policy: Concept, Need and Objective; Importance and scope of tourism policy ,institutional framework of public tourism policy; The role of govt., public and private sector in formulation of tourism policy; Policy making bodies and its process at national levels.
UNIT-2	Conceptual meaning of Tourism Planning, Evolution of Tourism Planning, General Concepts of Planning, Levels and Types of Tourism Planning, Public and Private sectors role in Tourism Development
UNIT-3	Study of National Tourism Policy 1982 and 2002, National Action Plan Tourism, 1992: Special Tourism Area Development Programme. The concept of National Tourism Board, National Committee on Tourism
UNIT-4	Tourism Planning at International, national, regional, state and local level. Tourism and Five-year Plans in India with special reference to 12th Five-year Plan. Agents and typologies of tourism development.
UNIT-5	Case study of tourism policies of a few countries- Singapore, Malaysia and States (Rajasthan, Kerala, Madhya Pradesh, Himachal Pradesh).
REFERENCES:	Mohinder Chand, <i>Travel Agency Management</i> , Anmol: Delhi Chunk, James, Dexter & Boberg, <i>Professional Travel Agency Management</i> . Prentice Hall Publication Fay Betsy, <i>Essentials of Tour Management</i> , New Jersey: Prentice Hall Publication. Negi J.M., <i>Travel Agency and Tour Operation: Concepts and Principles</i> , New Delhi: Kanishka Publishers & Distributors.

Course Matrix:

Course Code	Course Title	L	T	P	Hours Per Week	Credit	CIA	MSE	ESE	Total
MTT 214	Tourism Policy Planning And Development	3	0	0	3	3	25	25	50	100

L : Lecturers per week , **T** : Tutorials per week ,**P** : Practical per week ,**CIA**: Continuous Internal Assessment ,
MSE : Mid Semester Exam, **ESE** : End Semester Exam

COURSE CODE:	MTT 205
COURSE TITLE:	DESTINATION MANAGEMENT
COURSE OBJECTIVES:	This course will make students to understand and appreciate competition between tourism destinations, which has continued to increase in recent years and how destinations can be built.
UNIT-1	Tourism Destination: Definition, Concepts, and Perspectives. Patterns of destination use, tourist behaviour. Typologies of Tourism Destination – Historic-cultural, Tourist city, Villages, Resort, Protected Areas, Health/Wellness, Tourist Circuits. Destination Life Cycle, Destination Visioning, Destination attractiveness and competitiveness; Destination Management Planning (DMP): concepts, benefits, characteristics, process; strategic planning for tourism destination
UNIT-2	Destination Management Organisations (DMOs)-roles, importance, types; Destination Management Companies (DMCs); role of stakeholders; product development (Company perspective); performance measurement; two roles of DMOs- IDD and EMD.
UNIT-3	Internal Destination Development (IDD): IDD activities; feasibility analysis; carrying capacity and sustainability; integrated quality management of destination; destination benchmarking; destination e-business and information management.
UNIT-4	External Destination Marketing: EMD activities; understanding travel trends, market research, destination positioning, image and branding (cases of Incredible India, God's Own Country, Go Goa, etc), promotion of destination through special events. Destination Marketing Strategy and Plan.
UNIT-5	Strategic Issues in Destination Management: Global forces and impacts on destinations- safety and security, health, economic, accessibility. Critical success factors of destination management organizations, the future of tourism destination.
REFERENCES:	David Pike (2008), Destination Marketing, UK: Butterworth-Heinemann Frank Howie (2003), Managing the Tourist Destination, London: Continuum. Ernie Heath and Geoffrey Wall (1992), Marketing Tourism Destinations, John Wiley and Son, Inc.

Course Matrix:

Course Code	Course Title	L	T	P	Hours Per Week	Credit	CIA	MSE	ESE	Total
MTT 205	Destination Management	3	0	0	3	3	25	25	50	100

L : Lecturers per week , **T** : Tutorials per week ,**P** : Practical per week ,**CIA**: Continuous Internal Assessment ,

MSE : Mid Semester Exam, **ESE** : End Semester Exam

COURSE CODE:	MTT 216
COURSE TITLE:	Tour Guiding and Interpretation
COURSE OBJECTIVES:	The purpose of this course is to acquire an in-depth knowledge about the profession of tour guiding and interpretation and to become familiar with the techniques and approaches for successful presentations of the destinations to the tourists.
UNIT-1	Tour Guiding: Concept-History-Dimensions and Present Status. Certification of tourist guides in India.Role and Responsibilities of Tour Guide, Code of Conduct for tour guides, Personal hygiene and grooming checklist for tour guides. Principles of Tour Guide, Occupational Skill Standards -How to develop tour guiding skills.
UNIT-2	Dealing with tourist arrivals and departures, Communication for tour guiding-Language –Posture and Presentation. Roadblocks in Communication, Speaking faults, Body language.
UNIT-3	Tour commentary-Composition and Contains-Microphone Technique-Sense of Humor-How to deals with awkward questions Timing and Indications-Apology and Pausing. Linking commentary with what to be seen. Managing difficult situations, Handling Complaints First Aid: Importance and General procedures
UNIT-4	Visitor interpretation: Concept-Principles and Types. How to develop good interpretation skills-Popular understanding of a place. Principles of good interpretive practice by David Uzzel. Re-constructive and Recreative Interpretation, personal and Stereo type.
UNIT-5	Nature interpretation-Concept-Perspective-Approach-Principles of Nature interpretation. Book Field model of Nature Interpretation Intrinsic quality of a Resource Hierarchy of Interpretation. Heritage interpretation.
REFERENCES:	Travel Agency & Tour Operations, Foster D Conducting Tours, Dellers Travel Agency and Tour Operation, J M Negi Travel Agency Management, M.N. Chand Tour Operations and Tour Guiding, J.N. Negi What time is this place, David Hetchenberg.

