

**DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY****CIRCULAR /SU/MTTM/NEP/PG/13/2023**

It is hereby inform to all concerned that, on the recommendation of the Dean, Faculty of Commerce & Management; **“Credit Distribution Syllabus for Two Years/One Year Course with curriculum of Master in Tourism and Travel Management (MTTM) and Ph.D. Programme with One Exit Option”** as per New Education Policy-2020. under the Faculty of Commerce & Management in his emergency powers under Section-12(7) of the Maharashtra Public Universities Act, 2016 on behalf of the Academic Council.

**This is effective from the Academic Year 2023-24 and Onwards as per appended herewith.**

All concerned are requested to note the contents of this circular and bring notice to the students, teachers and staff for their information and necessary action.

University Campus,  
Aurangabad-431 004.

REF.NO. SU/MTTM/2023-24/5835-45

Date:- 25-07-2023.

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*Deputy Registrar,  
Academic Section  
Syllabus unit.*

**Copy forwarded with compliments to :-**

- 1] **The Head, Dept. of Tourism Administration ,  
Dr. Babasaheb Ambedkar Marathwada University.**
- 2] **The Director, University Network & Information Centre, UNIC, with a  
request to upload this Circular on University Website.**

**Copy to :-**

- 1] The Director, Board of Examination & Evaluation,
- 2] **The Section Officer, [ B.Com. Unit ] Examination Branch,**
- 3] The Section officer, [Eligibility Unit],
- 4] **The Programmer [Computer Unit-1] Examinations,**
- 5] **The Programmer [Computer Unit-2] Examinations,**
- 6] The In-charge, [E-Suvidha Kendra], Rajarshi Shahu Maharaj Pariksha Bhavan, Dr. Babasaheb Ambekar Marathwada University.
- 7] The Public Relation Officer,
- 8] The Record Keeper.

**DR. BABASAHEB AMBEDKAR  
MARATHWADA UNIVERSITY,  
AURANGABAD.**



**Curriculum of**  
**CREDIT DISTRIBUTION SYLLABUS FOR**  
**TWO YEAR/ONE YEAR PG AS PER NEP**  
**MASTER IN TOURISUM AND TRAVEL MANAGEMENT**  
**MTTM AND PH.D. PROGRAM**  
**I TO IV SEMESTER**  
**APPLICABLE FOR UNIVERSITY DEPARTMENT**  
**under NEP 2020**

*[ Effective from the Academic Year 2023-24 & onwards ]*



**DR. BABASAHEB AMBEDKAR  
MARATHWADA UNIVERSITY,  
AURANGABAD.**

**SYLLABUS**

**MASTER OF TOURISM AND TRAVEL MANAGEMENT**

**( Revised as per NEP)**

**(EFFECTIVE FROM 2023 - 2024 )**

  
28/6/23



## Department of Tourism Administration

### Mission of the Department:

- The Department is devoted to the pursuit of higher knowledge in tourism and its dissemination to a diverse audience.
- As the goal of the university is excellence and social commitment, the department aims for global recognition with Community based development
- To work in coordination with the government tourism departments, corporations and the industry and is well known in the country for the quality of Research;
- To establish international collaboration and exchange with the foreign universities (*Already faculty from Chile, Brazil, Portugal, China, Japan, France, Turkey, Malaysia, and Thailand. Students and researchers from developed countries like United Kingdom, Japan and Korea are pursuing their research in the department. )*

### Vision of the Department:

- The department is committed to develop the required skilled manpower and special efforts are taken to train the students from the tourist destinations specially focused on preparing the manpower for Teaching and Research. (*Alumni of the department are working as tourism academicians in various universities and Institutes in India, right from Kashmir to Andaman Islands and in foreign countries like Bhutan, Kenya, and Dubai.*)
- The Department is committed to achieve the United Nations Millennium Development Goals which are incorporated in the course Contents and Research areas. (*Tourism has a significant role in the achievement of United Nations Millennium Development Goals MDGs 1 - eradication of poverty, MDG 3 - gender equality, MDG 7- environmental sustainability and MDG 8 - global partnerships for development.*)
- In the coming 10 years, the department has strategically planned to develop and provide the trained manpower, in tune with the objectives of National Skill Development Council and Digital India Campaign, the upcoming mega projects in the region- Delhi Mumbai Industrial Corridor (DMIC), Smart city at Shendra Bidkin, Smart city of Aurangabad, Aurangabad Industrial City (AURIC) and the future projections of the United Nations World Tourism Organisation.



## **Masters of Tourism and Travel Management**

### **1. PROGRAM OUTCOMES**

The objectives of the Masters of Tourism and Travel Management program are to produce Post Graduates who:

1. Have strong foundation in Tourism Management, Tour Operations, Aviation and Hotel Industry with an ability to solve important problems in modern technological society as valuable stakeholders like Government Officers, Managers of Travel Agencies, Tour operation, Hospitality & Aviation Companies
2. Have broad based background to practice Tourism in the areas of Tourism Administration, Tourism Planning, Sustainable Tourism in Industry and Government settings meeting the growing expectations of Stakeholders
3. Have an ability to peruse higher studies an succeed in academic and research and consultancy careers in Tourism Global
4. Have the ability to function and communicate effectively, both individually and within tourism stakeholders using modern tools.
5. Recognize need for and possess the ability to the ability to engage in life-long learning in upcoming Niche markets of Tourism Globally
6. Will be sensitive to the consequences of their work, both ethically and professionally, for productive professional careers. Focusing on the positive sustainable development i.e. socio-economic, environmental and cultural impact of the locals in and around the Tourism destinations where they work.

### **2. PROGRAM SPECIFIC OUTCOMES**

At the end of the programme, the students are expected to have.

1. An ability to apply tourism product knowledge destination & sites for Sustainable Tourism Administration & Management in the Government & Private Sectors.
2. An ability to identity, formulate research literature and analyse complex, Tourism problems reaching substituted conclusions using first principles of Tourism Administration and Management
3. Conduct Investigation of Complex Problems : An ability , to use research based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide Tourism Solutions
4. An ability, to select & use the techniques, skills and modern tools necessary for Tourism practice
5. Broad understanding of ethical and professional practices of Tourism in the context of global, economic, environmental and socio cultural realities as well as other contemporary issues.
6. Environment and sustainability : Broad understanding of the impacts of Tourism in a global, economic, environmental and social context for Sustainable Tourism Development
7. Ability to develop, practical solutions for Tourism related problems under professional and ethical constraints.
8. An ability to functions effectively within multidisciplinary teams
9. A fundamental capability in oral and written communication for Tourism.
10. An ability is recognize the need for and have the ability to engage in, perpetual learning in Niche Tourism.

