

**SCHEME OF EXAMINATION
&
SYLLABI
OF
2 Year
MASTER OF TOURISM & TRAVEL
MANAGEMENT (MTTM)**

[Based on National Education Policy (NEP) – 2020]

**(Based on Curriculum and Credit Framework and Formative Assessment
guidelines for UG Programs under NEP 2020)**



**MAHARSHI DAYANAND UNIVERSITY
ROHTAK (HARYANA)**

**To be applicable on the students w.e.f. session 2024-25 (3rd Semester onwards)
and on the students w.e.f. session 2025-26 (1st semester onwards)**

**SCHEME OF EXAMINATION OF
2 YEARS
MASTER OF TOURISM & TRAVEL MANAGEMENT (MTTM)
PROGRAMME
(Based on National Education Policy (NEP) - 2020)**

Program specific outcomes

PSO1: Leadership Development in Tourism:

Equip students to become leaders in the tourism industry and academia, with a comprehensive understanding of tourism products and services, and proficiency in front-line operations.

PSO2: Knowledge of Tourism Resources

Ensure students gain thorough knowledge of tourism resources and products.

PSO3: Sustainable Tourism Management

Develop management skills in students to strategically package, market, and sell tourism products and services, emphasizing sustainability, global perspectives, and local cultural respect.

PSO4: Research and Academic Opportunities

Open avenues for students to engage in research and pursue academic careers in the field of tourism.

PSO5: Ethical and Sustainable Tourism Practices

Foster in students the ability to promote ethical tourism practices and contribute to sustainable development.

PSO6: Career and Entrepreneurial Preparation

Prepare students for successful careers in tourism, higher studies, or entrepreneurship, equipping them with the necessary skills and knowledge.

PSO7: Problem Solving in Tourism

Train students to offer viable solutions to both technical and non-technical challenges in the tourism industry.

PSO8: Leadership and Continuous Learning

Cultivate leadership and communication skills in students, alongside a commitment to continuous professional development and learning.

Structure for 2-Year MTTM Programme
First Year of 2-Year MTTM Program (NHEQF-Level 6): First Semester

Semester	Course Code	Title of the Course (s)	Summative Assessment	Formative Assessment	Practical/ Viva Voce	Total Marks	Credits (L-T-P)
I	First year of 2 year PG Program (NHEQF Level 6)						
	DISCIPLINE SPECIFIC COURSE (DSC)						
	24ITM201DS01	Itinerary Planning & Tour Packaging	70	30	-	100	4-0-0
	24ITM201DS02	Field Tour-I	-	100	-	100	0-4-0
	24ITM201DS03	Eco Tourism	70	30	-	100	4-0-0
	24ITM201DS04	Airlines Ticketing	70	30	-	100	4-0-0
	24ITM201DS05	Tourist Behaviour	70	30	-	100	4-0-0
	SKILL ENHANCEMENT COURSES (SEC) 1						
24ITM201SE01	Event Management	-	100	-	100	4-0-0	
Total Credits						24	
Note:							
1. The duration of all the end-term theory examinations shall be 3 hours.							
2. The Criteria for awarding the formative assessment of 30 marks throughout the Programme shall be as under:							
a) Sessional Examination : 20 marks.							
b) Assignments/Presentations/Seminars and Class Participation : 5 marks							
c) Attendance : 5 marks							
Less than 65% : 0 marks							
Upto 70% : 2 marks							
Upto 75% : 3 marks							
Upto 80% : 4 marks							
Above 80% : 5 marks							
3. Formative assessment Model for Skill Enhancement Courses							
For four Credit Theory							
			Marks Distribution				
Written test (2X15)			30				
MCQs/Quizzes/Group Discussion(2X10)			20				
Case study/Mini project (1X25)			25				
Seminar/Presentation(2X10)			20				
Attendance			05				
Total			100				
4. For UG/PG Practical Courses							
For four credits practical							
						Marks Distribution	
Regular assessment through observation and class discussion						20	
Lab work (practical file) field work (report) Portfolio						30	
Assignment/Case study/Mini project (3X10)						30	
Seminar/Presentation (2X7.5)						15	
Attendance						05	
Total						100	

First Year of 2-Year MTTM Program (NHEQF-Level 6): Second Semester

Semester	Course Code	Title of the Course (s)	Summative Assessment	Formative Assessment	Practical/ Viva Voce	Total Marks	Credits (L-T-P)														
	DISCIPLINE SPECIFIC COURSE (DSC)																				
	24ITM202DS01	Tourism Operations	70	30	-	100	4-0-0														
	24ITM202DS02	Tourism Economics	70	30	-	100	4-0-0														
	24ITM202DS03	Wildlife Tourism	70	30	-	100	4-0-0														
	24ITM202DS04	Field Tour-II	-	100	-	100	4-0-0														
	24ITM202DS05	Food of India	70	30	-	100	4-0-0														
	SKILL ENHANCEMENT COURSES (SEC) 2																				
	24ITM202SE01	Emerging Trends in Tourism	-	100	-	100	4-0-0														
Total Credits						24															
Note:																					
1. Students exiting the programme after the second semester i.e. after the first year on completion of 48 credits will be awarded PG Diploma in Tourism Management																					
2. Immediately after completing the second semester, the students shall proceed to their Internship. The duration of the internship is 120 hours during summer vacation. The Summer Internship Report (SIR) prepared after SI completion shall be assessed in the third Semester as a compulsory course. The candidates will submit the SIR in the manner specified in the Ordinance. The SIR will be evaluated by an external examiner																					
3. Formative assessment Model for Skill Enhancement Courses 04 Credit Theory																					
			<table><tr><td></td><td>Marks Distribution</td></tr><tr><td>Written test (2X15)</td><td>30</td></tr><tr><td>MCQs/Quizzes/Group Discussion(2X10)</td><td>20</td></tr><tr><td>Case study/Mini project (1X25)</td><td>25</td></tr><tr><td>Seminar/Presentation(2X10)</td><td>20</td></tr><tr><td>Attendance</td><td>05</td></tr><tr><td>Total</td><td>100</td></tr></table>						Marks Distribution	Written test (2X15)	30	MCQs/Quizzes/Group Discussion(2X10)	20	Case study/Mini project (1X25)	25	Seminar/Presentation(2X10)	20	Attendance	05	Total	100
	Marks Distribution																				
Written test (2X15)	30																				
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Case study/Mini project (1X25)	25																				
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Attendance	05																				
Total	100																				
4. For UG/PG Practical Courses For four credits practical																					
					<table><tr><td></td><td>Marks Distribution</td></tr><tr><td>Regular assessment through observation and class discussion</td><td>20</td></tr><tr><td>Lab work (practical file) field work (report) Portfolio</td><td>30</td></tr><tr><td>Assignment/Case study/Mini project (3X10)</td><td>30</td></tr><tr><td>Seminar/Presentation (2X7.5)</td><td>15</td></tr><tr><td>Attendance</td><td>05</td></tr><tr><td>Total</td><td>100</td></tr></table>				Marks Distribution	Regular assessment through observation and class discussion	20	Lab work (practical file) field work (report) Portfolio	30	Assignment/Case study/Mini project (3X10)	30	Seminar/Presentation (2X7.5)	15	Attendance	05	Total	100
	Marks Distribution																				
Regular assessment through observation and class discussion	20																				
Lab work (practical file) field work (report) Portfolio	30																				
Assignment/Case study/Mini project (3X10)	30																				
Seminar/Presentation (2X7.5)	15																				
Attendance	05																				
Total	100																				
Total Credits (24+24=48) for PG Diploma in Tourism Management																					

OPTION 1(ONLY COURSE WORK)**Second year of two year PG program (NHEQF Level 6.5) Third Semester****STUDENT SHOULD SELECT ANY ONE OPTION FOR THE SECOND YEAR OF 2 YEAR PG PROGRAM**

Semester	Course Code	Title of the Course (s)	Summative Assessment	Formative Assessment	Practical/ Viva Voce	Total Marks	Credits (L-T-P)
III	DISCIPLINE SPECIFIC COURSE (DSC)						
	25ITM203DS01	Tourism & Hospitality Conceptual Framework	70	30	-	100	4-0-0
	25ITM203DS02	Travel Agency & Tour Operation	70	30	-	100	4-0-0
	25ITM203DS03	Tourism Products of India	70	30	-	100	4-0-0
	25ITM203DS04	Transport Management for Tourism	70	30	-	100	4-0-0
	25ITM203DS05	Tourism & Hospitality Research	70	30	-	100	4-0-0
	INTERNSHIP 3						
	25ITM203IN01	Internship Report			100	-	0-4-0
Total Credits							24
Note: 1. Immediately after completing the 3 rd semester, the students shall proceed to their Internship. The duration of the internship is 120 hours. The Internship Report prepared after completion of Internship shall be assessed in the fourth Semester as a compulsory course. The candidates will submit the Internship Report in the manner specified in the Ordinance.							

Internship Evaluation

After completion of internship, students need to prepare a comprehensive report highlighting their learning and takeaways during the internship period as per MDUR Internship Regulations 2025. The report shall be signed by the Internship Supervisor from respective UTD/Centre/College and Mentor from Internship providing organizations. Evaluation of internship report and viva-voce will be jointly conducted by Internship Supervisor and Mentor on the time and date notified by the concerned HoDs/Directors/Principals. The mentor from host organization may participate in evaluation through online/offline mode. In case of non-availability of respective mentor the available relevant mentor as decided by the concerned HOD/Director/Principal may be utilized for the purpose of evaluation.

