

Syllabus

Post Graduate Diploma in Management (TT)

2011-2013

Post Graduate Diploma in Management (Tourism & Travel) Duration – 4 Semesters

Three semester will be classroom teaching and end semester will be on-the-job training/internship for 16-24 weeks. First, second and third semester will be of 9 papers each carry 100 marks each paper.

After second semester, students will go for 4-6 weeks summer training which will carry 100 marks.

Dual Specialization

There are four following specializations out of which the students will offer two specializations (dual specializations)

Group – A: Air Fares and Ticketing

- i) Basic Air Fares.**
- ii) Air Fares Calculations.**
- iii) Computerized Reservation System.**

Group – B: Air Cargo Operations and Management

- i) Basic Cargo Rating and Handling.**
- ii) Dangerous and Live Animal Regulations.**
- iii) Export Import Policy and Documentation.**

Group – C: Tour Operation

- i) Tour Operation Management.**
- ii) Itinerary Planning and Costing.**
- iii) Tour Guiding and Interpretation.**

Group – D: Marketing

- i) Destination Marketing.**
- ii) Relationship Marketing.**
- iii) Sales and Distribution Management.**

Note: Group A and B cannot be offered combinedly as dual specialization.

Module NO	Paper	Internal Marks (CT+CP) (30+10)	Attendance (10)	External Marks (50)	Total (100)	Credit/ Contact Hours 3/35
Semester – I						
TT-101	Management Concept and Organizational Behaviour	40	10	50	100	3/35
TT-102	Tourism Economics	40	10	50	100	3/35
TT-103	Information Technology for Tourism	40	10	50	100	3/35
TT-104	Tourism Concept and Impact	40	10	50	100	3/35
TT-105	Tourism Products of India Transport Management	40	10	50	100	3/35
TT-106	Tourism Marketing	40	10	50	100	3/35
TT-107	Travel Agency Management	40	10	50	100	3/35
TT-108	Geography and International Tourism	40	10	50	100	3/35
TT-109	Soft Skill Laboratory	100			100	3/35
Semester – II						
TT-201	Contemporary issues in Tourism	40	10	50	100	3/35
TT-202	Business Communication	40	10	50	100	3/35
TT-203	Accounting & Finance for Managers	40	10	50	100	3/35
TT-204	Human Resource Management	40	10	50	100	3/35
TT-205	Business Research Methods	40	10	50	100	3/35
TT-206	Tourism Policy, Planning and Development	40	10	50	100	3/35
TT-207	Management for Events	40	10	50	100	3/35
TT-208	Basic Air Fares (Elective)	40	10	50	100	3/35
TT-209	Basic Cargo, Rating and Handling (Elective)	40	10	50	100	3/35
TT-210	Tour Operations Management (Elective)	40	10	50	100	3/35
TT-211	Destination Marketing (Electives)	40	10	50	100	3/35
Semester - III						
TT-301	MICE Management	40	10	50	100	3/35
TT-302	Entrepreneurship Development	40	10	50	100	3/35
TT-303	Sustainable Tourism Management	40	10	50	100	3/35
TT-304	Business Communication and Personality Development – II	40	10	50	100	3/35
TT-305	Transport Management	40	10	50	100	3/35
TT-306	Air Fare Calculations	40	10	50	100	3/35
TT-307	Computer Based Reservation System	40	10	50	100	3/35
TT-308	Dangerous & Live Animal Regulations	40	10	50	100	3/35
TT-309	Export Import Policy & Documentation	40	10	50	100	3/35
TT-310	Itinerary Planning & Costing	40	10	50	100	3/35
TT-311	Tour guiding & Interprétation	40	10	50	100	3/35
TT-312	Relationship Marketing	40	10	50	100	3/35
TT-313	Sales & Distribution Management	40	10	50	100	3/35
	Study Tour	50 (Viva-Voce)		50 (Participation)	100	10-Days excluding journey
	Summer Training	50 (Viva-Voce)		50 (Report)	100	6-8,Weeks
	O.J.T	100 (Viva-Voce)		200 (Report)	300	16-24,weeks
	TOTAL				3200	

SEMESTER – I

Code of course and semester	I-101/ Sem I
Name of course	Management concepts and organization behavior
What is the role of proposed learning in managing businesses?	This is the basic introductory course for learners of business management. This course helps learners to use management skills and techniques in all routine managerial activities in all aspects of businesses effectively and efficiently. Besides, the awareness about human behavior enhances the managers aptitude in handling the individuals in an organization.
Reference books	<p>Griffins , Management ,Houghton Mifflin Company.</p> <p>Luthans, F (2002). Organisation Behaviour. Prentice Hall of India, New Delhi.</p> <p>Robbins, S. (2003). Organisational Behaviour. Pearson Education, New Delhi.</p> <p>Stoner, Freeman and Gilbert Jr. (2002). Management. Prentice Hall of India, New Delhi.</p> <p>Certo, Samuel (2003). Modern Management. Pearson Education, New Delhi.</p> <p>Robbins, Management . Pearson education , New Delhi</p> <p>Wurech Koontz , Essentials of Management , Mc Graw Hill</p>
<p><i>Note: There will be three evenly paced internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching. Each of the units should be designed to have 7-8 hours of teaching load.</i></p>	

MANAGEMENT CONCEPT AND ORGANIZATIONAL BEHAVIOUR **(TT- 101)**

Unit - I

CONCEPTS OF MANAGEMENT

Definition, meaning, nature and scope of management, Evolution of management thought. Contribution of Henry Fayol and F.W. Taylor. Different Approaches to management, Corporate social responsibility. Concept of TQM, Systems Theory, Quality Circles, Kaizen.

Unit - II

PROCESS OF MANAGEMENT

Functions of Management. Planning- Nature, Scope, steps and hierarchy of plans; Organizing – Types of organization, line and staff organization, Span of management, Centralization, Decentralization. Delegation of Authority, Power, Accountability,

*Management by Objective (MBO), Responsibility, Organization Culture and Effectiveness,
Controlling: Types of Control, Controlling for organizational effectiveness.*

Unit - III

MOTIVATION & LEADERSHIP

Theories of motivation, Maslow's Need Hierarchy, Herzberg's two factor theory, Need theories, Goal theories. Equity Theory, Expectancy Theory..

Leadership: Concept and theories, Trait Theory, Autocrat and Democrat. Leadership; Blake and Mouton's managerial Grid, P Hersey and Kenneth Blanchard's Situational Leadership.

Unit - IV

ORGANIZATIONAL BEHAVIOUR

Definition, Importance, Fundamental Concepts of Organizational Behaviour, Influence of Socio-cultural factors on organization, Perceptions, Personality and Attitudes, Values, Learning and Job satisfaction.

Unit - V

INTERPERSONAL BEHAVIOUR

Transactional analysis, Group dynamics, Management of change, Conflict Management, Organizational Culture.

Suggested Books:

1. *Essentials of Management - Harold Koontz and Heinz Weihrich (KW)*
2. *Management - Stoner, Freeman and Gilbert (SFG)*
3. *Management Concepts and Practices - Tim Hannagan (TH)*
4. *Principles & Practice of Management - L.M. Prasad (LMP)*
5. *Organizational Behaviour - Fred Luthans*
6. *Organizational Behaviour- Stephen P. Robbins*
7. *Organizational Behaviour- L.M. Prasad.*

Tourism Economics (102)

Code of course and semester	TT-102, / Sem -1
Name of course	Tourism economics
What is the role of proposed learning in managing businesses?	Most of managerial decision making has to have economic considerations. It is therefore important for a manager to understand the concepts of economics and refer to same in managing, planning and controlling. The objective of this course is to acquaint the participants with concepts and techniques used in economics both at micro and macro levels.
Why is this course important for learner?	Having completed this course the learners would develop a basic understanding of economic concepts and their applications in consumer behavior, pricing, forecasting, etc. An introduction to macro economic concepts would help learner appreciate the economic environment. This would also serve useful in understanding the business environment principles in

Focus and relatedness	next semester. Among other things the course basically delves upon application of micro economic concepts on managerial decision making. Last part of the course introduces learner to macroeconomic issues.
Pedagogical approach	Lectures, discussion on current news and economic issues, presentations in the class.
Main text	Varshney, R.L. and Maheshwari K.L. (2005). Managerial Economics. 11/e, Sultan Chand and Sons, New Delhi. Dwivedi D.N. (2006) Managerial Economics, S. Chand & Sons, New Delhi
Other references	Adhikary, M. (2005). Business Economics. Excel Books, New Delhi.

Note: There will be three evenly paced internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching. Each of the units should be designed to have 7-8 hours of teaching load.

TOURISM ECONOMICS (TT 102)

Unit - 1

Nature, scope and application of economics in tourism and hospitality; Theory of the firm and business objectives - Economic, Behavioral and Managerial theories. Entrepreneurship characteristics in tourism and hospitality.

Unit – II

Law of Demand, Determinants of Demand; Elasticity of Demand; Nature of tourism demand analysis and its forecasting; Law of supply; Determinants of tourism and hospitality supply; Elasticity of supply analysis and forecasting;

Unit – III

Consumer Behaviour; Cardinal and ordinal approaches; Consumer's equilibrium; the revealed preference;

Unit – IV

Input-Output decisions; Production function; short-run analysis; Long-run function; short-run and long-run cost functions. Empirical estimation of production and costs'

Unit – V

Price-Output Decisions; Tourism and hospitality market structures; Price determination under different market conditions; Pricing practices and strategies; Profit measurement and profit policy; Determinants of investment decision in tourism and hospitality,

Suggested Reading:

1. Hailstones, Thomas J. and Rathwell, John C., *Managerial Economics*, Prentice Hall International, New Delhi.
2. Chopra, O.P., *Managerial Economics*, Tata-McGraw Hill, New Delhi.
3. Agarwal, Manju, *Economics for decision Making*, Indian Institute of Finance, 1997, Delhi.
4. Davis, J.R. and Chang, Simon, *Principles of Managerial Economics*, Prentice Hall International, New Delhi.
5. Mehta, P.L., *Managerial Economics*, Sultan Chand, New Delhi.
6. Petterson: *Managerial Economics*, 3rd Ed., Prentice Hall of India, Delhi.
7. Adhikary M., *Managerial Economics*, Khosla Pub.
8. Salvatore, Domnick, *Managerial Economics in a global economy*, Irwin McGraw Hill.
9. Tribe, J. 2001, *The Economics of Leisure and Tourism*, New Delhi, Butterworth – Heineman.
10. Cullen, P. 1997, *Economics for Hospitality Management*, London, International Thomson Business Press.
11. Sinclair, M.T. and Stabler, M., 1997, *The Economics of Tourism*, London, Routledge.