Course Matrix:

Course Code	Course Title	L	T	P	Hours Per Week	Credit	CIA	MSE	ESE	Total
MTT 216	Tour Guiding and Interpretation	3	0	0	3	3	25	25	50	100

L : Lecturers per week , **T** : Tutorials per week ,**P** : Practical per week ,**CIA**: Continuous Internal Assessment ,

MSE : Mid Semester Exam, **ESE** : End Semester Exam

COURSE CODE:	MTT 207
COURSE TITLE:	RESEARCH METHODOLOGY
COURSE OBJECTIVES:	The objective of this course is to make the student acquaint with the research methodology which will help in developing business strategies.
UNIT-1	Meaning of research; Objectives, types of research and approach; meaning of method and methodology, scientific research process; Identification and defining of research problem, research design and types.
UNIT-2	Research Design: Meaning, need and important features, types of research design, selection and formulation of research problem. Hypothesis formulation and its importance in research; types of hypothesis
UNIT-3	Types and sources of data. Collection techniques: questionnaire, schedules, participant observation, interviews, focused-group, nominal group (NGT). Difference between case study and survey methods;
UNIT-4	Questionnaire design considerations; Sampling-definition, types and their importance, type of sampling designs; sampling size and its determination, sampling in qualitative research.
UNIT-5	Interpretation techniques; Report writing; Presentation;
REFERENCES:	Gaur, A.S. and Gaur, S.S. (2006). Statistical methods for practice and research, New Delhi: Response books. Krishnaswami, O.R. and Ranganatham, M. (2005). Methodology of research in social sciences, 2/e, Mumbai: Himalaya Publishing House. Punch, Keith, F. (2003). Survey research – the basics, New Delhi: Sage Publications. Walliman, Nicholas (2006). Social research methods, New Delhi: Sage Publications. Chandan, J.S. (1998). Statistics for business and economics, New Delhi: Vikas Publishing House Pvt. Ltd.

Course Matrix:

Course Code	Course Title	L	T	P	Hours Per Week	Credit	CIA	MSE	ESE	Total
MTT 207	Research Methodology	3	0	0	3	3	25	25	50	100

L : Lecturers per week , **T** : Tutorials per week ,**P** : Practical per week ,**CIA**: Continuous Internal Assessment ,
MSE : Mid Semester Exam, **ESE** : End Semester Exam

COURSE CODE:	MTT 208`
COURSE TITLE:	FOREIGN LANGUAGE – 1 (FRENCH)
COURSE OBJECTIVES:	Tourism is a business of dealing with strangers and some basic knowledge of foreign language is necessary for tourism professionals. Further in hospitality industry French is considered as an important language therefore learners will try to learn basic French in this course.
SYLLABUS	<p>Conjugation of verbs from the text to be put in present tense only</p> <p>A series of exercises covering the grammar</p> <p>Translation of sentences from the text form French to English and English to French</p> <p>Demanding of a service: A simple dialogue to be formed between two persons for any of the following situations:- reserving of train tickets, room booking, giving directions to reach a place, taking a phone call, ordering food, fixing a date</p>
REFERENCES	<p>Bienvenue En France – Tome I By A. Monnerie. Chapters 1-7</p> <p>Cours De Langue Dt De Civilisation Francaises Book I. By G. Mauger. Chapters 1-14.</p>

Course Matrix:

Course Code	Course Title	L	T	P	Hours Per Week	Credit	CIA	MSE	ESE	Total
MTT 208	FOREIGN LANGUAGE – 1 (FRENCH)	2	0	1	3	2	50			50

L : Lecturers per week , **T** : Tutorials per week ,**P** : Practical per week ,**CIA**: Continuous Internal Assessment ,

MSE : Mid Semester Exam, **ESE** : End Semester Exam

COURSE CODE:	MTT 209
COURSE TITLE:	Seminar Course (Tourism Circuits- National Level)
COURSE OBJECTIVES:	The main objective of this course is to develop some specific skills among students like product knowledge, development of itineraries, and personality development through public speaking. This seminar will encourage students to have an in-depth knowledge of the country and the current events which will help students in their professional career development.
COURSE CONTENTS :	Field Visits /Practicum Note: The detailed course structure and methodology for the Field Visits /Practicum will be planned by the Faculty In-charge.
REFERENCES:	This course will have continuous internal assessment of 100 points and would be evaluated by an internal faculty.

Course Matrix:

Course Code	Course Title	L	T	P	Hours Per Week	Credit	CIA	MSE	ESE	Total
MTT 209	Seminar Course	0	0	3	3	3	100	0	0	100

L : Lecturers per week , **T** : Tutorials per week ,**P** : Practical per week ,**CIA**: Continuous Internal Assessment ,
MSE : Mid Semester Exam, **ESE** : End Semester Exam

COURSE CODE:	MTT 210
COURSE TITLE:	Viva Voce
COURSE OBJECTIVES:	There shall be an oral examination at the end of first semester of the programme that will test student on his comprehension of the subject knowledge acquired during the first semester of learning.
EVALUATION	This comprehensive oral examination would be evaluated by a panel of external/internal examiners, nominated by the University, out of 100 points. This viva would cover whole curriculum of first semester of programme and general understanding of tourism business

Course Matrix:

Course Code	Course Title	L	T	P	Hours Per Week	Credit	CIA	MSE	ESE	Total
MTT 210	Viva Voce	0	0	0	0	3	0	0	100	100

L : Lecturers per week , **T** : Tutorials per week ,**P** : Practical per week ,**CIA**: Continuous Internal Assessment ,
MSE : Mid Semester Exam, **ESE** : End Semester Exam