Suggested distribution of marks will be as below:

S. No.	Components			Employability-Oriented Internship	Research-Oriented Internship
1	Assessment by Mentor			30	30
	S. No	Detail	Marks		
	1	Skills Learned	15		
	2	Regularity	10		
	3	Conduct	5		
		Total (30)			
2	Internship Report			40	40
3	Viva Voce			30	30

Second year of 2-Year MTTM Program (NHEQF Level 6.5): Fourth Semester

Semester	Course Code	Title of the Course (s)	Summative Assessment	Formative Assessment	Practical/ Viva Voce	Total Marks	Credits (L-T-P)
IV	DISCIPLINE SPECIFIC COURSE (DSC)						
	25ITM204DS01	Tourism Planning & Sustainable Tourism	70	30	-	100	4-0-0
	25ITM204DS02	Tourism Product of World	70	30	-	100	4-0-0
	25ITM204DS03	Field Tour	-	100	-	100	0-4-0
	25ITM204DS04	Tour Guiding Essentials	70	30	-	100	4-0-0
	25ITM204DS05	Tourism & Hospitality Marketing	70	30	-	100	4-0-0
	INTERNSHIP 4						
	25ITM204IN01	Internship Report		100	-	-	0-4-0
Total Credits						24	
Note:							
1. Students completing the programme successfully shall be awarded a 2-year PG Degree in Tourism Management upon securing 88 credits							
2. Formative Assessment Model For UG/PG Practical Courses For four credits practical							
				Marks Distribution			
Regular assessment through observation and class discussion				20			
Lab work (practical file) field work (report) Portfolio				30			
Assignment/Case study/Mini project (3X10)				30			
Seminar/Presentation (2X7.5)				15			
Attendance				05			
Total				100			

Internship Evaluation

After completion of internship, students need to prepare a comprehensive report highlighting their learning and takeaways during the internship period as per MDUR Internship Regulations 2025. The report shall be signed by the Internship Supervisor from respective UTD/Centre/College and Mentor from Internship providing organizations. Evaluation of internship report and viva-voce will be jointly conducted by Internship Supervisor and Mentor on the time and date notified by the concerned HoDs/Directors/Principals. The mentor from host organization may participate in evaluation through online/offline mode. In case of non-availability of respective mentor the available relevant mentor as decided by the concerned HOD/Director/Principal may be utilized for the purpose of evaluation.

Suggested distribution of marks will be as below:

S. No.	Components				Employability-Oriented Internship	Research-Oriented Internship
1	Assessment by Mentor				30	30
	S. No	Detail	Marks			
	1	Skills Learned	15			
	2	Regularity	10			
	3	Conduct	5			
		Total (30)				
2	Internship Report				40	40
3	Viva Voce				30	30

OPTION 2 (COURSE WORK AND RESEARCH)							
Semester	Course Code	Title of the Course (s)	Summative Assessment	Formative Assessment	Practical/ Viva Voce	Total Marks	Credits (L-T-P)
III	DISCIPLINE SPECIFIC COURSE (DSC)						
	25ITM203DS01	Tourism & Hospitality Conceptual Framework	70	30	-	100	4-0-0
	25ITM203DS02	Travel Agency & Tour Operation	70	30	-	100	4-0-0
	25ITM203DS03	Tourism Product of India	70	30	-	100	4-0-0
	25ITM203DS04	Transport Management for Tourism	70	30	-	100	4-0-0
	25ITM203DS05	Tourism & Hospitality Research	70	30	-	100	4-0-0
	INTERNSHIP 3						
	25ITM203IN01	Internship Report	-	100	-	-	0-4-0
Total Credits							24
Note: - Immediately after completing the 3rd semester, the students shall proceed to their Internship. The duration of the internship is 120 hours. The Internship Report prepared after completion of Internship shall be assessed in the fourth Semester as a compulsory course. The candidates will submit the Internship Report in the manner specified in the Ordinance. - In the case of Research Thesis/Project Work of Fourth Semester, the topic of the Research Project to be submitted for evaluation in the third Semester shall be submitted by the student along with a brief synopsis after finalization within the first month of the Semester in consultation with the faculty member allotted as Research Supervisor by the Director							

Internship Evaluation

After completion of internship, students need to prepare a comprehensive report highlighting their learning and takeaways during the internship period as per MDUR Internship Regulations 2025. The report shall be signed by the Internship Supervisor from respective UTD/Centre/College and Mentor from Internship providing organizations. Evaluation of internship report and viva-voce will be jointly conducted by Internship Supervisor and Mentor on the time and date notified by the concerned HoDs/Directors/Principals. The mentor from host organization may participate in evaluation through online/offline mode. In case of non-availability of respective mentor the available relevant mentor as decided by the concerned HOD/Director/Principal may be utilized for the purpose of evaluation.

Suggested distribution of marks will be as below:

S. No.	Components			Employability-Oriented Internship	Research-Oriented Internship
1	Assessment by Mentor			30	30
	S. No	Detail	Marks		
	1	Skills Learned	15		
	2	Regularity	10		
	3	Conduct	5		
		Total (30)			
2	Internship Report			40	40
3	Viva Voce			30	30

Second year of 2-Year MTTM Program (NHEQF Level 6.5): Fourth Semester

IV	INTERNSHIP 4						
			Summative Assessment	Formative Assessment	Viva Voce	Total Marks	Credits (L-T-P)
	25ITM204IN01	Internship Report	--	100		100	04
	RESEARCH THESIS /PROJECT WORK						
			Summative Assessment	Formative Assessment	Viva Voce	Total Marks	Credits (L-T-P)
	25ITM204PD01	Research Thesis/Project	200	200	100	500	20
	Total Credit						24
Note: 1. Students completing the programme successfully shall be awarded a 2-year PG Degree in Tourism Management upon securing 88 credits. 2. The viva voce in respect of the Research Thesis/Project shall be conducted by a Board of Examiners, consisting of one internal faculty member to be appointed by the Director and one external examiners from the Industry and Academic field (ordinarily not below the rank of Associate Professor and/or any professional working at a senior position from industry) out of the panel recommended by the PG BOS of IHTM (two members shall form the quorum).							
Total Credits (24+24+24+24) for 2 Year MTTM 96 Credits							

Internship Evaluation

After completion of internship, students need to prepare a comprehensive report highlighting their learning and takeaways during the internship period as per MDUR Internship Regulations 2025. The report shall be signed by the Internship Supervisor from respective UTD/Centre/College and Mentor from Internship providing organizations. Evaluation of internship report and viva-voce will be jointly conducted by Internship Supervisor and Mentor on the time and date notified by the concerned HoDs/Directors/Principals. The mentor from host organization may participate in evaluation through online/offline mode. In case of non-availability of respective mentor the available relevant mentor as decided by the concerned HOD/Director/Principal may be utilized for the purpose of evaluation.

Suggested distribution of marks will be as below:

S. No.	Components			Employability-Oriented Internship	Research-Oriented Internship
1	Assessment by Mentor			30	30
	S. No	Detail	Marks		
	1	Skills Learned	15		
	2	Regularity	10		
	3	Conduct	5		
		Total (30)			
2	Internship Report			40	40
3	Viva Voce			30	30

EVALUATION OF PROJECT REPORT/DISSERTATION

In case of the Project reports/Dissertation/Research Project, the assessment shall be jointly carried out by the internal and external examiners. There shall be no internal assessment component for Dissertation/Project Report. External examiners shall be invited from amongst the panel of examiners (ordinarily not below the rank of Associate Professor) recommended by the concerned Board of Studies.

OPTION 3 ONLY RESEARCH (ONLY FOR THE STUDENTS WHO HAVE COMPLETED 3 YEARS BACHELOR'S PROGRAM)

III	INTERNSHIP 3						
			Summative Assessment	Formative Assessment	Viva Voce	Total Marks	Credits (L-T-P)
	25ITM203IN01	Internship Report	--	--	100	100	04
	RESEARCH THESIS /PROJECT WORK						
			Summative Assessment	Formative Assessment	Viva Voce	Total Marks	Credits (L-T-P)
	25ITM203PD01	Research Thesis/Project	200	200	100	500	20
	Total Credit						24
Note:							
1. Immediately after completing the 3 rd semester, the students shall proceed to their Internship. The duration of the internship is 120 hours. The Internship Report prepared after completion of Internship shall be assessed in the fourth Semester as a compulsory course. The candidates will submit the Internship Report in the manner specified in the Ordinance. The Internship Report will be evaluated by an external examiner							
2. In the case of Research Thesis/Project Work of Fourth Semester, the topic of the Research Project to be submitted for evaluation in the third Semester shall be submitted by the student along with a brief synopsis after finalization within the first month of the Semester in consultation with the faculty member allotted as Research Supervisor by the Director							

Internship Evaluation

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Suggested distribution of marks will be as below:

S. No.	Components				Employability-Oriented Internship	Research-Oriented Internship
1	Assessment by Mentor				30	30
	S. No	Detail	Marks			
	1	Skills Learned	15			
	2	Regularity	10			
	3	Conduct	5			
		Total (30)				
2	Internship Report				40	40
3	Viva Voce				30	30

EVALUATION OF PROJECT REPORT/DISSERTATION

In case of the Project reports/Dissertation/Research Project, the assessment shall be jointly carried out by the internal and external examiners. There shall be no internal assessment component for Dissertation/Project Report. External examiners shall be invited from amongst the panel of examiners (ordinarily not below the rank of Associate Professor) recommended by the concerned Board of Studies.