Information Technology in Tourism (103)

Code of course and semester	TT-103, Sem- I
Name of course	Information technology in Tourism
What is the role of proposed learning in managing businesses?	The primary aim is to help prepare students to assume an active and significant role in design, use and management of information systems and technology.
Why is this course important for learner?	It helps the learner to understand the emerging technological issues facing management and able to use it effectively in work place and also will learn how to use technology to transform the organization to gain competitive advantage
Focus and relatedness	They are to learn about the value of information as a corporate asset, deal with the impact of IT, Hardware and software fundamentals, management control of IS
Pedagogical approach	The pedagogy followed by the program will be a judicious blend of lectures and practical sessions. In order to make the learning effective, frequent quizzes and presentation will form part of the instruction.
Main text	Lucas Jr., H. C. (2005) Information Technology For Management McGraw Hill.
Other references	Burch, J. and Grudnitski G. (1989). Information Systems: Theory and Practice. 5 th ed., John Wiley, New York. David, V. (1992). Foundations of Business Systems, Dryden Press, Fort Worth. Eliason, A. L. (1987). On-line Business Computer Applications, 2 nd ed., Science Research Associates, Chicago. Estrada, S. (1993). Connecting to the Internet, O'Reilly, Sebastopol, CA.

Note: There will be three evenly paced internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching. Each of the units should be designed to have 7-8 hours of teaching load.

INFORMATION TECHNOLOGY IN TOURISM (TT 103)

Unit –I

Introduction to Information technology: it's roles and goals, Technological Aspects of IT :Hardware and Peripherals ,Basics of Computer Architecture ,Software and Programming Languages ,Networking and Communication, The concept of enterprise wide IT systems and the strategic value of intranets and extranets. The use of internetworking as a strategic tool. Internet and it's security issues and firewalls.

Unit –II

Information: Concepts Data and Information Processing, Data base concepts, data base architecture, data modeling, data dictionaries, data base administration and data security. Distributed databases introduction to data mining and Data warehouses.

Unit –III

MIS : Organizational Theory and systems approach to MIS ,Conceptual Design phase of MIS, Detail design of MIS, Implementation phase ,Quality Assurance and Control, Management Knowledge system .

Unit -IV

Business Process and activities: Business Process Re engineering, Ecommerce, E-Banking, Introduction to enterprise - wide resource Planning, Evaluation of ERP Project implementation, Scope and impact of ERP

Unit - V

Information Security - Computer Crimes and Safe guarding, Social, ethical and legal Aspects of IT.

Practical Knowledge on MS-Office – MS-Word, MS-Excel, MS-PowerPoint and MS-Access.

Suggested Readings :

1. *Robson Wendy, Strategic Management and Information Systems Pitman Publishers*
2. *Elmansi/Navathe, Fundamentals of Database Systems*
3. *Information technology for tourism ,Gary Inkpen*
4. *Computers today by S.K Basandra*

Tourism Concepts and Impacts (104)

Code of course and semester	TT-104, Sem -1
Name of course	Tourism concepts and impacts
What is the role of proposed learning in managing businesses?	This course shall introduce learner to tourism phenomenon. The course also highlights the role of tourism as an economic intervention and its significance in economy; Course discusses the global nature of tourism and government support to it. It is also important to appreciate the socio-economic, ecological impacts of tourism.
Why is this course important for learner?	Learners at IITTM would be able to relate to the fast growing tourism industry. Whenever courses related to business management are discussed, learners would be able to link it with tourism.

Focus and relatedness	Tourism concepts, demand and supply, impacts, sustainability, etc.
Pedagogical approach	Lectures, presentations, group activities.
Main text	To be given by instructor
Other references	Holloway, J. C. (1994), The Business of tourism, Pitman Publishing, London. Medlik, S. (1997), Understanding tourism, Butterworth Hinemann, Oxford. Annual Report (2006-07), Ministry of Tourism, Government of India, New Delhi.

Note: There will be three evenly paced internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching. Each of the units should be designed to have 7-8 hours of teaching load.

TOURISM CONCEPTS AND IMPACTS (TT 104)

Unit - I

Tourism: Concepts:

- Definitions and Historical development of tourism
- Types of tourist-Visitor-Excursionist
- Types and Forms of Tourism;
- Tourism system: Nature, characteristic
- Components of tourism and its characteristics.

Unit – II

Domestic and International tourism:

- Domestic tourism; features, pattern of growth, profile.
- International tourism; Generating and Destination regions.
- Pattern of growth and Profile.

Unit – III

Tourism Demand and Supply:

- Introduction to Tourism Demand; Determinants of tourism demands;
- Motivation and tourism demand; Measuring the tourism demand;
- Tourism Statistics (National and International);
- Emerging Trends and new thrust areas of Indian tourism.
- Introduction to tourism supply; Elements of tourist destination

Unit – IV

Tourism Impacts:

- **Impacts:** Positive and Negative Impacts of Tourism; Socio Cultural, Economic, Environmental and Political- Impact Assessment:
- Social Impact Assessment, Environmental Impact Assessment and Environmental Impact Assessment. – Environmental and Social Accounting and Auditing-
- Tourism Satellite Accounting (TSA)

Unit – V

Tourism Organizations:

- Objectives and Role of ITDC, ASI, TFCL,
- Ministries of Railways and Civil Aviation in development;
- An overview of National and International organizations and associations: IATO, TAAI, FHRAI, WTO, ICAO and IATA.

Suggested Readings :

1. *Travel Industry : Chunky Gee et-al*
2. *Tourism Systems - Mill and Morisson*
3. *Successful Tourism Management - Prannath Seth*
4. *Tourism Management Vol - 4 - P.C. Sinha*
5. *Tourism Development - R. Gartner*
6. *Tourism Planning and Development - J.K. Sharma*
7. *Studies in Tourism - Sagar Singh*
8. *Tourism: Principles and Practices - Cooper C., Fletcher J., Gilbert D and Wanhil. S*
9. *Tourism: Principles and Practices - McIntosh , R.W.*
10. *Tourism : Past, Present and Future - Burkart & Medlik*
11. *Sustainable Tourism Development, Guide for Local Planners by WTO*
12. *Cultural Tourism in India- S.P. Gupta, Krishna Lal, Mahua Bhattacharya*

TOURISM PRODUCTS OF INDIA (105)

Code of course and semester

TT- 105, / Semester -1

Name of course

Tourism Products of India

What is the role of proposed learning in managing businesses?

A thorough knowledge about the various product offered in tourism is a must for a tourism professional who shall be, in the future involved in the sales & marketing of the tourism product.

Why is this course important for learner?

The course is very imperative as it shall orient the student with the basic understanding about India, its culture, fairs & festivals etc. which shall update his destination knowledge about the country.

Focus and relatedness

Various inputs are provided on tourism products ranging from Indian Architecture to golf tourism which shall enhance & brush up their knowledge on the myriad of products available in India.

Pedagogical approach

Lectures, case studies, presentations in the class shall be taken up in the module with the emphasis on sharpening the analytical skills of the students.

Main text

1. Tourism Products of India : Dixit Manoj & Charu Sheela, New Royal Publishers (2006) Lucknow
2. A Cultural History of India : A.L. Basham
3. The Wonder that was India : A.L. Basham
4. Cultural Tourism in India : S.P. Gupta, Krishna Lal and Mahua Bhattacharya

Other references

1. India – Lonely Planet :
2. India – Plan your own holiday: S. Jagannathan
3. Travellers Indian : H.K. Kaul
4. Museums of India : S. Punja
5. The Art of Ancient India : S. Huntington
6. Indian Architecture : Percy Brown

Note: There will be three evenly paced internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching. Each of the units should be designed to have 7-8 hours of teaching load.

TOURISM PRODUCTS OF INDIA (TT 105)

Unit – I

- *Tourism Products: Definition, Concept and classification*
- *Cultural Heritage of India - Stages of evolution, continuity.*
- *Heritage – Meaning, types, of Heritage Tourism, Heritage Management*
- *Organisations- UNESCO, ASI, ICOMOS, INTACH.*

Unit – II

- *Architectural Heritage of India; glimpses on the prominent architecture style flourished in different period.*
- *Different style of architecture in India - Hindu, Buddhist and Islamic.*

Unit – III

- *Popular Religious Centres of Hindu, Buddhist, Jain, Sikh, Muslim and Christian religions.*
- *Selected case studies of World Heritage Sites in India (Kajiranga, Darjeeling Rail, Taj, Khajuraho, Konark Bodh Gaya and Ajanta and Elora).*

Unit – IV

- *Important Museum, Art Galleries and Libraries*
- *Performing art of India: classical dances, folk dances and folk culture*
- *Handicrafts and textiles : important handicraft objects and centres, craft melas, souvenir industry.*
- *Fairs and Festivals : Social, religious and commercial fairs of touristic significance.*
- *Indian cuisine (gastronomy), regional variations*

Unit – V

- *Major wildlife sanctuaries, national parks and biological reserves.*
- *Health and rejuvenation tourism*
- *Adventure and Ecotourism.*
- *Rural and cultural tourism*
- *Medical tourism*
- *Recreational tourism*
- *Resorts and Golf tourism*
- *Cruise tours*

Reference Books:

1. *The Wonder that was India : A.L. Basham*
2. *A Cultural History of India : A.L. Basham*
3. *India - Lonely Planet* :
4. *India - Plan your own holiday* : S. Jagannathan
5. *Travellers Indian* : H.K. Kaul
6. *Museums of India* : S. Punja
7. *The Art of Ancient India* : S. Huntington
8. *Indian Architecture* : Percy Brown

Tourism Marketing (106)

**Code of course and
semester**

TT- 106, / Semester -1

Name of course	<i>Tourism Marketing</i>
What is the role of proposed learning in managing businesses?	<i>Marketing is the core of any business activity today. It is therefore important for a manager to understand the concepts of marketing and refer to same in managing, planning and controlling. The objective of this course is to acquaint the participants with concepts and techniques used in marketing both at micro and macro levels.</i>
Why is this course important for learner?	<i>Having completed this course the learners would develop a basic understanding of marketing concepts and their applications in the FMCG & service industry in general. It shall enable them to understand the way a corporate uses the fundas of marketing to get an edge over others in the stiff rising competition.</i>
Focus and relatedness	<i>The course basically hinges upon aspects of marketing related to its application & various policies & decisions to be made related to the product development, its pricing, placing & promotion in the market.</i>
Pedagogical approach	<i>Lectures, case studies, presentations in the class shall be taken up in the module with the emphasis on sharpening the analytical skills of the students.</i>
Main text	<ol style="list-style-type: none"> 1. <i>Marketing for Hospitality and Tourism – Philip Kotler, Jon Bower, James Maken</i> 2. <i>Marketing Management – V.S. Ramaswamy, S. Namakumari</i> 3. <i>Fundamentals of Marketing, Stanton, Willam J., McGraw Hill</i>
Other references	<ol style="list-style-type: none"> 1. <i>Tourism Marketing: Les Lumsdon</i> 2. <i>Marketing for tourism – J. Christopher Holloway & Chris Robinson</i> 3. <i>Tourism Marketing & Management Handbook – Stephen F. Wilt and Luiz Mountinho</i> 4. <i>Marketing in Travel and tourism – Victor T.C. Middleton</i>

Note: There will be three evenly paced internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching. Each of the units should be designed to have 7-8 hours of teaching load.