**MASTER OF TOURISM AND TRAVEL MANAGEMENT**

# **SEMESTER - I**

## MTTM – FIRST YEAR

### SEMESTER – I

| Module Code |            | Subject Title of Core Module              | No. of Credits |
|-------------|------------|-------------------------------------------|----------------|
|             | Major 1    | Tourism Principles Policies and Practices | 4              |
|             | Major 2    | Tourist Products of India                 | 4              |
|             | Major 3    | Travel Agency & Tour Operations           | 4              |
|             | Activity 1 | Visits/ other activities                  | 2              |
|             | Research   | Research Methodology in Tourism           | 4              |
|             |            | Subject Title of Electives (Any One)      |                |
|             | Elective 1 | Soft Skills and Communication for Tourism | 4              |
|             | Elective 2 | Niche Tourism                             | 4              |
|             | Elective 3 | Basket from other Faculty / Subject       | 4              |
|             |            | Total Credit Semester I                   | 22             |

### SEMESTER – II

| Module Code |            | Subject Title of Core Module                   | No. of Credits |
|-------------|------------|------------------------------------------------|----------------|
|             | Major 4    | Global Tourism Destinations                    | 4              |
|             | Major 5    | Hospitality Management                         | 4              |
|             | Major 6    | Planning & Management of International Tourism | 4              |
|             | Activity 2 | Visits/ other activities                       | 2              |
|             | OJT        | Internship / On Job Training / Field Project   | 4              |
|             |            | Subject Title of Electives (Any One)           |                |
|             | Elective 1 | Human Resource Management in Tourism           | 4              |
|             | Elective 2 | Financial Management in Tourism                | 4              |
|             | Elective 3 | Basket from other Faculty / Subject            | 4              |
|             |            | Total Credit Semester II                       | 22             |

## MTTM – SECOND YEAR

### SEMESTER - III

| Module Code |            | Subject Title of Core Module         | No. of Credits |
|-------------|------------|--------------------------------------|----------------|
|             | Major 7    | Aviation Management                  | 4              |
|             | Major 8    | Tourism Impact Analysis              | 4              |
|             | Major 9    | Tourism Marketing                    | 4              |
|             | Activity 2 | Visits/ other activities             | 2              |
|             | Research   | Research Project 1                   | 4              |
|             |            | Subject Title of Electives (Any One) |                |
|             | Elective 1 | Entrepreneurship in Tourism          | 4              |
|             | Elective 2 | Study Tour                           | 4              |
|             | Elective 3 | Basket from other Faculty / Subject  | 4              |
|             |            | Total Credit Semester II             | 22             |



# **SEMESTER - IV**

| Module Code |            | Subject Title of Core Module                 | No. of Credits |
|-------------|------------|----------------------------------------------|----------------|
|             | Major 10   | Tourism Economics                            | 4              |
|             | Major 11   | Tourism Related Laws in India                | 4              |
|             | Major 12   | Tourism Destination Planning and Development | 4              |
|             | Research   | Research Project 2                           | 6              |
|             |            | <b>Subject Title of Electives (Any One)</b>  |                |
|             | Elective 1 | M.I.C.E                                      | 4              |
|             | Elective 2 | e-Tourism                                    | 4              |
|             | Elective 3 | Basket from other Faculty / Subject          | 4              |
|             |            |                                              |                |
|             |            | <b>Total Credit Semester II</b>              | <b>22</b>      |

## Major 1 : TOURISM PRINCIPLES POLICIES AND PRACTICES

No. of Credits : 04

Contact Hours/ Week: 04

Assignments: 20 Marks

Semester Exam: 80 Marks

### Pre Requisite:

Regular attendance and Active Participation during the course of the semester, Book and Literature surveys, Long Essays, Seminar Presentations, Group discussions, site visit etc.

Students are advised to refer to the Reference Books/ Research reports / article / Study material and online links given below.

### Course outcome

At the end of the course, the students should be able to:

1. Familiarize to the discipline of Tourism and its concepts
2. Realize the potential of Tourism Industry in India
3. Analyze the Tourism demand and supply
4. Analyze the social, cultural, environmental, and economic impacts of Tourism
5. Explain the role of International Tourism Organizations in promoting Tourism
6. Differentiate between inbound and outbound Tourism

## THEMES AND TOPICS

### Unit I:

**Tourism: Concepts :** Definitions and Historical development of tourism. Distinction between Tourist-Traveler-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.

### Unit IV:

**Tourism Impacts: Impacts:** Positive and Negative Impacts of Tourism; Socio Cultural, Economic, Environmental and Political

### Unit V:

**Status of Tourism in India The Tourism Industry :** Nature and characteristics, components of Tourism Industry. Attractions, Transport, Accommodation, Shopping, Entertainment, Hospitality, Airlines, Travel agencies, Tourism declared as an Industry in India, consequences of Industry status.

### Unit V:

International Tourism Institutions and organizations, and their role in promoting international movement-UNWTO , WTTC, TAAI, IATO, IATA, ITC.

### Reference Books/ Research reports / article / Study material :

1. Mill and Morrison – The Tourism system an Introductory Text (1992) Prentice Hall
2. Cooper, Fletcher, Tourism, Principles and practices (1993) Pitman
3. Burkart and Medlik Tourism, Past, Present and Future (1981) Heinemann, ELBS.
4. Rowe, Smith, Borein, Career Award in Travel and Tourism: Standard Level (2002), Cambridge.
5. Swain and Mishra, Tourism Principles and practices. Oxford Publication.
6. Prannath Seth, Successful Tourism Management
7. R Ragde , What tourism is all about
8. M. Sawant, Socio economic Impacts of tourism development in Aurangabad District.
9. India Tourism Handbooks and Brochures
10. UNWTO, Handbooks relevant to the syllabus (e.g. handbook on Food tourism, City tourism etc.)