Second year of 2-Year MTTM Program (NHEQF Level 6.5): Fourth Semester

IV	INTERNSHIP 4						
			Summative Assessment	Formative Assessment	Viva Voce	Total Marks	Credits (L-T-P)
	25ITM204IN01	Internship Report	--	--	100	100	04
	RESEARCH THESIS /PROJECT WORK						
			Summative Assessment	Formative Assessment	Viva Voce	Total Marks	Credits (L-T-P)
	25ITM204PD01	Research Thesis/Project	200	200	100	500	20
	Total Credit						24
Note: 1. Students completing the programme successfully shall be awarded a 2-year PG Degree in Tourism Management upon securing 88 credits. 2. The viva voce in respect of the Research Thesis/Project shall be conducted by a Board of Examiners, consisting of one internal faculty member to be appointed by the Director and two external examiners from the Industry and Academic field (ordinarily not below the rank of Associate Professor and/or any professional working at a senior position from industry) out of the panel recommended by the PG BOS of IHTM (two members shall form the quorum).							
Total Credits (24+24+24+24) for 2 Year MTTM 96 Credits							

Internship Evaluation

After completion of internship, students need to prepare a comprehensive report highlighting their learning and takeaways during the internship period as per MDUR Internship Regulations 2025. The report shall be signed by the Internship Supervisor from respective UTD/Centre/College and Mentor from Internship providing organizations. Evaluation of internship report and viva-voce will be jointly conducted by Internship Supervisor and Mentor on the time and date notified by the concerned HoDs/Directors/Principals. The mentor from host organization may participate in evaluation through online/offline mode. In case of non-availability of respective mentor the available relevant mentor as decided by the concerned HOD/Director/Principal may be utilized for the purpose of evaluation.

Suggested distribution of marks will be as below:

S. No.	Components				Employability-Oriented Internship	Research-Oriented Internship
1	Assessment by Mentor				30	30
	S. No	Detail	Marks			
	1	Skills Learned	15			
	2	Regularity	10			
	3	Conduct	5			
		Total (30)				
2	Internship Report				40	40
3	Viva Voce				30	30

EVALUATION OF PROJECT REPORT/DISSERTATION

In case of the Project reports/Dissertation/Research Project, the assessment shall be jointly carried out by the internal and external examiners. There shall be no internal assessment component for Dissertation/Project Report. External examiners shall be invited from amongst the panel of examiners (ordinarily not below the rank of Associate Professor) recommended by the concerned Board of Studies.

2 Year PG Program

SEMESTER 1

24ITM201DS01

ITINERARY PLANNING & TOUR PACKAGING

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. To help students get acquainted with the meaning, concept & importance of Itinerary planning
2. To enable the students to understand the concept and design of tour packages
3. To provide the students the first-hand knowledge of tour costing & pricing
4. To develop the understanding regarding operations of Tour Packages

Learning Outcomes

After the completion of the course the students will be able to:

1. Gain the knowledge of Itinerary Planning & Development.
2. To acquire the skills to design & develop the package tours.
3. To develop the competencies related to do the costing of various kinds of tour packages.
4. To develop the competencies related to the operational aspects of tour packaging.

Unit I

Itinerary Planning & Development: Meaning, Importance and Types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Don'ts of Itinerary Preparation

Unit II

Developing Package Tour: Tour Formulation and Designing Process, Importance of tour Packaging, Classifications of Tour Packages on the basis of operation, Components of Package Tours, Pre Tour Management, Tour Operation, Post Tour Management.

Unit III

Concept of Costing - Types of Costs, Components of Tour Cost - Preparation of Cost Sheet - Tour Pricing - Calculation of Tour Price, Costing of tour packages of FIT, GIT and Inbound Tours.

Unit IV

Operation of Package Tour: Confirmation of Tour, Creation of Docket/ File, Issue of Tour Vouchers, Reconfirmation with Airlines, Hotel & Ground Service Providers, Distributing Customized Itinerary to Tour Leader, Guide, Driver & Transporter, Standard Procedures for Pickup and Drop, Check-in and Check-out in the Hotel.

Suggested Readings

1. Swain, S.K. & Mishra, J.M.(2012). Tourism Principles & Practices, Oxford University Press, New Delhi. 2. Chand, M. (2002), Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd., New Delhi.
3. Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.
4. Holloway, J.C. (2002), The Business of Tourism, Prentice Hall, London, pp.220-279.
5. Roday. S, Biwal.A&Joshi.V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296. 4. Goeldner, R & Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London.

Instructions for External Examiner:

The question paper shall be divided in two sections. Section A shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

24ITM201DS02

FIELD TOUR -1

Evaluation: Formative Assessment (100 Marks)

Credits: 04

This course aims to provide students with practical exposure to different tourism destinations, equipping them with the skills and knowledge necessary to excel in the tourism industry.

Course Outcomes

- | | |
|-----|---|
| CO1 | It helps students gain firsthand information regarding Destination/Event/Travel Company |
| CO2 | Helps them to see their future place in working world. |
| CO3 | This helps the students to build their own itineraries and do the costing |
| CO4 | Helps to understand the do's and don'ts of the destination/event |

The students will go for a field tour to destinations in Haryana or Delhi. The Institute/Department/College shall decide and make necessary arrangements for the same through DSW/Director/Principal. Two Faculty members and/or Research Scholars (M/F) shall be assigned. However, the costs shall be borne by the students. After visiting the destination the student will submit a detailed report. The submitted report will be evaluated by an external examiner followed by a viva voce examination. The students shall also promote the same on various social media platforms tagging the destinations and promoting the same as a part of National Tourism Youth Club M.D University Chapter.

Note: The Field Tour Report should include the following

- Detailed Tour Itinerary
- Brief about the Destination
- Various Attractions of the Destination
- Costing Details
- USP of the Destination
- Learning from the Visit

Following points must be taken into consideration while preparing the report

- All the report should be typed in Times New Roman
- Headings should be at 14 points and Should be Bold
- Main body should be at 12 points
- All the report should be Justified

ECO TOURISM

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. To help students get acquainted with the meaning, concept and importance of ecotourism and its significance in tourism growth.
2. To familiarize the students and to use the theoretical knowledge to manage ecotourism resources and to make aware the students about ecotourism resources in India such as National Parks, Wild life sanctuaries, Tiger reserves, Biosphere reserves, wetlands, coral reefs, desert ecotourism.
3. To understand the Guidelines for ecotourism development for government, for developers and operators, for visitors and for host population, and have in-depth knowledge about ecotourism through case-studies.
4. To develop the understanding about Eco Tourism and Development through Community awareness and participation and to comprehend the students regarding environmental, socio-cultural and economic conservation.

Learning Outcomes:

After the completion of the course the students will be able to:

1. Gain the Knowledge about ecotourism concept, principles and significance.
2. To obtain information regarding various Eco Tourism Resources in India and how to manage ecotourism sites.
3. Get awareness about the Guidelines provided for ecotourism development for government, for developers and operators, for visitors and for host population and be familiar with the model ecotourism projects.
4. Recognise the environmental, socio-cultural and economic conservation through ecotourism and be aware of Community participation in ecotourism.

Unit I

Emergence of Ecotourism, concept and definitions, growth and development. Ecotourism principals, profiling the eco tourists, Mass and alternative tourism, potential benefits from ecotourism

Unit II

Eco Tourism Resources in India: National Parks, Wild life sanctuaries, Tiger reserves, Biosphere reserves, wetlands, coral reefs, desert ecotourism.

Unit III

National Tourism Policy: Guidelines for ecotourism development for government, for developers and operators, for visitors and for host population, Eco safe practices Case Studies- Bangaram Islands and Kerala

Unit IV

Eco Tourism and Development: Community awareness and participation Contribution of ecotourism to environmental Conservation: Socio-cultural conservation and economic conservation

Suggested Readings:

- Bhatia, A. K., International Tourism, Sterling Publishers, New Delhi
- Bhatia, A. K., Tourism development: Principles, Practices and Philosophies, Sterling Publishers, New Delhi
- McIntosh, Robert, W. Goldner, Charles, Tourism: Principles, Practices and Philosophies, John Wiley and Sons Inc. New York, 1990 (9th edition)
- Mill, Robert Christie and Alastair M. Morrison, The Tourism System, Englewood Cliffs, N.J., Prentice Hall, 1985
- Negi, J.M.S., Tourism and Travel- Concepts and principles, Gitanjali Publishing House, New Delhi, 1990
- Robinson, H.A., Geography of Tourism, Me Donald and Evans, London, 1976

Instructions for External Examiner:

The question paper shall be divided in two sections. Section A shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

AIRLINES TICKETING

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. To acquaint the students about the basic airlines geography, calculation of flight timings and role and significance of various associations related to aviation industry at global and National level.
2. To make the students understand about the historical perspective as well as current status of aviation industry in India, the procedure of e-ticketing and fare calculation.
3. To provide the information about various IATA code, travel documentations and travel formalities.
4. To help students get acquainted with various software like Galelio, Amadeus etc. used for ticketing.

Learning Outcomes

After the completion of the course the students will be able to:

1. Gain the knowledge of flying time calculation and structure of aviation industry at national and global level
2. To acquire the skills of e-ticketing and fare calculation.
3. To enhance the competencies of the students in travel documentation and formalities
4. To acquire the skill for operating Global Distribution Systems like Galelio and Amadeus.

