



**NAGINDAS KHANDWALA COLLEGE OF
COMMERCE, ARTS &
MANAGEMENT STUDIES (AUTONOMOUS)**

Re-accredited by NAAC with 'A' Grade (3rd Cycle)

ISO 9001:2015 Certified

**Bhavishya Bharat Campus, S. V. Road, Malad (West)
Mumbai-400 064**

Programme Code: PMTTM

**Master of Tourism and Travel Management
(M-TTM)**

Two Year Integrated Programme

Four Semesters

Course Structure

**Under Choice Based Credit, Grading and Semester
System**

Implemented during Academic Year 2022-2023

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1. Preamble

The tourism industry is rapidly growing and jobs in tourism management are becoming highly sought after. This fast-changing, dynamic and highly competitive field expects well-trained hospitality professionals with a serious work ethic. A good understanding of business is a great advantage for people working in Tourism, Travel and Hospitality, especially for those in administrative or management positions. The Tourism and Travel sector's growth performance, touted recently in numbers released by the World Travel & Tourism Council, highlights the size and growing importance of a sector. Overall, Tourism and Travel generated 10.4 percent of the world's total economic activity in 2018. That worldwide growth was greatly aided by rapid growth of Tourism and Travel in regions such as Oceania (Australia, Malaysia, Indonesia and the Southwest Pacific islands), Southeast Asia, India and China.

Traditional and emerging themes of tourism, including nature, heritage & cultural, religious, adventure, medical & wellness, MICE, and wedding, among others, have been a key attraction for domestic and foreign tourists. Strong domestic demand and economic growth, price competitive offerings, infrastructure development, and the emergence of new destinations and niche tourism products will continue to drive the growth of the industry in the future. The booming industry demands for skilled manpower and resources. According to WTTC's report, Tourism and Travel is responsible for creating one out of every five new jobs worldwide. The global lobby group expects Tourism and Travel to generate 100 million new jobs worldwide over the next 10 years. That would push the total number of people working in Tourism and Travel to 421 million by 2029.

We aim to impart the required skill sets through our programmes. Choosing a Tourism & Travel Management Master's Degree will get the students accustomed to working in an international environment and being more in tune with the needs of guests from different social and cultural backgrounds. Tourism management refers to everything that is related to the hospitality and travel industries. It offers extensive training opportunities for management positions in the travel, tourism and hospitality industry.

1.1 About Khandwala College

Khandwala College is a multi-faculty institution (Estd. 1983), affiliated to University of Mumbai. It offers 22 UG, 14 PG and 4 Ph.D. programmes and impart education to more than 6500 students.. The Vision of the institute includes Education for all, Education for the youth and Education for the future of our country. The Mission is to serve the society at large and students belonging to linguistic minority in particular with commitment, dedication and devotion. The Quality Policy includes commitment towards imparting Quality Education to youth, enabling them to develop the right attitude, professional competence and inculcating right ethical values.

The institution has been awarded “A” Grade (Third Cycle) by National Assessment and Accreditation Council, Best College by University of Mumbai (2012), lead college for a cluster of colleges, Educational Excellence Award by Indus Foundation, USA and Best Ensemble Faculty (Academic Brilliance Awards – 2013) by Education Expo TV’s Research Wing for Excellence in Professional Education & Industry and ISO 9001:2015 certified by TUV Nord. We have been awarded IMC Ramkrishna Bajaj National Quality Commendation Certificate in 2013-14. Our college has been awarded Autonomous status from 2016.

1.2 Vision and Mission of Khandwala College

Vision

Education for all
Education for the youth
Education for the future of our country

Mission

The college’s focus is on the future of our students irrespective of their gender and place in society. Every student is like a flame reaching out to the brightness of the sun i.e. the bright future of India

2. Programme Objectives & Outcomes

2.1 Programme Objectives

1. To provide future professionals with an integrated knowledge of the dynamics of tourism development, the principles of sustainable management, environmental issues, the role of cultural diversity and creativity for innovation and the governance of tourism networks the quality management of customer services.
2. To provide the learners with an experiential learning opportunity at various levels of responsibility.
3. To equip students with a broad knowledge of theory and research in tourism.
4. To encourage originality and creativity.
5. To depict the interrelationship between travel, tourism and hospitality industries.
6. To develop leadership skills and to provide necessary Managerial, Communicative, IT, product and Resource skills to effectively handle Tourism activities.
7. To develop better and viable marketing and product innovation strategies.

2.2 Programme Outcomes

After successful completion of the degree the learner will be able to:

- PO1 - Interpret practical, theoretical and personal skills required for senior management roles within a variety of international hotel and tourism organisations.
- PO2 - Synthesise strategic, organisational and marketing processes of a commercial hospitality enterprise within the context of the global nature of the business.
- PO3 - Cultivate a professional management attitude by nurturing the creative development of innovative ideas and solutions.
- PO4 - Demonstrate knowledge of computer applications software, including travel reservations software, word, spreadsheets and presentation software skills;
- PO5 - Communicate effectively using written, oral and nonverbal techniques, including the use of technology in the gathering and presentation of information;
- PO6 - Interpret and analyse information in order to engage in critical thinking and problem solving with regard to the performance of travel and tourism operations.

3. Eligibility, Selection and Admission Criterion

Candidates for being eligible for admission to the three-year course leading to the Degree of Master of Tourism and Travel Management, shall be required to have passed the Higher Secondary School Certificate Examination (10+2) or an equivalent qualification in any stream from any recognized Board/ University.

3.1 Eligibility Criterion:

The student must be passed a two-year Pre-University examination/ 12th / Grade 12/ HSC/A level/O level/IBDP/IBCP or equivalent qualification from any Board/ University. Lateral Entry shall be applicable for students who have pursued similar or related Programmes from any University. Eligibility Criteria shall be applicable for lateral entry

3.2 Selection and Admission Criterion for Eligible Candidates:

The interested students shall register for the Aptitude Test and Interview. Reservations as per University rules will be applicable.

The admission of students shall be based on:

- Academic and non- academic credentials till date.
- Performance in Aptitude Test [comprising of questions in Mathematics/Statistics, English, Logical Reasoning, Analytical Ability] and Performance in Personal Interview.
- The candidate has to fulfil all the prescribed admission requirements /norms of the College.
- In all matters relating to admission to the programme the decision of the Management of institute/college shall be final.
- At any time after admission, if found that a candidate has not fulfilled one or many of the requirements stipulated by the college, or submitted forged certificates, the Institute has the right to revoke the admission and will forfeit the fee paid. In addition, legal action may be taken against the candidate as decided by the Management of institute/college.

3.2 Eligibility for the award of the degree:

- A candidate shall be eligible for the award of the Degree only if he/she has undergone the prescribed course of study for a period of not less than two academic years, passed the examinations of all the Four Semesters earning 104 credits. Letter grade of at least D or above (i.e. O/ A+/A/ B+/B/C/D) in core.
- No dues to the college, Libraries etc.; and
- No disciplinary action is pending against him/her.

3.3 Faculty under which the Degree is awarded

Master of Tourism and Travel Management (M-TTM) programme is awarded under the Faculty of Commerce.

3.4 Intake and Fees

Intake of 60 Students in the first year with an additional division of 60 students from the second year onwards. Additional 15% shall be permitted to make provision for any cancellation of

Admissions. Additional admissions to the extent of 15% will be permitted for foreign students every year.

Programme Fees for each Semester - Rs. 1,23,000/- . The fees can be increased by 12% every year.

3.5 Attendance

- A student has to obtain a minimum of 75% cumulative attendance for the theory lectures, practical and tutorial (wherever prescribed) separately will be required out of the total number of lectures, practical and tutorials on the subject conducted in the term.
- 25% allowance in attendance is given to account for activities under NCC / NSS / Cultural / Sports / Minor Medical conditions etc.
- A student with a cumulative attendance of less than 75%, will not be permitted to appear for the end semester examination for all the courses in that semester and will be categorized as “DE”, meaning Detained due to shortage of attendance. The students with the “DE” category cannot proceed to the subsequent semester.
- Such students shall register for all the courses of the semester in which DE has occurred, in the subsequent year by paying the prescribed fee.
- Additional condonation may be considered in rare and genuine cases which includes, approved leave for attending select NCC / Sports Camps, Internships, Training, cases requiring prolonged medical treatment and critical illness involving hospitalization.
- For medical cases, submission of complete medical history and records with prior information from the parent / guardian to the institute is mandatory. Such condonation is permitted only twice for a student in the entire duration of the programme.

4. Scheme of Examination

The Examination shall be divided into parts i.e. Continuous Internal Evaluation including Assignment, Projects, Seminars, Case Studies and Class Tests which will be of 40 marks and the Semester End Examinations which will be of 60 marks. The semester wise Credit Points will be varied from course to course, but the value of Credits for Post-Graduate Programme shall be of 104 Credits. The examinations can be conducted in online/offline mode. The institute may decide the examination pattern - written, oral, practical, presentation, project etc. for any or all courses/subjects as appropriate.

The Credits are defined in terms of the learner's hours which are divided into two parts such as Actual and Notional. The value of a particular course can be measured in number of Credit Points. The value of One (01) Credit is equal to 15 Hours of learners' load. Notional learning hours include direct contact hours with teachers and trainers, time spent in self learning, preparation for assignments, carrying out assignments and assessments etc.

Scheme of Total Credits

Sr. No.	Year	Credits
1	Year 1	52
2	Year 2	52
	Total Credits from Academics	104

4.1 Credit Based Evaluation System Scheme of Examination

For all 4 semesters, the performance of the learners shall be evaluated into two components. The first component shall carry 40% marks which will be a Continuous Internal Evaluation while the second component shall carry 60% marks at semester end examination.

The allocation of marks for the Continuous Internal Evaluation 40% and Semester End Examination 60% are as shown below

4.2 Structure of Continuous Internal Evaluation – 40% = 40 marks

Sr. No.	Particulars	Marks
1	Class test held in the given semester	15 marks
2	Subject specific Term Work Module/assessment modes – as decided by the department in the beginning of the semester (like Extension/field/experimental work, Short Quiz; Objective test, open book test etc. and written assignments, Case study, Projects, Posters and exhibits etc. for which the assessment is to be based on class presentations wherever applicable)	20 marks
3	Attendance & Active participation in routine class instructional deliveries (and in practical work, tutorial, field work, cultural activities etc. as the case may be)	5 marks

4.3 Structure of End Examination – 60% = 60 marks

Semester End Examination will be organized after all modules of the course are taught in the class. It will be a written examination / or as per the needs of the course a practical examination or a combination of both. This examination will be for 60 marks.

The Semester End Examinations for each course through semesters I to VI shall be conducted by the college except for the subjects with Asterix symbol (*) for which 40 marks includes test for 15 marks, assignment for 20 marks and attendance & code of conduct for 05 marks and 60 marks for two assignments/assessments shall be evaluated by the subject experts at department level and the marks/grades shall be submitted to the College.

The assessment of Continuous Internal Evaluation and Semester End Examination as mentioned above for the Semesters I to IV shall be processed by the College – ‘Institutions of their Learners’ and issue the grade cards to them after the conversion of marks into grades as the procedure mentioned below. The learners to pass a course shall have to obtain a minimum of 40% marks in aggregate for each course where the course consists of Continuous Internal Evaluation & Semester End Examination. The learner shall obtain a minimum of 40% marks (i.e. 16 out of 40) in the Continuous Internal Evaluation and 40% marks in Semester End Examination (i.e. 24 Out of 60) separately, to pass the course and a minimum of Grade D in each project, wherever applicable, to pass a particular semester. A learner will be said to have passed the course if the learner passes the Continuous Internal Evaluation & Semester End Examination together.

4.4 Suggested Question Paper Pattern

A) Written Class Test (15Marks) - 30 mins

1.	Match the Column / Fill in the Blanks/ Multiple Choice Questions (1 Marks each) (Any Six out of Eight)	06 Marks
2.	Answers the following (Attempt Any Two of the Three) (Concept based Questions) (2 Marks each)	04 Marks
3.	Answer in Brief (Attempt Any One of the Two) (5 Marks each)	05 Marks

B) Semester End Examinations – 60 Marks - 2hrs

QI	Match the Column / Fill in the Blanks/ Multiple Choice Questions/True or False (Any 10 out of 15) (1 Marks each)	10 Marks
QII A	<i>(Concept based Questions)</i> Answer in Brief (Any Three out of Five) (5 Marks each)	15 Marks
	OR	
QII B	<i>(Concept based Questions)</i> Answer in Brief (Any Three out of Five) (5 Marks each)	15 Marks
QIII A	(Application based/Scenario based Questions) Answer in Detail (Attempt Any Four of Six) (5 Marks each)	20 Marks
	OR	
QIII B	(Application based/Scenario based Questions) Answer in Detail (Attempt Any Four of Six) (5 Marks each)	20 Marks
QIV	Case Study/ Long Answer Type Question (Any One out of Two)	15 Marks

4.5 Passing Standards

Grade	Marks	Grade Points
O	80 & Above	10
A	60 to 69.99	8
A+	70 to 79.99	9
B+	55 to 59.99	7
B	50 to 54.99	6
C	45 to 49.99	5
D	40 to 44.99	4
F	Less than 40	0

- The learners shall obtain a minimum of 40% marks (i.e. 16 out of 40) in the Continuous Internal Evaluation (CIE) and 40% marks in Semester End Examination (i.e. 24 out of 60) separately, to pass the course and a minimum of Grade D to pass a particular semester.
- Learners who fail to clear Class Test I or were unable to appear for Class Test I on account of Medical grounds, Bereavement of a family member, Internships/Training or Positioned at Events by the Institute can appear for Class Test II
- If a student fails in Class Test I, he/she shall have the opportunity to appear for Class Test II to improve his/her performance only once in the Semester. The re-conduct of the Class Test shall be completed before the commencement of Semester End Examinations.
- If just prior to or during the CIE a bereavement (of an immediate family member) occurs. (Note: In this case the Death Certificate of the departed and the Parent's note will have to be given to the College within 2 days of returning to College, for this clause to hold).
- A learner will be said to have passed the course if the learner passes the Continuous Internal Evaluation (CIE) and Semester End Examination.