### Online Reference Links :

1. <http://www2.unwto.org/en>
2. [www.wtcc.org](http://www.wtcc.org)
3. [www.travelagentsofindia.com](http://www.travelagentsofindia.com)
4. [www.iato.in](http://www.iato.in)
5. [www.iata.org](http://www.iata.org)
6. <http://indiantourismcongress.org/>



## Major 2 : TOURISM PRODUCTS OF INDIA

No. of Credits : 04

Contact Hours/ Week: 04

Assignments: 20 Marks

Semester Exam: 80 Marks

Pre Requisite : As per Module -TOU401

### Course outcome

At the end of the course, the students should be able to:

1. Explain the Hindu, Buddhist and Islamic architecture
2. Explain and guide the tourists at important pilgrimage sites of India
3. Explain and guide the tourists at important wildlife sanctuaries, national parks and hill stations in India
4. Explain and guide the tourists at important museums, art galleries and libraries
5. Explain the tourists about India's culture related to dance and music along with fairs and festivals in India

## THEMES AND TOPICS

### 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. Selected case studies of World Heritage Sites in India

### Unit III :

**Pilgrimage Destinations:** **Hindu-** Charo Dham Yatra, Jyotirlinga Yatra, Devi Yatra Vindhyachal (U.P.) Kamakhya (Assam), Vaishnavadevi, Kashi, Prayag, Gaya, Ayodhya, Mathura–Vrindavana, Allahabad, Ujjain, Hardwar, Nasik, Gangasagar. **Buddhist:** Lumbini, Bodhgaya, Sarnath, Kushinagar, Sharavasti, Sankisa, Vaishali, Rajgriha, Kapilvastu, Nalanda, Sanchi, Ajanta. **Jain:** Kashi, Pavapuri, Shatrunjaya, Girnar, Mt. Abu, Sharavanbelgola, Palitana **Muslim:** Ajmer Sharif, Nizamuddin (Delhi), Fatehpur Sikri, and some important Mazars. **Sikh:** Patna, Nanded, Guru-ka-Tal (Agra), Amritsar.

### Unit IV:

**Natural Resources:** Wildlife Sanctuaries, National Parks and Natural Reserves in India (Jim Corbett Tiger Reserve, Bharatpur Bird Sanctuary, Valley of Flowers, Kanha, Kaziranga, Sasan Gir, Dachigam, Ranthambhore and Keoladeo Ghana) **Hill Stations:** Study of Hill Station attractions and their environs with case studies of Mussoorie, Nainital, Munnar and Ooty. **Beaches and Islands:** Beaches in Goa, Kerala, Orissa. Andman Nicobar & Lakshadvip islands.

### Unit V:

Important Museum, Art Galleries and Libraries. **Performing art of India:** Classical dances, folk dances and folk culture. **Fairs and Festivals** : Social, religious and commercial fairs of touristic significance.

### Unit VI:

Handicrafts and textiles : important handicraft objects and centres, craft melas, souvenir industry. Indian cuisine (gastronomy) , regional variations.

### Reference Books/ Research reports / article / Study material :

1. Basham A. L. : The Wonder that Was India.
2. Percy Brown : Indian Architecture
3. Husaini S. A. : The National Culture of India, National Book Trust, New Delhi
4. Gupta M. L. and Sharma D. D. : Indian Society and Culture
5. Gupta, SP, Lal, K, Bhattacharya, M. Cultural Tourism in India (DK Print 2002)
6. R Ragde, Dr Babasaheb Ambedkar : Culture, Heritage and Tourism
7. R Ragde, Potential of Fort tourism in Maharashtra: A comparison with Rajasthan
8. Sawant M., Organization and Management of Ecotourism and Cultural Monuments in Maharashtra
9. Cultural Contours of Culture and Archeology: Vol. VIII and X
10. India Tourism Handbooks and Brochures



**Online Reference Link:**

1. [www.tourism.gov.in](http://www.tourism.gov.in)
2. <http://asi.nic.in/>
3. <http://incredibleindia.org/>
4. <http://whc.unesco.org/en/list/>
5. <http://www.intach.org/>
6. <http://www.icomos.org/en/>
7. Official websites of State DMOs

### Major 3 : TRAVEL AGENCY AND TOUR OPERATIONS

No. of Credits: 04

Contact Hours / Week: 04

Pre Requisite: As per Module -TOU401

Assignments: 20 Marks

Semester Exam: 80 Marks

#### Course outcome

At the end of the course the students should be able to

1. Explain Travel Agency and Tour operators origin, growth and it's types in India.
2. Explain setting up travel Agency and its Operations.
3. Explain inbound and outbound operations and required man power and complaint handling.
4. Explain Publicity and promotion activities and travel Trends.
5. Explain distribution process and chain in tour operations.

#### THEMES AND TOPICS

##### Unit I :

Definition of Travel Agency and Tour Operations, differentiation, interrelationship. Origin and growth of travel agencies. An overview of the travel agents and Tour Operator in India. Types of tour operators.

##### Unit II :

How to set up Travel agency, Tour operation Company in India

##### Unit III :

**Management of In-house operations:** Product knowledge, linkages, itinerary preparation, costing a tour package : FIT and GIT tariffs, confidential tariffs, voucher-Hotel and Airline Exchange Order, Pax Docket, Status Report, Daily Sales Record, AGT Statements. Briefing, planning and scheduling, pick up and transfers and feedback assessment.

##### Unit IV :

**Managing field operations:** Inbound and outbound. Developing linkages with principle suppliers. Managing recruitment and trained manpower. Inbound Tour Operations, outbound tour operations and its marketing. Guides and escorts: types, role and responsibilities. Communication and interpretation skills. Dealing with emergencies and complaint handling.

##### Unit V :

**Publicity and promotion:** Issues related to sales, promotional issues , marketing communication, public relations. Present business trends and future prospects-problems and issues.

##### Unit IV :

**Managing Distribution:** Role of distribution in Exchange process, selling in tourism through distribution chains. Logistics in tour operations. Managing distribution system in Tour Operations.

#### Reference Books/ Research reports / article / Study material :

1. Chunk, James, Dexter & Boberg, Professional Travel Agency Management
2. D.L. Foster , The Business of Travel Agency Operations and Management
3. Mohinder Chand, Travel Agency Management-An Introductory Text, Anmol Publication
4. Chand M. and Kamra K., Basics of Tourism: Theory, Operation and Practice
5. Bhatia A, Business of Travel agency and Tourism operation
6. N Chaudhary, Handbook for Tour Guides
7. Pender L. and Sharpley R., The management of Tourism
8. IATA, Travel agent application guide, India
9. IATA, Travel agent Handbook
10. R Ragde, Travel agency and tour operation

#### Online Reference Link:

1. [www.tourism.gov.in](http://www.tourism.gov.in)
2. [www.adtoi.in](http://www.adtoi.in)
3. [www.Travelbizmonitor.com](http://www.Travelbizmonitor.com)
7. [www.Travtalkindia.com](http://www.Travtalkindia.com)
8. <http://www2.unwto.org/en>
9. [www.wttc.org](http://www.wttc.org)
10. [www.travelagentsofindia.com](http://www.travelagentsofindia.com)
11. [www.iato.in](http://www.iato.in)
12. [www.iata.org](http://www.iata.org)