Unit I

Airlines Geography- IATA areas, sub areas, sub regions. Time calculation- GMT variation, concept of standard time and daylight saving time, Calculator of elapsed time, flying time and ground time, Aviation Organization: IATA and ICAO

Unit II

Familiarization with OAG- 3 letters city code and airport code, airline Designated code, minimum connecting time, global indicator, Familiarization with air tariff: currency regulations, NUC conversion Factors, general rules. Familiarization with TIM, Passport, Visa, Custom Regulations, Health Regulations and Airport Tax, Passenger needing Special attention

Unit III

Credit Cards- Concept, types, benefits and different types of credit cards Fare construction – Passenger Ticket, Mileage principal, EMA, EMS, One Way journey, Round trip and circle journey, HIP, Back Haul minimum Check (BHC) Add –ons. General limitations on Indirect Travel, Mixed Class journey, around the world fares (RTW) special fairs, MCO, PTA and Universal air travel plan

Unit IV

Airlines Reservation System – CRS- Comparative study of different CRS System

Suggested Readings:

- Gupta S.K : International Airfare & Ticketing Methods & Technique UDH
- Publishers & Distributors (P) Ltd. New Delhi.
- Sinha P.C: Encyclopedia of Tourism Management
- JagmohanNegi: Travel Agency & Tour Operation Concepts & principle
- Galileo systems
- ABC & OAG Guide, TIM Air Tariff

Instructions for External Examiner:

The question paper shall be divided in two sections. Section A shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

TOURIST BEHAVIOR

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives:

1. Understand the key concepts and factors influencing tourist behavior.
2. Analyze the theories and models related to tourist perception, learning, and attitude formation.
3. Explore the impact of cultural differences on tourist behavior and cross-cultural interactions.
4. Evaluate the tourist decision-making process and its implications for tourism marketing.

Learning Outcomes:

After the completion of the course the students will be able to:

1. Explain the fundamental concepts and factors affecting tourist behavior.
2. Apply theories and models to analyze tourist perception, learning, and attitude changes.
3. Assess the influence of cultural differences on tourist behavior and address cross-cultural challenges.
4. Analyze and evaluate the decision-making process of tourists and its impact on marketing strategies.

Unit 1

Introduction: Concept of tourist behavior; importance of understanding tourist behavior; factors affecting tourist behavior; models of tourist behavior; Tourist motivation– types and systems of need; Personality and tourist behavior– theories, self and self image.

Unit 2

Tourist perception– elements, dynamics, perceived risk; Tourist learning– behavioral learning and cognitive learning theories, measures of learning; tourist attitude formation and change– structural models (tri-component, multi-attribute, tying to consumer) and strategies for attitude change (ELM, cognitive dissonance and attribution theory).

Unit 3

Culture and Tourist Behaviour– concept, characteristics, cultural differences, cultural dimensions, values and culture, sub cultures; Cross Cultural Tourist Behaviorconcept and challenge, cultural shock, differences among societies, multi-cultural competence.

Unit 4

The Tourist decision-making process; Role in Decision making; Steps in Decision making Process; Models of purchase decision-making in tourism; Levels of Consumer Decision making; Purchase

decision-making and marketing in tourism; The Purchase Decision making Process; Limitation of purchase decision model; Determinants -Types; Personal Determinants to the tourist; Determinants of group travel; Time Lapses and Determinants.

Suggested Readings

- Schiffman, L.G and Wisenblit, J. (2018). Consumer Behaviour. Pearson Education
- Horner, Susan and Swarbrooke, John (2016). Consumer Behaviour in Tourism, 3/e. Burlington: Butterworth-Heinemann. (L)
- Pizam, A. and Mansfield, Y. (2000). Consumer Behaviour in Travel and Tourism, New York: Routledge.
- Bowen, D. and Clarke, J. (2009). Contemporary Tourist Behaviour: Yourself and Others and Tourists. Cambridge: Cambridge University Press.
- Malhotra, N.K. and Dash, S. (2016). Marketing Research– An Applied Orientation, Pearson

Instructions for External Examiner:

The question paper shall be divided in two sections. Section A shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

EVENT MANAGEMENT

Evaluation: External – Formative Assessment (100 Marks)

Duration: 3 hours

Credits: 04

Learning Objectives

1. To help students get acquainted with the meaning, concept, types and implications of the event management and to enlighten them about the skills required for a good event planner.
2. To enable the students to understand the concept and design of event, elements of events and to make aware the students about event infrastructure and negotiating contract with event organizer.
3. To provide the students the first- hand knowledge about the nature and process of event marketing and promotion
4. To develop the understanding regarding financial management of events and to make aware the students regarding various safety and security consideration or crowd management and evacuation in events.

Learning Outcomes

After the completion of the course the students will be able to:

1. Gain the knowledge of events and its types and their implications.
2. To acquire the skills to professionally fit into the event planner business and how to develop professionally.
3. To develop the competencies to start their own business in the field of event's organizers and to understand the process of event marketing and promotions.
4. Recognise the requirements of crowd management as well as understand the principles of safety and security consideration.

Unit I

Events- Nature, Definition and scope, C's of Events, advantage and disadvantage of Events, Categories and Typologies, Skills required to be a good Event Planners.

Unit II

Concept and Design of Events, key elements of Events, Event Infrastructure, core concept, core people, core talent, core structure, Set Objectives for the Event, Negotiating Contracts with event Organizers, Venue, Media.

Unit III

Marketing & Promotion of Events: Nature of Event Marketing, Process of Event Marketing, The Marketing Mix, Sponsorship. Promotion: Image/ Branding, Advertising, Publicity and Public Relation.

Unit IV

Financial Management of Events, Staffing, Leadership. Safety and Security: Occupational Safety and Health, Incident Reporting, Crowd Management and Evacuation.

Suggested Readings:

- Coleman, Lee & Frankle, Powerhouse Conferences. Educational Institute of AH & MA.
- Hoyle, Dorf & Jones, Meaning conventions & Group business. Educational institute of AH & MA.
- Lynn Van Der Wagen, Carlos, Event Management, Pearson, New Delhi.
- Fenich, Meetings, Exposition, Events and Convention, Pearson.
- Sanjay Singh Gaur, Sanjay V Saggere, Event Marketing Management, Vikas Publication, New Delhi

Formative assessment Model for Skill Enhancement Courses For four Credit Theory

	Marks Distribution
Written test (2X15)	30
MCQs/Quizzes/Group Discussion(2X10)	20
Case study/Mini project (1X25)	25
Seminar/Presentation(2X10)	20
Attendance	05
Total	100

SEMESTER-II

24ITM202DS01

TOURISM OPERATIONS

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. Understand the documentation and procedures involved in inbound tour operations, including quotation methodology, pricing, and tariff management.
2. Analyze payment issues and financial management in inbound tours, including credit card transactions, electronic transfers, and refund policies.
3. Explore the management of outbound tour operations, focusing on group bookings, independent tours, and fixed departures.
4. Learn the documentation and procedural requirements for outbound tours, including visa processing, international reservations, and itinerary preparation.

Learning Outcomes

After the completion of the course the students will be able to:

1. Apply documentation procedures and pricing strategies in inbound tour operations.
2. Handle payment issues and financial management in inbound tourism effectively.
3. Manage group and independent bookings for outbound tours efficiently.
4. Complete documentation and reservations for international outbound tours, including itinerary and costing procedures.

Unit 1

Inbound Tour Operations I: Documentation & Procedures: Methodology of Quotation, Pricing, Tariff – FIT, GIT and Special Rates, Pricing a tour; Filing – booking, reservation forms, cancellation, status report, docket; documentation - vouchers, informing ground agents.

Unit 2

Inbound Tour Operations II: Credit card and payment issues, Electronic Transfer, post tour management; refund and cancellation charges. Car Rental Companies its tariff calculation. Itinerary Preparation & Costing procedure of Inbound tours.

Unit 3

Outbound Tour Operations I: Managing outbound tour operations- characteristics of outbound tours, Procedures of Group Bookings, Group booking considerations, Procedures of Independent Tours, Operations procedures of fixed departures.

Unit 4:

Outbound Tour Operations II: Documentation, Visa processing, reservations, reservations of international airlines, vouchers, payments procedures in outbound tourism. Itinerary preparation & Costing Procedure of Outbound Tours, booking of international cruise liners.

Suggestive Readings:

1. "Tourism Operations and Management" by Sunetra Roday, Archana Biwal, Vandana Joshi (2009, Oxford University Press)
2. "Tourism: Principles and Practice" by John Fletcher, Alan Fyall, David Gilbert, Stephen Wanhill (2013, Pearson)
3. "International Tourism: Cultures and Behavior" by Yvette Reisinger (2009, Butterworth-Heinemann)
4. "Tourism: The Business of Travel" by Roy A. Cook, Laura J. Yale, Joseph J. Marqua (2010, Prentice Hall)
5. "Tourism Management: An Introduction" by Clare Inkson, Lynn Minnaert (2012, SAGE Publications)
6. "The Travel Industry" by Chuck Y. Gee, James C. Makens, Dexter J.L. Choy (1997, Van Nostrand Reinhold)
7. "Global Tourism" edited by William F. Theobald (2005, Butterworth-Heinemann)
8. "Handbook of Research on Global Hospitality and Tourism Management" edited by Vincent C.S. Heung, Billy Bai, Zhenxing Mao (2015, IGI Global)
9. "Tour Operations Management" by Stephen Page (2011, Routledge)
10. "Managing Tourism and Hospitality Services: Theory and International Applications" edited by B. Prideaux, E. Laws (2006, CABI)
11. "Travel Agency and Tour Operations: Concepts and Principles" by Jagmohan Negi (2005, Kanishka Publishers)
12. "Essentials of Tourism" by Chris Cooper (2012, Pearson)

Instructions for External Examiner:

The question paper shall be divided in two sections. Section A shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

TOURISM ECONOMICS

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives:

1. Understand basic economic concepts relevant to tourism.
2. Analyze various aspects of tourism demand.
3. Explore patterns and characteristics of tourism supply and pricing.
4. Evaluate the economic impacts of tourism.