CENTRAL UNIVERSITY OF JAMMU
MBA (TOURISM AND TRAVEL)
Course Matrix

THIRD SEMESTER										
Course Code	Course Title	L	T	P	Hours Per Week	Credit	CIA	MSE	ESE	Total
MTT 301	Entrepreneurship Development in Tourism	3	0	0	3	3	25	25	50	100
MTT 302	Tourism Product Designing & Development	3	0	0	3	3	25	25	50	100
MTT 303	Foreign Language-2 (French)	2	0	1	3	2	50			50
	MAJOR SPECIALIZATION -1									
MTT 304	Inbound Operation Management	2	0	1	3	3	25	25	50	100
MTT 305	Outbound Operation Management	3	0	0	3	3	25	25	50	100
MTT 306	MAJOR SPECIALIZATION -2									
TT 01	Event Management	3	0	0	3	3	25	25	50	100
TT 02	Aviation Management	3	0	0	3	3	25	25	50	100
MTT 307	MINOR SPECIALIZATION -1									
TT 01	Travel Writing & Journalism	3	0	0	3	3	25	25	50	100
TT 02	Cross- Cultural Management	3	0	0	3	3	25	25	50	100
MTT 308	MINOR SPECIALIZATION -2									
TT 01	Adventure tourism Management	3	0	0	3	3	25	25	50	100
TT 02	Heritage Tourism Management	3	0	0	3	3	25	25	50	100
MTT 309	Summer Training Report	0	0	0	0	3	0	0	100	100
MTT 310	Viva Voce	0	0	0	0	3	0	0	100	100
					25	29				950

Legends:L:- Lectures per week,T: Tutorials per week,P: Practical per week, CIA: Continuous Internal Assessment
MSE: Mid Semester Exam, ESE: End Semester Exam

COURSE CURRICULUM THIRD SEMESTER

COURSE CODE:	MTT 301
COURSE TITLE:	Entrepreneurship Development in Tourism
COURSE OBJECTIVES:	The objective of the course is to enable the learners to start and manage small enterprises. This includes: How to scout for a good tourism business idea? How to analyse the business environment specially customers and competitors? How to analyse feasibility? How to prepare a Business Plan? How to start a business in tourism sector?
UNIT-1	Entrepreneurship- concept and definitions; Entrepreneurship – Theories & Approaches – Types of Entrepreneurs– Entrepreneurial Motivation – Entrepreneurial Climate- Myths about Entrepreneurship - Role of Entrepreneurship in Economic Development- Entrepreneurial skill for travel, tourism and hospitality trade; problems of entrepreneurship in travel trade.
UNIT-2	Entrepreneurship in Tourism – Opportunities Identification – Business Plan - Feasibility Report – Funding options-Organizational Framework for Promotion and Development of Tourism and Travel Business- Venture Creation and Management in tourism.
UNIT-3	Conceptualising a business; business model; business strategy- understanding customers and analyzing competition; Form of organization and legal considerations; networking and collaboration; good business practices;
UNIT-4	Setting up a tourism enterprise- steps, procedures, licenses, registration etc.; Institutional support for MSMEs.
UNIT-5	Management Issues in Tourism & Hospitality Industry; Entrepreneurial case studies of major MNCs and National Tourism and Travel Firms- MakeMyTrip, Thomas Cook, Cox and Kings, Kuoni, Equation, Taj Hotel, Radisson Hotel, Welcome etc
REFERENCES	Chowdhary, N & Prakash, M (2010). Managing A Small Tourism Business, Matrix Publication, New Delhi. Desai, Vasant. Small-Scale Industries and Entrepreneurship. Himalaya Publishing House, Delhi Mohanty, Sangram Keshari. Fundamentals of entrepreneurship, New Delhi: Prentice Hall of India. Kaulgud, Aruna. Entrepreneurship Management. Vikas Publishing House, Delhi.

Course Matrix:

Course Code	Course Title	L	T	P	Hours Per Week	Credit	CIA	MSE	ESE	Total
MTT 301	Entrepreneurship Development in Tourism		0	0	3	3	25	25	50	100

L : Lecturers per week , **T** : Tutorials per week ,**P** : Practical per week ,**CIA**: Continuous Internal Assessment ,

MSE : Mid Semester Exam, **ESE** : End Semester Exam

COURSE CODE:	MTT 302
COURSE TITLE:	Tourism Product Designing & Development
COURSE OBJECTIVES:	The overall objective of this module is to provide students with an understanding of the tourism product designing and development in general; and the specific skills and steps required in Tourism product development. The subject will develop students' awareness of the importance of the Tourism product development at both national and international level, and at the same time, students will also familiarize themselves with the key elements and processes of tourism product development, and the theoretical concepts and principles underlying them.
UNIT-1	Definitions, Influences and Determinants: Defining Tourism Product Development, the Tourism Destination and its Characteristics, Variables Influencing Tourism Product Development, Destination Strategy for Tourism Product Development, the Role of Destination Authorities in Tourism Product Development
UNIT-2	Principles of Tourism Product Development: Principles and Procedures for Tourism Product Development-Market Research, Stakeholder Consultation and Collaboration, Market: Product Matching, Tourism and Product Development Areas (TDAs), Clusters, Circuits and Events, Product Portfolio, Investment Plan and Funding
UNIT-3	Steps in the Tourism Product Development Process: The Present Situation Analysis- PEST Analysis, SWOT Analysis, Tourism Area Life Cycle (TALC) Analysis, Boston Consulting Group Matrix. Identification of Tourism Product Development. Putting the Plan into Action.
UNIT-4	Destination Variations: Mature Destinations, Newly Emerging Destinations, Destinations with Fragile Environments/Endangered Species., Countries with Perception Problems in International Markets, Destinations with a Dominant Product, Destinations without a Major Tourism Development Opportunity, Destinations Specializing in Sports/Adventure/Activity Tourism etc.
UNIT-5	New Tourism Product Creation and Package Designing: Meaning of tourism packaging and its importance, packaging for group versus Individual traveler. Packaging versus product development. The Steps to Building A Tourism Package. Indian Tourism Segments- SWOT analysis. Niche Tourism Products –Film tourism, Golf tourism, Adventure, rural tourism, MICE, Wellness, Medical, events etc
REFERENCES	Kotler, P. Marketing Management. Prentice Hall of India, New Delhi. Ramaswamy, V.S. and Namakumari, S. Marketing Management, Planning and Control. Macmillan India Ltd., New Delhi. Kumar, A. and Meenakshi, N. Marketing Management. Vikas Publishing House Pvt. Ltd., New Delhi.