4.6 Failure in Class Test II

Students failing to clear the Class Test II will have to submit a project on a topic approved by the subject teacher.

The allocation of marks will be as follows:

- Written Assignment – 10 marks
- Presentation- 5 mark

4.7 Semester Abroad Programme

Students who are allowed to undergo internship or Training in Industries in India or abroad during their course work or attend any National / International Institute under semester abroad programme (SAP) up to a maximum of 1 semesters will be granted credit equivalence for the Course Work/project work done by them in the Industry /Foreign Institute as per the recommendations of the Equivalence committee.

4.8 Eligibility for Faculty

Master 's degree with 55% marks (or an equivalent grade in a point scale wherever grading system is followed) in a relevant/allied subject OR Relevant work experience in the industry or related areas.

5. Teaching Methodology

1. Classroom Sessions

- **Lectures:** Lectures shall be delivered by experienced faculties along with visiting faculties and experts from the industry in online/offline or blended mode.
- **Assignments and Projects:** Shall be assigned at regular intervals of the course. It offers an opportunity for students to meet, interact and collaborate with experienced people from the industry.
- **Knowledge Workshops and Industry Seminars:** Shall be organized at regular intervals to keep the students informed about the latest developments in the Event Industry, these workshops are uniquely designed with a focus on practical industry – relevant topics.
- **Simulated Events:** Shall be conducted to get the real feel of organizing and managing an event. Students are trained to make a replica of an Event and present it live in the classroom. The exercise gives the student an opportunity to identify the finer nuances of event execution thereby helping them to identify key success factors and areas of improvement

Guest Lectures and Case Studies

- **Guest Lecture:** Eminent people from the Tourism & Hospitality industry shall be invited as guest speakers to impart lessons and their rich experiences on various fields related to this industry to the students. They also focus on imparting training around management concepts that have today become essential skills to carve a niche in the industry.
- **Case Studies:** Case studies highlighting various practical and situational issues shall be regularly discussed during classroom sessions. The discussion caters towards identifying what went wrong in the case and what could have been done in a better manner, this helps train students to handle such situations in the future. The exercise also improves the analysing and analytical capabilities of our students.
- **Innovative & Interactive Learning Technology**
 - **Educational wikis:** It keeps track of education-oriented wikis, establishes constructive interactions with them, and researches their technology, activity, culture, processes, and impact.
 - **Creative Presentation Ideas:** Gone are the days when Microsoft Presentation was the only means to make academic training interactive and engaging. Enliven your material and engage the students with these simple and easy to implement methodologies:
 - **Prezi Presentation:** Prezi is a powerful communication and presentation tool that aims to replace PowerPoint presentation. Equipping students with the knowledge of this tool helps in preparing them to adapt easily to the ever-changing dynamics of the corporate world.
- **Create through Technology:**
 - **YouTube Broadcasting:** Harness the power of YouTube as an effective broadcasting medium to create and share your ideas and thoughts with diverse audiences

- **Communication and Collaboration:** Google Apps provides students a chance to learn how to use webmail services, calendar (shared calendaring), G-Talk (instant messaging and voice/video chat) and Drive (online document creation & sharing).
- **Education through Blogs:** A powerful and interactive medium for learning. Ideal to educate, discuss and share innovative ideas across a large and diverse set of audiences.
- **Unparalleled Internships & Practical Training**
 - **Internships & Practical Training:** These events act like great learning platforms giving them the live experience of managing an event.
 - **In-House Events:** Students shall be provided with an opportunity to work on in-house events right from the start to finish, to provide them with hands-on experience, which helps them to gain excellent event organization skills.

6. Ad-hoc Board of Studies

Following Academicians, Faculty members & Experts have been consulted for the contents and development of the Syllabus for this course:

- Principal Dr. (Mrs.) Ancy Jose, Principal, Khandwala College
- CA Dr. Varsha Ainapure, M Com., FCA, Ph.D., Post-Doc (USA), Adjunct Professor, Khandwala College
- Mr. Vipul Solanki, MMS
- Ms. Sneha Asar, MBA, Faculty
- Vinit Rughani, CA, CS, CFP, CFA(L2), Industry Representative
- Varun Mehta, MBA – Faculty & Industry Representative

Master of Tourism and Travel Management (M-TTM)

Two Year Integrated Programme -

Four Semesters

Basic Structure: Distribution of Courses

1	Core Course (CC)	17 Papers of 4 Credits Hrs. each (Total Credits Hrs. $17*4=68$) 2 Papers of 6 Credits Hrs. each (Total Credits Hrs. $2*6 = 12$)	80
2	Discipline Specific Compulsory Course (DSC)	2 Papers of 6 Credits Hrs. each (Total Credits Hr. $2*6 = 12$) 1 Paper of 4 Credits Hrs. each (Total Credits Hr. $1*4 = 4$)	16
3	General Elective (GE)	4 Papers of 2 Credits Hrs. each (Total Credits Hr. $4*2 = 8$)	8
	Total Credits Hrs		104

**Master of Tourism & Travel Management
Program Code: PMTTM**

FIRST YEAR

Semester I

Sem	Course Code	Course	Category	Credits	Internal	External	Total Marks
I	2111PTMCS	Modern Management - Concepts & Skills	CC	4	40	60	100
I	2112PTMTM	Tourism Management	CC	4	40	60	100
I	2113PTMTR	Tourism Resources of India	CC	4	40	60	100
I	2114PTMCR	Customer Relationship and Services Management	CC	4	40	60	100
I	2115PTMGT	Global Tourism Geography	CC	4	40	60	100
I	2116PTMIP	Itinerary Preparation and Tour Packaging	CC	4	40	60	100
I	2117PTMSA 2117PTMPD	(Any one)* Sanskrit Personality Development	GE	2	40	60	100
		Total		26	280	420	700

Semester II

Sem	Course Code	Course	Category	Credits	Internal	External	Total Marks
II	2121PTMHR	Hotel and Resort Management	CC	4	40	60	100
II	2122PTMBL	Business & Tourism Law	CC	4	40	60	100
II	2123PTMTA	Travel Agency and Tour Operation Business	CC	4	40	60	100
II	2124PTMTJ	Travel Journalism & E- Tourism	CC	4	40	60	100
II	2125PTMET	Ecotourism	CC	4	40	60	100
II	2126PTMPT	Practical Training/Internship*	DSC	4	40	60	100
II	2127PTMSA 2127PTMSS	(Any one)* Sanskrit Soft Skills	GE	2	40	60	100
		Total		26	280	420	700

**Master of Tourism & Travel Management
Program Code: PMTTM**

SECOND YEAR

Semester III

Sem	Course Code	Course	Category	Credits	Internal	External	Total Marks
III	2231PTMAM	Airline Management	CC	4	40	60	100
III	2232PTMDM	Destination Development & Marketing	CC	6	40	60	100
III	2233PTMGD	Global Distribution System and Ticketing	CC	4	40	60	100
III	2234PTMFM	Forex Management	CC	4	40	60	100
III	2235PTMST	Study Tour - Project report and VIVA*	DSC	6	40	60	100
III	2236PTMSA 2236PTMSE	(Any one)* Sanskrit Selling Skills	GE	2	40	60	100
			Total	26	240	360	600

Semester IV

Sem	Course Code	Course	Category	Credits	Internal	External	Total Marks
IV	2241PTMTE	Tourism Entrepreneurship	CC	4	40	60	100
IV	2242PTMTB	Tourist behavior & Cross-Cultural Management	CC	6	40	60	100
IV	2243PTMMC	Meetings Incentive, Conference, Events and Exhibition (MICE) Tourism	CC	4	40	60	100
IV	2244PTMSI	Special Interest Tourism	CC	4	40	60	100
IV	2245PTMCP	Capstone Project*	DSC	6	40	60	100
IV	2246PTMSA 2246PTMPS	(Any one)* Sanskrit Presentation Skills	GE	2	40	60	100
			Total	26	240	360	600

The syllabus can be updated/revised/modified from time to time to meet industry requirements.

- CC - Core Course
- AECC - Ability Enhancement Compulsory Course
- DSC - Discipline Specific Compulsory Course
- SEC - Skill Enhancement Course
- GE – General Elective

Evaluation scheme as per the courses mentioned below:

Practical Training /Internship	CIE= 40 mks (Draft Report) SEE = 60 mks (Final Report , Presentation , VIVA =60)
(Any one) Sanskrit Personality Development	CIE = 40 mks (Test = 15mks, Assignment = 20 mks, Attendance & Code of Conduct = 05 mks) SEE= 60 mks (2 assignments *30mks)
(Any one) Sanskrit Soft Skills	CIE = 40 mks (Test = 15mks, Assignment = 20 mks, Attendance & Code of Conduct = 05 mks) SEE= 60 mks (2 assignments *30mks)
(Any one) Sanskrit Selling Skills	CIE = 40 mks (Test = 15mks, Assignment = 20 mks, Attendance & Code of Conduct = 05 mks) SEE= 60 mks (2 assignments *30mks)
Study Tour - Project report and VIVA	CIE= 40 mks (Draft Report) SEE = 60 mks (Final Report , Presentation , VIVA =60)
(Any one)* Sanskrit Presentation Skills	CIE = 40 mks (Test = 15mks, Assignment = 20 mks, Attendance & Code of Conduct = 05 mks) SEE= 60 mks (2 assignments *30mks)
Capstone Project	CIE= 40 mks (Draft Report) SEE = 60 mks (Final Report , Presentation , VIVA =60)

***Syllabus of Courses of
Master of Tourism and Travel Management (M-TTM)
at Semester I***

1. Modern Management - Concepts & Skills

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Introduction	15
Module 2	Planning and Decision Making	15
Module 3	Organising	15
Module 4	Leadership, Motivation and Controlling	15
	Total	60

Course Objective

1. To identify the key competencies needed to be an effective manager.
2. To provide the students with the capability to apply theoretical knowledge in simulated and real-life settings.
3. To develop the students' ability to work in teams.

Course Outcome

After successful completion of the course the learner will be able to:

1. Describe current trends and challenges in global business management.
2. Describe the work of major contributors to the field of management.
3. Explain the process and techniques of individual and group decision-making.
4. Identify common organizational structures and the advantages and disadvantages of each.
5. Recognize the importance of employee motivation and how to promote it.
6. Explain the methods and need for control & decision making within an organization.
7. Practice the process of management's four functions: planning, organizing, leading, and controlling.

Detailed Syllabus

Module	Topics	No.of Lectures
1	Introduction	15
	<ul style="list-style-type: none"> ● Introduction to Modern Management: Concepts and skills. ● Modern Management challenges: Managers, Society and Sustainability, Management and Diversity, Management in Global Arena 	
2	Planning and Decision Making	15
	<ul style="list-style-type: none"> ● Plans and Planning tools: Planning skills, Planning challenges. ● Making Decisions: Decision Making skills, Practical challenges. ● Strategic Planning: Strategies, Tactics and Competitive dynamics. 	
3	Organising	15
	<ul style="list-style-type: none"> ● Organising: Fundamentals of organising, Practical challenges. ● Responsibility, Authority and Delegation: Responsibility and delegation skills. ● Changing organisations - Stress, Conflict and Virtuality. 	
4	Leadership, Motivation and Controlling	15
	<ul style="list-style-type: none"> ● Influencing: Influencing and Communication skills. ● Leadership: Leadership skills, Practical challenges. ● Motivation: Motivation skills, Practical challenges. ● Group and Teams: Team skills, Practical challenges. ● Managing Organisational Culture: Organisational Cultural skills, Practical skills. ● Controlling: Controlling, Information and Technology, Controlling skills, Challenges. ● Production and Control: Production skills, Continual skills, Challenges. 	