**Activity 1**

**No. of Credits: 04**

**Contact Hours / Week: 04**

**Pre Requisite: As per Module -TOU401**

**Assignments: 20 Marks**

**Semester Exam: 80 Marks**

**Course outcome**

At the end of the course the students should be able to

Visit to



## Research 1 : RESEARCH METHODOLOGY IN TOURISM

No. of Credits: 04

Contact Hours / Week: 04

Pre Requisite: As per Module -TOU401

Assignments: 20 Mark

Semester Exam: 80 Marks

### Course Outcomes

At the end of the course, the students should be able to:

1. Explain the major areas of research in tourism.
2. Explain the qualitative and quantitative research methods, focusing on hypothesis and or a research question, and the criteria for evaluating both methods.
3. Students will be able to design and conduct an in-depth interview study, a focus group study, a qualitative content analysis study, a qualitative case study, and a mixed-method study.
4. Students will be able to code and interpret qualitative and quantitative data. (This may include the use software.)
5. Explain the various research outcomes by doing report writing or presentations.

### THEMES AND TOPICS

#### Unit I :

**Introduction:** Meaning, objectives and significance of research, types of research, research process. **Social science Research:** Meaning, scope and objectivity of social science Research, Ethics in social science research. **Tourism research:** Major Areas for research in Travel and Tourism, Challenges and status of Tourism research in India.

#### Unit II :

**Research Design:** Meaning, need and important features, & steps. Types of research design, selection and formulation of research problem. **Hypothesis:** Nature & role in social sciences. **Measurement and scaling techniques:** Measurement in research, measurement scales, tests of sound measurement, techniques of developing measurement tools, scaling, meaning, classification, and its techniques.

#### Unit III :

**Sampling design:** Census is sample survey, sampling Techniques or methods, sample design and choice of sampling techniques, sample size, , sampling & non-sampling errors., **Data collection:** Sources of data required, methods of collecting primary data, observation, interviews method, the questionnaire, mail survey, projective techniques simulation Vs. experimentation.

#### Unit IV :

**Data processing:** Introduction, editing of data, classification and coding of data, transcription, tabulation, graphical presentation of data. **Data analysis:** Statistical analysis, hypothesis testing Chi-square(X2) Test, analysis of variance (ANOVA).

#### Unit V :

**Report writing and presentation:** substance of reports, formats of reports, presentation of reports.

#### Unit VI :

Computer Applications in Research SPSS, EXCEL etc.

### Reference Books/ Research reports / article / Study material :

1. Saunders M, Lewis P, Thornhill A., Research Methods for Business Students
2. Wilkinson & Bhandarkar, Methodology and techniques of social research
3. M Clark, Riley M, Wilkie E and Wood R, Researching and writing Dissertation in Hospitality and tourism
4. C. R. Kothari, Research Methodology, Wishwa Prakashan, New Delhi (2003)
5. Dr. S. Shajahan, Research Methods for Management, Jaico Publishing House, Mumbai (2005)
6. Stephen L and J Smith, Practical Tourism Research
7. Malhotra and Dash, Marketing research
8. Salkind and Green, Using SPSS for Windows and Macintosh
9. R Ragde, Introduction to Research in Tourism

10. Brotherton, Researching Hospitality and Tourism

**Online Reference Link:**

1. [www.surveymonkey.com](http://www.surveymonkey.com)
2. <http://www.nss.gov.au/nss/home.nsf/pages/Sample+size+calculator>
3. <https://docs.google.com/forms/>
4. relevant videos on Youtube.com



### Elective 1 : SOFT SKILLS AND COMMUNICATION FOR TOURISM

No. of Credits: 04

Contact Hours / Week: 04

Assignments: 20 Marks

Semester Exam: 80 Marks

Pre Requisite: As per Module -TOU401

#### Course outcome

At the end of the course the students should be able to

1. Explain basic concepts of communication and importance of communication in tourism
2. Write various types of business communication documents and explain interview preparation.
3. Analyse and explain importance of soft skills required for corporate culture and professionalism in service industry focusing on professional ethics.
4. Explain various presentation skills and techniques including different types of etiquettes and role play.
5. Analyse various business reports.
6. Explain cross cultural communication with special references to UK, USA, China, Japan, France and Germany.

### THEMES AND TOPICS

#### Unit I :

Meaning, Definition, Nature and Scope and importance of Communication

#### Unit II :

**Employment Communication:** Resume Styles, Resume Writing, Elements of an Effective Resume, Writing Application Letters; Other Employment Messages Job Interview – Purpose, Types, Interview Skills – Before, During and After the Interview, Interview Dressing, mock interviews – Following up an Application, Accepting an Interview Invitation, Following up an Interview, Accepting Employment, Resigning from a Job.

#### Unit III :

**Introduction to Personality Development:** Elements of a Good Personality; Importance of Soft Skills; Introduction to Corporate Culture; Professionalism in Service Industry, Group discussions – structure and types, Mock GD using video samples.

#### Unit IV :

**Presentation skills and techniques:** Personal grooming and business etiquettes, corporate etiquette, social etiquette and telephone etiquette, role play and body language, impression management.

#### Unit V :

**Business Reports:** Types and Characteristics; Components of a formal Report; Business Proposals – Types, Contents, Elements

#### Unit VI :

**Cross Cultural Communication:** Understanding Cultural and Business Protocol differences across countries – UK, USA, China, Japan, France, and Germany.

#### Reference Books/ Research reports / article / Study material :

1. Jon Lisa, Integrated skills in Tourist Travel Industry. Longman Group Ltd.
2. Robert T. Reilly – Effective communication in tourist travel Industry. Dilnas Publication.
3. J Eastwood, English for travel, Oxford University Press
4. F Peter, Soft skills and Professional Communication
5. S Philips, Correct Etiquette and Manners
6. William B. Gudykunst, Cross-Cultural and Intercultural Communication,
7. Deena R. Levine M.A., Mara B. Adelman , Beyond Language: Cross Cultural Communication
8. Chaudhary M, S Kumar, Personality development for Professionals
9. Ragde R., The making of a Tourism Professional
10. Ragde R, Cross cultural communications with international tourists

#### Online Reference Link:

1. <http://dictionary.cambridge.org/>
2. <https://www.oxforddictionaries.com/>

Videos of soft skills and communication for tourism on youtube



**Module TOU 526 : NICHE TOURISM**

**No. of Credits: 04**

**Contact Hours / Week: 04**

**Pre Requisite:** As per Module - TOU401

**Assignments: 20 Marks**

**Semester Exam: 80 Marks**

**Course outcome**

At the end of the course the students should be able to

1. Explain Niche Tourism and product development.
2. Explain heritage, culture and cultural tourism circuits in India.
3. Explain spiritual and personality tourism and its destination studies. Case study of Ambedkar Tourism and Gandhi tourism.
4. Analyse niche tourism sectors.
5. Explain contemporary and emerging trends in tourism.