Learning Outcomes:

After the completion of the course the students will be able to:

1. Apply economic theories to real-world tourism scenarios.
2. Assess and measure tourism demand accurately.
3. Understand and influence tourism supply and pricing.
4. Analyze and measure the economic impacts of tourism.

Unit I

Concept of Economics and their relevance to tourism, visible and Invisible trade, opportunity cost, prime and supplementary costs, tourism and economic development

Unit II

Demand for tourism – Concept, types and definition of demand for Tourism, consumer behavior and tourism demand, determinants of tourism Demand, measurement of tourism demand

Unit III

Supply of Tourism: Patterns and Characteristics, pricing of tourism Product, concept, objectives and policies

Unit IV

The economic impacts of tourism – Direct, Indirect, Induced and negative, the measurement of economic impact – Meaning and types (Investment, Employment and tourism multiplier), Leakages.

Suggested Readings:

1. John Trive, 'The Economics of Leisure and Tourism', Oxford Butterworth, Heinemann, 1995
2. Ronila Chawla, 'Economics of Tourism & Devpt.', Sonali Publications, New Delhi, 2004
3. M.T. Sinclair & Mike Stabler, 'Economics of Tourism & Devpt.', Routledge, New York, 1997
4. Peterson, H.C. & W.C. Lewis, 'Managerial Economics', Prentice Hall (India), New Delhi, 2004
5. Dholakia RH & Oza.A.L., 'Micro Economics for Mgt. students', Oxford Uni. Press, New Delhi
6. Varshney RL & Maheswari KL, 'Managerial Economics, Sultan Chand, New Delhi, 2004.
7. Dwivedi DN, 'Managerial Economics', Vikas, New Delhi

Instructions for External Examiner:

The question paper shall be divided in two sections. Section A shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

WILD LIFE TOURISM

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. Understand the definition, scope, history, and evolution of wildlife tourism, and its significance in conservation and economic development.
2. Analyze the development of wildlife tourism destinations, infrastructure requirements, environmental impact assessments, and the role of policies and regulations.
3. Learn the processes involved in creating wildlife tour packages, itinerary preparation, costing strategies, and ensuring safety and security during tours.
4. Examine the challenges faced in wildlife tourism, conservation strategies, and future trends promoting responsible and sustainable practices.

Learning Outcomes

After the completion of the course the students will be able to:

1. Explain the importance of wildlife tourism in conservation and economic development and identify various types of wildlife tourism.
2. Assess the infrastructure and policy requirements for developing wildlife tourism destinations and understand stakeholder involvement and community participation.
3. Design wildlife tour packages, prepare itineraries, implement costing strategies, and manage safety and visitor satisfaction.
4. Analyze the challenges in wildlife tourism, propose conservation strategies, and identify future trends and innovations in the industry.

Unit I:

Introduction to Wildlife Tourism: definition, scope, of wildlife tourism, highlighting its importance in conservation and economic development. Key concepts such as ecotourism, sustainable tourism principles, wildlife conservation, protected areas, biodiversity hotspots, and endangered species, types of wildlife tourism, including safaris, bird watching, marine wildlife tourism, and nature trails.

Unit II:

Developing wildlife tourism destinations, infrastructure requirements, and environmental impact assessments. Carrying capacity, visitor management, and the importance of policies and regulations at both national and international levels. The role of government, non-governmental organizations, and ethical considerations of wildlife tourism. Stakeholder involvement and community participation.

Unit III:

Creation of wildlife tour packages, itinerary preparation, and costing strategies. Safari operations, bird watching tours, and marine wildlife tours, including planning and safety measures. Ensuring safety and security, and managing visitor expectations and satisfaction.

Unit IV:

Challenges and Future of Wildlife Tourism such as human-wildlife conflicts, environmental degradation, habitat loss, and the impact of climate change. Conservation strategies, including wildlife conservation initiatives, the role of technology, and community-based approaches, are explored. Future trends in wildlife tourism, innovations, emerging destinations, and promoting responsible and sustainable practices.

Suggestive Readings:

1. "Wildlife Tourism" by David Newsome, Susan A. Moore, Ross Kingston Dowling (2004, Channel View Publications)
2. "Ecotourism and Sustainable Development: Who Owns Paradise?" by Martha Honey (2008, Island Press)
3. "Wildlife Conservation and Management" by Grahame J. W. Webb, Harry Messel, Charles Michael (2012, Springer)
4. "Tourism and Sustainability: Development, Globalisation and New Tourism in the Third World" by Martin Mowforth, Ian Munt (2015, Routledge)
5. "Biodiversity and Tourism: Conflicts on the World's Seacoasts and Strategies for Their Solution" by Clem Tisdell (2001, Channel View Publications)

Instructions for External Examiner:

The question paper shall be divided in two sections. Section A shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

FIELD TOUR-II

Evaluation: Formative Assessment (100 Marks)

Credits: 04

This course aims to provide students with practical exposure to different tourism destinations, equipping them with the skills and knowledge necessary to excel in the tourism industry.

Course Outcomes (COs):

- **CO1:** Enable students to gain in-depth understanding and firsthand experience of a different Destination/Event/Travel Company, enhancing their practical knowledge.
- **CO2:** Assist students in envisioning their career paths within the tourism and travel industry, providing them with real-world insights and experiences.
- **CO3:** Develop students' skills in creating comprehensive itineraries, including accurate costing and budgeting for travel plans.
- **CO4:** Enhance students' understanding of the operational and cultural aspects of destinations/events, including the dos and don'ts, ensuring better preparation for their future roles.

Field Tour Overview:

Students will participate in a field tour to cover selected destinations from Haryana, Himachal, Punjab, Uttarakhand, Rajasthan, Uttar Pradesh, Chandigarh and Delhi, broadening their exposure to diverse tourism environments. The Institute/Department/College will decide and arrange the tour through DSW/Director/Principal, with two faculty members and/or Research Scholars (M/F) accompanying the students. The costs shall be borne by the students. Upon completion of the tour, students will submit a detailed report, which will be evaluated by an external examiner, followed by a viva voce examination. Students will also promote their experiences on various social media platforms, tagging the destinations and supporting the National Tourism Youth Club M.D University Chapter.

Field Tour Report Requirements:

The Field Tour Report should include the following sections:

- **Detailed Tour Itinerary:** A comprehensive itinerary outlining the schedule and activities undertaken during the tour.
- **Brief about the Destination:** An overview of the destination, including historical, cultural, and geographical information.
- **Various Attractions of the Destination:** Description of the main attractions, landmarks, and points of interest visited.
- **Costing Details:** Detailed breakdown of the costs involved in the tour, including transportation, accommodation, meals, and other expenses.
- **USP of the Destination:** Identification of the unique selling points (USPs) that make the destination attractive to tourists.
- **Learning from the Visit:** Reflection on the key takeaways and lessons learned from the tour experience.

Report Preparation Guidelines:

- All reports should be typed in **Times New Roman**.
- **Headings:** 14 points, bold.
- **Main Body:** 12 points, justified.

FOOD OF INDIA

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. Understand the key features and factors affecting eating habits in Northern India, including geographic location, historical background, available ingredients, equipment, staple foods, and regional specialties.
2. Analyze the culinary traditions of Western India and Madhya Pradesh, focusing on geographic location, historical background, available ingredients, equipment, staple foods, and regional specialties.
3. Explore the food culture of Eastern India, including West Bengal, Orissa, Bihar, and the North-Eastern states, with an emphasis on geographic location, historical background, available ingredients, equipment, staple foods, and regional specialties.
4. Learn about the diverse culinary practices of South India and Goa, including geographic location, historical background, available ingredients, equipment, staple foods, and regional specialties.

Learning Outcomes

After the completion of the course the students will be able to:

1. Explain the key features and factors affecting eating habits in Northern India and identify regional specialties.
2. Analyze and describe the culinary traditions of Western India and Madhya Pradesh, identifying key ingredients and regional specialties.
3. Explore and articulate the food culture of Eastern India, recognizing the influence of geographic location and historical background on regional specialties.
4. Understand and describe the diverse culinary practices of South India and Goa, including the key ingredients, equipment, and regional specialties.

Unit – 1

Indian Food: Introduction, Key Features & Factors that affect eating habits in different parts of the country i.e. geographic location, historical background, available ingredients, equipments, staple foods. Essentials of Indian Food: Spices, Herbs etc. Food of Northern India (Kashmir, Punjab, Haryana, Delhi, Himachal, Uttar Pradesh): Introduction, geographic location, historical background, available ingredients, equipments, staple foods & Regional specialties.