TOURISM MARKETING (TT 106)

Unit – I

Understanding Marketing and Marketing Process: Marketing Concepts, Nature and Scope of Marketing, Marketing Mix, Marketing Management Philosophies, Strategic Planning and Marketing Process. Marketing Environment, Uniqueness of Tourism Marketing

Unit – II

Market Targeting: Market Segmentation and Tourism Market. Identifying Market Segments and Selecting Target Market. Identifying & Developing Market Activities of Tourism Market. Marketing mix for travel and tourism.

Unit – III

Managing the Product / Service, Product Decisions-Product Line, Product Mix, Product Life Cycle, New Product Development, Branding and Packaging Decisions.

Unit – IV

Services Marketing: Concepts, Definition, Characteristics, Services Marketing Mix. Service Quality and Service Gap Analysis Model.

Unit – V

Pricing Tourism Products: Pricing Considerations and Approaches, Pricing Strategies and Methods. Marketing of Small Tourism Business. Distribution Channel in Travel and Tourism, Cooperation and conflict Management, Promotion Decision – Promotion Mix: Advertising, Sales Promotion, Personal Selling, and Publicity.

Suggested Readings:

1. *Marketing for Hospitality and Tourism* - Philip Kotler, Jon Bower, James Maken
2. *Tourism Marketing* : Les Lumsdon
3. *Marketing for Tourism* - J. Christopher Holloway & Chris Robinson
4. *Marketing Management* - V.S. Ramaswamy , S. Namakuman
5. *Tourism Marketing & Management Handbook* - Stephen F. Wilt and Luiz Mountinho
6. *Marketing in Travel and Tourism* - Victor T.C. Middleton
7. *Marketing Management Analysis, Planning and Control*, Kotler, Philip. PHI.
8. *Principles of Marketing*, Kotler Philip and Armstrong, G. PHI.
9. *Fundamentals of Marketing*, Stanton, Willam J. , McGraw Hill.
10. *Marketing Management*, Bhattacharya K. Sisir. , National Publishing House.

Travel Agency Management (107)

Code of course and semester	<i>TT- 107, / Semester -1</i>
Name of course	<i>Travel Agency Management</i>
What is the role of proposed learning in managing businesses?	<i>Travel Agency Mgt. is the basis for understanding the modus operandi of a travel company. It shall substantiate the students with the basic practical inputs about the various procedures involved in handling the operations of a travel agency.</i>
Why is this course important for learner?	<i>The course is very imperative as it shall orient the student with the basic understanding of the typical functioning of a travel concern.</i>
Focus and relatedness	<i>The course basically deals with various aspects of travel agency like its origin, setting up of travel agency, its functions like itinerary preparation, client handling etc.</i>
Pedagogical approach	<i>Lectures, case studies, presentations in the class shall be taken up in the module with the emphasis on sharpening the analytical skills of the students.</i>
Main text	1.Travel Agency and Tour Operation, Concepts and Principles – J.M.S. Negi 2. Travel Agency Mgt.-Mohinder Chand
Other references	1. Professional Travel Agency Management – Chunk, James, Dexter & Boberg 2. The Business of Travel Agency Operations and Management – D.L. Foster

Note: There will be three evenly paced internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching. Each of the units should be designed to have 7-8 hours of teaching load.

TRAVEL AGENCY MANAGEMENT (TT 107)

Unit - I

History and growth of travel agency business, emergence of Thomas Cook. Emergence of Travel Intermediaries, Indian travel agents and tour operators - an overview.

Definition of travel agent and tour operator; differentiation, interrelationship of TA/TO and principles of present business trends and future prospects, problems and issues.

Unit – II

How to set up travel agency/tour operation business

- (a) Market research, sources of funding*
- (b) Comparative study of various types of organisation proprietorship, partnership, private limited and limited*
- (c) Govt. rules for getting approval*
- (d) IATA rules, regulation for accreditation*
- (e) Documentation*
- (f) Practical exercise in setting up a TA/TO*
- (g) Sources of earning : commissions, service charges etc*
- (h) Entrepreneurial skill for travel, tourism and hospitality trade; problems of entrepreneurship in travel trade.*

Unit – III

Itinerary preparation, important considerations for preparing itinerary, costing, packaging and promotion.

Unit - IV

Tourism bills of Rights, tourism code, Manila declaration,

International conventions : Warsaw convention 1924, Chicago convention 1944, Brussels convention 1961 and 1966 International convention on travel contract, , Athens convention 1974, Helsinki accord 1976, The IATA general conditions of carriage (passenger and baggage)

Unit - V

Consumer protection law, 1986, and Competition act applicable to the tourist as consumers. Master Key on customer care and master key proposed by WATA and ASTA. Corporate Travel Policy.

Suggested Readings:

- 1. Travel Agency and Tour Operation, Concepts and Principles - J.M.S. Negi*
- 2. Professional Travel Agency Management - Chunk, James, Dexter & Boberg*
- 3. The Business of Travel Agency Operations and Management - D.L. Foster*

Geography and International Tourism (108)

Code of course and semester	<i>TT- 108, / Semester -1</i>
Name of course	Geography and International Tourism
What is the role of proposed learning in managing businesses?	<i>Geography is the basic edifice of tourism. The knowledge of geography shall give an extra edge to the students in designing the itineraries for the travelers, suggesting them various destinations to the clients for their travel etc.</i>
Why is this course important for learner?	<i>Basically knowledge of geography shall provide an insight to the students about the destinations of the world; their climates etc. The study shall enable the students to relate the application of geography in tourism.</i>
Focus and relatedness	<i>The course shall emphasize on various destinations of the world including a detailed study about their Airports, Airlines, Codes, and Culture etc of various countries. It shall basically enhance their destination knowledge.</i>
Pedagogical approach	<i>Lectures, case studies, presentations in the class shall be taken up in the module with the emphasis on sharpening the analytical skills of the students.</i>
Main text	<ol style="list-style-type: none">1. A Geography of Tourism – Robinson, HA2. The Geography of Travel and Tourism – Burton, Rosemary3. Geography of Travel and Tourism – Boniface B. land Copper
Other references	<ol style="list-style-type: none">1. Encyclopedia of World Geography2. India – Lonely Planet Publication3. Country Reports of EIU

Note: There will be three evenly paced internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching. Each of the units should be designed to have 7-8 hours of teaching load.

GEOGRAPHY AND INTERNATIONAL TOURISM (TT 108)

Unit – I

Importance of geography in Tourism: Latitude, longitude, international date time. Times zone. Time differences, GMT variations. Major landforms as tourist resources. Elements of weather and climate. Climatic regions of the world in brief. Impact of weather and climate on tourists and destinations. Map Reading and Practical Exercise.

Unit – II

Factors affecting global and regional tourist movements; demand and origin factors, destinations and resource factors. Contemporary trends in international tourist movements.

Unit – III

Aviation Geography: IATA Traffic conferences, Important tourist circuits and popular Itineraries of Middle East, Far East ,Asia Pacific and Europe.

Unit -IV

Case studies of selected countries like China, Singapore, Malaysia, Thailand, France and USA

Unit - V

Important Tourist Circuits of India. Case studies of selected Indian states like Rajasthan, Kerala, Goa, Madhya Pradesh, Orissa and North Eastern region.

Suggested Readings :

1. *A Geography of Tourism - Ronbinson, HA*
2. *The Geography of Travel and Tourism - Burton, Rosemary*
3. *Geography of Travel and Tourism - Boniface B. and Cooper C.*
4. *Encyclopaedia of World Geography*
5. *India - Lonely Planet Publication*
6. *Country Reports of EIU*

SOFT SKILLS LABORATORY(TT-109)

Soft Skills Laboratory (109)

Code of course and semester	TT-109, Sem- I
Name of course	Soft skills laboratory
What is the role of proposed learning in managing businesses?	Effective communication and interpersonal skills are crucial to increase employment opportunities and to compete successfully in the business environment. The real key to the effectiveness of

	professionals is their ability to put their domain knowledge into effective practice. In this context, soft skills have a crucial role to play.
Why is this course important for learner?	It will enable the students to develop competence in communication, for functioning efficiently in the workplace and professional contexts, to enhance students' performance at Placement Interviews/ other recruitment exercises.
Focus and relatedness	Effective speaking and listening skills in English, modules on soft skills and people skills, presentation skills and interview skills, team building, leadership, time management, and interpersonal skills.
Pedagogical approach	The course has both laboratory and class work content. The students would be evaluated on their progress during the course. There shall be no written external examination for this course.
Main text	Barker. A (2006). Improve your communication skills. New Delhi: Kogan Page India Pvt Ltd.
Other references	Seely, John (2004) The Oxford guide to writing and speaking. New Delhi, Oxford University Press

Note: There will be three evenly paced internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching. Each of the units should be designed to have 7-8 hours of teaching load.

Soft Skills Laboratory (109)

- Unit I** Basic communication skills- listening skills and barriers; JAM sessions, debates, elocution, etc.; persuasive communication, convincing Skills, conversations
- Unit II** Focus on English skills: Vocabulary-word power; grammar-common errors and sentence building, phonetics; reading comprehension and vocabulary building psychometrics; aptitude and personality assessment and testing.
- Unit III** Presentation skills and techniques; Personal grooming and business etiquettes-corporate etiquette, social etiquette and telephone etiquette, role play and body language, impression management.