Reference Books

1. Principles and Practices of Management by DrKiranNerkar and Dr Vilas Chopde
2. Principles of Management – Davar, Essentials of Management – Koontz &Weihrich
3. Strategic Management – V S P Rao& V Hari Krishna
4. The Leader Within – DreaZigarmi, Michael O’Connor, Ken Blanchard, Carl Edeburn
5. Management – a competency building approach – HeilReigel / Jackson/ Slocum
6. Leadership – Rudolph Guliani.
7. Modern Management: Concepts and Skills, by Samuel C. Certo, S. Trevis Certo

***Syllabus of Courses of
Master of Tourism and Travel Management (M-TTM)
at Semester I***

2. Tourism Management

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Introduction	12
Module 2	Tourism and Its Theories	12
Module 3	Travel behavior & Motivations	12
Module 4	Tourism Industry & its Linkages	12
Module 5	Tourism Organisations	12
	Total	60

Course Objective

1. To help students understand the concepts & theories of tourism.
2. To understand the tourism industry and its linkages.
3. To understand the role of various organisations in the tourism industry.

Course Outcome

After successful completion of the course the learner will be able to:

1. Appreciate the nature of the tourism industry and tourism products.
2. Identify the various sectors & organisations that comprise the tourism industry and the role played by each in the production, distribution and delivery of tourism goods and services

Detailed Syllabus

Module	Topics	No. of Lectures
1	Introduction	12
	<ul style="list-style-type: none"> • Meaning and Definitions, Characteristics of Tourism. • Development of Tourism Through Ages: Early and Medieval Period of Travel, Modes of Transports and Accommodation, Renaissance and its Effects on Tourism, Birth of Mass Tourism, Development of Modern Transport, Communication and Accommodation Systems, Origin and Concept of Travel Intermediary Business, Old and New Age Tourism. • Typology and Forms of Tourism: International Tourism, Inbound, Outbound, Inter regional, Intra regional, Domestic, Internal. • Contemporary Trends in Indian Tourism. 	
2	Tourism and Its Theories	12
	<ul style="list-style-type: none"> • Need for Measurement of Tourism, Interdisciplinary Approaches. • Different Tourism Systems: Leiper’s Geo-spatial Model, Mill-Morrison, Mathieson & Wall, Butler’s Tourism Area Life Cycle (TALC) - Doxey’s Irridex Index – Demonstration Effect – Crompton’s Push and Pull Theory, Stanley Plog’s Allo-centric and Psycho-centric Model of Destination Preference. 	
3	Travel behavior & Motivations	12
	<ul style="list-style-type: none"> • Origin of Travel Motivation, Meaning of Motivation & behavior, Theory of Travel Motivations. • Typology of Tourists. • Different Travel Motives, Tourist Centric Approach, Leisure Travel Motivations. • Tourist Decision-making Process, Lifestyle Pattern, Tourism Mindedness of People, Tourism & Cultural Relationships, Cultural Exchanges, GIT, FIT & Affinity Group Travel, Bilateral & Multilateral Tourism, Relationship between Human Life and Travel, Growth of Social Tourism. 	
4	Tourism Industry & Its Linkages	12

	<ul style="list-style-type: none"> • Meaning and Nature of Tourism Industry, Input and Output of Tourism Industry. • Tourism Industry Network: Direct, Indirect and Support Services. • Basic Components of Tourism: Transport, Accommodation, Facilities & Amenities. • Horizontal and Vertical Integration in Tourism Business, Tourism Business during Liberalization & Globalizations. • Positive & Negative Impacts of Tourism. 	
5	Tourism organizations	12
	<ul style="list-style-type: none"> • The World Tourism Organisation (WTO), Pacific Area Travel Association (PATA), World Tourism & Travel Council (WTTC). • Role and function of Ministry of Tourism, Govt. of India, MTDC, Department of Maharashtra Tourism, FHRAI, IHA, IATA. • Future growth and development of Indian tourism: 5 T's of Brand India; Major Tourism schemes of Govt. of India, Visa on Arrival (VoA), PRASAD Scheme, HRIDAY Scheme, Travel Circuits; Incredible India. 	

Reference Books

1. Mcnitosh G - Tourism, Principles, practices, philosophies
2. Bhatia, A. K - Tourism, Principles & Practices, Sterling Publications.
3. Praveen Seth - Successful tourism planning and Management, Cross section publications
4. Page J Stephen, Brunt Paul, Connel Jo et al, Tourism A Modern Synthesis, Thomson Publishers, London
5. Burkart A. J & Medlik S. - Tourism Past, Present and Future. Heinemann London, 1974.
6. Foster Douglas - Tourism & Travel Management. Mc. Millan London 1985.
7. Cooper Fletcher, Gilbert and Wanhill – Tourism Principles and Practices, ELBS, with Pitman, London

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3. Tourism Resources of India

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Tourism - An overview	15
Module 2	Tourism Products	15
Module 3	Natural Resources	15
Module 4	Man Made Attraction	15
	Total	60

Course Objective

1. To enable the students to understand various man made & natural attractions.
2. To identify different cultural products of India.
3. To recognise the importance of festivals.

Course Outcome

After successful completion of the course the learner will be able to:

1. Identify tourism resources of India.
2. Analyse and interpret different tourist circuits.

Detailed Syllabus

Module	Topics	No. of Lectures
1	Tourism - An overview	15
	<ul style="list-style-type: none"> ● Tourism an overview: Components (6A's Attraction, Accessibility, Accommodation, Amenities, Activities and Affordability-Tour Packages). ● Tourism System and Elements of tourism: Characteristics of Tourism (Intangibility, Perishability, Variability, Inseparability, Heterogeneous, Multitude of industry, Pricing competitiveness/Flexibility). ● Typology of tourism resources. 	
2	Tourism Products	15
	<ul style="list-style-type: none"> ● Tourism product: Definition, Nature and Characteristics of tourism products and Classification of tourism products, Tourism resources as tourism products. ● Role of UNESCO and ASI in developing and conserving Tourism Products. ● Conservation & Protection of Resources: Threats, importance, Do's & Don'ts for visitors, Role of tourism service providers. ● UNESCO World Heritage Sites of India: Cultural properties, Natural sites, and Mix-properties of India in UNESCO heritage site list. Built Up Structures, Monuments, Forts, Palaces, Havelis, Cave, War Memorials. 	
3	Natural Resources	15
	<ul style="list-style-type: none"> ● Wildlife Sanctuaries/National Parks/Biosphere Reserves: Jim Corbett Tiger Resort, Bharatpur Bird Sanctuary, Kaziranga National Park and Sundarban Biosphere Reserve. ● Sea, Beaches (Goa and Kerala), Thar Desert, Rann of Kutch, Lakes (Dal lake, Chilika lake, Wular lake, Vembanad lake). ● Hill Stations: Pahalgam, Gulmarg, Manali, Shimla, Mount Abu, Darjeeling, Coorg, Ooty, Munnar, Kodaikanal, Mahabaleshwar. 	
4	Man Made Attraction	15
	<ul style="list-style-type: none"> ● Tourism Circuits: Buddhist Circuit, Desert Circuit, Sufi Circuit, Char Dham Yatra. ● Forts and Palaces. ● Houseboats of Kashmir and Kerala. 	

	<ul style="list-style-type: none"> • Luxury Trains (Royal Orient, Palace on Wheels, Golden Chariot, Deccan Odyssey). • Socio-Cultural Attraction: Kullu Dussehra, Camel Festival of Jaisalmer, Nehru Boat Race of Kerala, Durgapuja of West Bengal, Hemis Festival of Ladakh, Ganesh Chaturthi of Maharashtra, Chatth puja of Bihar, Kumbh Mela • Dances of various states, Cuisines (Kashmir, Uttar Pradesh, Punjab, Gujarat, Bengal, Kerala), Paintings, Music, Handicrafts. • Wellness tourism and Medical tourism: Yoga, Meditation, Spa, Ayurveda etc. 	
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Reference Books

1. Dixit, M and Yadav, C S (2006): Tourism in India, New Royal Publisher, Lucknow
2. Gupta, SP, Lal, K, Bhattacharya, M. (2002): Cultural Tourism in India, DK Print, New Delhi.
3. Husain, M (2013) - Geography of India, Tata McGraw Hill, New Delhi.
4. Punja, S, Great Monuments of India, Hong Kong: Odyssey Guides
5. Singhania, N (2015), Indian Art and Culture, Mc Graw Hill Education
6. Bisht, R S (2002), National Parks of India, Publication Division
7. Dixit Manoj: Tourism Products
8. Gupta I.C: Tourism Products
9. Brown Percy: Indian Architecture, vol. 1 & 2
10. Basham A.I: The Wonder that was India.
11. Banerjee B.N Hindu Culture, Customs & Ceremonies.
12. Deva B.C Musical Instruments
13. Punja. Shobhita; Great Monuments of India-Nepal, Pakistan, India.

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4. Customer Relationship and Services Management

Modules at a Glance

Module	Topics	No. of Lectures
1	Customer Relationship Management	12
2	Managing and Sharing Customer data	12
3	Marketing of Services	12
4	Service Sector	12
5	Service Delivery	12
	Total	60

Course Objective

1. To impart knowledge on customer relationship management.
2. To enable learners analyse managing and sharing customer data.
3. To enhance the service skills required in the hospitality industry.
4. To equip the learners with marketing and analytical skills required in the industry.
5. To understand the concepts of service delivery.

Course Outcome

After successful completion of the course the learner will be able to:

1. Build, manage and retain customer relationships.
2. Develop understanding about customer relationship management concepts and frameworks, and how these are applied to form relationships with customers and other internal and external stakeholders.
3. Analyse and synthesise information and issues, related to customer relationship management, from several perspectives.

Detailed Syllabus

Module	Topics	No. of Lectures
1	Customer Relationship Management	12
	<ul style="list-style-type: none"> • Customer Relationship Management in Tourism: Customer Acquisition and Retention, Customer Loyalty. • Customer Profitability and value Modelling. • Customer Satisfaction Measurement. • Customer Feedback and Service Recovery. 	
2	Managing and Sharing Customer data	12
	<ul style="list-style-type: none"> • Managing and Sharing Customer data: Customer Information Database, Ethics and Legalities of data use. • Data Warehousing and Data Mining. • Data Analysis: Market Basket Analysis (MBA), Click Stream Analysis. • Personalization and Collaborative Filtering. 	
3	Marketing of Services	12
	<ul style="list-style-type: none"> • Marketing of Services: Tourism as a Service industry, Characteristics of Services, Classification of Services, Building Service Aspirations. • Consumer behavior in Service Encounters. 	
4	Service Sector	12
	<ul style="list-style-type: none"> • Tourism as a major component of Service Sector. • Service Design and Development. • Technology as an enabler of Service. • Technology based customer relationship management. 	
5	Service Delivery	12
	<ul style="list-style-type: none"> • Service Delivery: Types and Causes of Service Quality Gaps. • Measuring and Improving service Quality. • Strategies to resolve the gaps. 	

Reference Books

1. Christopher Lovelock & Jochen Wirtz (2004), Services Marketing, Pearson Education, Delhi.
2. Gilmore (2004), Services Marketing and Management, Response Books, New Delhi.
3. Zeithmal, Parasuraman & Berry – Delivering quality service, The Free press, New York.
4. Andry Silmore (2001), Services Marketing & Management, Response Books, Sage Publications, Delhi.
5. Jagdish Seethi, Etal (2000), Customer Relationship Management. Stancles A.Brown, Customer Relationship Management, John Wiley & Sons.
6. Lovelock (2003), Services Marketing – People, Technology & Strategy, Pearson Edn, Singapore.
7. Iqbal S. Sachdeva (2009), Public Relations Principles and Practices, Oxford University Press, New Delhi.

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5. Global Tourism Geography

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Introduction	12
Module 2	Indian Geography and Attractions	12
Module 3	Asia	12
Module 4	North America and South America	12
Module 5	Africa and Australia	12
	Total	60

Course Objective

1. To help the students analyze the importance of geography in tourism.
2. To understand the influence of the elements of the geographical environment, and in particular, the importance of tourism resources in the development of tourism.
3. To identify different continents, countries and geographical regions.
4. To discuss the physical and cultural attractions in different given geographical regions.
5. To locate areas on a map using coordinates.

Course Outcome

After successful completion of the course the learner will be able to:

1. Identify the relationship between tourism and geography.
2. Examine the different elements of geography and their relationship with tourism.
3. Identify key tourism attractions from an international and global dimension.
4. Describe the major climatic elements that affect tourism and identify the world climatic zones.
5. Examine the ethnic culture and religions of major tourism destinations.

Detailed Syllabus

Module	Topics	No. of Lectures
1	Introduction	12
	<ul style="list-style-type: none"> ● Definition of Tourism Geography, Classification of Geography, Importance of Geography in Tourism. ● International Dateline, Time Zone, Latitude, Longitude. ● Worlds' continents. ● Destinations on world map major landforms on globe, Map reading and practical exercise. ● India's Position in Global Tourism, Factors Contributing to the Growth of Global Tourism, Diversification of Emerging Tourism Products. ● New Competitive Global Emerging Tourism Destinations, Changing Dimensions of Tourism Products. 	
2	Indian Geography and Attractions	12
	<ul style="list-style-type: none"> ● Indian Geography, Physical and Political features of Indian subcontinents. ● Climatic conditions prevailing in India. ● Tourism attractions in different states and territories of India. ● Major tourist destinations of India. 	
3	Asia and Europe	12
	<ul style="list-style-type: none"> ● Tourism places of Asia: Major Tourism Places of Interest in Bhutan, Nepal, Sri Lanka, Maldives, UAE, Singapore, Thailand, Malaysia, Vietnam, Hong Kong, China, Japan, Cambodia, Philippines, Indonesia and Russia. ● Tourism places of Europe: Major Tourism Places of Interest in UK, France, Germany, Spain, Portugal, Belgium, Austria, Switzerland, Greece, Italy, Croatia. 	
4	North America and South America	12
	<ul style="list-style-type: none"> ● Tourism places in North America: Major Tourism Places of Interest in USA, Canada, Mexico. ● Tourism destinations in South America: Cuba, Brazil, Argentina, Peru, and Chile, Venezuela, Ecuador. 	
5	Africa and Australia	12
	<ul style="list-style-type: none"> ● Tourism places of Africa: Egypt, South Africa, Zimbabwe, Kenya, Mauritius, Seychelles, Madagascar, Ethiopia, Fiji. ● Australia: Sydney, New Zealand, Queensland, Melbourne. 	