Course Matrix:

Course Code	Course Title	L	T	P	Hours Per Week	Credit	CIA	MSE	ESE	Total
MTT 302	Tourism Product Designing & Development	3	0	0	3	3	25	25	50	100

L : Lecturers per week , **T** : Tutorials per week , **P** : Practical per week , **CIA**: Continuous Internal Assessment ,

MSE : Mid Semester Exam, **ESE** : End Semester Exam

COURSE CODE:	MTT 303
COURSE TITLE:	FOREIGN LANGUAGE – 2 (FRENCH)
COURSE OBJECTIVES:	Tourism is a business of dealing with strangers and some basic knowledge of foreign language is necessary for tourism professionals. Further in hospitality industry French is considered as an important language therefore learners will try to learn basic French in this course.
SYLLABUS	<p>Conjugation of Verbs from the text into present and past tense.</p> <p>A series of short grammar exercise from the chapters done, covering areas of: Pronons demonstratif, changing of tenses, pronons complement, possessif, les comparatives, interrogation, etc</p> <p>Translation of sentences from the text, French to English and English to French.</p> <p>Demanding of a service: simple dialogue to be formed in any of the following situations: Calling a Taxi, Reservation of a dinner table, Hotel room, etc.</p>
REFERENCES	<p>Bienvenue En France – Tome I By A. Monnerie. Chapters 8-13</p> <p>Cours De Langue Et De Civilisation Francaises Book I. By G. Mauger. Chapters 15-22.</p>

Course Matrix:

Course Code	Course Title	L	T	P	Hours Per Week	Credit	CIA	MSE	ESE	Total
MTT 303	Foreign Language -2 (French)	2	0	1	3	3	50			50

L : Lecturers per week , **T** : Tutorials per week ,**P** : Practical per week ,**CIA**: Continuous Internal Assessment ,
MSE : Mid Semester Exam, **ESE** : End Semester Exam

COURSE CODE:	MTT 304
COURSE TITLE:	INBOUND OPERATION MANAGEMENT (MAJOR SPECILIZATION -1)
COURSE OBJECTIVES:	To comprehend the planning and execution of the inbound tourism operations in the most efficient and effective manner whilst ensuring the utmost level of professionalism, To make students aware of the competencies which are expected of them as inbound tourism professionals by the tourism industry, To create awareness about the various famous destinations of inbound tourism and to aware about the most promoted itineraries for the inbound tourists by the top tour operator organizations and to make students aware of the present inbound tourism scenario.
UNIT-1	INBOUND TOURISM PROCESS: Definition/ Meaning of inbound tourism, Importance of Networks;B2B and B2C,Source Markets of inbound tourism, Marketing Initiatives, Booking and Execution, Inbound tourism scenario in India, Challenges and opportunities in Inbound Tourism, Importance of Inbound Tourism to India.
UNIT-2	<p>MEGA INBOUND TOURISM CIRCUITS : Golden Triangle of India, Golden Triangle of Odisha, Buddhist Circuits of India, Jainism Circuits of India,Char Dhams of India etc.</p> <p>Andhra Pradesh Tirupati : Kadapa Heritage Tourist Circuit etc.</p> <p>Assam : National Park Mega Circuit National Park Mega Circuit covering Manas, Orang, Nameri, Kaziranga, Jorhat, Sibsagar & Majouli</p> <p>Bihar : Bodhgaya-Rajgir-Nalanda- Circuit</p> <p>Goa: Churches of Goa</p> <p>Gujarat: Dwarka-Nageshwar-Bet Dwarka Circuit</p> <p>Odisha : Bhubaneshwar- Puri-Chilka- Circuit</p> <p>Uttarakahnd : Haridwar-Rishikesh-Munikireti- Circuit ,Char Dhams of Uttarakhand.</p>
UNIT-3	<p>ITINERARY ANALYSIS OF THE TOP TOUR OPERATORS</p> <ul style="list-style-type: none"> ○ Cox & Kings ○ Le Passage to India ○ Thomas Cook ○ Kuoni ○ Online Travel Agencies (OTAs) ○ Others <p>General information about Indian Railways, Types of rail tours in India:,Palace-on-Wheels and Royal Orient, Deccan Odyssey, Toy Trains etc. Indrail Pass.</p>
UNIT-4	INBOUND TOURISM SCENARIO AND FORMALITES : Inbound tourism statistics, VOA (Visa on arrival) to different countries and its formalities, Regulations for NRI/Indian Diaspora , characteristics of best itinerary, feasibility check of an itinerary, useful linkages with hotels, transportation and excursion points, procedure of introducing new itineraries and problems involved in it, Knowledge of seasonality, special rates,

	price undercutting in tourism and its remedies for successful business exchange programs, decision of percentage mark ups, costing as the marketing tool.
UNIT-5	NESTING OF THE TOURISM TRAINEES Induction ,Organisation Culture (Cases of leading travel houses), Competencies expected: Networking ability, amicability, techno savvy, initiative, confident, time management, analytic skills, written and verbal communication skills, etc.
References	<ul style="list-style-type: none"> • Tourism Products of India by Manoj Dixit and Charu Sheela • Lonely Planet: India

Course Matrix:

Course Code	Course Title	L	T	P	Hours Per Week	Credit	CIA	MSE	ESE	Total
MTT 304	INBOUND OPERATION MANAGEMENT (MAJOR SPECILIZATION -1)	3	0	0	3	3	25	25	50	100

L : Lecturers per week , **T** : Tutorials per week ,**P** : Practical per week ,**CIA**: Continuous Internal Assessment ,
MSE : Mid Semester Exam, **ESE** : End Semester Exam