**THEMES AND TOPICS**

**Unit I :**

Niche tourism : Definition, types and its product development

**Unit II :**

Heritage and culture: Definition, types, Heritage and cultural tourism circuits in India

**Unit III :**

Spiritual tourism: Definition, types, important Spiritual tourism destinations in India

**Unit IV :**

Personality based tourism: Definition, types, case study of Ambedkar tourism, Gandhi tourism.

**Unit V :**

Medical tourism, Agri tourism, Rural tourism, River/ backwater tourism, Cruises / coastal / island tourism, Golf tourism, Gastronomy tourism, Bollywood tourism, Heritage walks, shopping tourism

**Unit VI :**

Other contemporary and emerging trends in tourism

**Reference Books/ Research reports / article / Study material :**

1. Shalinin Singh, Cultural tourism and heritage management
2. Marina Novelli, Niche Tourism : Contemporary issues, trends and cases
3. Norman Douglas and Ngaire Douglas, Special Interest Tourism
4. Gartner and Lime, Trends in Outdoor Recreation Leisure and Tourism
5. INTACH, Heritage conservation and urban development
6. UNWTO, Handbooks relevant to the syllabus (e.g. handbook on Food tourism, City tourism etc.)
7. R Ragde, Ambedkar Tourism
8. Tourism Policy of Maharashtra, 2016
9. National Tourism Policy, 2015
10. All current articles, news items in the magazines, news papers, electronic media etc.

**Online Reference Link:**

1. [www.tourism.gov.in](http://www.tourism.gov.in)
2. [www.maharashtratourism.gov.in](http://www.maharashtratourism.gov.in)
3. [www.incredibleindia.org](http://www.incredibleindia.org)
4. <http://www2.unwto.org/en>

**MASTER OF TOURISM AND TRAVEL MANAGEMENT**  
**SEMESTER - II**

#### Major 4 : GLOBAL TOURISM DESTINATIONS

No. of Credits: 04

Contact Hours/ Week: 04

Assignments: 20 Marks

Semester Exam: 80 Marks

Pre Requisite: As per Module -TOU401

#### Course outcome

At the end of the course, the students should be able to:

1. To explain the concept of global tourism, its approaches, methods and techniques which are used in global tourism.
2. To explain map reading which will be helpful in itinerary planning
3. To understand time zone, geographical zones and its linkages to global destinations and itinerary preparation.
4. To differentiate various impacts of weather on various geographical regions.
5. Explain the global Political features of geography.

#### THEMES AND TOPICS

##### Unit I:

Definition, scope and contents of Global tourism. Approaches, Methodology and Techniques. Analyses in Geography of Global Tourism destinations. Natural and climatic regions of the world in brief. How to read a map.

##### Unit II:

Latitude, Longitude, International date line, time zones and calculation of time. Time differences, GMT variations, concepts of elapsed time, flying time, ground time. Standard time and summer time (day light saving time). Conceptual Framework of Models in Geography of Tourism and spatial perspectives in Analysis and Developmental strategy. Types, forms, patterns and linkages in Tourism.

##### Unit III:

Impact of weather and climate on Tourist destinations. Geographical Determinants : Diversities and disparities. Typology of area and Linkages flows and orientation.

##### Unit IV:

Indian Geography, physical and political features of Indian subcontinents. Climatic conditions prevailing in India. Tourism attractions in different states and territories of India.

##### Unit V:

Political and physical features of world geography. **Destinations in North America (United States of America:** New York, Washington, Los Angeles, San Francisco, Orlando, Dallas. **Canada:** Ottawa, Montreal, Vancouver, Mexico). **Central America** (Costa Rica, Panama, Belize etc) **Europe:** France, Spain, Italy, United Kingdom, Moscow, Germany, Austria, Greece Switzerland, The Netherlands.

##### Unit VI :

**Africa:** South Africa, Mauritius, Kenya. **Middle East:** Egypt, Morocco, Saudi Arabia, United Arab Emirates, Mecca-Madina. **North & East Asia/ Pacific:** China, Malaysia, Thailand, Singapore, Australia, Japan. **South Asia :** SAARC Countries.

#### Reference Books/ Research reports / article / Study material :

1. Boniface B. and Cooper C. the Geography of Travel and Tourism (London, England, Heinemann Professional Publishing. 1987).
2. Burton Rosemary : the Geography of Travel and Tourism (London).
3. Robinson H. |A.A. Geography of Tourism (Macdonald and Evans, London).
4. The Geography of India – Gopal Singh – Delhi (1988).
5. National Atlas of India – Government of India Publication.
6. Hall, CM and Page, SJ. The Geography of Tourism and Recreation, Routledge.
7. Sinha, P.C. Tourism Geography, Anmol Publication
8. Dixit, M. Tourism Geography and Trends, Royal Publication
9. International Atlas, Penguin Publication and DK Publication
10. The Tower of Babel of Tourism Destinations Worldwide

#### Online reference Links :

1. <http://www2.unwto.org/en>
2. [www.wttc.org](http://www.wttc.org)
3. <http://www.surveyofindia.gov.in/maps.html>
3. Official websites of all destinations



### Major 5 : HOSPITALITY MANAGEMENT

No. of Credits: 04

Contact Hours / Week: 04

Pre Requisite: As per Module -Tou401

Assignments: 20 Marks

Semester Exam: 80 Marks

#### Course Outcomes

At the end of the course the students should be able to-

1. Explain the concept of Accommodation & its grouping.
2. Evaluate various divisions & activities of Accommodation Management.
3. Explain distinct features of Hospitality Management.
4. Analyse future trends in Hospitality Management.

#### THEMES AND TOPICS

##### Unit I :

Introduction to accommodation industry – Types of accommodation and their grouping, classification, categorization and forms of Ownership - Activities in Accommodation Management – Front office – House keeping – Bar and Restaurant - Supporting services.

##### Unit II :

The Room division - the food and beverage division - the engineering and maintenance division - the marketing and sales division - The A/C division - the HR division and the security division. Managerial issues: Trends, Problems; success-factors; study of the working of selected Hotels/Motels/Restaurant, etc.