Reference Books

1. Burton, Rosemary, Travel Geography, Longman Edn. 1999.

2. Cooper, Chris and Bonifare, Worldwide Destinations, the Geography of Travel and Tourism, Butterworth
3. Hudman, Lloyd and Jackson Richard, Geography of Travel and Tourism, Delmar Publishers, Edn: 1999. Perlitz, Lee and Elliot, Steven, International Destinations, Prentice Hall, Edn. 2001.

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6. Itinerary Preparation and Tour Packaging

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Itinerary Meaning, Nature & Scope	12
Module 2	Type of Itineraries	12
Module 3	Tour Packaging – Concept, Nature & Scope	12
Module 4	Types of Package Tour	12
Module 5	Travel Documentation	12
	Total	60

Course Objective

1. To help the learners understand the basics of itinerary planning and development.
2. To determine various classifications of tour packages.
3. To enable the learners to understand the concepts of tour costing.
4. To understand the basics of operating a package tour.
5. To identify various procedures carried on while conducting a package tour.
6. To help learners familiarize with various travel documents.

Course Outcome

After successful completion of the course the learner will be able to:

1. Understand the basics of developing a package tour.
2. Analyse post-tour management.
3. Determine various pricing strategies.
4. Handle crisis while conducting a tour and to analyse various risks involved.
5. Handle travel documents and related certificates.

Detailed Syllabus

Module	Topics	No. of Lectures
1	Itinerary Meaning, Nature & Scope	12
	<ul style="list-style-type: none"> ● Itinerary and Travel Plan: Definition, Differentiation, Scope and Significance ● Components and Elements of an Effective Tour Itinerary ● Information and Research Input Required in Preparation of Tour Itineraries ● Systematic Approach for Itinerary Preparation, Constraints and Grey Areas involved in Preparation of Innovative Itineraries 	
2	Type of Itineraries	12
	<ul style="list-style-type: none"> ● Pre-designed, 'Tailor Made' and 'flexible' Itineraries: Scope and Differentiation ● Tour Manager's / Executive's and Tour Escort's Itinerary - Definitions and Case Examples ● 'Common Interest' and 'Special Interest' Itineraries - Salient Features and Case Models ● Unique Features of MICE Centric Itineraries, Cases, Examples. 	
3	Tour Packaging – Concept, Nature & Scope	12
	<ul style="list-style-type: none"> ● Tour Packaging: Concept, Significance, Scope and Limitations ● Key Elements and Steps involved in Formulation Standard Tour Package. ● Costing and Pricing of Tour Packages - Competition Analysis and Strategic Costing Pricing. ● Marketing of Tour Packages, Need for Pre-active Approach. 	
4	Types of Package Tour	12
	<ul style="list-style-type: none"> ● Land Based Adventure Tourism Packages: Trekking, Mountaineering, Skiing and Wildlife Watching ● 'Aero-sports' and 'Water-sports' Based Packages ● Cultural Tourism Packages: Pilgrimage, Festivities and, 'Monuments and Museum Visits'. ● Special Interest Tour Packages: Ethnic, Eco, Medical and Health and Holiday Packages. 	
5	Travel Documentation	12

	<ul style="list-style-type: none"> ● Travel Documentation: Familiarization with TIM (Travel Information Manual), ● Types of Passports: Rules and Regulations, Formalities involved in obtaining the Passports, Travel certificates, Alternative travel documents for cruise staff and others. ● Visa: Types of Visas, Embassies and Consulates, Formalities for applying for Visas, Supporting documents, Rules governing the issuance of Visas. ● Health Certificates, Currency, Travel Insurance, Credit & Debit Card. 	
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Reference Books

1. Travel Agency & Tour Operations, Foster D.
2. Conducting Tours, Dellers.
3. Travel Agency and Tour Operation, J M Negi.
4. Marketing for Tourism – J. Christopheo Holloway & Chris Robinson.

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7. Sanskrit

Sr. No.	Modules	No. of Lectures
Module 1	Structure of Language	2
Module 2	Nouns and various cases	2
Module 3	Ten conjugations	2
Module 4	Voices	2
Module 5	Causal	2
Module 6	Absolute Locative	2
Module 7	Frequentatives	2
Module 8	Desideratives	2
Module 9	Sandhis	2
Module 10	Compounds	3
Module 11	Gerunds	3
Module 12	Infinitives	3
Module 13	History of Sanskrit Literature	3
	Total	30

Course Objective

- To build the vocabulary of students by equipping them in etymological aspects as per the text

Course Outcome

After the successful completion of course, the learners will be able to:

- CO1: Explain the complex Vedic language and literature. (Level: Remember)

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8. Personality Development Skills

Module at a Glance

Sr. No.	Modules	No. of Lectures
Module 1	Interpersonal Skills	7
Module 2	Phone Etiquette & Professional Communication	8
Module 3	Email Etiquette	7
Module 4	Time Management	8
	Total	30

Course Objective

- To facilitate an all-round development of personality

Course Outcome

After the successful completion of course, the learners will be able to:

CO1: Identify and describe the ways to schedule time more effectively and stay on track and keep important goals top of mind. (Level: Understand)

CO2: Develop interpersonal skills and handle communication in a better manner. (Level: Create)

CO3: Write effective emails. (Level: Create)

Detailed Syllabus

Modules	Topics	No. of Lectures
Module 1	Interpersonal Skills	7
	<ul style="list-style-type: none"> ● Hard Skills and Soft Skills ● Effective Communication ● Skills for successful interview ● Leadership ● Social Empathy 	
Module 2	Phone Etiquette & Professional Communication	8
	<ul style="list-style-type: none"> ● Ways to make a good first impression. ● Effective call handling ● Major steps of outbound / inbound calls ● Hold the process ● off-air ● Using the right voice of voice ● Tips for good telephone etiquette ● Avoid prohibited phrases ● Physical language on the telephone ● Tele-conferencing skills 	
Module 3	Email Etiquette	7
	<ul style="list-style-type: none"> ● Greeting Enclosures , Closing, CC & BCC, Subject Line, Screen Appearance, Spacing, Font ,Replying, Signature ● Sending effective messages ● Structuring paragraphs and sentences ● Punctuation, grammar and spelling ● Tone of the messages ● Softening a negative message ● Responding to messages ● Handling ‘Negative’ mails 	
Module 4	Time Management	8
	<ul style="list-style-type: none"> ● Shift Focus from Managing Time to Managing Self ● Identify Typical Time Wasters ● Identify Personal Strengths and Development Opportunities to Control Time ● Define Goals Based on Your Role ● Establish Important and Valid Priorities ● Create a Realistic and Productive Schedule ● Use a Robust Planning Process to Analyse and Review Plans ● Attend Meetings with Purpose and Add Value ● Set Clear Expectations with Colleagues, Customers, and Your Boss ● Manage Interruptions from Others ● Build both Productivity and Efficiency ● Re-evaluate Multitasking Strategies 	

	<ul style="list-style-type: none">● Overcome Procrastination● Manage Technological Distractions● Prioritize and Choose Activities to Balance Life and Work	
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***Syllabus of Courses of
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1. Hotel & Resort Management

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Hotel - Origin and Expansion	12
Module 2	Role & functions of various Hotel Departments	12
Module 3	Requirements and Procedure for Constructing Hotels	12
Module 4	Resort	12
Module 5	Resort Management	12
	Total	60

Course Objective

1. To enable the learners to understand the basic concepts of the accommodation industry.
2. Understand the classification of hotels and its departments.
3. Help students understand the requirements and procedure for constructing hotels & resorts.
4. Impart knowledge about resort management.

Course Outcome

After successful completion of the course the learner will be able to:

1. Integrate human, financial, and physical resources management into foodservice and lodging operations.
2. Demonstrate awareness, understanding and skills necessary to live and work in a diverse world.
3. Practice professional ethics, provide leadership, demonstrate personal and global responsibility, and work effectively as a team member.
4. Identify and implement the theories of resort management.

Detailed Syllabus

Module	Topics	No. of Lectures
1	Hotel - Origin and Expansion	12
	<ul style="list-style-type: none"> • Origin and Expansion: Conversion of Tavern, Inns, Chalets and places into hotels, Creation of private, Public and multinational hotel chains in India. • Regional, National and International Hotel Associations and their operation. 	
2	Role & functions of various Hotel Departments	12
	<ul style="list-style-type: none"> • Departments of hotel: Front Office, House Keeping, Food and Beverage, Personnel and Accounts. • Role and functions of different departments. 	
3	Requirements and Procedure for Constructing Hotels	12
	<ul style="list-style-type: none"> • Prescribed application form for approval of Hotel Projects. • Regulatory conditions and Guidelines for approval of Hotel Projects. • Star categorisation, Sources of Finance, Incentives and subsidy extended to Hotels in Tourist areas, and Tourist Backward areas. • Hotel Related technical words. 	
4	Resort	12
	<ul style="list-style-type: none"> • Resort: Characteristics of Resort Management as opposed to Hotel Management, Historical Perspective, Indian Scenario. • Resort Planning: Preliminary Consideration in Resort Planning and Development and Phases of Resort Planning and Development. • Trends and Factors in Developed Tourist Markets leading to growth of Resort Concept. • Factors affecting rate. • Basic Elements of a Resort Complex: Loading facilities, landscaping, Dinning and Drinking facilities, Family Oriented Services, Shops and Services, Entertainment, Use of Community Resources. 	
5	Resort Management	12
	<ul style="list-style-type: none"> • Resort Management: Resort Management and Sales Promotion. • Research and Analysis: The environment, Current market, Properly analysis. • Market segmentation and Potential guest markets, • ools of marketing: Advertising, Promotion and Publicity. 	

Reference Books

1. Sudhir Andrews - Hotel Front office Training Manual.
2. Zulfikar Mohammad - Introduction to Tourism and Hotel Industry.
3. Sudhir Andrews: Hotel Front Office training Manual.
4. Sudhir Andrews: Hotel Housekeeping.
5. Front Office operations-James Bardi.
6. F & B Service - Dennis Lilycrap.
7. F & B Service a training manual – Sudhir Andrews.
8. RK Malhotra – Fundamentals of Hotel Management and Operations (Anmol Pub, New Delhi).
9. Mohammed Zulfikar – Introduction to Tourism and Hotel Industry (UBS Pub, New Delhi).
10. Jag Mohan Negi – Hotels for Tourism Development (Metropolitan Pub, New Delhi).

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2. Business & Tourism Law

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Introduction	12
Module 2	Contract Act and Consumer protection Act	12
Module 3	Company Law	12
Module 4	Travel Law	12
Module 5	Environment Law	12
	Total	60

Course Objectives

1. To enable the learners to understand the legal aspects of society and tourism environment.
2. To understand basic principles of Company Law.
3. To help students understand various laws relating to general tourism.
4. To understand environmental laws.

Course Outcome

After successful completion of the course the learner will be able to:

1. Understand the laws pertaining to tourism.
2. Recognize the contract and consumer protection Act.
3. Determine Travel laws, Environment laws and its importance.

Detailed Syllabus

Module	Topics	No. of Lectures
1	Introduction	12
	<ul style="list-style-type: none"> • Law and Society: Sources of Law, Legal Environment of Tourism, Industrial Law. 	
2	Contract Act and Consumer protection Act	12
	General Principles of <ul style="list-style-type: none"> • Contract Act: Essential elements of contract, Breach of Contract, Performance of Contract, Indemnity & Guarantee – Bailment. • Consumer Protection Act 	
3	Company Law	12
	<ul style="list-style-type: none"> • Basic Principles of Company Law: Registration of Company, Types of companies, Administration of companies, Winding up of companies. 	
4	Travel Law	12
	<ul style="list-style-type: none"> • Citizenship: Passport, Visa. • FEMA, Foreigners Registration Act, Customs, RBI guidelines. • Criminal Law: Registration of cases. 	
5	Environment Law	12
	<ul style="list-style-type: none"> • Environmental Law: Environment Act, Environment rules, Environment Impact Assessment Guidelines. • Forest Act: Forest Conservation Act, Wildlife Protection Act. • The Ancient Monuments and Archaeological Sites and Remains Act. 	