COURSE CODE:	MTT 305
COURSE TITLE:	OUTBOUND OPERATION MANAGEMENT (MAJOR SPECILIZATION -1)
COURSE OBJECTIVES:	The purpose of this course is to acquire in-depth knowledge about the Outbound operations and the necessary formalities involved in it. The objectives of this course it to give injunction to the student about the outbound operations. The course covers the major outbound destinations and the some of the popular outbound itineraries.
UNIT-1	CONTEMPORARY PRESPECTIVES IN OUTBOUND TOURISM: Outbound tourism and its challenges, Top outbound tourism markets of India, Factors affecting Outbound and regional tourist movements, Demand and origin factors, destination & resource factors. Contemporary trends in outbound tourist mobility, Political aspects of the outbound travel, tourism Barriers to travel, regulations, need for government support to promote outbound tourism, political stability, travel advisories, political risk, and crisis management. Understanding about EU, Schengen nations, and EURAIL passes etc.
UNIT-2	DESTINATION PROFILE ASSESSMENT: Understanding the leading tourism markets of the world, Europe, North America, South America, Australasia, Africa. Europe : Spain ,Italy ,France ,UK,Germany etc. Africa: Egypt,South Africa,Kenya etc. North America : Canada,USA South America : Brazil,Argentia etc South East Asia, Middle East
UNIT-3	ITINERARY ANALYSIS: Concepts of airbnb,rome2rio web portals, Couch surfing, Home Exchange etc. in Outbound Tourism , Escorted International Group Tour Packages, Different Europe Tour Packages, America tour package, Canada tour packages, African tour packages, South east Asia tour packages.
UNIT-4	OUTBOUND TRADE RELATED FORMALITIES Knowledge of travel documents, passport, visa, multiple visa, different fees for visa to different areas, travel insurance, health insurance, Foreign exchange policy of India, amount of foreign exchange valid for an outbound traveler in and from India, custom clearances and immigration formalities, weight of luggage in international aircraft valid.
UNIT-5	TOURISM AND INTERNATIONAL RELATIONS Supranational tourism regimes (SAARC, ASEAN,EU etc.) , Cross-border tourism policies (Case studies)
REFERENCES	Pearce, D.G. and Butler, R.W. Contemporary issues in tourism development, Routledge Hall, CM and Page, SJ. The Geography of Tourism and Recreation, Routledge.

Course Matrix:

Course Code	Course Title	L	T	P	Hours Per Week	Credit	CIA	MSE	ESE	Total
MTT 305	OUTBOUND OPERATION MANAGEMENT (MAJOR SPECILIZATION -1)	3	0	0	3	3	25	25	50	100

L : Lecturers per week , **T** : Tutorials per week ,**P** : Practical per week ,**CIA**: Continuous Internal Assessment ,
MSE : Mid Semester Exam, **ESE** : End Semester Exam

COURSE CODE:	MTT 306 (TT 01) –MAJOR SPECILIZATION -2
COURSE TITLE:	EVENT MANAGEMENT
COURSE OBJECTIVES:	The purpose of this course is to familiarize the students with the essentials of event management and the potential of MICE in the industry.
UNIT-1	Introduction: Meaning, characteristics and types of events; Social, Economic, Political and Developmental implications of events.
UNIT-2	Dynamics of Event Management: Event Planning and organizing; Event preparation, logistics and support services; Financial management and Marketing of events, Risk management and emergency services.
UNIT-3	Introduction to MICE: Components of MICE, Economic and Social significance of MICE, Introduction to professional meeting planning-definition, types and roles; associate, corporate and independent meeting planners; TA's and TO's as meeting planner; Convention Visitor Bureaus-functions, structure and funding sources.
UNIT-4	Event Marketing: Customer care; Marketing equipments and tools – Promotion, Media Relations and Publicity ; Event Co-ordination - Visual and Electronic Communication ; Event Presentation; Event Evaluation; Case Studies of events of National and International importance.
UNIT-5	Travel Industry Fairs: Benefits of Fairs - ITB, WTM, BTF, TTW, FITUR, KTM, IITM, CII-Events, PATA Travel Mart.
REFERENCES	<ul style="list-style-type: none"> • <i>Leonard H. Hoyle (2002), Event Marketing, John Wiley and Sons, New York.</i> • <i>Anton Shone & Bryn Parry (2002), Successful Event Management, Cengage Learning.</i> • <i>Bhatia A.K. (2001), Event Management, Sterling Publishers, New Delhi.</i> • <i>David C. Watt (1998), Event Management in Leisure and Tourism, Pearson, UK.</i>

Course Matrix:

Course Code	Course Title	L	T	P	Hours Per Week	Credit	CIA	MSE	ESE	Total
MTT 306 (TT-01)	EVENT MANAGEMENT	3	0	0	3	3	25	25	50	100

L : Lecturers per week , **T** : Tutorials per week ,**P** : Practical per week ,**CIA**: Continuous Internal Assessment ,

MSE : Mid Semester Exam, **ESE** : End Semester Exam

COURSE CODE:	MTT 306 (TT 02) - MAJOR SPECILIZATION -2
COURSE TITLE:	AVIATION MANAGEMENT
COURSE OBJECTIVES:	The knowledge of structure and dynamics of airline industry is pre-requisite for any tourism professional. This course is about understanding airport management, constructing airfare and basic concept of air cargo.
UNIT-1	Introduction: Evolution of aviation industry; International Conventions- Warsaw Convention, Chicago Convention; Functions and role of ICAO, IATA, DGCA and AAI. Understanding OAG codes decodes of cities, countries, airports, aircrafts, airlines; Time difference, Flying time, Elapse time; Hub and Spoke system.
UNIT-2	Airport Management: Travel Documentation; Airport Facilities, Check-in formalities, In-flight services, Classes of service and comfort, special passengers, Baggage handling- procedures and practices.
UNIT-3	Airline Ticketing: Meaning and Types; Airline ticketing procedure, Reissuance of ticket, cancellation of ticket; Types of airline Journeys; Air fare construction: IATA-UFTAA fare formula, calculation of MPM, TPM, EMA and EMS.
UNIT-4	Computer and IT in Airline Reservation: Major online reservation packages; CRS/GDS- Meaning, characteristics, function codes of packages such as Amadeus/Galileo; Planning itinerary by air.
UNIT-5	Air Cargo: Meaning, Cargo rates-Baggage Allowance, Weight and piece concept; Dangerous goods; Airway Bill; Consignment; Case study of Cargo operating airlines.
REFERENCES	<ul style="list-style-type: none"> Jagmohan Negi (2005). <i>Air Travel Ticketing and Fare Construction</i>, Kanishka, New Delhi. Gupta, S.K. (2007). <i>International Airfare and Ticketing- Methods and Techniques</i>. New Delhi: UDH Publishers and Distributers (P) Ltd. 3. Davidoff, D.S. and Davidoff, P.G. (1995). <i>Air Fares and Ticketing</i>. New York: Prentice Hall. Foster, Dennis L. (2010). IATA Ticketing Hand Book.