Unit – 2

Western India (Rajasthan, Gujarat, Maharashtra) & Madhya Pradesh: Introduction, geographic location, historical background, available ingredients, equipments, staple foods & Regional specialties.

Unit – 3

Food of Eastern India (West Bengal, Orissa, Bihar and North-Eastern States): Introduction, geographic location, historical background, available ingredients, equipments, staple foods & Regional specialities.

Unit – 4

Food of South India (Andhra Pradesh, Tamil Nadu, Karnataka & Kerala) & Goa: Introduction, geographic location, historical background, available ingredients, equipments, staple foods & Regional specialities.

Suggested Readings:

- Theory of Cookery, Krishna Arora, Frank Bros. & Co.
- Food Production Operations: Parvinder S Bali, Oxford University Press
- Modern Cookery (Vol- I & II) By Philip E. Thangam, Publisher: Orient Longman Practical Cookery By Kinton & Cesarani
- Theory of Catering By Kinton & Cesarani

Instructions for External Examiner:

The question paper shall be divided in two sections. Section A shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

EMERGING TRENDS IN TOURISM

Evaluation: External – Formative Assessment (100 Marks)

Duration: 3 hours

Credits: 04

Learning Objectives

1. To help students get acquainted with the meaning, concept and importance of emerging trends and dimensions of tourism in India.
2. To enable the students to understand the concept of rural tourism and its relation with other types of tourism and to enlighten them about the benefits or burden of rural tourism.
3. To provide the students the first- hand knowledge about planning and organizing MICE business and to make aware the students about skills and responsibilities required for a meeting manager.
4. To develop the understanding regarding the significant role of Indian Medical Tourism in country as well as at global level.

Learning Outcomes

After the completion of the course the students will be able to:

1. Gain the knowledge of emerging trends of tourism in India.
2. To obtain information regarding the rural tourism and its association with various other form of tourism.
3. Get awareness about the concept of MICE as well as its process of organizing.
4. Acquire the knowledge about the status of medical tourism in India and its relationship with other form of tourism as well as major markets of Indian medical tourism.

Unit I

Concepts of emerging trends and dimensions, importance of study and Major emerging types of tourism in India.

Unit II

Rural Tourism- concept and its relation with other types of tourism. Aims And objectives behind promoting rural tourism. Resource available in India for rural tourism, Rural tourism- Benefits or Burden?

Unit III

MICE- Meaning and concept of MICE, understanding planning and Organizing conference, exhibitions and trade fares, facilities available in India for MICE, Convention Management- Role of the meeting manager, Types, skills required and responsibilities.

Unit IV

Medical Tourism- concept and its relation with other types of tourism. Overview and operational aspects of medical tourism facilitators. Major markets of Indian medical tourism Resource available in India medical Tourism

Suggested Readings:

- A.K. Bhatia, 'Event Management', Sterling Publishers Pvt. Ltd. Delhi, 2001.
- Anton Shone & Bryn Parry, 'Successful Event Management', 2002.37
- Leonard H. Hoyle, Jr, 'Event Marketing', John Willy and Sons, New York, 2002.
- Joe Jeff Goldblatt, "Special Events: Best Practices in Modern Event Management (Hospitality, Travel & Tourism)", John Willy and Sons, New York, 1997.
- Avrich, Barry 'Event and Entertainment Marketing', Vikas, Delhi. 1994.
- Panwar J.S, 'Marketing in the New Era', Sage, Delhi, 1998.

Formative assessment Model for Skill Enhancement Courses

For four Credit Theory

	Marks Distribution
Written test (2X15)	30
MCQs/Quizzes/Group Discussion(2X10)	20
Case study/Mini project (1X25)	25
Seminar/Presentation(2X10)	20
Attendance	05
Total	100

SEMESTER-III

25ITM203DS01

TOURISM & HOSPITALITY CONCEPTUAL FRAMEWORK

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. This course aims at creating a basic understanding on the nature of Tourism business, meaning, type, elements and component of tourism
2. To enable the students to understand the growth and development of tourism and various factors which are influencing it
3. To develop the understanding regarding impacts on various aspects of life along with different service providers which are very important for the growth of tourism
4. To help students get acquainted with problems and prospects of tourism in future.

Learning Outcomes

After the completion of the course the students will be able to:

1. Describe the history and structure of travel and hospitality industry
2. Appraise the positive and negative impacts of tourism destination development
3. Analyze arrangement of tourist needs and motivations to travel
4. Discuss the development and distribution of tourism products

Unit-I

Tourism, tourists, visitors, excursionists, travelers, resources, attractive, product Market concept. Tourism: Meaning, nature and scope, Tourism: Types, elements and components, Historical development of tourism, Travel motivators & deterrents, Pull and push forces in tourism. Performance of tourism in India at national and International level.

Unit – II

Hospitality- Introduction, concept, International Tourism Institutions and organizations and their role in promoting international movement-UNWTO , TAAI, IATO, IATA, FHRAI.

Unit- III

Economic impacts of Tourism, Socio-cultural Impacts of Tourism and Environmental Impacts of Tourism, Emerging concepts: Eco/rural/farm/green/wildness/sustainable/special interest tourism

Unit- IV

Transportation: Types and relevance in tourism, Travel Agencies and Tour-Operators: Overview and relevance in tourism Concept of Tourism Chain; Vertical and Horizontal integration in tourism chain An overview of hospitality & tourism Education with special reference to India

Suggested Readings:

- Anand, M.M., Tourism and hotel Industry in India, Prentice Hall, New Delhi, 1976
- Bhatia, A. K., International Tourism, Sterling Publishers, New Delhi
- Bhatia, A. K., Tourism development: Principles, Practices and Philosophies, Sterling Publishers, New Delhi
- McIntosh, Robert, W. Goldner, Charles, Tourism: Principles, Practices and Philosophies, John Wiley and Sons Inc. New York, 1990 (9th edition)
- Mill, Robert Christie and Alastair M. Morrison, The Tourism System, Englewood Cliffs, N.J., Prentice Hall, 1985
- Negi, J.M.S., Tourism and Travel- Concepts and principles, Gitanjali Publishing House, New Delhi, 1990
- Robinson, H.A., Geography of Tourism, Me Donald and Evans, London, 1976

Instructions for External Examiner:

The question paper shall be divided in two sections. Section A shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

TRAVEL AGENCY & TOUR OPERATION

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives:

1. To help students understand the meaning, concept, and significance of travel agency and tour operation business, as well as the historical growth and development of the industry.
2. To enable students to understand the organizational structure of travel agency and tour operator companies, and to familiarize them with career prospects in various departments.
3. To provide students with the knowledge necessary to start their own business in the field of travel and tourism.
4. To develop an understanding of tour package and itinerary preparation.

Learning Outcomes:

Upon completion of this course, students will be able to:

1. Understand the operation of travel and tourism and its association with various other fields of tourism.
2. Acquire the skills necessary to professionally fit into the organizational setup of travel and tourism agencies.
3. Develop the competencies necessary to start their own business in the fields of travel and tourism.
4. Apply the knowledge pertaining to the role of various associations in promoting travel and tourism business.

Unit – I

Travel Agency and Tour Operation business: Travel Agencies and Tour Operators- meaning, concept, types and importance Historical growth and development of travel agency and tour operation business. Linkages and integrations in travel agency and tour operation

Unit - II

Organizational structure and functioning of various departments of Travel Agency & Tour Operators: Organizational structure of travel agency and tour operator-main operational and managerial staff.Major functions of Travel agency and tour operators

Unit - III

How to set Up a Travel Agency: Procedure for approval of Travel Agents, Tour Operators by Department of Tourism, Government of India. Ownership structure and revenue source of travel agency and tour operation fiscal and non-fiscal incentives available to travel agencies and tour operators business.

Unit - IV

Understanding the role of Government and other organizations in Travel Trade: Role and contribution of Department of Tourism, Government of India, ITDC and State Tourism

Development Corporations -Role and contribution of WTO, IATA, TAAI and IATO. Present business Trends and Future prospects of travel agencies and tour operators business

Suggested Readings:

- Holloway, J. C., The Business of Tourism (1983), Mac Donald and Evans, Plymouth.
- SyrrattGwenda, Manual of Travel Agency Practice, Butterworth Heinmann, London, 1995
- Stevens Laurence, Guide to Starting and Operating Successful Travel Agency, Delmar Publishers Inc., New York. 1990
- Gee, Chuck and Y. Makens, Professional Travel Agency Management, Prentice Hall, Nt.: York, 1990.
- Mohinder Chand, Travel Agency Managment: An Introductory Text, Anmol Publications Pvt. Ltd. New Delhi, 2007.
- Foster D.L. The Business Of Travel Agency Operations and Administration

Instructions for External Examiner:

The question paper shall be divided in two sections. Section A shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

TOURISM PRODUCTS OF INDIA

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Course Objectives

1. Understand the historical and architectural significance of major Indian destinations like Delhi, Agra, Jaipur, Khajuraho, Nalanda, Ajanta-Ellora, Hampi-Halebid, and Lucknow.
2. Explore religious and cultural heritage sites including Haridwar, Badrinath, Kedarnath, Bodh Gaya, Bhubaneswar, Puri, Konark, Rameshwaram, Dwarka, and Amritsar.
3. Analyze the appeal of hill stations and national parks such as Leh, Srinagar, Manali, Darjeeling, Ooty, Mahabaleshwar, Jim Corbett, Sariska, Kanha, and Gir.
4. Assess the tourism potential of coastal destinations and islands like Puri, Mumbai, Goa, Lakshadweep, Cochin, Kanyakumari, Chennai, Pondicherry, Andaman & Nicobar, and Kolkata.