Reference Books

1. Arun Kumar, Industrial Law, Atlantic Publisher.
2. P.K. Padhi, Labour & Industrial Laws, Prentice Hall, 2007.
3. N.K. Jain, Company Law, Deep & Deep, New Delhi, 2006.
4. Majumdar; Company Law 2009, Taxman Allied Services, 2009.
5. I.K. Singh, Trend in Tourism & Travel and Laws, Gyan Publication, 2006.

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3. Travel Agency and Tour Operation Business

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Overview	12
Module 2	Tour Managers & Operators	12
Module 3	Linkages	12
Module 4	Approvals, Setup and Organization Structure	12
Module 5	Security	12
	Total	60

Course Objective

1. To help the students understand the concept of travel intermediaries.
2. Identify the distribution network of tour operators.
3. Abet the students to determine the linkages with tourism principles.
4. Identify the travel agents' operations.
5. To determine the career opportunities in tourism intermediary business.

Course Outcome

After successful completion of the course the learner will be able to:

1. Demonstrate knowledge about the various factors influencing the tour operator industry including setting up of travel agencies and legal aspects in travel and tour operations.
2. Demonstrate skills of how to manage tour and travel related procedures and activities enabling them to become effective managers.

Detailed Syllabus

Module	Topics	No. of Lectures
1	Overview	12
	<ul style="list-style-type: none"> ● Introduction to Tour Operator and Travel Agency - Meaning and History. ● Functions of Tour Operator and Travel Agent. ● Leading tour operators globally and in India namely Thomas Cook Kuoni India: SITA & SOTC, LPTI, Cox & King; Leading Tour operators in India & Globally. 	
2	Tour Managers & Operators	12
	<ul style="list-style-type: none"> ● Types of Tour operators: Group Tour Operator, Individual travel Agency, In House Tour operators, Inbound Tour Operator, Outbound Tour Operator, Domestic and International Tour Operator. 	
3	Linkages	12
	<ul style="list-style-type: none"> ● Linkages for packaging and negotiation with Principals and Vendors. ● Necessity of Linkages of Tour Operator and Travel Agency with Principals i.e. Hotels, Motels, Resorts, Airlines, Escorts, Guides, Transporters and Educational Institutions. ● Tour Itinerary: Meaning & Components, Tools and Techniques for Preparation of Tour Itineraries, Method of Preparation, Costing of Tour Itinerary and Types of Tour Itineraries, Limitations of Tour Itinerary. Use of Itinerary in Tourism Industry. 	
4	Approvals, Setup and Organisation Structure	12
	<ul style="list-style-type: none"> ● Travel agency and Tour operation business setting procedure: Approval from Ministry of Tourism, Govt. of India IATA, IATO and TAAI. ● Organisation structure of and departmentation in Tour Operator & Travel Agency business for Large-scale and small-scale. ● Linkages of the Travel agents and Tour Operators with Transports, Accommodation providers, Rail and Airlines, National and International Travel. ● Career opportunities in Tourism Intermediary business. 	
5	Security	12

	<ul style="list-style-type: none"> ● Airport and airline Security, Security requirements of Hotels and other accommodation providers. ● Fire safety, Preventing crime, Health and sanitation, Security manuals, Media and information management - Before a crisis, During a crisis, Following crisis. 	
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Reference books

1. Kamra, K.K. and Chand, Mohinder (2002). Basics of Tourism- Theory, operation and Practice, New Delhi: Kanishka Publishers, and distributors.
2. Mohinder Chand (2007) Travel Agency Management: An Introductory Text. New Delhi: Anmol Publications Pvt. Ltd.
3. Swain, S. K., & Mishra, J. M. (2012). Tourism: Principles and Practices. Oxford University Press, Reference books.
4. Gee, Chuck and Y. Makens (1990). Professional Travel Agency Management, New York: Prentice Hall.
5. Goeldner, C. R., & Ritchie, J. B. (2007). Tourism principles, practices, philosophies. John Wiley & Sons.
6. Holloway, J.C. (2008). The Business of Tourism, London: Person Education Limited.
7. Jafari, J. (Ed.). (2002). Encyclopedia of tourism. Routledge.
8. Yale P. (1995). The Business of Tour Operations, London: Pitman.

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4. Travel Journalism & E-Tourism

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Travel Journalism	15
Module 2	E-Tourism	15
Module 3	Digital Tourism and Tourist	15
Module 4	Digital Marketing	15
	Total	60

Course Objectives

1. To enable students to understand the determinants of travel journalism.
2. To gain insights into the tourism domain as one of the most important application fields of information and communication technologies (ICTS).
3. To give an overview of different ICT applications along the tourism value chain.
4. To gain knowledge in typical usage scenarios of modern ICTs in the tourism domain.
5. To analyze a digital tourist and online consumer behavior.
6. To help learners understand the concept of digital marketing.

Course Outcome

After successful completion of the course the learner will be able to:

1. Understand the basic concepts of digital tourism.
2. Describe the ICT developments and the most widely used e-commerce solutions, which are important for tourism.
3. Demonstrate a working knowledge of the current digital marketing ecosystem, common strategic goals of digital marketing, and types of data typically available for analysis.

Detailed Syllabus

Module	Topics	No. of Lectures
1	Travel Journalism	15
	<ul style="list-style-type: none"> • Travel Newsletters, Short Pieces for Books, Travel journalism and the Internet, Researching and Approaching Markets. • Travel Books: Guidebooks, Accommodation Guides, Business Travel Guides, Coffee Table Books, Autobiographical Tales, Anthologies-FAM Tour & Press trips, Coverage of travel and transport, Events, hospitality and Special-interest tourism resources. • Nature of media coverage: Webcast and telecast, Travel Blogs, Script writing for travel programs, Identifying points for visual support, Conducting interviews, Virtual tourism, Preparation of travel footage. 	
2	E-Tourism	15
	<ul style="list-style-type: none"> • History of e-Tourism. • ICT developments influencing tourism's value chain, primarily in marketing, distribution, and information management. • ICT usage in tourism: overview and case studies. • Supply side: ICT Usage in the airline and hospitality industry, for destination management organizations, for management and marketing purposes, global distribution systems, etc. • Demand side: ICT Usage by consumers on social media platforms, by mobile applications and recommender systems. 	
3	Digital Tourism and Tourist	15
	<ul style="list-style-type: none"> • Digital Tourism Enterprise: Electronic market, Physical Economy vs. Digital Economy. • Drivers of Digital Tourism Business, Digital Tourism Business Models, Opportunities & Challenges of Digital Business. • Digital Tourist: Online Consumer behavior, Consumer Decision Journey and Marketing funnel, Value of online communities, User-Generated Content, Online reviews and Reputation management, Unique features of Online Market Research, Sentiment analysis for decision-making. 	
4	Digital Marketing & Analytics	15

	<ul style="list-style-type: none"> ● Digital Marketing: Characteristics, Process or Products & Services, Online. ● Segmentation, Targeting, Positioning, Inbound Vs Outbound Marketing. ● Search engine marketing: Search Engine Optimization and Search Engine Advertising. ● Social Media marketing: Social media campaign process, Social Media Marketing, Development of Social Media Content and Communities, Deliver Social Media Promotions, Measure Social Media Performance, Manage Social Media Activities. 	
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Reference Books

1. Bones, C., & Hammersley, J. (2015). *Leading Digital Strategy: Driving Business Growth through Effective E-commerce*. Kogan Page Limited.
2. Buhalis, D. (2003). *Etourism: Information Technology for Strategic Tourism Management*. London: Pearson (Financial Times/Prentice Hall).
3. Chaffey, D. (2013). *E-Business and E-Commerce Management: Strategy, Implementation and Practice*. England: Prentice Hall.
4. Chaffey, D. (2014). *Digital Business and E-Commerce Management*. New Delhi Pearson Education Limited, New Delhi.
4. HBR. (2014). *Leading Digital: Turning Technology into Business Transformation*. London: Harvard Business Review Press.
5. Morabito, V. (2016). *Trends and Challenges in Digital Business Innovation*. London: Springer Publications.
6. Rogers, D.L. (2016). *The Digital Transformation Playbook – Rethink Your Business for the Digital Age*. Columbia: Columbia Business School Publishing.

***Syllabus of Courses of
Master of Tourism and Travel Management (M-TTM)
at Semester II***

5. Ecotourism

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Introduction	12
Module 2	Sustainable Tourism	12
Module 3	Global Concern	12
Module 4	Environmental Impacts	12
Module 5	Sustainable Development	12
	Total	60

Course Objectives

1. To help students analyse the correlation between ecology and tourism activities.
2. To identify the forces that promote sustainable tourism.
3. To analyse the environmental impact of tourism
4. To understand environmental Impact Assessment.
5. To identify various goals and strategies related to tourism.
6. To understand the basic strategies for sustainable development.
7. To enable learners to acquire skills required to develop sustainable tourism destinations.

Course Outcome

After successful completion of the course the learner will be able to:

1. Understand key issues related to sustainable use of ecotourism destinations.
2. Critically appraise current ecotourism practices and gain experience in engaging with industry partners.
3. Describe the key stakeholders in ecotourism, their roles, perspectives and major issues.
4. Demonstrate the ability to create a submission for an enterprising ecotourism business.
5. Analyse the global environmental concerns.
6. Determine the impacts of tourism on the environment.

Detailed Syllabus

Module	Topics	No. of Lectures
1	Introduction	12
	<ul style="list-style-type: none"> ● Ecotourism: Interaction of Ecology and Environment for Tourism Activities. ● Various types: Eco - Cultural Tourism, Health Tourism, Heritage Tourism, Adventure Tourism, Farm Tourism, Angling, Water sports related Eco – Tourism Activities. ● Business of Ecotourism: Forms of Recreation and Related Activities. ● Methodology for Developing New Tourism Activities without affecting Existing Ecology and Environment. 	
2	Sustainable Tourism	12
	<ul style="list-style-type: none"> ● Definition, Forces which promote Sustainable Tourism, Economic Forces which resist Sustainable Tourism. ● Principles of Sustainable Tourism: Carrying Capacity, The Environmental Impact of Tourism. ● Basic Properties of Ecology: Definition of Ecology, Environment, Ecosystem, Relationship of Ecology Tourism. ● Tourism Activities and their Linkages to Ecology and Environment: Pollution, Cultural, Social and Economic Cost, Merits and Demerits. 	
3	Global Concern	12
	<ul style="list-style-type: none"> ● Global Concerns: Factors Creating the issues of Global Concerns, Rise in Temperature, Melting of Snow Caps, Rise in Sea Level, Monsoon and its Changes. ● The Impact of Global Concern on Tourism. ● Prevention of Hazards. 	
4	Environmental Impacts	12
	<ul style="list-style-type: none"> ● Environmental Impact Assessment (EIA): The need for EIA, Steps of EIA, Method, Usage of EIA in conserving Ecology and Environment. ● Definitions, Ethics, Codes and Conduct of Conservation in Accordance with the Culture and Tradition of the Habitat, Goals and Strategies with special reference to Tourism. ● UN Initiatives on Ecology and Environment, National Policy on Ecology and Environment, Future Prospects and policy alternatives. 	

5	Sustainable Development	12
	<ul style="list-style-type: none"> ● Definitions of Development, Sustainable Development Basic Strategies, Sustainable Tourism Strategies. ● Classification of Property Rights, Common Property Resources, Prisoner's Dilemma Game Model, Historical Review of Common Property resources, Management of Common Property resources, Case Studies. 	

Reference Books

1. Pearle . DW & JJ Warford - World Without Economics, Environment and Sustainable.
2. Devpt. – Oxford University Press.
3. Negi J, Tourism Devpt. and Resource Conservation, Metropolitan, New Delhi,
4. Butter RW – Tourism Environment and Sustainable Devpt.
5. Inskeep E- Tourism Planning – An Integrated and Sustainable Devpt. Approach.
6. Ballantyne, R. and Packer, J. (2013). International Handbook on Ecotourism. United Kingdom: Edward Elgar Publishing Ltd.
7. Fennel, D. A. (2002), Ecotourism Policy and Planning. USA: CABI Publishing.
8. Fennel, D.A. (2008). Ecotourism Third Edition. New York: Routledge Publication.
9. Goodwin, H. (2011). Taking Responsibility for Tourism. Woodeaton: Goodfellow Publishers Limited.
10. Honey. (2008). Ecotourism and Sustainable Development: Who Owns Paradise? 2nd Edition. Washington, DC: Island Press.
11. Strange, T., and Bayley, A. (2008). Sustainable Development. Linking Economy, Society, Environment. Paris: OECD.
12. Tiwari, S.K., & Upadhyay, R.K. (2017). Conservation of Degraded Wetland System of Keoladeo National Park, Bharatpur, India. Ecological Complexity.
13. Weaver, D. (2001). The Encyclopedia of Ecotourism. London: CABI Publication.

***Syllabus of Courses of
Master of Tourism and Travel Management (M-TTM)
at Semester II***

6. Practical Training / Internship

Goals:

1. To enable students to make a carefully guided transition into the world of work.
2. To create an interface between learning and practice.
3. To provide students with an environment that facilitates knowledge building and enhancing skills/competencies.
4. To provide opportunities for experiential learning in varied areas of their disciplines and enhance their professional growth
5. To enable students to identify their own strengths and skills needing improvement and upgrade them in line with their career goals.
6. To enable students to strengthen their commitment towards becoming responsible, well trained, ethical professionals.