Course Matrix:

Course Code	Course Title	L	T	P	Hours Per Week	Credit	CIA	MSE	ESE	Total
MTT 306 (TT-02)	AVIATION MANAGEMENT	3	0	0	3	3	25	25	50	100

L : Lecturers per week , **T** : Tutorials per week , **P** : Practical per week , **CIA**: Continuous Internal Assessment , **MSE** : Mid Semester Exam, **ESE** : End Semester Exam

COURSE CODE	MTT-307 (TT-01)
COURSE TITLE	TRAVEL WRITING AND JOURNALISM
COURSE OBJECTIVES	To provide basic understanding about travel journalism and its role in tourism promotion; and to equip the students with the practical know-how on travel writing and the dynamics of making travelogues.
UNIT-1	Travel Writing: Introduction & Historical Evolution; Types of Travel Stories: Service Stories, Destination Stories, Autobiographical Tales – Anthologies; Quintessential Qualities of a Good Travel Writer; Publishing Opportunities: Articles and Short Pieces of Travel Writing for Newspapers, Magazines, Travel Newsletters, Short Pieces for Books, The Internet, Travel Books , Guide Books , Accommodation Guides, Business Travel , Coffee Table Books.
UNIT-2	Electronic Media in Documenting Destinations, Travel and Transport, Hospitality and Tourism resources - Nature of Media Coverage: Webcast and Telecast ; Script writing for Travel Programs: Identifying points for Visual Support, Conducting interviews; Virtual tourism.
UNIT-3	The Art & Craft of Travel Writing: Elements of Good Travel Writing, Crafting a Structure, Five Compelling Beginnings, The Middle Section, Conclusion that Leads to new Directions, Elements of Structure: Building Blocks, Transitions; Research Topics: Sources of Information; Research on the Internet; Researching on the spot ; Organizing research material.
UNIT-4	Developing Ideas for Travel Articles: Journey Pieces ; Activity Pieces ; Special Interest Piece; Side-trips; Reviews; Ideas from Own Travel Experiences; Ideas from other Sources.
UNIT-5	The Tools of the Trade: Journal, Audio Recorder, Camera, Laptop Computer; How to Portray the Experiences: Practical Tips; Choosing the Right Words - Verbs, Adjectives and Clichés, Illustrations; The Practicality of taking Photographs, Non-photographic Illustrations; Career Prospects: Working as a Staff Writer; Working as a Freelancer; Part-Time Travel Writing.
References	<ul style="list-style-type: none"> • Janet Macdonald (2000), Travel Writing, Robert Hale, London. • Brunt.P. (1997), Market Research in Travel and Tourism, Butterworth and Heinemann, UK. • Clark, Riley,M., Wood,R.C. (1998), Researching and Writing Dissertations in Hospitality and Tourism, UK. • Neilson C. (2001), Tourism and the Media: Tourist Decision Making, Information and Communication, Hospitality Press, Melbourne. • Arvahan E. & Ketter E. (2008), Media Strategies for Marketing Places in Crisis, Elsevier, UK., UK.

Course Matrix:

Course Code	Course Title	L	T	P	Hours Per Week	Credit	CIA	MSE	ESE	Total
MTT 307 (TT 01)	Travel Writing and Journalism	3	0	0	3	3	25	25	50	100

L : Lecturers per week , **T** : Tutorials per week ,**P** : Practical per week ,**CIA**: Continuous Internal Assessment ,**MSE** :

Mid Semester Exam, **ESE** : End Semester Exam

COURSE CODE:	MTT 307 (TT-02)
COURSE TITLE:	CROSS CULTURAL MANAGEMENT
COURSE OBJECTIVES:	This course will focus on issues related to managing inter cultural interactions as primarily the tourism business is focused on handling people with various cultural beliefs. It highlights the importance of recognising and addressing cross cultural sensitivities. A large part of tourism business is to either handle inbound tourists or accompany tourist to an outbound destination. In both cases a tour manager must prepare for cross-cultural sensitivities. This course will discuss issues related to managing intercultural interactions.
UNIT-1	Introduction to Cross Cultural Management, Elements and Characteristics of Culture, The Global Community & Cultural Diversity, Narratives, Natives & Tourists, Significance of Culture in International Management, Growing presence of Multinationals with Expatriate Managers.
UNIT-2	Cultural Theories and Practice: Cultures as Adaptive Systems, Ideational Theories of Culture: Cultures as Cognitive Systems; Cultures as Structural Systems; Cultures as Symbolic Systems; Intercultural Theories: Contact Model, Acculturation Theory, Enculturation Theory, Social Exchange and Social Representation Theory.
UNIT-3	Globalisation, Tourism and Culture: Cultural Variability-Sources of Differences; Identifying Differences in Culture-Specific Perception – the Kluckhohn- Strodtbeck Model, Hall's Model of High and Low Context Cultures, Hofstede's Model; Tourism & Cultural change.
UNIT-4	Intercultural Communication: Concepts and Challenges; Cultural Influences on Tourist Behaviour, Learning about Host Culture; Social Interactions; Culture Shock; the Phases of Cultural Shock; Influence on Services; Ethical Considerations: Fundamentalism; Relativism.
UNIT-5	Cross Cultural Comparisons: Cultural Basis for International Society, the Anthropological Concept, Local vs Global Culture, Differences among International Societies like the United States, China, Russia, Islamic Civilization, India etc.; Multiculturalism and Competence.
REFERENCES:	Reisinger, Yvette (2009). <i>International Tourism: Cultures and Behaviours</i> . Burlington: Butterworth-Heinemann Hodgetts Richard and Luthans, Fred (2008). <i>International Management: Culture, Strategy and Behaviours</i> . New Delhi: Tata McGraw Hill. Hooker, John (2003). <i>Working Across Cultures</i> . Stanford: Stanford University Press. Deresky, Helen (2007). <i>International Management- Managing Across Borders and Cultures</i> (Eastern Economic Edition). New Delhi: Prentice Hall of India Private Limited. Carr-Ruffino, N. (2008). <i>Managing Diversity: People Skills for a Multicultural Workplace</i> . Boston, MA: Pearson Custom Publishing.