Course Outcomes

After completing this course students will be able to:

1. Enhanced knowledge of historical and architectural sites and their contribution to India's cultural heritage.
2. Understanding of religious and cultural tourism and its role in attracting tourists and preserving traditions.
3. Evaluation skills for hill stations and national parks and their role in promoting eco-tourism and adventure tourism.
4. Comprehensive insight into coastal and island tourism and the diverse attractions and activities they offer.

Unit –I

Historical / Monumental / Architectural destinations Delhi – Agra- Jaipur, Khajuraho, Nalanda, Ajanta- Ellora, Hampi- Halebid, Lucknow.

Unit –II

Religious / Cultural Centers Haridwar- Badri Nath- Kedarnath, Bodh Gaya, Bhubaneswar – PuriKonark, Rameshwaram, Dwarka, Amritsar.

Unit –III

Hill Stations and National Parks; Leh, SriNagar, Manali, Darjeeling, Ooty, ahabaleshwar. Jim Corbett, Sariska, Kanha, Gir

Unit-IV

Coastal Destinations & Islands; Puri, Mumbai, Goa, Lakshadweep. Cochin, Kanyakumari, Chennai, Pondicherry, Andman & Nicobar, Kolkata

Suggested Readings

- Ahmad, Aizaz: General Geography of India, NCERT, New Delhi.
- Goh Cheong Long: An Economics of India, Oxford University.
- National Atlas of India, Govt. of India Publication, Calcutta 1997.
- Atlas of World Oxford Press, New Delhi.
- Singh, R.L. (ed.) India: A Regional Geography National Geographical Society of India, Varanasi, 1989.
- Manorama Year Book 2012
- Indian Year Book 2012, Publication Division, Govt. of India, New Delhi.
- Tourism Planner.
- Tour Brochures etc.
- Lonely Planet-India
- Kumar, Ravi Bhushan: Coastal Tourism & Environment, AOH Publishing Corporation, New Delhi.
- Pilgrimage in India, R.N Pillai.
- Kohli, M.S.: Mountaineering in India, Vikas Publishing House, and New Delh.
- Tirthank Visheshank, Gita Press Gorakhpur

Instructions for External Examiner:

The question paper shall be divided in two sections. Section A shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

TRANSPORT MANAGEMENT FOR TOURISM

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. To help students get acquainted with the meaning, concept and significance of transportation system in India and to enlighten them about the historical growth and development of the transportation with its linkages.
2. To enable the students to understand the significance of transport for tourism and to make aware the students about various career prospects in different modes of transportation.
3. To provide the students the first-hand knowledge to start up their own entrepreneurship in the field of transport.
4. To develop the understanding regarding the significant role of various modes of transportation for promotion of tourism in India.

Learning Outcomes

After the completion of the course the students will be able to:

1. To understand the importance of transportation in Tourism.
2. To understand the relationship between transport and tourism.
3. To review the various transportation modes and the factors influencing the development and choice determination.
4. To introduce the fundamentals of transportation management. To apply the knowledge pertaining to role of various transport organizations both public and private in promoting tourism business.

Unit- I

Transportation as dynamic & visual manifestation of tourism. History of different modes Of transportation. Landmarks in the development of transport sector and factors affecting the development of different modes of transport.

Unit- II

Airlines & tourism: history of airlines' in India. Role and contribution of Airlines section in growth of tourism promotion. Infrastructural basis of airlines in India, Recent policies regarding airlines, problems of airlines business.

Unit- III

Surface transport & tourism: Growth and development of surface transport in India ,importance of surface transportation. Infrastructural basis for surface transport .Coaches'& car rental system in India, Problems faced by surface transport sector, Role and contribution of NHAI.

Unit- IV

Railway & tourism: history & present status of Indian railway. Zonal distribution, infrastructural basis of Indian Railway, Role of Indian railway in tourism promotion. Special trains & packages for tourists. Problems faced by Indian railway. Water transport: history & present status of water transport Waterways of India. Types of water transport: Ocean liners, Cruise liners, ferries, hovercraft, river and canal boats and fly cruise.

Suggested Readings:

- JagmohanNegi – Travel Agency and Tour Operations.
- Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text
- Bhatia, A.K., - International Tourism
- Seth, P.N., (1999) Successful Tourism Management (Vol 1 &2)
- www.indianrailways.gov.in
- www.irctc.co.in
- www.dorth.gov.in
- www.morth.nic.in

Instructions for External Examiner:

The question paper shall be divided in two sections. Section A shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

TOURISM & HOSPITALITY RESEARCH

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

The course seeks to develop the following capabilities:

1. The ability to understand and integrate research methodologies and their appropriateness to particular issues faced by tourism organizations
2. The ability to identify research questions relevant to the tourism industry
3. The ability to critically evaluate research undertaken by others and determine its relevance and value
4. The ability to present research findings in relevant and innovative ways to suit a particular audience

Learning Outcomes

As a result of undertaking this course, a student should be better able to:

1. Design a research project encapsulating the conceptual and practical aspects of research
2. Refine research design to meet the objectives and purpose of the project
3. Develop research instruments appropriate to research design
4. Write up a formal research report

Unit-I

Research: meaning, characteristics, types and relevance of research; trend and challenges with special reference to tourism and hotel business. Research process. Identification and formulation of research problem. Research methodology: meaning and procedural guidelines. Literature review – Meaning, Importance and sources of literature

Unit-II

Research design- Meaning of research design; need for research design; features of a good Research design; different research designs. Sampling design: the concept of sampling; Aims of sampling, census versus sample survey; steps in sampling design; characteristics of a good sample design; criteria for selecting a sampling procedure; sampling techniques/methods: probability sampling and non-probability sampling.

Unit-III

Measurement and scaling techniques- Measurement in research; sources of Error in measurement; test of sound measurement; technique of developing measurement tools; measurement scales; meaning of scaling; bases of scales- classification, importance; scaling techniques-rating and ranking; types of scales. Collection of Data- nature, sources of data; methods of data collection.

Unit-IV

Processing of data: Classification and Tabulation, Interpretation of data Report writing- meaning functions; types of research report; significance of report writing report.

Suggested Reading:

- Research Methodology (Pearson Publication) by Ranjit Kumar
- Management Research Methodology (Pearson Publication) by Krishnaswamy, Sivakumar & Mathirajan
- Business Research Methods (Tata McGraw Hill Publication) by Cooper & Schindler
- Research Methodology (New Age Publishers) by C.R. Kothari
- Methods in Social Research (Surjeet Publications) by William J. Goode & Paul K. Hatt

Instructions for External Examiner:

The question paper shall be divided in two sections. Section A shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

SEMESTER-IV

25ITM204DS01

TOURISM PLANNING & SUSTAINABLE TOURISM

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. Understand the concept of tourism policy planning including institutional frameworks and the roles of government, public, and private sectors.
2. Explore national tourism policy administration focusing on policy-making bodies, processes, and key historical committees and reports.
3. Grasp the principles of sustainable tourism development and the dimensions of social, economic, and environmental sustainability.
4. Investigate approaches to sustainable tourism such as eco-tourism, global initiatives, responsible tourism, and eco-friendly practices.

Learning Outcomes

After Completing this course the students will be able to:

1. Comprehensive understanding of tourism policy planning and the roles of various sectors in policy formulation.
2. Knowledge of national tourism policy administration and historical committees and reports shaping tourism policy.
3. Awareness of sustainable tourism development and its dimensions, including global warming and climate change impacts.
4. Ability to analyze sustainable tourism approaches including eco-tourism, global initiatives, and eco-friendly practices.

Unit I: Concept of Tourism Policy Planning

Institutional framework and the principal lines of public tourism policy; The role of govt. public and private sector in formulation of tourism policy; Roles of international, national, state and local tourism organizations in carrying out tourism policies.

Unit II: National Administration and Tourism Policy

Policy making bodies and its process at national levels; Outline of L.K.Jha Committee (Ad-hoc Committee) - 1963, National Tourism Policy -1982, National Committee Report-1998, National Action Plan on Tourism – 1992, 2002

Unit III: Sustainable Tourism Development

Background, concept and definition; Dimensions of sustainability- social, economic, environmental; Global warming and sustainable development; Sustainability and climate change

issues in tourism ; Benefits and issues of Sustainable tourism development; World Conference on Sustainable Tourism; Sustainable tourism planning-principles, basic concept in Sustainable design

Unit IV: Approaches to Sustainable Tourism

Eco-tourism; Global initiative for sustainable tourism development; Responsible tourism; Eco-friendly practices and energy waste management; Benefits of sustainable tourism development

Suggestive Readings:

1. Tourism Policy and Planning: Yesterday, Today, and Tomorrow by David L. Edgell Sr. et al., Routledge, 2008
2. Tourism: Principles and Practice by John Fletcher et al., Pearson, 2017
3. Sustainable Tourism: A Global Perspective by Rob Harris et al., Routledge, 2002
4. Tourism Planning: Policies, Processes and Relationships by Colin Michael Hall, Pearson, 2008
5. Managing Sustainable Tourism: A Legacy for the Future by David L. Edgell Sr., Routledge, 2016

Instructions for External Examiner:

The question paper shall be divided in two sections. Section A shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

TOURISM PRODUCT OF WORLD

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. Identify key tourist destinations in Asia and the Pacific including Singapore, Malaysia, Thailand, Hong Kong, China, Australia, and New Zealand.
2. Explore significant destinations in the Middle East and Africa such as UAE, South Africa, Tanzania, Kenya, Turkey, and Mauritius.
3. Understand prominent tourist spots in Europe including the UK, France, Germany, Italy, Switzerland, Austria, Belgium, and the Netherlands.
4. Analyze major tourist attractions in the Americas like the Eastern and Western parts of the USA, Canada, Brazil, and Mexico.