Objectives:

Internship is introduced with a cohesive plan of action to realise the following learning outcomes:
After going through the Internship the student will be able to :

- Facilitate cross- disciplinary learning and development of new skills.
- Integrate knowledge obtained through in-class teaching with a hands-on approach and become familiar with Professional Practices and the world of work
- Pursue responsible roles in an organization
- Develop a roadmap for future career

Duration:

Each student shall undergo an Internship of a few weeks approx. in relevant industry or any other business. The objective of this training is to make the students acquainted with the industrial / business working environment.

Report:

After completion of the training they will have to submit a training report.

Marks & Evaluation:

It will be evaluated by the examiner. It is to be submitted on or before the date fixed by the Institute. The students will also have to submit a performance certificate from the company where he/she undertook the training/internship. This report will also be considered while evaluating the training report by examiners. Alternatively, if it is not possible to do an industrial internship the students will prepare a project report on a topic assigned to him/ her by the Institute. This allows students to undertake experiential learning by working with organisations in the industry to critically examine a major aspect of their operation.

Syllabus of Courses of

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**7. Sanskrit
Module at a Glance**

Sr. No.	Modules	No. of Lectures
Module 1	Selected portion from Taittiriyaopaniṣad	4
Module 2	An extract from drama Pratiṃā by Bhaṣa	3
Module 3	A story from Pañcātātram	4
Module 4	An extract from Mricchakatikam by Śhūdraka	3
Module 5	A dialogue based on Meghadūtam	4
Module 6	An extract from drama Malavikāgnimitram	6
Module 7	Spy system in Kāutiliya Arthashastra (5 types of stationary spies)	6
	Total	30

Course Objective

- To give holistic and comprehensive understanding of the subject.

Course Outcome

After the successful completion of course, the learners will be able to:

- CO1: Describe the cultural perspective on the language. (Level: Understand)

***Syllabus of Courses of
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at Semester II***

7. Soft Skills & Personality Development

Module at a Glance

Sr. No.	Modules	No. of Lectures
Module 1	Self-Analysis and Goal Setting	6
Module 2	Attitude and Creativity	6
Module 3	Motivation and Leadership	6
Module 4	Decision Making	6
Module 5	Stress Management	6
	Total	30

Course Objective

- To become self-confident individuals by mastering inter-personal skills.

Course Outcome

After the successful completion of course, the learners will be able to:

- CO1: Explain the concept of decision making (Level: Remember)
- CO2: Discuss the types of decision-making styles. (Level: Understand)
- CO3: Develop effective communication skills (spoken and written). (Level: Create)

Detailed Syllabus

Modules	Topics	No. of Lectures
Module 1	Self-Analysis and Goal Setting	6
	<ul style="list-style-type: none"> ● Analyse your personality and ambitions, and figure out how these features can help you find jobs that are perfectly suited for you ● How to start the Goal Setting process. ● How to set a 10-20 year plan consisting of smaller goals that will help you achieve your lifetime goals. ● How to set a 5 year, 1 year, 6 month and a 1 month plan to achieve the smaller goals. ● How to easily incorporate your goals into your daily activities. ● How to make your goals positive and inspirational. ● How to be clear and precise about what you want to achieve. ● How to create SMART goals. ● Goal setting metrics that will keep you focused when motivation is low. 	
Module 2	Attitude and Creativity	6
	<ul style="list-style-type: none"> ● Values and Attitudes ● Personality traits and its effect on our attitudes ● Problem solving tools: <ul style="list-style-type: none"> ○ Problem Identification: SWOT Analysis, Pareto Principle ○ Problem Solving: Problem re-statement (5-Whys) ○ Brainstorming ○ Decision making tools ● Understanding the process of creativity and problem solving ● Role of creativity and innovation in problem solving ● Attitude that kill creative ideas ● Removing barriers and blocks to finding the best solution ● Looking at problem solving in 2 steps: problem identification and problem solving ● What is attitude and importance of positivity? ● How can we change our attitude and be more positive 	
Module 3	Motivation and Leadership	6
	<ul style="list-style-type: none"> ● Understand how to build a team ● Leadership Styles ● Characteristics of groups and teams ● Tuckman's theory of group formation ● How to identify team roles 	

	<ul style="list-style-type: none"> ● Building a balanced team to achieve objectives ● Theories of Motivation ● Sources of Challenges ● Coping with Challenges ● Factors affecting motivation levels in the workplace ● How our individual differences affect motivation in the workplace ● Impact on organisational performance when motivation levels are low and what to do about it ● Motivational models and how to use them to improve performance ● Use employee engagement to increase motivation levels ● Understand how to develop and maintain effective working relationships 	
Module 4	Decision Making	6
	<ul style="list-style-type: none"> ● Introduction to Decision Making ● Steps of Decision Making ● Decision Making Style 	
Module 5	Stress Management	6
	<ul style="list-style-type: none"> ● Introduction to Stress ● Sources of stress ● Impact of stress ● Coping Mechanisms ● Stress Reduction Techniques 	

Reference Books:

Wentz, F., 2012. *Soft skills training*. [Charleston, SC]: [CreateSpace].

**Syllabus and Question
Paper Pattern of Courses of
Master of Tourism & Travel Management (M-TTM)
Second Year
*Semester III and IV***

Under Choice Based Credit, Grading and Semester System

***Syllabus of Courses of
Master of Tourism and Travel Management (M-TTM)
at Semester III***

1. Airline Management

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Introduction	15
Module 2	Air Journeys	15
Module 3	Airport Management	15
Module 4	Computer Reservation System	15
	Total	60

Course Objectives

1. To help students understand the basics of the aviation industry.
2. Enable learners understand the concept of global indicators.
3. To determine mileage principles.
4. To identify various facilities and services delivered at the airport.
5. To enhance competence skills through various case study analysis.

Course Outcome

After successful completion of the course the learner will be able to:

1. Identify different types of airlines and aircrafts.
2. Summarize international conventions and its outcomes.
3. Understand the concept of airport management.
4. Understand working of Computer reservation systems.

Detailed Syllabus

Module	Topics	No. of Lectures
1	Introduction	15
	<ul style="list-style-type: none"> • Aviation History, Open Sky policy, Freedoms of Air. • Functions and role of IATA, DGCA and Airport Authority of India. • Types of Airlines, Types of Aircrafts. • Manufacturing Companies: Boeing, Air Bus. • International Conventions: The Chicago Convention, The Warsaw Convention, The Montreal Convention. • Licensing of Air Carriers, Limitations of Weights and Capacities. 	
2	Air Journeys	15
	<ul style="list-style-type: none"> • International sale Indicators, Global Indicators. • Types of Air Fares, Three Letter City and Airport Code, Airline Designated Code. • Mileage Principles -MPM, TPM, EMA, EMS, HIP. • Currency Regulation, Special Fares. 	
3	Airport Management	15
	<ul style="list-style-type: none"> • Airport Management: Travel document, Types of Airports, Airport Facilities, Check-in Formalities, In-flight Services, Classes of Service and Comfort, Special Passengers. Baggage Handling, Procedures and Practices. 	
4	Computer Reservation System	15
	<ul style="list-style-type: none"> • Computer Reservation System: Ticketing, GSAs-Online Booking System, Web-Checking, Machine Readable Travel Documents, Frequent Flyers, Miscellaneous Charges Order (MCO), Multiple Purpose Document (MPD), Billing and Settlement Plan. • Case studies of Selected Airlines: American Airlines Group, Delta Air Lines, Lufthansa, Air France-KLM, Indio, Air India. 	

Reference Books

1. Rodwell, J.F. (2010). Essentials of Aviation Management: A Guide for Aviation Service Businesses. United States: Kendall Hunt Publishing Company.
2. Negi, J. (2005). Air Travel Ticketing and Fare Construction. New Delhi: Kanishka.
3. Cook, G. N., & Billig, B. G. (2017). Airline Operations and Management. London: Routledge.
4. Singh, R. (2008), Handbook of Global Aviation Industry and Hospitality Services. New Delhi: Kanishka.
5. E-Pathshala. (2018). Retrieved from E-Pathshala an MHRD. 6. ATA Training Manual.

***Syllabus of Courses of
Master of Tourism and Travel Management (M-TTM)
at Semester III***

2. Destination Development & Marketing

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Destination Development	20
Module 2	Tourism Destination Planning	25
Module 3	Building and implementing destination brand	20
Module 4	Destination management	25
	Total	90

Course Objectives

1. To help students understand the characteristics of destination development and its types.
2. To understand tourism destination planning process and analysis.
3. To enable the students to learn to assess tourism potential and develop the destination in a sustainable manner.
4. Determine the challenges in branding.
5. To enable students to acquire the skills required to manage a destination.
6. To understand different techniques for evaluating a destination.

Course Outcome

After successful completion of the course the learner will be able to:

1. Determine destination management systems and planning guidelines.
2. Identify the interrelationship between the destination and its products.
3. Identify the socio cultural and environmental consideration in destination development.
4. Able to manage and brand a destination.
5. Identify effective methods for branding.

Detailed Syllabus

Module	Topics	No. of Lectures
1	Destination Development	20
	<ul style="list-style-type: none"> • Definitions, Types & Characteristics of destinations, Goals of Destination Development, Destinations and products. • Destination Management Systems, Destination planning guidelines, Destination selection process. 	
2	Tourism Destination Planning	25
	<ul style="list-style-type: none"> • Destination Planning Process and Analysis: National and Regional Tourism Planning and Development, Controlled tourism development. • Contingency planning and destination preparedness: Economic, Social, Cultural and Environmental considerations in destination planning. • Design and innovations, Resource Analysis, Market research and analysis, Market segmentation, Visitor profiling, Product positioning, Review the marketing mix, Competitor analysis, Regional Environmental Scanning, HRD in the destination context. 	
3	Building and implementing destination brand	20
	<ul style="list-style-type: none"> • Reasons for branding a destination, Characteristics of an effective destination brand, Creating a brand identity, Marketing activities for launching the brand, Stakeholders in the destination branding process, Communication methods used to raise awareness of the destination brand identity. • Challenges in branding destinations, Monitoring the effectiveness of the destination brand. 	
4	Destination management	25
	<ul style="list-style-type: none"> • Visitor and traffic management, Partnership of commercial and non- commercial organisations, Local community and visitors, Widening access to facilities, Regular environmental impact auditing, Communication and liaison with visitor and providers. • Monitoring and evaluation of how the destination is been managed, Encouraging responsible tourist behavior. 	

Reference books

1. Clare.A.Gunn(2002), *Tourism Planning: Basics, Concepts, Cases*, Routledge, New York.
2. Nigel Morgan, Annette Pritchard& Roger Pride (2001), *Destination Branding: Creating the Unique Proposition*, Butterworth and Heinemann.
3. Charles R. Goeldner& Brent Ritchie, J.R. (2011), *Tourism, Principles, Practices, Philosophies*, John Wiley and Sons, New Jersey.
4. Richard W.Butler (2006),*the Tourism Area Life Cycle: Applications and Modifications*, Channel View Publications.
5. Claire, Haven Tang& Eleri Ellis Jones (2005), *Tourism SMEs, Service Quality and Destination Competitiveness*, CABI Publishing.
6. *Tourism Destination Evaluation*, 1st Edition, Edited by Patrick Brouder, Salvador Anton Clavé, Alison Gill, Dimitri Ioannides,Routledge, 2016.

***Syllabus of Courses of
Master of Tourism and Travel Management (M-TTM)
at Semester III***

3. Global Distribution System & Ticketing

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	ICT in Tourism	10
Module 2	Introduction to GDS	10
Module 3	GDS Functions	15
Module 4	Fare & Pricing	15
Module 5	Billing & Settlement	10
	Total	60

Course Objectives

1. To introduce Global Distribution Systems.
2. To understand various types of GDS available in the industry.
3. To understand the functions of GDS.

Course Outcome

After successful completion of the course the learner will be able to:

1. Use Global Distribution Systems platforms.
2. Interpret the billing and settlement plan.

Detailed Syllabus

Module	Topics	No. of Lectures
1	ICT in Tourism	5
	<ul style="list-style-type: none"> • Impacts of Technology on Tourism, Virtual Tourism, GPS, GIS, Use of ICT in Tourism. • E-marketing and promotion of Tourism, Payment Systems in E-tourism 	
2	Introduction to GDS	10
	<ul style="list-style-type: none"> • Meaning of Global Distribution System. • History of ARS (Airlines Reservation System). • Evolution of GDS, Different GDS of the world, Benefits of GDS, Interlink between IATA and GDS. 	
3	GDS Functions	15
	<ul style="list-style-type: none"> • Basic Functional Part of Sabre, Galileo and Amadeus, Introduction and procedure. • Travel trade abbreviation, Sign in/Out, Encode/Decode, miscellaneous Information, Schedule, availability, PNR – Creation moving, Optional field, PNR modification, PNR, management, PNR Correspondence through Email, Printing, Itinerary receipts selling, Multiple names, Different ways of seat selling, Group booking, Queues, Flight service information, Flight manifest . 	
4	Fare & Pricing	15
	<ul style="list-style-type: none"> • Fare and pricing of Sabre, Galileo and Amadeus. • Introduction of E- ticketing, Fare Display, Fare rules, Itinerary Pricing, Fare Shopping. 	
5	Billing & Settlement	15
	<ul style="list-style-type: none"> • Billing and Settlement plan (BSP), Introduction of BSP, BSP standard Traffic Document, ADM/ACM. 	