Course Matrix:

Course Code	Course Title	L	T	P	Hours Per Week	Credit	CIA	MSE	ESE	Total
MTT 307 (TT- 02)	Cross-Cultural Management	3	0	0	3	3	25	25	50	100

L : Lecturers per week , T : Tutorials per week ,P : Practical per week ,CIA: Continuous Internal Assessment ,MSE : Mid Semester Exam, ESE : End Semester Exam

COURSE CODE:	MTT 308 (TT 01) –MINOR SPECILIZATION -2
COURSE TITLE:	ADVENTURE TOURISM
COURSE OBJECTIVES:	Adventure tourism is considered as an essential part of tourism and an understanding of this type of tourism is required for any tourism professional. This course would provide a basic knowledge of adventure tourism's technicalities and an understanding of various organizations working in the related field.
UNIT-1	Introduction of Adventure Tourism, Definition and history of adventure tourism, various components of adventure tourism.
UNIT-2	Types of adventure tourism, popular adventure tourism activities (Mountaineering, Trekking, Rafting, Paragliding, Skiing, Safaris etc.) and Artificial environment adventure, Case study of Himachal Pradesh & Uttarakhand.
UNIT-3	The demand and supply side: The adventure tourist, The adventure tourism market, Destinations and venues, Management of adventure tourism: Marketing, Risk management, Ethical issues in adventure tourism.
UNIT-4	Training in adventure tourism, popular adventure programs in India, role of adventure tourism guides, tools and techniques of communication in adventure operations, different grades of adventure (with special reference to trekking, rafting and climbing).
UNIT-5	Role and history of IMF in developing the adventure tourism in India, history and development of mountaineering institutes of India, Role of ATOAI in promoting adventure tourism in India, Future of adventure tourism in India.
REFERENCES:	<p>Swarbrooke J., C. Beard, S. Leckie and G. Pomfret. Adventure Tourism- New Frontier, Butterworth Heinemann: London</p> <p>Buckley, Ralf, Adventure Tourism, CABI: Oxfordshire, UK</p> <p>Negi Jagmohan, <i>Adventure Tourism and Sports: Risks and Challenges</i> (a set of 2 volumes), Delhi: Kanishka</p> <p>Malik, S.S., <i>Adventure Tourism</i>, Delhi: Rahul</p> <p>Adventure Travel Report, 1997.</p> <p>http://www.tia.org/pubs/domestic.asp?PublicationID=40</p> <p>Adventure Travel Society, 2001.</p> <p>http://www.adventuretravel.com/research_definitions.htm</p> <p>Darst, P. and G. Armstrong. <i>Outdoor Adventure Activities for School and Recreation Programs</i>. Minneapolis: MN: Burgess.</p> <p>Ewert, A.W. <i>Outdoor Adventure Pursuits</i>. Worthington, Ohio: Publishing Horizons Inc.</p>

Course Matrix:

Course Code	Course Title	L	T	P	Hours Per Week	Credit	CIA	MSE	ESE	Total
MTT 308 (TT 01)	Adventure Tourism Management	3	0	0	3	3	25	25	50	100

L : Lecturers per week , **T** : Tutorials per week ,**P** : Practical per week ,**CIA**: Continuous Internal Assessment ,**MSE** : Mid Semester Exam, **ESE** : End Semester Exam

COURSE CODE:	MTT 308 (TT 02) –MINOR SPECILIZATION -2
COURSE TITLE:	HERITAGE TOURISM MANAGEMENT
COURSE OBJECTIVES:	This course is important to study because of India is rich in its cultural and heritage properties and its maintenance is necessary. This will help to understand the nature of this form of tourism and conservation.
UNIT-1	Cultural and heritage tourism, its manifestations, characteristics and commonalities between cultural and heritage tourism, tangible and intangible elements of culture. Demand and supply side of cultural and heritage tourism.
UNIT-2	What is Heritage? Meaning and concept. Criterions for selection as heritage sites, monuments and zones by UNESCO. Types of heritage property. World famous heritage sites and monuments in India.
UNIT-3	Cultural and Heritage Management, objectives and strategies, Protection, Conservation and Preservation, Cultural and Heritage Marketing, Destination development. Heritage Hotels and their classification.
UNIT-4	Indian Culture: General Features, Sources, Components and Evolution. Structure of Indian Society, Rites and Rituals, Elements of Indian Art; (Dance, Music, Literature, Cinema, Handicrafts).
UNIT-5	National and International Organisations engaged in Heritage Management (UNESCO, ICOMOS, ASI, INTACH and NGOs); Museums- concept and classifications (National Museum, New Delhi; Bharat Kala Bhawan, etc.), Art Galleries and Libraries of India.
REFERENCES:	<p>Allchin, B., Allchin, F.R. et al. <i>Conservation of Indian Heritage</i>, Cosmo Publishers, New Delhi.</p> <p>Ashworth, G. J., <i>The Tourist Historic City. Retrospect and Prospect of Managing the Heritage City</i>, Pergamon, Oxford</p> <p>Agrawal V.S.: <i>The Heritage of Indian Art</i>, Govt. of India Publication.nnel View Publication.</p> <p>Christopher Tadgell : <i>The History of Architecture in India</i>, Penguin, New Delhi</p> <p>Timothy Dallen J. <i>Cultural Heritage and Tourism: An Introduction</i>, Channel View Publication.</p> <p>Dalmia Yashodhra: <i>Contemporary Indian Art: Other Remedies</i> , Marg Publisher, Mumbai</p> <p>Luniya B.N.:<i>Ancient Indian Culture</i>, Laxmi Narain Educational Publisher, Agra</p> <p>Venkataraman Leela: <i>Indian Classical Dance</i>, Roli Books</p> <p>Sarina Singh et. al., <i>India</i>, Lonely Planet Publications, Australia</p> <p>Acharya Ram: <i>Tourism and Culture heritage of India</i>, RBSA Pub, Jaipur</p> <p>Goswami O.: <i>Story of Indian music: Its growth and Synthesis</i>, Asia Pub House, Mumbai</p> <p>Bhavani, Enakshi: <i>Dance in India</i>, DB Taraporevala Sons & Co.</p>