Unit IV Personality development: Group discussions- structure of a GD, moderator-led and other GDs, strategies in GD, team work , mock GD; personal interviews- types of interviews, required key skills, mock interviews; developing resumes' and CVs.

Unit V Leadership and communication activities- Motivation activities, leadership activities, team building activities, assertiveness activities, time management techniques, Stress management techniques, creativity and ideation.

2nd Semester

Code of course and semester	T-201/ Sem II
Name of course	Contemporary Issues in Tourism
Objective of course	To know the new trends in tourism and the environment of travel business.
Reference books	<p>Pearce D.G and Batler R.W. 1999, Contemporary issues in Tourism Development, Routledge, New York.</p> <p>Lew, A.A., Hall, C.M. and Williams, ALL, 2004, Companion to Tourism, Backwell, Austrailia.</p> <p>World Tourism Organization Business Council (WTOBC), 1998, Tourism Taxation Striking a Fair Deal, World Tourism Organization Madrid, Spain, WTOBC.</p> <p>Journal, Magazines and Industry/Govt. publications.</p>
<p>Note: There will be three evenly paced internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching.</p>	

CONTEMPORARY ISSUES (TT-201)

Unit 1

- Micro Enterprises, Micro Finance & Tourism: Present scenario and prospects.
- Women, Child issues in Tourism: Measures and interference.
- STZ: Features, Operations & Implications

Unit 2

- GATS- Tourism: Concept & its Implications on Indian tourism scenario
- Climate Change: Issues & Implications on Tourism
- Inclusive growth & Tourism: Relationship and Challenges

Unit 3

- Strategic Alliance & Airline Industry: Types & Operations
- Corporate restructuring in Tourism industry
- Time Share Industry: Issues and challenges in India

Unit 4

- Terrorism and Tourism and Safety and Security Issues in Tourism
- Social responsibility and ethical concerns of tourism business
- Current Initiatives in Indian Tourism

Unit 5

- Tourism and Poverty alleviation.
- Economic Crisis: Structural Causes & Impact on Tourism
- **Tourism taxation in India: Present scenario and Future challenges**

References:

1. Pearce D., 1996, *Tourism Development, British Library Cataloguing in Publication Data, London Group UK Limited.*
2. Hall, C.M. & Duval T., 2003, *Safety and Security in Tourism Relationship Management and Marketing, Victoria University, Australia The Haworth Hospitality Press, New York.*
3. Loannides, D., and Debbage K.G., 1998, *The Economic Geography of the Tourist Industry, A Supply – Side analysis, Routledge New York.*
4. Pearce D.G. and Butler, R.W. 1999, *Contemporary issues in Tourism Development, Routledge New York*
5. Sharpley, R. and Telfer, D.J. 2006, *Aspect of Tourism and Development Concepts and Issues, Viva Books Private Limited.*
6. Lew, A.A., Hall, C.M. and Williams, A.M., 2004, *A Companion to Tourism, Blackwell, Australia.*
7. World Tourism Organization Business Council (WTOBC), 1998, *Tourism Taxation Striking a Fair Deal, World Tourism Organization Madrid, Spain, WTOBC.*

Code of course and semester	T-202/ Sem II
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Name of course	Business Communication
Objective of course	The primary objective of Business Communication is to introduce the student to various forms of written and oral communication that are necessary in real-life business situations, perfecting verbal and non-verbal communication skills.
Reference books	<p>Murphy, H.A. and Peck, C.E.(2006) Effective Business Communications , New Delhi: Tata McGraw Hill.</p> <p>Sharma R.C. and Mohan K. (2005) Business Report Writing and correspondence, New Delhi: Tata McGraw Hill.</p> <p>Peandre, C.G. (2007) Principles of Business Communications.</p>
Note: There will be three evenly paced internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching.	

BUSINESS COMMUNICATION (TT-202)

Unit – I

Communication Fundamentals:

- *Business Communication in today's world*
- *The Communication Process & Communication Channels*
- *Barriers to Communication*
- *Verbal & non-verbal communication*

Unit –II

Oral Communication:

- *Elements of Good Oral Communication*
- *Speaking and Listening Skills,*
- *Professional use of the telephone,*
- *Effective presentation skills*

Unit – III Written communication:

- *Report writing and presentation*
- *Business Letters – layout and types*
- *Preparing resume*
- *Application letters.*
- *Memo, Proposals*
- *Legal aspects*

Unit – IV Customer care:

- *Effective customer care*
- *Managing customer complaints & negotiating with the customer*
- *Handling Interpersonal Conflict*
- *Counseling skills*

Unit – V Personality Development:

- *Basic traits of personality - dress, address, gestures and manners*
- *Self evaluation and development- identification of strengths and weaknesses*
- *Overcoming hesitation and fear of facing the public*
- *Corrective and developmental exercises - confidence building, role plays.*

Suggested Readings:

1. *Communication in Tourism and Hospitality - Lynn Vander Wagen, Hospitality Press Pty Ltd.*
2. *Organizational Communication - Patricia Hayes Andrews and Richard T. Herschel, A..I.T.B.S. Publishers and Distributors (Rgd).*
3. *Interpersonal Skills for Travel and Tourism - Jon & Lisa Burton - Longman Group Ltd.*

Code of course and semester	T-203/ Sem II
Name of course	Accounting and Finance for Managers
Objective of course	The course intends to give learners an understanding of the accounting procedures in an organization. It will help to students to understand and apply the concepts of accounting to solve business problems.
Reference books	<p>Maheshwari, S.N., Financial Accounting, Vikas Publication House, New Delhi.</p> <p>Chandra, P. Financial Management. Tata McGraw Hill, New Delhi.</p> <p>Bhattacharya, S.K. and Dearden J. Accounting for Management, Vikas Publication House, New Delhi.</p> <p>Pandey, I.M. Financial Management, Vikas Publication House, New Delhi.</p> <p>Khan M.Y. and Jain P.K., Management Accounting, Tata Mcgraw Hill, New Delhi.</p>

Note: There will be three evenly paced internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching.

ACCOUNTING AND FINANCE FOR MANAGERS (TT-203)

Unit – I

Introduction to Accounting:

- Nature and Purpose of Accounting.
- Accounting Concepts and Conventions.
- Journal and Ledger.

Unit – II

Preparations of Financial Statements:

- Trial Balance.
- Trading Account
- Profit & Loss Account and Balance Sheet.

Unit – III

Introduction to Cost Accounting:

- Basic Cost Concepts
- Cost Classification
- Cost Centers and Cost Analysis.
- Cost Sheet

Unit – IV

Costing and Decision Making:

- Operation Costing/Service Costing
- Cost-volume Profit Analysis.

Unit – V

Financial Statement Analysis & Travel Agency Accounting:

- Ratio Analysis
- Analysis of Financial Statement.
- Travel Agency Accounting: Users and Uses of Accounting Information

Suggested References:

1. Dr. S.N. Maheswari (2005) Financial Accounting Vikas Publishing House Pvt. Ltd.
2. T.S. Grewal –(2004) Introduction to Accounting - S. Chand & Company.
3. S.P. Jain and K.L. Narang(2002) Cost Accounting - Kalyani Publishers.

Additional Reference:

1. Bhar B.K.,(2004) Cost Accounting Academic Publishers.
2. Pandey I.M. (2006), Financial Management Vikash Publishing House (P) Ltd. Delhi
3. R.K. Sharma and Shashi K. Gupta(2005) Management Accounting - Kalyani Publishers.

Code of course and semester	T-204/ Sem II
Name of course	Human Resource Management
Objective of course	The objective of this course is to sensitize students to the various facets of managing people and to create an understanding of various policies and practices of human resource management
Reference books	Dressler (2000). Human Resource Management. Prentice Hall of India, New Delhi. Aswathappa, K. (1997). Human resources and Personnel Management. Tata McGraw Hill, New Delhi.
Note: There will be three evenly paced internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching.	

HUMAN RESOURCE MANAGEMENT IN TOURISM (TT-204)**Unit-I Human Resource Management (HRM) in Perspective:**

- *HRM: The Field and It's Environment*
- *The Evolving Role of HRM in the tourism industry: the Changing Emphasis*

Unit-II Meeting Human Resource Requirements:

- *Human Resource Planning (HRP)*
- *Job/Role Analysis*
- *Recruitment & Selection*
- *Orientation & Placement*

Unit-III Developing Effectiveness in Human Resources:

- *Training & Development (T&D)*
- *Performance Management*
- *Potential Appraisal*

- *Career/Succession Planning*

Unit-IV Managing Employee Growth:

- *Conflict and Stress management*
- *Importance of Discipline and Counselling in Tourism*

Unit-V Human Resource Management in Tourism:

- *HRM in the service Industry*
- *Emerging trends and Perspectives*

Suggested Readings:

1. *Ian Beardwell & Len Holden– Human Resource Management: A contemporary perspective, Macmillan*
2. *Wayne F. Cascio – Managing Human Resources: Productivity, Quality of Work Life, Profits, Tata Mcgraw Hill*
3. *M. Madhukar - Human Resource Management in Tourism , R. Publications*

Code of course and semester	T-205/ Sem II
Name of course	Business Research Methods
Objective of the course	The objective of this course is to make the student acquaint with the research methodology which will help in developing business strategies.
Reference books	<p>Gaur, A.S. and Gaur, S.S. (2006). Statistical methods for practice and research, New Delhi: Response books.</p> <p>Krishnaswami, O.R. and Ranganatham, M. (2005). Methodology of research in social sciences, 2/e, Mumbai: Himalaya Publishing House.</p> <p>Punch, Keith, F. (2003). Survey research – the basics, New Delhi: Sage Publications.</p> <p>Walliman, Nicholas (2006). Social research methods, New Delhi: Sage Publications.</p> <p>Chandan, J.S. (1998). Statistics for business and economics, New Delhi: Vikas Publishing House Pvt. Ltd.</p>
<p>Note: There will be three evenly paced internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching.</p>	

BUSINESS RESEARCH METHODS (TT-205)

Unit – I

Meaning of research; Objectives, types of research and approachment; meaning of method and methodology, scientific research process; Identification and defining of research problem, research design and types.

Unit – II

Hypothesis formulation and its importance in research; types of hypothesis testing and major techniques (X^2 , ANOVA, t-test etc.); Measurement and scaling techniques and their importance.