##### Unit III :

Introduction to Hospitality industry and its distinctive characteristics – inflexibility, perishability, fixed location, relatively large financial investment.

##### Unit IV :

Introduction to Restaurant Management, Eating by drinking places, Hotel operations - Food services for the transportation market. Food services for the leisure market - retail food services - Business/ Industrial food services. Health care food services - club food services - Trends in lodging and food services.

##### Unit V :

Future trends in Hospitality Industry – Usage of CRS in Hotel Industry, operational usage through chain of hotels. Role of Associations in hospitality management- Functions and operations.

##### Unit VI :

Concept of Ecotel, Eco-friendly measures of Hotel industry: Renew, reuse, recycle

#### Reference Books/ Research reports / article / Study material :

1. Zeithaml VA, 'Service Marketing', McGraw Hill, London, 1996
2. Gray and Ligouri: 'Hotel and motel management and operations' PHI, New Delhi, 2000
3. Andrews: 'Hotel front office training manual' Tata McGraw Hill, Bombay, 1980
4. Negi, 'Hotels for Tourism Development', S. Chand, New Delhi.
5. Arthur & Gladwell: Hotel Assistant Manager (London communication, Barril, Jenkins)
6. Anand M.M. – Tourism and Hotel Industry in India,
7. U.K. Singh, J.M. Dewan – Hotel Management Global Management Series
8. Jones – Introduction to Hospitality operations,
9. Jones & Lockwood – The Management of Hotel Operations
10. Sudhir Andrews – Front Office Training Manual and House keeping Training Manual.

#### Online Reference Link:

1. [www.tourism.gov.in](http://www.tourism.gov.in)
2. [www.fhrai.com](http://www.fhrai.com)
3. [ih-ra.com](http://ih-ra.com)
4. <https://www.ircctc.co.in>

## Major 6 : PLANNING AND MANAGEMENT OF INTERNATIONAL TOURISM

No. of Credits: 04

Contact Hours / Week: 04

Pre Requisite: As per Module -TOU401

Assignments: 20 Marks

Semester Exam: 80 Marks

### Course outcome

At the end of the course, the students should be able to:

1. To explain the factors affecting International Tourism
2. Explain the broad understanding of ethical and professional factors by various tourism destinations in the world
3. Explain the role of various components in tourism industry
4. Analyze tourism arrivals and future prospects of world tourism
5. Explain sustainable world tourism measures

### THEMES AND TOPICS

#### UNIT I

International Tourism Growth, Characteristics

#### UNIT II

Processes and factors affecting International Tourism

#### UNIT III

International Tourism, Institutions and organizations, and their role in promoting international movement, UNWTO, PATA, WTTC, UFTAA, IUOTO, WATA, TAAI, IATO, ASTA and other important organizations

#### UNIT IV

Multinationals: their role and inputs in different sectors/components of Tourism, Hotels, Tours and Travel Management, Publicity Management and Promotion.

#### UNIT V

Growth of World Tourism: - Trends in World Tourist Arrivals, World Tourism Earnings, and Future Prospects of World Tourism.

#### UNIT VI

International tourism collaborations for sustainable world tourism

### Reference Books/ Research reports / article / Study material :

1. Young G. Tourism: Blessing or Blight Penguin Book 1973.
2. T Powell, International tourism: Planning and management
3. K Kamra, Tourism Planning, Marketing And Management
4. E Inskeep, Tourism Planning: An Integrated and Sustainable Development Approach
5. Colley G. International Tourism Today (London: Lloyds)
6. Davis H.D. Potentials for Tourism of Developing countries (London: Finance and Development 1968)
7. Gray H. Peter International Travel International Trade (Lexington – Heath Lexington Books 1970)
8. Hiller Herbert L. The Development of Tourism in the Caribbean Region' Air Travel and Tourism (August 1972)
9. Lickorish I.J.: Tourism and International Balance of Payments (Geneva: International Institute of Scientific Travel Research 1954)
10. R Ragde, Planning and Management of International Tourism

### Online Reference Link:

1. <http://www2.unwto.org/en>
2. <https://www.pata.org>
3. [www.wttc.org](http://www.wttc.org)
4. [www.uftaa.org](http://www.uftaa.org)
5. [www.travelagentsofindia.com](http://www.travelagentsofindia.com)
6. [www.iato.in](http://www.iato.in)
7. [www.lata.org](http://www.lata.org)
8. <https://www.asta.org>
9. <http://www.wata.net/>

#### Activity 2

**No. of Credits: 04**

**Contact Hours / Week: 04**

**Pre Requisite:** As per Module -TOU401

**Assignments: 20 Marks**

**Semester Exam: 80 Marks**

#### **Course outcome**

At the end of the course the students should be able to

Visit to

#### ON JOB TRAINING

**No. of Credits: 04**

**Contact Hours / Week: 04**

**Pre Requisite:** As per Module -TOU401

**Assignments: 20 Marks**

**Semester Exam: 80 Marks**

#### **Course outcome**

At the end of the course the students should be able to



**Module TOU 407 : HUMAN RESOURCE PLANNING & DEVELOPMENT IN TOURISM**

**No. of Credits: 04**

**Contact Hours / Week: 04**

**Pre Requisite: As per Module -TOU401**

**Assignments: 20 Marks**

**Semester Exam: 80 Marks**

**Course outcome**

At the end of the course the students should be able to

1. Explain basic HRM in tourism with basic philosophy, approaches and functions.
2. Explain entire process of recruitment training development and performance.
3. Explain concept of, various payments to employees and different monetary and non-monetary benefits.
4. Explain employment growth, conflict & stress Management. HRM in tourism sector and future perspectives.

**THEMES AND TOPICS**

**Unit I:**

Human Resource Management (HRM) in Perspective: HRM: The Field and its Environment. Basic Philosophy, Approaches and Functions

**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 Appraisal. Career/Succession Planning.

**Unit IV:**

Wage and Salary Administration: Wages, Salary, Its components, Monetary and non monetary benefits, fringe benefits etc.

**Unit V :**

Managing Employee Growth: Conflict and Stress management. Importance of Discipline and Counseling in Tourism.