Course Matrix:

Course Code	Course Title	L	T	P	Hours Per Week	Credit	CIA	MSE	ESE	Total
MTT 308	HERITAGE TOURISM MANAGMENT	3	0	0	3	3	25	25	50	100

L : Lecturers per week , **T** : Tutorials per week ,**P** : Practical per week ,**CIA**: Continuous Internal Assessment ,**MSE** : Mid Semester Exam, **ESE** : End Semester Exam

COURSE CODE:	MTT 309
COURSE TITLE:	SUMMER TRAINING REPORT
COURSE OBJECTIVES:	<p>The objective of this course is to enable students to</p> <ul style="list-style-type: none"> • develop and relate theory to practice • help themselves in making an informed career choice after exposure to the actual work environment • observing the systems, processes, interactions and human relations in the organization • get an opportunity to understand the expectations of industry • prepare themselves for final placements.
REFERENCES:	<p>Evaluation: Student presentations would be organised based on their on-the-job training reports. Presentations would be organized according to a predetermined schedule. A panel of teachers would evaluate the presentations, draft reports and participations. They would give students feedback on their summer training reports. Based on feedback, students would submit a final report which would be evaluated by an external/internal examiner, nominated by the University, out of 100 points.</p>

Course Matrix:

Course Code	Course Title	L	T	P	Hours Per Week	Credit	CIA	MSE	ESE	Total
MTT 309	Summer Training report	0	0	0	0	3	0	0	100	100

L : Lecturers per week , **T** : Tutorials per week ,**P** : Practical per week ,**CIA**: Continuous Internal Assessment ,**MSE** : Mid Semester Exam, **ESE** : End Semester Exam

COURSE CODE:	MTT 310
COURSE TITLE:	Viva Voce
COURSE OBJECTIVES:	There shall be an oral examination at the end of third semester of the programme that will test student on his comprehension of the subject knowledge acquired during the first semester of learning.
EVALUATION	This comprehensive oral examination would be evaluated by a panel of external/internal examiners, nominated by the University, out of 50 points. This viva would cover whole curriculum of first semester of programme and general understanding of tourism business

Course Matrix:

Course Code	Course Title	L	T	P	Hours Per Week	Credit	CIA	MSE	ESE	Total
MTT 310	Viva Voce	0	0	0	0	3	0	0	100	100

L : Lecturers per week , **T** : Tutorials per week ,**P** : Practical per week ,**CIA**: Continuous Internal Assessment ,**MSE** : Mid Semester Exam, **ESE** : End Semester Exam

FOURTH SEMESTER										
Course Code	Course Title	L	T	P	Hours Per Week	Credit	CIA	MSE	ESE	Total
*MTT 401	Dissertations: Project Report and Presentation	0	0	0	0	4	0	0	100	100
**MTT402	On-the- Job Training: Report Presentation	0	0	0	0	6	0	0	200	200
MTT403	Comprehensive Viva Voce	0	0	0	0	6	0	0	200	200
	Total					16				500
	Grand Total									3300

Legends:

L:- Lectures per week T: Tutorials per week P: Practical per week CIA: Continuous Internal Assessment

MSE: Mid Semester Exam ESE: End Semester Exam

NOTE:-

***MTT 401-** The Internal mentors shall be allocated to the students in 3rd Semester for the guidance of the Dissertation and students needs to submit their report before going for the OJT in 4th Semester.

****MTT402-** OJT is the compulsory course and will be of at least 4-6 months

COURSE CODE:	MTT 401
COURSE TITLE:	DISSERTATIONS: PROJECT REPORT AND PRESENTATION
COURSE OBJECTIVES:	The objective of this course is to enable students to develop an aptitude of research aptitude; the course shall develop the ability and expertise from where to conduct a review/situational/observational analysis of the tourism industry.
COURSE CONTENT :	The guidelines and detailed instructions to complete dissertations will be given by the mentors allocated by the Department.
Evaluation	This report would be evaluated by an external/internal examiner, nominated by the University, out of 100 points.

COURSE CODE:	MTT 402
COURSE TITLE:	ON-THE- JOB TRAINING: REPORT PRESENTATION
COURSE OBJECTIVES:	<p>The objective of this course is to enable students to</p> <ul style="list-style-type: none"> • develop and relate theory to practice • help themselves in making an informed career choice after exposure to the actual work environment • observing the systems, processes, interactions and human relations in the organization • get an opportunity to understand the expectations of industry • prepare themselves for final placements.
REFERENCES:	<p>Evaluation: Student presentations would be organised based on their on-the-job training reports. Presentations would be organized according to a predetermined schedule. A panel of teachers would evaluate the presentations, draft reports and participations. They would give students feedback on their training reports. Based on feedback, students would submit a final report which would be evaluated by an external/internal examiner, nominated by the University, out of 200 points.</p>

COURSE CODE:	MTT 403
COURSE TITLE:	Comprehensive Viva Voce
COURSE OBJECTIVES:	There shall be an oral examination at the end of fourth semester of the programme that will test student on his comprehension of the subject knowledge acquired during the two years of learning.
EVALUATION	This comprehensive oral examination would be evaluated by a panel of external/internal examiners, nominated by the University, out of 200 points. This viva would cover whole curriculum of degree programme and general understanding of tourism business