Reference Books

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

***Syllabus of Courses of
Master of Tourism and Travel Management (M-TTM)
at Semester III***

4. Forex Management

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Introduction	5
Module 2	Concepts and Provisions	10
Module 3	Foreign Exchange Market	15
Module 4	Exchange Rate	15
Module 5	Foreign Exchange Rules in India	15
	Total	60

Course Objectives

1. To enable the learners to understand the concept of the International monetary system.
2. Abet learners with the concepts of FEMA.
3. Formalize with foreign exchange and account transactions.
4. To help learners understand the concept of exchange rate.
5. To understand foreign exchange rules in India.

Course Outcome

After successful completion of the course the learner will be able to:

1. Understand the foreign exchange market.
2. Analyse different types of exchange markets.
3. Identify government intervention and government influence on exchange rates.

Detailed Syllabus

Module	Topics	No. of Lectures
1	Introduction	5
	<ul style="list-style-type: none"> • The International Monetary System: Evolution of the international monetary system, Bimetallism, Gold standard, Bretton Woods system, Flexible exchange rate regime, Current exchange rate arrangements (Basic Idea). 	
2	Concepts and Provisions	10
	<ul style="list-style-type: none"> • Concepts of authorized person, Categories of authorized dealers, Current account transaction, Capital account transaction. • Regulation and management of foreign exchange: FEMA (Main Objectives), Realization and repatriation of foreign exchange. 	
3	Foreign Exchange Market	15
	<ul style="list-style-type: none"> • Foreign Exchange Market: Structure of Foreign exchange market (Global & Indian), Participants in foreign exchange market, Types of Transactions & Foreign exchange market. • Spot Market: Concept of spot rate, spot rate quotations, bid-ask spreads, Trading in spot markets. • Forward Market: Concept of forward rate, Long and Short forward positions, Forward Premium and Discount. 	
4	Exchange Rate	15
	<ul style="list-style-type: none"> • Exchange Rate: Concept and its Determinants, BSR and BBR, Types of Exchange Rates. Government intervention and government influence on exchange rates. • Buying Power: Concept and its effect on Travel trends. 	
5	Foreign Exchange Rules in India	15
	<ul style="list-style-type: none"> • Foreign Exchange Rules in India: Residents and Non-Residents Accounts in foreign currency. • Import and Export of Foreign exchange, Import and Export of Indian currency, Foreign exchange facilities or restrictions in India (Basic Idea). • Foreign exchange rules in India for Tourists. 	

Reference Books

1. Jeevanandam C, Foreign Exchange & Risk Management, New Delhi: Sultan Chand & Sons.

2. Apte, P.G., *Multinational Financial Management*, New Delhi: Tata McGraw Hill, 1998.
3. Cheol S. Eun & Bruce G. Resnick, *International Financial Management*, McGraw Hill.
4. Madura, Jeff, *International Corporate Finance*, Cengage Learning.
5. Levi, Maurice, *International Finance*, New York: McGraw Hill Inc.
6. RBI Guidelines on Foreign Exchange (Latest).

***Syllabus of Courses of
Master of Tourism and Travel Management (M-TTM)
at Semester III***

5. Study Tour - Project report and VIVA

Students will have to submit a report of their study tour which will be evaluated externally at the end of the fourth semester. Students should undertake visits to important national or international tourist destinations during their programme for up to a maximum of fifteen days.

The purpose is:

- To experience travel and to understand the linkages between tourism and other service
- sectors.
- To familiarize some of the important tourist destinations in India or abroad.
- To learn how to organize and manage tours.

Preparation of study tour report include two parts: pre tour phase and post tour phase. Pre tour phase involves itinerary preparation, costing etc. Post tour phase involves detailed report on the tour.

If a student(s) is not able to take part in the National/ International Tour because of genuine /unavoidable reasons, those student(s) shall be permitted to carry out a Destination study/ Case study/ Research study and field work report. In such cases, the onus will on the student(s) and must make sure that prior sanction for exception is accorded for the study concerned by the Faculty in charge/Head of the Department.

***Syllabus of Courses of
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6. Sanskrit/ Allied/ Other Related Course

Modules at a Glance

Sr. No.	Modules	No. of Lectures
Module 1	Vedic Sukta of concord Samjnanasukta	4
Module 2	Ten verses describing rainy season from Ramayana	3
Module 3	Selected verses from the second chapter of Bhagavadgeeta	4
Module 4	Twenty verses from Raghuvamsha by Kalidasa	3
Module 5	Ashtapadi by Jayadev	4
Module 6	Ten chitrashlok verses	4
Module 7	Ten verses related to health from Ayurveda	4
Module 8	Fifteen verses from modern Sanskrit literature – Vainayakam	4
	Total	30

Course Objective

To give holistic and comprehensive understanding of the subject.

Course Outcome

After the successful completion of course, the learners will be able to:

CO1: Explain the basic skills of understanding Sanskrit literature. (Level: Understand)

Syllabus of Courses of

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at Semester III***

6. Selling Skills

Modules at a Glance

Sr. No.	Modules	No. of Lectures
Module 1	Sales Environment	7
Module 2	Sales Techniques & Process	8
Module 3	Sales Targets	7
Module 4	Sales Presentations, Demonstrations and Customer Service	8
	Total	30

Course Objective

- To teach customer interaction skills that enable students to lead mutually beneficial sales conversations with customers—even those who are indifferent or express concerns.

Course Outcome

After the successful completion of course, the learners will be able to:

- **CO1:** Explain the products and services in a way that is meaningful and compelling to customers. (Level: Remember)
- **CO2:** Discuss the sales calls in a positive and customer-focused manner. (Level: Understand)
- **CO3:** Explain the sales process. (Level: Understand)

Detailed Syllabus

Modules	Topics	No. of Lectures
Module 1	The Sales Environment	7
	<p>Understand the sales market – Characteristics, Features & Benefits, Unique selling propositions, Organisations market position, Competitors</p> <p>Different types of business focus in sales and marketing - Product focus, Production focus, Sales focus, Customer focus, Barriers to customer focus</p> <p>Manage time in the sales environment - Importance of effective time management, Business objectives, Urgent tasks, Routine tasks, Time management tools and techniques</p> <p>Use of IT in sales IT systems, Sales-related data and information, Information searches, Data audits, Implication of inaccurate sales data, Sales-related data issues and trends, Confidentiality, and security requirements:</p> <p>Communicate information in a sales environment - Sales environment, Characteristics of communication, Importance and uses of non-verbal communication, Importance of checking understanding, Customer needs, Colleague needs, Different media used to communicate, Advantages, Disadvantages</p>	
Module 2	Sales Techniques & Process	8
	<p>The sales cycle - Characteristics of the sales cycle, Affecting the approach to the sale, Sales contacts</p> <p>The buyer-decision making process - Dealing with buyers, Achievement of targets, Consumer buyer decision making, Business-to-business decision making, Pressures on customers</p> <p>Generate and quality sales leads - Customer segmentation, target the market, source and gather market information, Qualifying the sales contact, Accurate record keeping:</p> <p>Sell by inbound telephone call - Characteristics, Advantages, Disadvantages, Characteristics of reactive selling, Manage customer behaviour</p> <p>Sell by outbound telephone call – Preparations, Characteristics, Advantages, Disadvantages</p> <p>Selling face-to-face - Characteristics, Advantages, Disadvantages, Importance of preparing for the contact, Overcome barriers to closing the sale, Identify further potential add-on, up-selling or cross-selling</p>	

	<p>opportunities, USP, Different methods of closing sales:</p> <p>Process sales orders - Ordering products and/or services, Payment methods</p> <p>Despatch function, Order completion service standards, Discounts and special offers, Importance of keeping the customer informed of developments relating to their order</p>	
Module 3	Sales Targets	7
	<p>How sales targets are calculated - Forecasting sales processes, Factors that affect the setting of sales targets, Volume and value of the sales, Products and/or services pricing structure, Formula for calculating sales values over a period of time</p> <p>Use of sales targets - Importance of sales targets for performance purposes, Past sales targets and future targets</p> <p>How to collect sales-related data - Potential sources of sales-related data, Collection methods for obtaining quantitative and qualitative information, How data can be used to support sales activities</p> <p>How to evaluate sales performance - Monitor sales performance against targets, evaluate performance against targets, Factors that can cause variances of performance from target, Actions to be taken if sales targets are not met</p>	
Module 4	Sales Presentations, Demonstrations and Customer Service	8

How to prepare for a sales presentation or demonstration - Organisational sales strategies, plans and activities, Meeting related to sales targets, Features and benefits of the products and/or services to be promoted, Setting up the venue and equipment,

How to deliver a sales presentation or demonstration - Provide audience with opportunities to raise questions, How to gain sales commitment:

Role of evaluating sales presentations/demonstrations: Evaluating effectiveness of presentation or demonstration, Using evaluative information to enhanced sales performance:

Customer Service in Sales - build long term relationships with customers, approaches to managing customer accounts, importance of customer loyalty, importance of the brand and organisational reputation, how to meet the customers' after sales service needs.

Reference Books:

1. Denny R — Selling to Win (Kogan Page, 2006) ISBN 8780749444341
2. Schiffman S — The 25 Sales Habits of Highly Successful Salespeople (Adams Media Corporation; 3rd Revised edition, 2008) ISBN 1598697579
3. Fleming P – Retail Selling, 2nd Edition (Mercury Business Books, 2007) ISBN 1852525541
4. Roberts L – Structured Selling: Sales Strategy and Tactics with a Target Marketing Purpose (Rogers Publishing and Consulting, 2009) ISBN 981744230
5. Miller S – How to Get the Most Out of Trade Shows (McGraw-Hill, September 2000) ISBN 065800939
6. Siskind B – Powerful Exhibit Marketing: The Complete Guide to Trade Shows, Exhibitions and Conferences (John Wiley & Sons, April 2005) ISBN 0470834692
7. Abrams R and Bozdech B – Trade Show in a Day: Get It Done Right, Get It Done Fast! (Planning Shop, November 2006) ISBN 0974080179

***Syllabus of Courses of
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at Semester IV***

1. Tourism Entrepreneurship

Modules at a Glance

Module	Topics	No. of Lectures
1	Introduction	5
2	Functional area management	10
3	Organization and business	15
4	Business plan development	15
5	Setting up a Tourism Enterprise	15
	Total	60

Course Objectives

1. To help learners understand the basic concepts of tourism entrepreneurship.
2. To enable the learners, determine business planning for various sectors in tourism.
3. To identify different forms of organisations.
4. To analyse the good business practices.
5. Learn how to develop a business plan efficiently.

Course Outcome

After successful completion of the course the learner will be able to:

1. Determine the business strategy to understand customers and analyse competition.
2. Identify apt marketing mix.
3. Classify networking and collaborations for the business.
4. Understand the procedure to set up a tourism enterprise.

Detailed Syllabus

Module	Topics	No. of Lectures
1	Introduction	5
	<ul style="list-style-type: none"> • Introduction to entrepreneurship, Tourism industry and business ideas. • Business strategy: Understanding customers and Analysing competition. 	
2	Functional area management	10
	<ul style="list-style-type: none"> • Functional area management: Tourism marketing mix, Tourism marketing planning, Financial planning, Planning for people and operations. 	
3	Organisation and business	15
	<ul style="list-style-type: none"> • Organisation and business: Form of organisation and Legal considerations, Networking and collaboration. • Good business practices. 	
4	Business plan development	15
	<ul style="list-style-type: none"> • Business plan development: Feasibility, Writing a business plan- marketing, Financial, Operations, People, etc. Planning. 	
5	Setting up a Tourism Enterprise	15
	<ul style="list-style-type: none"> • Setting up a tourism enterprise: Steps, Procedures, Licenses, Registration etc. 	

Reference Books

1. Arthur, S. J., & Hisrich, R. D. (2011). Entrepreneurship through the ages: Lessons learned. *Journal of Enterprising Culture*, 19(01), 1-40.
2. Bezbaruah, M.P. (2000). *Beyond the Millennium*. New Delhi: Gyan Pub House.
3. Drucker, P.F. (1985). *Innovation & Entrepreneurship*. New York: Harper & Row.
4. Jeffrey, T. (1984). *New Venture Creation*. Illinois: Homewood.
5. Kuratko, D.F. & Hodgets, R.M. (2008), *Entrepreneurship*. New York: Harcourt College Publishers.

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2. Tourist Behavior & Cross-Cultural Management

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Introduction	20
Module 2	Theoretical Framework	15
Module 3	Typologies of tourist behavior	20
Module 4	Consumer behavior and marketing	20
Module 5	Culture	15
	Total	90

Course Objectives

1. To help learners understand the basics of tourist behavior.
2. To enable the learner to understand the theories and practices of tourist behavior.
3. To understand the typologies of tourist behavior.
4. To analyze the tourism demand and markets.
5. To understand the impacts of cultural practices in tourism.