Unit – III

Types and sources of data. Collection techniques: questionnaire, schedules, participant observation, interviews, focused-group, nominal group (NGT). Difference between case study and survey methods; Questionnaire design considerations; Sampling-definition, types and their importance, type of sampling designs; sampling size and its determination, sampling in qualitative research.

Unit – IV

Major data analysis techniques: multivariate and context analysis (principles); market segmentation techniques (a priority and factor cluster); cost-benefit analysis.

Unit – V

Interpretation techniques; Report writing; Presentation; Computer applications in research- SPSS, EXCEL.

Reference :

1. Levin, J., Alan Fox J., 2000, *Elementary Statistics in Social Research*, Allyn and Bacon, London.
2. Boyd, H Jr., Westfall, R. and Stasch S.F., 1996, *Marketing Reserch*, AITBS, Delhi
3. Chawla, R., 2004, *Research Methods for Travel and Tourism Industry*, Sonali Publications, New Delhi.
4. Sjoberg, G., Nett, R., 1997, *A Methodology for Social Resarch*, Rawat Pubications, New Delhi.
5. Ahuja R. 2001, *Research Methods*, Rawat Pub, New Delhi.
6. Smit Stephen L.J., 1995, *Tourism Analysis : A Hand Book*, Longman, England.
7. Kothoari C.R., 2000, *Research Methodology: Methods and Techniques*, Wishwa Prakashan, New Delhi.

Code of course and semester	T-206/ Semester –II
Name of course	Tourism Policy, Planning and Development
Objective of course	<ol style="list-style-type: none"> 1. To develop an understanding of the basic concepts of tourism planning for public and private sector community and regional tourism development, with an emphasis on ecotourism and nature-based tourism. 2. To explore the interrelationships between resource management and tourism planning and development. 3. To understand the tourism policy initiative taken in India.
References	<ul style="list-style-type: none"> • Essays on Tourism : Chib, Som Nath (New Delhi, Cross Section Publication) • Travel Industry : Gee, Chunk Y., James C. & Dexter J.L. Choy

	<p>(New York, Van Nostrand Reinhold)</p> <ul style="list-style-type: none"> • Tourism Dimensions : S.P. Tiwari (New Delhi) • Tourism : A Community Approach - Murphy, Peter E. (New York, Methuen) • Tourism Planning : An integrated and Sustainable Approach - Inskeep E. • National & Regional Tourism Planning : Inskeep E. (London, Routledge)
<p>Note: There will be three evenly paced internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching. Each of the units should be designed to have 7-8 hours of teaching load.</p>	

TOURISM POLICY, PLANNING AND DEVELOPMENT TT-206

Unit - I

Concept, need, objective, institutional framework of public tourism policy. The role of govt., public and private sector in formulation of tourism policy.. Policy making bodies and its process at national levels.

Unit - II

An out line of L.K. Jha Committee - 1963, National Tourism Policy - 1982, National Committee Report - 2002, National Action Plan on Tourism - 1992, The latest Policy Document on Tourism. Opportunities for investment in hotel sectors and tourism related organisations. Incentives & concessions extended for tourism projects and sources of funding.

Unit - III

Background & Process of tourism Planning. Techniques of Plan Formulation. Planning for Tourism Destinations - Objectives, methods and factors influencing planning. Destination life cycle concept.

Unit - IV

Tourism Planning at International, national, regional, state and local level. Tourism and Five-year Plans in India with special reference to 11th Five-year Plan. Agents and typologies of tourism development.

Unit - V

Ecotourism Planning and Development. Design considerations for eco-tourism facilities. Community participation in tourism planning.

Reference Books:

1. *Indian Tourism Beyond the Millennium - Bezbaruah M.P. (New Delhi)*
2. *Tourism: Past Present & Future : Burkart A.J. and Medlik (London, Heinemann)*
3. *Essays on Tourism : Chib, Som Nath (New Delhi, Cross Section Publication)*

4. *Travel Industry : Gee, Chunk Y., James C. & Dexter J.L. Choy (New York, Van Nostrand Reinhold)*
5. *Tourism Planning : Gunn. Clare A. (New York, Taylor & Francis)*
6. *Tourism Dimensions : S.P. Tiwari (New Delhi)*
7. *Tourism : A Community Approach - Murphy, Peter E. (New York, Methuen)*
8. *Tourism Planning : An integrated and Sustainable Approach - Inskeep E.*
9. *National & Regional Tourism Planning : Inskeep E. (London, Routledge)*
10. *Ecotourism: A case guide for planners and managers - Ecotourism Society*
11. *Report of Adhoc Committee on Tourism - 1963*
12. *National Tourism Policy - 1982*
13. *National Committee Report - 2002*
14. *National Action - 1992*
15. *Draft of Tourism Policy – 1997*

Code of course and semester	T-207/ Semester -II
Name of course	Management of Events
Objective of course	The purpose of this course is to acquire an in-depth knowledge about the specialized field of "Event Management" and to become familiar with management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events.
Other references	<ul style="list-style-type: none"> • International Society of Meeting Planner (1997), "The Complete Book of International Meeting" Todd Publishing, Arizona. • Cotterrel, P (1992) "Exhibitions", Hodder and Staughton • Weirich, M.L. (1992) "meeting and Convention Management", Hodder and Staughten
Note: There will be three evenly paced internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching. Each of the units should be designed to have 7-8 hours of teaching load.	

Management of Events(TT-207)

Unit –I

Conceptual foundations of events; Major characteristics; Five C's of event management- Conceptualization, Costing, Canvassing, Customization, Carrying out; Advantages of events- to the Organiser, Event Planner, Participants, Economy and Society; Broad classification of Events.

Unit – II

Introduction to MICE; Evolution of MICE industry; Components of MICE; Economic and social significance of MICE. Introduction to professional meeting planning- definition, types and roles; associate, corporate & independent meeting planners; TA's and TO's as meeting planner; Convention visitor Bureaus – functions, structure and funding sources.

Unit – III

Events venues: concept and types; Conference venues- facilities, check-in and check-out procedures, requirements; conference room lay-outs; Convention manager; inter-related venues; project planning and development. Introduction to conference facilities in India. Role and functions of ICPB and ICCA.

Unit – IV Trade shows and exhibitions/expositions: types of shows, benefits of exhibitions, participant decision-making process. Contract negotiations– principles; negotiation with hotels, airlines and ground handlers.

Unit – V

Incentive tour- characteristics, its organizing and special requirements. Latest meeting technologies - Video conferencing and Information Communication Technology (ICT). Factors including ICT affecting future of events business. Human resource requirements.

Reference Books:

1. Coleman, Lee & Frankle (1991), Powerhouse Conferences. Educational Institute of AH & MA.
2. Hoyle, Dorf & Jones (1995), Meaning conventions & Group business. Educational institute of AH & MA.
3. Montgomery, R.J. 1994, "Meeting, Conventions and Expositions : VNR, New York
4. Hoyle, L.H., TJA Jones (1995) "Managing Conventions and Group Business", Educational Institute of AM & MA

Code of course and semester	T-208/ Sem II
Name of course	Basic Air Fares
Objective of course	The objective of this course is to make the students acquainted with the basic aviation geography and to understand the air fares calculations.
Reference books	OAG, Air Tariff Book, Worldwide Rules, IATA Ticketing Hand Book, Airport Business – R. Doganis , All you wanted to know about airlines functions – K. Sikdar .
<p>Note: There will be three evenly paced internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching.</p>	
Unit I	Aviation Geography - IATA Areas, sub-areas, sub-regions; Time Calculation, GMT variation, concept of standard time and daylight saving time, calculation of elapsed time, flying time and ground time.
Unit II	Familiarization with OAG – 3 letters city code and airport code, airline designation code, minimum connecting time, global indicator Familiarization with Air tariff: currency regulation, NUC conversion factors, general rules.
Unit III	Familiarization with TIM: Passport, Visa, currency regulation, custom regulation, health regulation and airport tax. Passenger needing special attention Credit Cards : concepts, Types and benefits, Eligibility criteria, validity, Insurance cover, Different types of credit card.
Unit IV	Planning Itinerary by Air.
Unit V	Introduction to Fare construction, Mileage Principles, Fare Construction with Extra Mileage Allowance (EMA), Extra Mileage Surcharge (EMS)

Air Fares and Ticketing TT-208

BASIC AIR FARES

Unit – I

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

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 regulation, NUC conversion factors, general rules.*

Unit – III

- *Familiarization with TIM: Passport, Visa, currency regulation, custom regulation, health regulation and airport tax.*
- *Passenger needing special attention.*
- *Credit Cards : Concepts, Types & Benefits, Eligibility criteria, Validity, Insurance cover. Different types of credit card.*

Unit – IV

- *Planning Itinerary by Air*

Unit – V

- *Introduction to Fare construction*
- *Mileage Principles*
- *Fare Construction with Extra Mileage Allowance (EMA)*
- *Extra Mileage Surcharge (EMS).*

Suggested Readings:

1. *OAG*
2. *Air Tariff Book*
3. *Worldwide Rules*
4. *IATA Ticketing Hand Book*
5. *Airport Business - R. Doganis*
6. *All you wanted to know about airlines functions - K. Sikdar*

Code of course and semester	T-209/ Sem II
Name of course	Basic Cargo Rating and Handling
Objective of course	The primary objective of Basic Cargo Rating and Handling is to introduce the students about cargo industry of India and to give the basic knowledge and new trends of handling cargo business.
Reference books	Travel Industry – Chunk, James and Dexter TACT Rule Book OAG and the Air Cargo Tariff both Red and Green Travel Information Manual – IATA
<p>Note: There will be three evenly paced internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching.</p>	

Air Cargo Operations and Management

BASIC CARGO RATING AND HANDLING (TT-209)

Unit – I

Growth and development of air transport industry and freight industry. Relevance and importance of cargo industry

Freedoms of air, Bermuda convention, Chicago Convention, Warsaw Convention
Roles and functions of DGCA, IATA and ICAO.

Unit - II

World geography, IATA 3 letter codes, time differences, calculations of transportation time/flying time. IATA airlines codes, country codes, city codes, currency codes etc.

OAG Air cargo guides, TACT rates & rules.

Unit – III

Air craft cargo configuration, capacity familiarization, limitations of weight and special loads.

Unit – IV

Packaging, marking and labelling of consignment, acceptance of cargo, introduction of airway bill

Unit – V

Introduction to G.C.R., S.C.R, C.C.R,ADD ON and LCP rate structures.