**Unit VI:**

Human Resource Management in Tourism: HRM in the Tourism Industry. Emerging trends and Perspectives

**Reference Books/ Research reports / article / Study material :**

1. Human Resource Management: Gaining A Competitive Advantage by Raymond A. Noe, John R. Hollenbeck, Publisher: Irwin/McGraw-Hill
2. Robert L. Mathis, John H. Jackson and Sean R. Valentine, Human Resource Management
3. Ian Beardwell & Len Holden– Human Resource Management: A contemporary perspective, Macmillan
4. Wayne F. Cascio – Managing Human Resources: Productivity, Quality of Work Life, Profits, Tata McGraw Hill
5. Planning commission report of the national committee Tourism, New Delhi – 1988
6. Agarwal D.V. Man power planning, selection, training development, universal publisher, New Delhi 1996.
7. Shanker S.R. Management OF Human Resources in Public Enterprises, New Delhi 1986.
8. Briggs. B. Human Resource Development Quarterly Journal of Administration (ILE-ILE) Vol.II 267-82. July 1973.
9. Dwivedi R.S. : Management Of Human Resource. I.B.H. New Delhi
10. R Ragde, Human Resource Development for Tourism in Maharashtra: Problems and Prospects

**Online Reference Link:**

1. [www.tourism.gov.in](http://www.tourism.gov.in)
2. [www.mhrd.gov.in](http://www.mhrd.gov.in)
3. [www.maharashtra.gov.in](http://www.maharashtra.gov.in)
4. [www.ilo.org](http://www.ilo.org)

## Module TOU 409 : FINANCIAL MANAGEMENT IN TOURISM

**No. of Credits: 04**

**Contact Hours / Week: 04**

**Pre Requisite: As per Module -TOU401**

**Assignments: 20 Marks**

**Semester Exam: 80 Marks**

### Course Outcomes

At the end of the course the students should be able to

1. Explain the concept of Financial Management, Finance functions and role of financial manager as well as the executives.
2. Evaluate the financial planning of business organisations.
3. Analyse the working capital management for business organisation.
4. Explain the Financial Aspects of Ministry Government of India.
5. Analyse the Financial Management of National Tourism Organization (NTO) and State Tourism Organisation (STO).
6. Analyse the case studies of travel and tourism related organizations.

### THEMES AND TOPICS

#### Unit I:

Financial Management: Meaning, Scope, Objectives and approaches. Finance Functions, Role of the Financial Manager, Status and Duties of Financial Executives.

#### Unit II:

Financial Planning: Definition, Significance, Steps, and Importance, Factors affecting Financial Plan. Capital: Meaning, Features, Types. Capitalisation: Meaning, Definitions and Theories of capitalization: Earnings Theory of Capitalisation and Cost Theory of Capitalisation. Over capitalization: Definitions, Symptoms, Causes, Disadvantages and remedies. Under Capitalization: Definitions, Symptoms, Causes, Disadvantages and remedies. Capital Structure: Meaning, concept of capital,

#### Unit III:

Working Capital: Meaning, Types, Need and Components. Importance of Working Capital Management. Determinants of Working Capital Needs. Estimating Working Capital Needs. Financing Current Assets, Capital Budgeting (Investment Decisions): Features, Importance, Types.

#### Unit IV:

Financial Aspects of Ministry of Tourism-Government Accounts-Structure of Accounts and Flow of Funds, Accounting Operations- an overview, preparation of annual accounts of Government of India, Flow of Accounting Information, Accounting Set Up and Accounting Highlights of Ministry of, Demand for Grants for Ministry of Tourism.

#### Unit V:

Financial Management of National Tourism Organization (NTO)-Indian Tourism Development Corporation (ITDC). Financial Management of State Tourism Organization (STO)- Maharashtra Tourism Development Corporation (MTDC)

#### Unit VI:

Case Studies- Kingfisher Airlines, Boeing and other travel and tourism related organizations. Tourism Finance Corporation of India TFCI: Aims, Objectives and Functions. Financial Management of External Assistance for Tourism - A Study of Ajanta-Ellora Development Scheme

#### Reference Books/ Research reports / article / Study material :

1. Anthony and Reece, Management Accounting Principles : Text and Cases
2. Pandey, L.M., Management Accounting : A Planning and Control Approach, Vikas Publication.
3. Davis D., The Art of Managing Finance, Mc Graw Hill.
4. Van Horne, Financial Management and Policy, Prentice Hall.
5. Panday, I.M., and Bhatt, Ramesh, Cases in Financial Management, TATA Magraw Hill.
6. Guthman and Dongall – Corporate Financial Policy
7. Agnes Defranco and Thomas Lattin, Hospitality Financial Management
8. C. Paramisvam and T. Subramaniam, Financial Management
9. Brigham and Houston, Fundamentals of Financial Management



10. Sudhindra Bhat, Financial Management Principles and Practices

**Online Reference Link:**

1. [www.tfcilttd.com](http://www.tfcilttd.com)
2. [www.tourism.gov.in](http://www.tourism.gov.in)
3. [www.icmrindia.org](http://www.icmrindia.org)
4. [www.ibscdc.org](http://www.ibscdc.org)
5. [www.boeing.com](http://www.boeing.com)
6. [theashokgroup.com/](http://theashokgroup.com/)



BASKET

**MASTER OF TOURISM AND TRAVEL MANAGEMENT**  
**SEMESTER - III**

## Major 7 : AVIATION MANAGEMENT

No. of Credits: 04

Contact Hours / Week: 04

Pre Requisite: As per Module - TOU401

Assignments: 20 Marks

Semester Exam: 80 Marks

### Course outcome

At the end of the course, the students should be able to:

1. Explain cognitive and technical skills to demonstrate a broad understanding of aviation management
2. Explain a broad and coherent body of knowledge that underpins present status of airline companies, airports and airport security
3. Explain in-flight services
4. Explain the airport facilities like airport access, check-in facilities and loading facilities for departing passengers
5. Explain the private ticketing
6. Explain the role of IATA, ICAO and DGCA functions

## THEMES AND TOPICS

### Unit I :

History, growth and development of aviation industry. Aviation in India, present status of airline companies, airports, airport security etc.

### Unit II :

Role of IATA and its function, ICAO its role and function, DGCA, Airport Authority of India, Open sky policy, International conventions ; Warsaw convention, Chicago convention 1944.

### Unit III :

**Management of Airlines** – Types of airlines, airlines personnel and revenue earning, airport management, study of aircraft parts, the aircraft turnaround, the control tower, Airport facilities and special passengers, airport access, check in facilities, landing facilities for departing passengers, in-flight services, cabin component, audio and video projection equipment, emergency equipment for disembarkation, in-flight entertainment, classes of service with more comfort.