Learning Outcomes

1. Comprehensive knowledge of Asia and Pacific destinations and their key tourist attractions.
2. Understanding of Middle East and Africa destinations and their cultural and tourist attractions.
3. Familiarity with European tourist destinations and their significant tourist spots.
4. Ability to analyze tourist attractions in the Americas and assess major destinations

Unit-I

Major Destinations of Asia and Pacific Regions: Singapore, Malaysia, Thailand, Hong Kong, China, Australia and New Zealand

Unit-II

Major Destinations of Middle East & Africa Regions: UAE, South Africa, Tanzania, Kenya, Turkey, Mauritius

Unit-III

Major Destinations of Europe Region: UK, France, Germany, Italy, Switzerland, Austria, Belgium, Netherlands

Unit-IV

Major Destinations of America Region: Eastern Part of USA, Western Part of USA, Canada, Brazil, Mexico

Suggested Readings:

World Atlas, Oxford Press

Tour Brochures of related places

Lonely Planet of related destinations

Websites of related destinations

Instructions for External Examiner:

The question paper shall be divided in two sections. Section A shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

FIELD TOUR-III

Evaluation: Formative Assessment (100 Marks)

Credits: 04

This course aims to provide students with practical exposure to different tourism destinations, equipping them with the skills and knowledge necessary to excel in the tourism industry.

Course Outcomes (COs):

- **CO1:** Enable students to gain in-depth understanding and firsthand experience of a different Destination/Event/Travel Company, enhancing their practical knowledge.
- **CO2:** Assist students in envisioning their career paths within the tourism and travel industry, providing them with real-world insights and experiences.
- **CO3:** Develop students' skills in creating comprehensive itineraries, including accurate costing and budgeting for travel plans.
- **CO4:** Enhance students' understanding of the operational and cultural aspects of destinations/events, including the dos and don'ts, ensuring better preparation for their future roles.

Field Tour Overview:

Students will participate in a field tour to cover selected destinations from Haryana, Himachal, Punjab, Uttarakhand, Rajasthan, Uttar Pradesh, Chandigarh and Delhi, broadening their exposure to diverse tourism environments. The Institute/Department/College will decide and arrange the tour through DSW/Director/Principal, with two faculty members and/or Research Scholars (M/F) accompanying the students. The costs shall be borne by the students. Upon completion of the tour, students will submit a detailed report, which will be evaluated by an external examiner, followed by a viva voce examination. Students will also promote their experiences on various social media platforms, tagging the destinations and supporting the National Tourism Youth Club M.D University Chapter.

Field Tour Report Requirements:

The Field Tour Report should include the following sections:

- **Detailed Tour Itinerary:** A comprehensive itinerary outlining the schedule and activities undertaken during the tour.
- **Brief about the Destination:** An overview of the destination, including historical, cultural, and geographical information.
- **Various Attractions of the Destination:** Description of the main attractions, landmarks, and points of interest visited.
- **Costing Details:** Detailed breakdown of the costs involved in the tour, including transportation, accommodation, meals, and other expenses.
- **USP of the Destination:** Identification of the unique selling points (USPs) that make the destination attractive to tourists.
- **Learning from the Visit:** Reflection on the key takeaways and lessons learned from the tour experience.

Report Preparation Guidelines:

- All reports should be typed in **Times New Roman**.
- **Headings:** 14 points, bold.
- **Main Body:** 12 points, justified.

TOUR GUIDING ESSENTIALS

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning objective:

1. This course has been designed to inculcate among students tour guiding & escorting skills and prepare them to offer best services to tourists- our honored guests.
2. Identify guide and escort
3. Explain the responsibilities of a guide and an escort
4. Discuss the skills and techniques to be a successful guide

Learning outcomes

After completing the course the students will be able to:

- 1: Understand the various concepts related to tours and tour guiding, tour guiding as an emerging business and role and importance of hygiene in conducting operations as a tour guide.
- 2: Various techniques used by the tour operators during conduct of the tours and how can he emerge as a leader in the process.
- 3: Understand the social responsibilities and their importance in various tour operations.
- 4: Understand the various procedures to be carried out for conducting successful tour, planning and organizing of tours.

Unit I

The tour Guide- Meaning and importance, early history, public perception, the business of guiding, organizing a guiding business

Unit II

The guiding techniques- leadership and social skills, presentation and speaking skills, The guide's personality, moments of truth, the seven sins of guide, the service cycle, working with different age groups, working under difficult circumstances

Unit III

The role of guide and interpretation: Are guiding and interpretation synonymous? Creating memorable interpretations, Interpreting different themes- nature, history, art, architecture and incidental interpretations, Responsibilities to locals and society.

Unit IV

Conducting tours: Pre tour planning, modes of transportation, types of tours, traveler with special needs, guidelines for working with disabled people, relationship with fellow guides, motor / car operators and companies.

Suggested Readings:

- Chowdhary, N.. (2013) Handbook for Tour Guides. New Delhi: Matrix Publishers.
- Rabotic, B. (2010). Professional tourist guiding: The importance of interpretation for tourist experiences. In 20th Biennial International Congress: New Trends in Tourism and Hotel Management, 06-08.
- Weiler, B., & Ham, S. H. (2001). Tour guides and interpretation. Encyclopedia of Ecotourism, 549-563.
- Branislav, R. (2010). Professional tour guiding: The importance of interpretation for tourist experiences. Tourism & Hospitality Management.
- Weiler, B., & Ham, S. H. (2002). Tour guide training: A model for sustainable capacity building in developing countries. Journal of Sustainable Tourism, 10(1), 52-69.
- Pond, K. L. (1993). The professional guide: Dynamics of tour guiding. New York USA: Van• Nostrand Reinhold Company.
- Prakash, M., & Chowdhary, N. (2010). What are we training tour guides for India? Turizam, 14(2), 53-65

Instructions for External Examiner:

The question paper shall be divided in two sections. Section A shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

TOURISM & HOSPITALITY MARKETING

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives:

1. To make the students understand the basic concepts, philosophies and evolution of marketing and also acquaint them with service marketing.
2. To make them analyze the various environmental factors which affect the consumer buying behavior and the buyer decision making process of travelers in Tourism Industry.
3. To enable the students understand the p's of marketing product, place and price.
4. To acquaint them with the marketing communication mix with a special reference to socially responsible marketing communication.

Learning Outcomes:

After the completion of the course students will be able to:

1. To understand what service marketing is and how the present marketing management philosophy evolved.
2. Apply the knowledge regarding various environmental factors which affect the buying decisions of guests in Hospitality and Tourism Industry.
3. Gain the knowledge about the various p's and major strategies and decisions regarding these p's of marketing in Hospitality and Tourism industry.
4. Understand the various ways of communicating with the customers and also the role of socially responsible marketing communication in Hospitality and Tourism Industry.

Unit I

Introduction to Marketing: Needs, Wants and Demands; Products and Services; Markets; Marketing; The Production Concept, The Product Concept, The Selling Concept, The Marketing Concept, The Societal Marketing Concept; The Marketing Process, Service Characteristic of Hospitality and Tourism Business.

Unit II

Marketing Environment, Consumer Markets and Consumer Buyer Behavior: Micro and Macro Environment, Characteristics, Factors Affecting Consumer Behaviour, Buying Decision Behaviour, The Buyer Decision Process.

Unit III

Distribution Channels, Product Pricing and Services Strategy: Nature and Importance of Distribution System, Marketing Intermediaries, What is Product, Product Classification, Individual Product Decisions, Product Life Cycle, Approaches to hospitality service pricing.

Unit IV

Public Relations, Sales Promotions and Integrated Marketing Communication: The Marketing Communications Mix, The Changing Face of Marketing Communications, Integrated Marketing Communications, Socially Responsible Marketing Communication, Advertising, Sales Promotion, Public Relations, The Public Relation Process, Personnel Selling, Direct Marketing.

Suggested Readings:

- Services Marketing – Ravishankar
- Services Marketing – Zeithaml, A. and Mary Jo Bitner Publisher: McGraw Hill
- Service Marketing - Woodruffe Helen Publisher Macmillan
- Foundation and Practices Marketing of Services – Strategies for Success, Harsh V. Verma, Professional Manager's Library, Global Business Press
- Marketing Management, Philip Kotler, Prentice – Hall of India, New Delhi
- Hospitality & Travel Marketing, Alastair M. Morrison
- Strategic Hotel and Motel Marketing – Hart & Troy
- Marketing for Hospitality Industry – Robert
- Marketing Management in South Asian Perspective, Kotler, Philip, Kevin Keller, A. Koshy and M. Jha, - Pearson Education, New Delhi
- Marketing – Kerin, Hartley, Berkowitz and Rudelius, TMH, New Delhi