Suggested References:

1. *Travel Industry - Chunk, James and Dexter*
2. *Tack Rule Book*
3. *OAG and the Air Cargo Tariff both Red and Green*

Code of course and semester	T-210/ Sem II
Name of course	Tour Operations Management
Objective of course	The objective of the course is to acquire an indepth knowledge about the Tour Operation Management and to become familiar with the Tour Operation Techniques and strategies required for successful handling of Tour Operation Business.
Reference books	Travel Agency & Tour Operations, Foster D ; Conducting Tours, Dellers ; Travel Agency and Tour Operation, JM Negi ; Travel Agency Management, M.N.Chand ; Tour operations and Tour Guiding, J.N. Negi .
Note: There will be three evenly paced internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching.	

Tour Operation

TOUR OPERATIONS MANAGEMENT (TT-210)

Unit -I

- ❖ *Tour Operation: Definition- Concept-History and Growth of Tour Operation business.*

- ❖ *Types of Tour Operators*
- ❖ *Organizational Structure, Forms of Organization, Departments and its functions*
- ❖ *The Process of travel decision making, Mode and Destination selection*

Unit-II

- ❖ *Reservation and Cancellation procedures for Tour related services-Hotels, Airlines, Cruise liners, Car rentals and Rail travel*
- ❖ *Commission Structures from Suppliers of Service*

Unit-III

- ❖ *Tour Operation Documentation: Voucher-Hotel and Airline Exchange Order, Pax Docket, Status Report, Daily Sales Record, AGT Statements-Credit Cards-Importance and Future*
- ❖ *RBI Regulations for Tour Operators*

Unit -IV

Managing Tour Operation

- ❖ *Field Operations- inbound and outbound*

Managing Distribution

- ❖ *Role of Distribution in exchange process,*
- ❖ *Selling through distribution chains.*
- ❖ *Distribution System in Tourism Operation*
- ❖ *Management of In-house operations*

Unit -V

- ❖ *Associations and Organizations promoting tour operators: IATO, TAAI, ASTA, WATA, PATA, FHRAI, UFTA*
- ❖ *European and Indian Directive on Tour operation*

Suggested Readings:

Code of course and semester	T-211/ Sem II
Name of course	Destination marketing (Elective)
Objective of course	The purpose of this course is to acquire an indepth knowledge about the Destination Marketing and to become familiar with the techniques and approaches for successful marketing of the destinations of tourist interests.
Reference books	Marketing Tourism Destinations – Ernie Health & Geoffrey Wall, John Wiley & Sons. Inc. Marketing for Hospitality and Tourism – Philip Kotler, Jon Bower. Tourism Marketing – Lumsdon Marketing for Tourism – J. Christopheo Holloway & Chris Robinson.
Note: There will be three evenly paced internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching.	

Destination Marketing

DESTINATION MARKETING (TT-211)

Unit – I

Tourism Attraction: Definition. Characteristics, Typology, Criteria for Tourist attractiveness. development and design of tourist attractions. Destination Life Cycle.

Unit – II

Tourism Destination Planning, Environmental Analysis, Resource Analysis, Regional Environmental analysis, Market Analysis, Competitor analysis, Regional Environmental Scanning.

Unit – III

Regional Goal Formulation: Strategy formulation, Product Portfolio Strategies. Tourism Portfolio model, analysis of Portfolio approaches. Market segmentation in the regional context - Bases, Steps and categories, Target Marketing - targeting options, positioning strategy.

Unit – IV

Components of Destination Marketing Mix. Product Strategy - Nature & Characteristics. Managing existing Tourism Products. New Product development in Regional Tourism. Pricing Strategies - Tourists Perception of Price.

Unit – V

The Tourism Distribution Strategy - Choice of distribution channel. Developing a Destination Promotional strategy. Evaluation and Control of the Promotional Programme. Tourism organizations - Role in Destination Development and Promotion.

Suggested Readings:

1. *Marketing Tourism Destinations : Ernie Heath & Geoffrey Wall, John Wiley & Sons, Inc.*
2. *Marketing for Hospitality and Tourism. - Philip Kotler, Jon Bower.*
3. *Tourism Marketing - Lumsdon.*
4. *Marketing for Tourism. - J.Christopheo Holloway & Chris Robinson.*

3rd SEMESTER

Code of course and semester	TT-301/ Sem III
Name of course	Mice Management
Objective of course	The purpose of this course is to acquire an indepth knowledge about the Mice Management and to become familiar with the techniques and approaches for successful MICE Management.
Reference books	<ol style="list-style-type: none"> 1. Montgomery, R.J. 1994, "Meeting, Conventions and Expositions : VNR, New York 2. Hoyle, L.H., TJA Jones (1995) "Managing Conventions and Group Business", Educational Institute of AM & MA 3. International Society of Meeting Planner (1997), The Complete Book of International Meeting" Todd Publishing, Arizona.
Note: There will be three evenly paced internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching.	

MICE MANAGEMENT(TT-301)

Unit – 1

Introduction to MICE, Evolution of MICE Industry : Components of MICE : Economic and Social Significance of MICVE. Introduction to professional meeting planning: Definition, types and roles – associate, corporate, independent, TA's and TO's, Convention visitor Bureaus – functions, structure and funding sources.

Unit – II

MICE market : association and corporate meeting, its characteristics and differences. Process of meeting management - premeeting, during the meeting and post meeting. Financial and organization structure of associations. Determinants of site selection (techniques). Role of travel agency in management of conferences, pre-and-post conference tours and spousal programmes. Evaluation of events and its importance.

Unit – III

Conference venues: concept, facility check-in and check-out procedures, requirements; room lay-outs, F & B planning for conference. Convention manager, inter-related venues, project planning and development. Introduction to conference facilities in India. Role and functions of ICPB and ICCA.

Unit – IV

Trade shows and exhibitions/expositions : types of shows, benefits of exhibitions, participant decision making process. Contract negotiations – principles, negotiation with hotels, airlines and ground handlers. Development of events sales and marketing plan.

Unit – IV

Latest meeting technologies - Video conferencing and Information Communication Technology (ICT). Factors including ICT affecting future of MICE. Human resource requirement for conferences. Incentive tour and special requirements for its organization.

Essential Readings :

4. *Montgomery, R.J. 1994, "Meeting, Conventions and Expositions : VNR, New York*
5. *Hoyle, L.H., TJA Jones (1995) "Managing Conventions and Group Business", Educational Institute of AM & MA*
6. *International Society of Meeting Planner (1997), The Complete Book of International Meeting" Todd Publishing, Arizona.*
7. *Cotterrel, P (1992) "Exhibitions", Hodder and Staughton*
8. *Weirich, M.L. (1992) "meeting and Convention Management", Hodder and Staughten*
9. *Hoyle, L.H. (1995) "Managing Conventions, Hodder and Staughten*

Code of course and semester	TT-302/ Sem III
Name of course	ENTREPRENEURSHIP DEVELOPMENT (TT-302)
Objective of course	The purpose of this course is to acquire indepth knowledge about the <i>entrepreneurship development</i> and to become familiar with the techniques and approaches required for a successful entrepreneur.
Reference books	<ol style="list-style-type: none"> 1. IGNOU MTM-8 (2005, Reprint). Managing Entrepreneurship and Small Business in Tourism. 2. Mohanty, Sangram Keshari (2005). Fundamentals of entrepreneurship, New Delhi: Prentice Hall of India. 3. Sido-online. Portal of MSME, Government of India (www.smallindustryindia.com) 4. Scarborough, N.M. and Zimmerer, T.W. (1996), Effective Small Business Management, 5/e, New York: Prentice Hall, Inc.
Note: There will be three evenly paced internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching.	

ENTREPRENEURSHIP DEVELOPMENT (TT-302)

Unit 1

Tourism industry and business ideas; business strategy- understanding customers and analyzing competition;

Unit 2

Tourism marketing mix; tourism marketing planning; financial planning; planning for people and operations.

Unit 3

Form of organisation and legal considerations; networking and collaboration; good business practices;

Unit 4

Feasibility; Writing a business plan- marketing, financial, operations, people, etc. planning;

Unit 5

Setting up a tourism enterprise- steps, procedures, licenses, registration etc.

Suggested Readings:

1. Vasant Desai, *Entrepreneurship & Small Scale Industries*, Himalaya Pub
2. Vasant Desai, *Entrepreneurship Development*, Himalaya Pub
3. Feroze Banker, *Progressive Entrepreneur*, Kanishka Publications

4. Colin Coulson-Thomas, *The Knowledge Entrepreneur*
5. Gupta & Srinivasan, *Entrepreneurial Development*

Code of course and semester	T-303/ Sem- III
Name of course	SUSTAINABLE TOURISM MANAGEMENT(TT-303)
Objective of course	The purpose of this course is to acquire an in-depth knowledge about the <i>sustainable tourism management</i> and to become familiar with the techniques and approaches for <i>sustainable tourism management</i> .
Reference books	<ul style="list-style-type: none"> • <i>Tourism Planning: An Integrated and Sustainable Development Approach, Edward Inskeep</i> • <i>Tourism and Sustainability – New Tourism in Third World- Martin Mowforth, Lan Munt</i> • <i>Eco-Tourism a Sustainable Option, Erlet Cater and Crwen Lowman</i>
Note: There will be three evenly paced internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching.	

SUSTAINABLE TOURISM MANAGEMENT(TT-303)

Unit –I

Sustainable Development: back ground, concept and Definition. Dimensions of Sustainability; Social, Economic, Environmental- Stockholm Conference 1972- Brundtland Commission 1987- Rio Declaration 1992- WSSD 2002
Global Warming and Sustainable Development.

Unit – II

Sustainable Tourism: Meaning, Definition, Global Significance of Sustainable Tourism- Agenda – 21 for Travel and Tourism Industry- World Conference on Sustainable Tourism 1995 -Benefit and issues of Sustainable Tourism Development.

Unit – III

Sustainable Tourism Planning; Principles of STP-Basic concepts in Sustainable Design: Climate analysis, Locality analysis and Site analysis -Design for Environment, Socio economic conditions, Culture and Experimental values.

Unit – IV

Standardization and Certification for tourism sustainability; ISO 14000 – Role of WTTC, UN-WTO, PATA, UNEP, IUCN in sustainable tourism development-

Unit – V

Approaches in sustainable tourism: Ecotourism; Global initiative under Quebec City and Oslo conventions- Responsible Tourism; Concept and Global responses; Cape Town and Kerala Declaration-Community based and Pro poor tourism including STEP. Eco-friendly Practices and Energy waste Management.