Course Outcome

After successful completion of the course the learner will be able to:

1. Determine the models of tourism behavior.
2. Summarize the models of purchase decision making process.
3. Identify the impacts of host - guest interaction.
4. Analyse the correlation between consumer behavior and marketing.

Detailed Syllabus

Module	Topics	No. of Lectures
1	Introduction	20
	<ul style="list-style-type: none"> • Tourist behavior and Culture: The Global environment-globalization. • Tourism and culture: Introduction to cultural diversity. • Concept of tourist behavior, Importance of tourist behavior, Factors affecting tourist behavior. • Models of Tourism behavior (Nicosia model, Um and Crompton, Woodside and Lionskin, Mayo and Jarvis; etc.), Indian outbound travel market. 	
2	Theoretical Framework	15
	<ul style="list-style-type: none"> • Theoretical Framework: Introduction to cultural theories and practices, Basics of culture, Intercultural theories. • Motivators & Determinants of Tourist behavior, Models of purchase decision-making process (Mathieson and Wall; Stimulus- Response model (Middleton); etc.). 	
3	Typologies of tourist behavior	20
	<ul style="list-style-type: none"> • Typologies of tourist behavior: Typologies and their critique, Marketing applications of typologies, Tourism-specific Market segmentation. • Tourism demand and markets: Global pattern of tourism demand, Nature of demand in tourism market, Consumer behavior and markets in different sectors of tourism. 	
4	Consumer behavior and marketing	20
	<ul style="list-style-type: none"> • Consumer behavior and marketing: Marketing mix and Tourist behavior, Emergence of new markets and Changes in tourist demand, Quality and Tourist satisfaction, Trends. • Host-guest interactions and their impacts: Physical, Social, Cultural, Environmental, Tourist-guide interaction and its impact. 	
5	Culture	15
	<ul style="list-style-type: none"> • Cultural practices and Tourism impacts on culture, Cultural differences, Cultural variability-sources of differences, Culture and values. • Cross cultural comparisons: Concepts and Challenges, Cultural influences on tourist behavior, Social interactions, Cultural 	

	shock, Influence on services, Cultural influences on ethics, Differences among international societies like Asia, Australia, India etc., Multicultural competence.	
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Reference Books

1. Horner, Susan, and Swarbrooke, John (2007). *Consumer behavior in Tourism*, 2/e. Burlington: Butterworth-Heinemann. (L).
2. Reisinger, Yvette (2009). *International Tourism: Cultures and behaviors*. Burlington: Butterworth-Heinemann.
3. Bowen, D. and Clarke, J. (2009). *Contemporary Tourist behavior: Yourself and Others and Tourists*. Cambridge: Cambridge University Press.
4. Hooker, John (2003). *Working Across Cultures*. Stanford: Stanford University Press.

***Syllabus of Courses of
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**3. Meetings Incentive, Conference,
Events and Exhibition (MICE) Tourism**

Modules at a Glance

Module	Topics	No. of Lectures
1	Introduction	15
2	Exhibition Management	15
3	Conference Management	15
4	Corporate Events	15
	Total	60

Course Objective

1. To provide a conceptual overview and a systematic study of MICE programming, management, marketing, and practical applications.
2. To foster professionalism in MICE management, covering the knowledge base, theory, methodologies and ethics.

Course Outcome

After successful completion of the course the learner will be able to:

1. Understand how MICE relates to the tourism and hospitality industry.
2. Understand the factors behind incentive travel decisions.
3. Understand the difference between meetings and conventions.
4. Identify the purpose of exhibitions.
5. Understand what impacts MICE can bring to a destination.

Detailed Syllabus

Module	Topics	No.of Lectures
1	Introduction	15
	<ul style="list-style-type: none"> • Introduction to Business tourism. MICE: Meaning, Industry, Important statistics. • India as MICE Destination, MICE Services, Types of MICE Services India offers. 	
2	Exhibition Management	15
	<ul style="list-style-type: none"> • Exhibition Management: Exhibitions Industry, Requirement of exhibitions, Job Responsibilities of exhibition organizer, Exhibition arrangements, Exhibition budgeting. • Understanding exhibition Customer, Understanding exhibition Flow, Exhibition safety, Creating Blueprint, Designing exhibition Plan, Understanding entertainment requirements, Celebrity management in exhibition. 	
3	Conference Management	15
	<ul style="list-style-type: none"> • About conference management Industry, Planning conference, Job Responsibilities of conference management company, Congruence arrangements, Budgeting. • Live Show Flow, Creating Blueprint, designing conference Plan, Understanding technical requirements. 	
4	Corporate Events	15
	<ul style="list-style-type: none"> • Corporate Events, Planning corporate event, Job Responsibilities of corporate event organizer, Arrangements, Budgeting, Understanding Customer, Understanding Flow, safety. • Creating Blueprint, Designing Plan, Understanding entertainment requirements, Celebrity management in corporate events, Understanding need of entertainment in corporate events. 	

Reference Books

1. Festival and Special Event Management - by Johnny Allen, William O'toole, Robert Harris.
2. Event Management: A Professional and Developmental Approach by Dimitri Tassiopoulos.
3. Planning & Managing a Corporate Event. by Karen Lindsey - by Karen Lindsey.
4. Meetings, Expositions, Events & Conventions - 3rd Edition - George Fenich - Mar 2011.

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4. Special Interest

**Tourism Modules at a
Glance**

Sr. No.	Modules	No. of lectures
Module 1	Special Interest Tourism	12
Module 2	Health & Wellness	12
Module 3	Adventure Tourism	12
Module 4	Rural Tourism	12
Module 5	Emerging Special Interest Areas	12
	Total	60

Course Objectives

1. To help learners understand the concepts of Special Interest tourism.
2. To enable learners, perceive the importance and determinants of medical tourism.
3. Recognize various aspects of adventure tourism.
4. Help learners identify the factors concerning rural tourism and its significance in modern tourism.
5. To identify emerging special interest tourism areas.

Course Outcome

After successful completion of the course the learner will be able to:

1. Differentiate areas of special interest tourism and its significance in modern tourism.
2. Recognize the importance of medical and wellness tourism and its role in western world.
3. Importance of adventure tourism and its safety procedures.
4. Ethics related to rural tourism and its sustainable practice

Detailed Syllabus

Module	Topics	No. of Lectures
1	Special Interest Tourism	12
	<ul style="list-style-type: none"> • Characteristics, Socio-economic impact, Types of SIT, Strategic approaches, Management tools and Techniques. • Marketing of Special Interest attractions. 	
2	Health & Wellness	12
	<ul style="list-style-type: none"> • Determinants of Health and Wellness: Factors Responsible for Growth of Health and Medical Tourism, Global Medical Tourism Scenario, Stakeholders, Certification and Accreditation. • Tourism and Wellness: Dimensions of wellness, Types of Spas, Ethical, Legal, Economic and Environmental Issues in Health and Medical Tourism, Case studies about selected Medical and Wellness tourism destinations. 	
3	Adventure Tourism	12
	<ul style="list-style-type: none"> • Adventure in water, adventure on Land, Air-Considerations in adventure tourism development. • Basic minimum standards for adventure tourism related activities, Profile of Adventure tourists, Preferences and perceptions. • Adventure tour packages, Mode of operation, Impacts of adventure tourism, Selected case studies on adventure destinations. 	
4	Rural Tourism	12
	<ul style="list-style-type: none"> • Rural areas as a tourism product, Rural Life, Art, Culture and Heritage. • Development and Conservation of Rural Tourism Resources: Festivals, Agricultural Exhibitions, Thematic Routes, Special Markets, Ethnic Restaurants. • Needed indicators and Monitoring, Holistic benefits to the society, Challenges of Rural Tourism, Selected case studies on popular rural destinations. 	
5	Emerging Special Interest Areas	12
	<ul style="list-style-type: none"> • Ethnic tourism, Argo tourism, Slow Tourism, Food tourism, Shopping tourism, Sports tourism, Film Tourism, Music Tourism, Literary Tourism, Accessible Tourism, Voluntourism. • Impact of SITs: Social, Economic, Environmental, Future trends. 	

Reference Books

1. M. Smith and L. Puczko(2009), Health and wellness tourism, B. Heinemann.
2. Sonali Kulkarni(2008), Spa and Health Tourism, Book Enclave, Jaipur.
3. Raj Pruthi(2006), Medical Tourism in India,New Delhi: Arise Pub.
4. Agarwal S, Busby , G., & Huang, R. (2018). Special Interest Tourism: Concepts, Contexts and Cases. London: CABI.
5. Douglas, N., Douglas, N., & Derrett, R. (2002). Special Interest Tourism. Brisbane: Wiley.
6. E-Pathshala. (2018). Retrieved from E-Pathshala an MHRD Project Website: <http://epgp.inflibnet.ac.in/ahl.php?csrno=1827>Select-P-09>.
7. Inskeep, E. (1991). Tourism Planning: An Integrated and Sustainable Development Approach, New York: Van Nostrand Reinhold.
8. Myers, J.E., Sweeney, T.J. (2005). Counselling for Wellness: Theory, Research and Practice. Alexandria: American Counselling Association.
9. Novelli, M. (Ed.). (2005). Niche Tourism: Contemporary Issues, Trends and Cases. London: Routledge.

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5. Capstone Project

The capstone course is a method of summative evaluation in which the student is given an opportunity to demonstrate integrated knowledge and growth in the Industry. The course will assess a student's cognitive and intellectual growth in their major and also the overall academic learning experience. The capstone provides an opportunity for students to integrate and apply knowledge from their academic studies; through the comprehensive evaluation of core curriculum of finance and accounting, economics, marketing, management, human resource, and all learned fields relevant to the Business world.

The Capstone functions as a bridge between the university and the world of employment. Students are expected to treat the Capstone course therefore as a professional work engagement.

The course is a rigorous team-based and project-oriented course. This course requires a high level of independence, intellectual curiosity, time and information management as well as an impeccable level of professionalism and work ethics.

A student must complete the Capstone Project, which serves as the exit requirement for the degree. This project is the final step in the degree process and must be completed in the student's final semester.

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6. Sanskrit / Allied/ Other related course

Module at a Glance

Sr. No.	Modules	No. of Lectures
Module 1	Word Class	7
Module 2	Tenses, Concord, Voice	8
Module 3	Spelling and Punctuation	7
Module 4	Sentences	8
	Total	30

Course Objectives

- To familiarize students about compound constructions of Sanskrit words.

Course Outcome

After the successful completion of course, the learners will be able to:

CO1: Compose long compound sentences with the sound knowledge of Sanskrit grammar.
(Level: Create)

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6. Effective Presentation Skills

Module at a Glance

Sr. No.	Modules	No. of Lectures
Module 1	Planning Presentations	7
Module 2	Preparing Presentations	8
Module 3	Enhance to Engage and prepare for Q & A	7
Module 4	Craft to impact	8
	Total	30

Course Objective

1. To provide comprehensive understanding for delivering effective presentations.

Course Outcome

After the successful completion of course, the learners will be able to:

CO1: Explain the key elements of impactful presentations. (Level: Remember)

CO2: Prepare the audience research to create targeted presentations. (Level: Understand)

CO3: Demonstrate the best practices for designing visuals. (Level: Apply)

CO4: Prepare a report through effective question and answer sessions with the audience. (Level: Apply)

CO5: Develop a visual narrative. (Level: Create)

Detailed Syllabus

Modules	Topics	No. of Lectures
Module 1	Planning Presentations	7
	<ul style="list-style-type: none"> ● Apply tools to analyze the audience and customize our delivery ● Understand the challenges associates with not knowing the audience ● List the 4 basic purposes of a presentation Introduce ourselves with confidence and credibility <ul style="list-style-type: none"> ● Identify strengths and opportunities for self-development 	
Module 2	Preparing for presentations	8
	Increase effectiveness through appropriate voice techniques <ul style="list-style-type: none"> ● Leverage gestures and expressions to emphasize our message ● Capture and retain audience attention through the use of storytelling Understand the fundamental elements of impactful presentations <ul style="list-style-type: none"> ● Plan and prepare a roadmap for the presentation ● Structure presentations for logical, productive outcomes ● Prepare evidence to give presentations more impact 	
Module 3	Enhance to Engage and prepare for Q & A	7
	Reinforce our information using visual impact <ul style="list-style-type: none"> ● Open and close sessions with impact ● Understand the variety of support tools that strengthen a Message Establish credibility with our audience through Q&A <ul style="list-style-type: none"> ● Handling and maintaining control of Q&A sessions ● Learn how to confidently facilitate Q&A sessions 	
Module 4	Craft to impact	8
	Small groups to apply the learnings of the workshop and craft one presentation basis <ul style="list-style-type: none"> ● Audience ● Purpose ● Tools and Techniques Set Individual Action plans <ul style="list-style-type: none"> ● Feedback using recording of presentations 	

Reference Books:

1. Effective Presentation Skills – Robert Dilts, Meta Publication
2. Business Communication Today - Bovee and Thill: Tata McGraw Hill,