References:

1. *Sustainable Tourism – A Marketing Perspective*, Victor T.C. Middleton and Rebecca Hawkins
2. *Sustainable Tourism*, Salah Wahab and John J. Pigram,
3. *Sustainable Development – Economic and Policy*, P.K. Rao

Code of course and semester	TT-304/ Sem III
Name of course	BUSINESS COMMUNICATION AND PERSONALITY DEVELOPMENT –II(TT-304)
Objective of course	The purpose of this course is to acquire an in depth knowledge about the business communication and personality development <i>and</i> to become familiar with the techniques and approaches for a successful communicator.
Reference books	<ol style="list-style-type: none">1. <i>Interpersonal Skills for Travel and Tourism</i> - Jon & Lisa Burton - Longman Group Ltd.2. <i>Business Communication</i> - Rayon and V. Lesikar, John D. Pettit, JR. - Richard D. Irwin, INC
Note: There will be three evenly paced internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching.	

BUSINESS COMMUNICATION AND PERSONALITY DEVELOPMENT –II(TT-304)

Unit – I

Image Building and Self Awareness

- *Developing Self Awareness*
- *Projecting a winning personality*
- *Understanding Business Etiquette*
- *Developing Self Awareness*

Unit – II

Assertive Communication Skills

- *Understanding the concept of assertiveness*

- *Assertiveness skills and techniques*
- *Assertive coping mechanisms and strategies*
- *Time management and Stress management*

Unit – III

Culture and Communication

- *Communication across cultures*
- *Customers from Overseas*
- *Customers at home*
- *The nature of the industry*

Unit – IV

Selling skills :

- *Developing selling skills and initiating sales conversation*
- *Questioning techniques, presenting the products*
- *Handling objections and closing the sale*
- *Social responsibility in Communication*

Unit – V

The Recruitment Process

- *Selling Yourself : Resume*
- *Group Discussion*
- *The Job Interview : Types*
- *Preparing for the Interview*

Suggested Readings:

3. *Communication in Tourism and Hospitality* - Lynn Vander Wagen, Hospitality Press Pty Ltd.
4. *Interpersonal Skills for Travel and Tourism* - Jon & Lisa Burton - Longman Group Ltd.
5. *Business Communication* - Rayon and V. Lesikar, John D. Pettit, JR. - Richard D. Irwin, INC

Code of course and semester	T-305/ Sem III
Name of course	TRANSPORT MANAGEMENT(TT-305)
Objective of course	The purpose of this course is to acquire an in-depth knowledge about the transport management and to become familiar with the techniques and approaches for successful management of tourist transport business.
Reference books	1. Travel Industry : Chunk Y. Gee 2. Transport for Tourism : Stephen Page 3. Tourism System : Mill, R.C. and Morrison
Note: There will be three evenly paced internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching.	

TRANSPORT MANAGEMENT(TT-305)

Unit - I

Evolution of tourist transport system - importance of transport in tourism. Marketing of passenger transportation.: patterns of demand for tourist transportation, characteristics of supply and marketing strategies. Transport mode selection methods.

Unit - II

International air transport regulations including freedoms of air. Functions ICAO, IATA, DGCA, AAI and Open Sky Policy in India. Indian aviation - case studies of Air India, Jet Airlines, Sahara airlines and Air Deccan. Legal environment for air taxi operations, air charters in India. Forces likely to affect the future of air transport industry.

Unit - III

Surface Transport System: Approved tourist transport operators, car hire companies including Rent-a-car and tour coach companies, Regional Transport Authority. Road transport documentation and insurance. Contract carriage, state carriage, all India permit, maxi cab, motor car etc.

Unit - IV

Rail transport system: Major Railway System of World (British Rail, Euro Rail, Japanese Rail and Amtrak Orient Express) and tourism, Tibetan Rail

Introduction to Indian Railways: Past, present, future. Types of rail tours available in India, Indrail pass, special schemes and packages available, major tourist trains (Palace on Wheels, Royal Orient, Fairy Queen, Deccan Odyssey and toy trains). GSA's abroad, facilities offered like rail yatri nivas, tourist police and railway tourist guides (Kiosks and ORIS), IRCTC

Unit - V

Water Transport System – An overview. Cruise ships, ferries, hovercraft and boats. Terms used in water transport, operational and marketing strategies of Star Cruise, Ocean Odyssey, Queens Mary – 2. Major water based leisure practices and their future in India.

Suggested Readings:

1. *Travel Industry* : *Chunk Y. Gee*
2. *Transport for Tourism* : *Stephen Page*
3. *Tourism System* : *Mill, R.C. and Morrison*
4. *Successful Tourism Management* : *P.N. Seth*
5. *Ministry of Tourism/Railways/Civil Aviation* : *Annual Report*
6. *Motor Vehicle Act*

ELECTIVES

Code of course and semester	T-306/ Sem III
Name of course	AIR FARES CALCULATIONS(TT-306)
Objective of course	The purpose of this course is to acquire an in-depth knowledge about the air fares calculations and to acquire fundamental techniques and approaches for air fares calculations.
Reference books	1. Airport Business - R. Doganis 2. All you wanted to know about airlines functions - K. Sikdar
Note: There will be three evenly paced internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching.	

Air Fares and Ticketing

AIR FARES CALCULATIONS(TT-306)

Unit – I

- *Higher Intermediates Point (HIP)*
- *Circle Trip Minimum Check (CTM)*
- *Backhaul minimum Check (BHC)*

Unit – II

- *Add-ons*
- *General Limitations on Indirect Travel*

Unit – III

- *Mixed Class Journeys*
- *Basics of Round the World Fares (RTW)*
- *Basics of Directional Minimum Check*

Unit – IV

- *Special Fares, Promotional Fares, Discounted Fares.*

Unit – V

- *Practices of Passenger Ticket (issuance of ticket with itineraries) One Way (OW) and Return (RT) on EMA, EMS, HIP, CTM, BHC, Add-ons, mixed class*

Suggested Readings:

1. OAG
2. Air Tariff Book
3. Worldwide Rules
4. IATA Ticketing Hand Book

Code of course and semester	TT-307/ Sem- III
Name of course	COMPUTER BASED RESERVATION SYSTEMS(TT-307)
Objective of course	The purpose of this course is to acquire practical knowledge and skill about computer based reservation systems and to become familiar with the techniques of CRS.
Reference books	Marketing Tourism Destinations – Ernie Health & Geoffrey Wall, John Wiley & Sons. Inc. Marketing for Hospitality and Tourism – Philip Kotler, Jon Bower. Tourism Marketing – Lumsdon Marketing for Tourism – J. Christopheo Holloway & Chris Robinson.
Note: There will be three evenly paced internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching.	

COMPUTER BASED RESERVATION SYSTEMS(TT-307)

Unit – I

- *Travel Agency Automation: Introduction, The process of automation, Comprehensive travels agency automation, Airline reservation system, CRS.*
- *Comparative Study of Different CRSs Systems.*

Unit – II

- *Types of Foreign Exchange Markets & Transactions, Quoting Foreign Exchange Rates, Spread Official and Free Market Rates, Cross Rates, Forward Rates, Quoting Forward Rates, RBI, FEMA guidelines. Types of fare exchange dealer, authorized dealer, full fledged money changer, authorization money changer.*
- *Miscellaneous charges order (MCO).*
- *Pre-paid Ticket Advice (PTA).*

Unit – III

- *CRS Functions*
- *City Pair Availability, Flight Booking, Last seat availability, Levels of CRSs participation, Shared Travel Agent Access, Airline Tickets, CRS Regulating Issues*

Unit – IV

- *PNR, Fare Quotes, Pre-assigned Seats, Special Travellers Account Records, Queues.*

Unit – V

- *Ticket and document issuance, auxiliary services, reference information, car booking, hotel booking.*

Suggested Readings:

1. *OAG*
2. *Air Tariff Book*
3. *Worldwide Rules*
4. *IATA Ticketing Hand Book*
5. *Airport Business - R. Doganis*
6. *All you wanted to know about airlines functions - K. Sikdar*
7. *Trading in Currency Options – Sutton W.H.*
8. *Exchange Risk and Corporate International Finance – Aliber R.Z.*

Code of course and semester	TT-308/ Sem- III
Name of course	DANGEROUS GOODS AND LIVE ANIMAL REGULATIONS(TT-308)
Objective of course	The purpose of this course is to acquire practical knowledge about the dangerous goods and live animal regulations and to become familiar with the techniques and tools for DGR and LAR.
Reference books	<ul style="list-style-type: none"> • Dangerous goods regulations – Manual (IATA) • Live Animal Regulations – Manual (IATA)
Note: There will be three evenly paced internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching.	

Air Cargo Operations and Management

DANGEROUS GOODS AND LIVE ANIMAL REGULATIONS(TT-308)

UNIT – I

Dangerous good - Introduction, classification & packaging.

UNIT - II

Dangerous goods, labelling, marking and handling and documentation.

UNIT – III

Valuation charge, disbursement fee, collect charge.

UNIT – IV

Live animal regulations and documentations.

UNIT – V

Definition & scope and functions of CHA, freight forwarders, IATA agents, consolidations, break bulk agents.

Suggested Reference :

1. *Dangerous goods regulations – Manual (IATA)*
2. *Live Animal Regulations – Manual (IATA)*

Code of course and semester	TT-309/ Sem- III
Name of course	EXPORT IMPORT POLICY AND DOCUMENTATION(TT-309)
Objective of course	The purpose of this course is to acquire an in depth knowledge about the export import policy and documentation(TT-309) and to become familiar with the rules and regulations.
Reference books	<ul style="list-style-type: none"> • Foreign Trade Policy 2008, India • Ministry of Central Excise & Customs, Govt. of India
Note: There will be three evenly paced internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching.	

EXPORT IMPORT POLICY AND DOCUMENTATION(TT-309)

UNIT – I

Basic Determinants of Exports and Imports Export import documents, shipping bill, landing bill, *Labeling*

UNIT - II

Customs Act 1962 & duty drawback scheme. *Export Procedure, How To Export, Preliminaries for Starting Export, Register with Export Promotion Council*

UNIT – III

Export Import policy in the new era of free trade regime, *Procedure, Export Incentive Scheme.*

UNIT – IV

Cargo insurance and clauses, *Understanding Foreign Exchange Rates & Protection against Their Adverse Movement*

UNIT – V

General Introduction to sea freight
Shippers liabilities & responsibilities.

Logistic Management – Concepts and Scope
Future trends

Suggested Readings:

1. *Foreign Trade Policy 2008, India*
2. *Ministry of Central Excise & Customs, Govt. of India*

Code of course and semester	TT-310/ Sem III
Name of course	ITINERARY PLANNING AND COSTING(TT-310)
Objective of course	The purpose of this course is to acquire practical knowledge and skill about the Destination Marketing and to become familiar with the techniques and approaches for successful destinations visit .
Reference books	<ol style="list-style-type: none">1. <i>Travel Agency & Tour Operations, Foster D</i>2. <i>Conducting Tours, Dellers</i>3. <i>Travel Agency and Tour Operation, J M Negi</i>4. <i>Marketing for Tourism – J. Christopheo Holloway & Chris Robinson.</i>
Note: There will be three evenly paced internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching.	

Tour Operation **ITINERARY PLANNING AND COSTING(TT-310)**

Unit-I

- ❖ *Itinerary Preparation: Concept, Typology, Duration, GIT, FIT*
- ❖ *Do's and don'ts of itinerary preparation-Limitations and Constraints*

Unit-II

- ❖ *Custom made itinerary and Ready made itinerary, Factors to be considered while preparing an itinerary - Seasonal itinerary-Product based itinerary-All inclusive itinerary.*

Unit-III

- ❖ *Tour Packaging-Definition-Types-Forms and Components of Package Tour.*
- ❖ *Advantages and Disadvantages of Package Tour.*
- ❖ *Liaisoning and Negotiation of Package Tour.*
- ❖ *Promotion of Tour Operation: Mix and Media, Types of media, Selection criteria.*

Unit-IV

- ❖ *Product Oriented Package tour: Health tourism, Yoga, Meditation and Nature Cure –Beach holidays-Rail journey (Tourist Trains) in India-Pilgrim Tours.*
- ❖ *Adventure Package: Soft and Hard adventure -Concepts and guidelines: Desert safaris, Mountaineering, Skiing, White Water Rafting, and Scuba Diving, Golf tours, Theme tours and Cruise.*
- ❖ *Special Interest Tours: MICE Tours- Eco and Wildlife tours- Ethnic tours and Architectural tours - Farm tours-Fairs and Festivals- Rural/Village tour.*

Unit-V

- ❖ *Costing a Tour: Components, Considerations- Types of Costs-Cost sheet, FIT Costing and Group Costing.*
- ❖ *Differential Tariff Plan-Accommodation Cost-Transportation Cost-Meals Plan etc.*
- ❖ *Pricing Strategies and Distribution Mechanism*

Suggested Readings

1. *Travel Agency & Tour Operations, Foster D*
2. *Conducting Tours, Dellers*
3. *Travel Agency and Tour Operation, J M Negi*
4. *Travel Agency Management, M.N. Chand*
5. *Tour Operations and Tour Guiding, J.N. Negi*

Code of course and semester	TT-311/ Sem III
Name of course	TOUR GUIDING AND INTERPRETATION(TT-311)
Objective of course	The purpose of this course is to acquire an in-depth knowledge about the profession of tour guiding and interpretation and to become familiar with the techniques and approaches for successful presentations of the destinations to the tourists.
Reference books	<ol style="list-style-type: none"> 1. <i>Travel Agency Management, M.N. Chand</i> 2. <i>Tour Operations and Tour Guiding, J.N. Negi</i> 3. <i>What time is this place, David Hetchenberg.</i> 4. <i>Marketing Tourism Destinations – Ernie Health & Geoffrey Wall, John Wiley & Sons. Inc.</i>
Note: There will be three evenly paced internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching.	

TOUR GUIDING AND INTERPRETATION(TT-311)

Unit- I

- ❖ *Tour Guiding: Concept-History-Dimensions and Present Status.*
- ❖ *Role and Responsibilities of Tour Guide- Tour Guides Code of Conduct.*
- ❖ *Personal hygiene and grooming checklist for tour guides.*
- ❖ *Principles of Tour Guide-How to develop tour guiding skills.*

Unit- II

- ❖ *Communication for tour guiding-Language –Posture and Presentation.*
- ❖ *Roadblocks in Communication-Speaking faults-Body language for speaking.*
- ❖ *Tour commentary-Composition and Contains-Microphone Technique-Sense of Humor-How to deals with awkward questions Timing and Indications-Apology and Pausing.*
- ❖ *Linking commentary with what to be seen.*

Unit- III

- ❖ *Visitor interpretation: Concept-Principles and Types.*
- ❖ *How to develop good interpretation skill-Popular understanding of a place.*
- ❖ *Principles of good interpretive practice.*
- ❖ *Re constructive and Recreative Interpretation-Personal Stereo type.*

Unit- IV

- ❖ *Nature interpretation-Concept-Perspective-Approach-Principles of Nature interpretation.*
- ❖ *Intrinsic quality of a Resource Hierarchy of interpretation.*
- ❖ *Heritage interpretation.*

Unit- V

- ❖ *Dealing with Emergencies- Accidents, Law and Order, Theft, Loss of documents.*
- ❖ *First Aid: Importance-General Procedures-Evaluation of Situation.*
- ❖ *First aid Procedure-Artificial ventilation-Bleeding Control-Treating Wounds.*
- ❖ *Principles of bandaging- Treating Burns-Treating Snake Bite-Dealing with Fractures.*
- ❖ *Complaint Handling.*

Suggested Readings

1. *Travel Agency & Tour Operations, Foster D*
2. *Conducting Tours, Dellers*
3. *Travel Agency and Tour Operat TT-311ion, J M Negi*
4. *Travel Agency Management, M.N. Chand*
5. *Tour Operations and Tour Guiding, J.N. Negi*
6. *What time is this place, David Hetchenberg.*

Code of course and semester	TT-312/ Sem III
Name of course	RELATIONSHIP MARKETING(TT-312)
Objective of course	<i>The purpose of this course is to acquire an in-depth knowledge about the relationship marketing and to become familiar with the techniques and approaches of relationship marketing for successful marketing of the destinations of tourist interests.</i>
Reference books	<ol style="list-style-type: none"> 1. <i>Handbook of relationship marketing, Jagdish Seth and Atul Pyarvatiyar.</i> 2. <i>Marketing Management – A Relationship Marketing Perspective: Cranfield School of Management.</i> 3. <i>Marketing for Tourism – J. Christopher Holloway & Chris Robinson.</i>
<p>Note: There will be three evenly paced internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching.</p>	

Marketing (Elective)

RELATIONSHIP MARKETING(TT-312)

Unit – I

Conceptual and theoretical foundations of relationship marketing. Relationship Marketing-Alternative perspective. Role of Relationship marketing in tourism business.

Unit - II

Relationship Marketing in consumer markets; antecedents and consequences. Model of buyer-seller relationship. The customer relationship audit. New Product development in relationship management perspective.

Unit - III

Relationship Marketing and distribution channels. Strategic alliances and business alliances formation. Partnering for relationship marketing. Relationship in mass markets. Benefit evaluation and relationship pricing.

Unit – IV

Relationship building and brand management. Organising for relationship marketing. Information technology and its role building, maintaining and enhancing relationship managing key accounts.

Unit – V

Role of communication in building relationship. Developing a marketing communication programme. Customer profitability analysis and design issues. Tapping the power of marketing through relationship marketing.

Suggested Readings:

1. *Handbook of relationship marketing, Jagdish Seth and Atul Pyarvatiyar.*
2. *Marketing Management – A Relationship Marketing Perspective: Cranfield School of Management.*
3. *Marketing Tourism Destinations – Ernie Health & Geoffrey Wall, John Wiley & Sons. Inc.*
4. *Marketing for Hospitality and Tourism – Philip Kotler, Jon Bower.*
5. *Tourism Marketing – Lumsdon*

Code of course and semester	(TT-313)/ Sem III
Name of course	SALES AND DISTRIBUTION MANAGEMENT(TT-313)
Objective of course	The purpose of this course is to acquire an indepth knowledge about the <i>sales and distribution management(tt-313)</i> and to become familiar with the techniques and approaches of <i>sales and distribution management</i> for successful marketing of the tourist products.
Reference books	<ol style="list-style-type: none"> 1. Dalrymple, D J. <i>Sales Management: Concepts and Cases</i>. New York, John Wiley, 1989. 2. Johnson, E M etc. <i>Sales Management: Concepts, Practices and Cases</i>. New York, McGraw Hill, 1986 3. Stanton, William J etc. <i>Management of a Sales Force</i>, Chicago, Irwin, 1995 4. Still, R R, <i>Sales Management</i>, Englewood Cliffs, New Jersey, Prentice Hall Inc., 1988 5. Panda Tapan K and Sahadev Sunil, <i>Sales and Distribution Management</i>, Oxford University Press, 2005.
Note: There will be three evenly paced internal examinations as part of continuous evaluation. Each test would be after 10-13 hours of teaching.	

Marketing (Elective)

SALES AND DISTRIBUTION MANAGEMENT(TT-313)

Unit – I

Evolution of Sales Management, Types of Personal Selling, Nature and Scope of Sales Managements; Setting and Formulating Personal Selling Objectives; Selling Skills and Selling Strategies, The selling process.

Unit – II

Recruiting and Selecting Sales Personnel; Developing and Conducting Sales Training Programmes; Designing and Administering Compensation Plans, Supervision of Salesmen;

Unit – III

Sales Force Motivation; Sales Meetings and Sales Contests; Designing Territories and Allocating Sales Efforts; Objectives and Quotas for Sales Personnel; Evaluation of Sales Force; Performance Appraisal Process.

Unit – IV

Overview of Marketing Channels, their Structure, Functions and Relationships, Designing Customer Oriented Marketing Channels, Logistics Planning, Inventory Management, Organizational Patterns in Marketing Channels, Managing Marketing Channels and Channel Member Behaviour;

Unit – V

Information System and Channel Management; Assessing Performance of Marketing Channels; International Channels of Distribution.

Suggested Readings

6. *Anderson, R, Professional Sales Management : Englewood Cliffs, New Jersey, Prentice Hall Inc. 1992.*
7. *Anderson, R, Professional Personal Selling. Englewood Cliffs, New Jersey, Prentice Hall Inc 1991.*
8. *Buskirk R.H. and Stanton. W.J. Management of Sales Force, Homewood Illinois, Richard D. Irwin 1983.*