### Unit IV :

**Familiarization with OAG** : three letter city and airport code, airline designated code, minimum connecting time, global indicator, familiarization with Air tariff : currency regulation, NUC conversion factors, general rules, planning itinerary by air, Introduction to fare construction, mileage principles, fare construction with Extra Mileage Allowance (EMA), Extra Mileage Surcharge.

### Unit V :

One Way and Return Trip, Circle trip journey, open jaw, add-on, mixed class journey, HIP check, Back Haul Minimum Check (BHC), CTM check Indirect Travel Limitation, Around the world fare, special fares.

### Unit VI :

Issue of manual ticket, reservation procedure. MPD, MCO, PTA and their purposes, universal air travel plan: types of air travel card. Bank Settlement Plan (BSP)- Case studies of selected Airlines Modules.

### Reference Books/ Research reports / article / Study material :

1. Jagmohan Negi, 'Air travel Ticketing and Fare construction', Kanishka, New Delhi, 2005
2. Swain and Mishra, Tourism Principles and practices. Oxford Publication.
3. OAG, Consultant, IATA, Geneva
4. Stephen Shaw, 'Airlines in Shifts & Mgt', Ashgate Pub, USA, 2004
5. IATA Handbook, Geneva
6. R. Doganis, 'Airport Business'
7. K. Sikdar, All you wanted to know about airlines functions
8. Journal of Air Transport Management by Elsevier Science
9. Joel Lech, 'Airfare secrets exposed', Powell Books, London, 2002
10. Air tariff book

### Online Reference Link:

1. [www.tourism.gov.in](http://www.tourism.gov.in)
2. [www.icao.int](http://www.icao.int)
3. [www.iata.org](http://www.iata.org)
4. [www.dgca.nic.in/](http://www.dgca.nic.in/)



## MAJOR 8 : TOURISM IMPACT ANALYSIS

No. of Credits: 04

Contact Hours / Week: 04

Pre Requisite: As per Module - T0U401

Assignments: 20 Marks

Semester Exam: 80 Marks

### Course outcome

At the end of the Programme the students should be able to

1. Explain sustainable Tourism development.
2. Explain social, economical, cultural and environmental impacts and process of its study.  
Explain political impacts and steps of study

## THEMES AND TOPICS

### Unit I :

**Sustainable Tourism development:** Meaning, definition, significance, principles, benefits and issues. Standardization and Certification for tourism sustainability  
Role of WTTC, UN-WTO, PATA, UNEP, IUCN in sustainable tourism development.

### Unit II :

**Economic impacts :** Characteristics, applications, types, Regional, National and local economic impact, steps for conducting a tourism economic impact study. Facilitating employment in tourism and obstacles to economic development through tourism.

### Unit III :

**Social impacts :** Theories of guest – host interaction, changes in society, attitudes, language photography and staged shows, gambling, drugs, sex tourism

### Unit IV :

**Cultural impacts:** Unification of culture, natural and contrived, commercialization and trends.

### Unit V :

**Environmental impacts:** With special reference to Caves, lakes, wildlife, Islands & beaches, hills & mountains, bird sanctuaries.

### Unit VI :

**Political impacts:** International, National and regional. Carrying capacities : General approaches to assessing carrying capacities, control measures and strategic planning. Community based approach to tourism development.

### Reference Books/ Research reports / article / Study material :

1. Mathieson and Wall, Tourism : Economic, Physical and Social impacts
2. Satish C. Nigam, 2006, Eco Tourism & Sustainable Development.
3. K Glenn, the Impacts of Tourism
4. Martin Mowforth and Ian Munt, Tourism and Sustainability
5. M. Sarngadharan, G.Raju, Tourism and Sustainable Economic Development-Indian and Global Perspectives
6. David Leslie, Tourism Enterprise and Sustainable Development –International Perspectives on Responses to the Sustainability Agenda
7. Faulkner and Tideswell, A framework for monitoring community impacts of tourism (Journal of Sustainable tourism )
8. M Sawant, Study of Socio –economic impacts of Tourism development at Aurangabad district
9. M Sawant, An Analytical Study of Implementation of Tourism Development Schemes by the various Govt. organization in Aurangabad District
10. R Ragde, Impact Assessment of Rural Tourism Development Project at Shulibhanjan - Khultabad, Dist - Aurangabad (Sufi tradition and Culture).

### Online Reference Link:

1. [www.tourism.gov.in](http://www.tourism.gov.in)
2. <http://www2.unwto.org/en>
3. [www.wtcc.org](http://www.wtcc.org)

## Major 9 : TOURISM MARKETING

No. of Credits: 04

Contact Hours / Week: 04

Pre Requisite : As per Module -TOU401

Assignments: 20 Marks

Semester Exam: 80 Marks

### Course outcome

At the end of the course, the students should be able to:

1. Explain the concepts of Tourism Marketing
2. Evaluate the Contemporary Marketing Strategies with Modern Marketing Strategies
3. Write a report on Marketing Segmentation
4. Explain Market Research
5. Calculate the present and future Tourism Market
6. Analyze the changing Consumer Behavior in contemporary tourism markets
7. Position a given tourism Product in the Market

### THEMES AND TOPICS

#### Unit I :

Introduction to tourism marketing, Evolution, Definition, nature, process and system services & their marketing nature, characteristics of tourism products, its issues and challenges : Marketing mix

#### Unit II :

**Tourism Markets:** Types, world tourism markets, inbound and outbound markets for India & Domestic markets : Tourist behavior. Travel purchase and tourist buying process. Tourist discussion making models

#### Unit III :

Market segmentation, Targeting and positioning. Definition of market segmentation, discussions in market segmentation, Market targeting process, product positioning – purpose, process

#### Unit IV :

##### P's of marketing.

Product – Product management, development, product lifecycle and branding

Pricing – Factors influencing pricing, methods of price fixation and strategies

Promotion – Promotion mix and tools,

People – encounters, managing tourism experience through people and important practices to manage people

Process – Elements, managing process, developments in service processes in tourism,

Physical evidence – Concept, role & components

#### Unit V :

Marketing management information system and demand forecasting. Introduction, structure of marketing management, information support system, demand forecasting.

#### Unit VI :

**Market Research:** Definition, research and survey methodologies, application, technology and trends in tourism marketing, role of government bodies, national, state tourism offices, local bodies, private organizations, NGO's in tourism marketing.

#### Reference Books/ Research reports / article / Study material :

1. P. Kotler, Tourism marketing
2. P. Kotler, John Bowen, James Makens, Marketing for Hospitality and Tourism
3. Jha S.M. – Tourism Marketing (Bombay – Himalaya)
4. M. Chaudhary, Tourism Marketing 2010, Oxford University Press, New Delhi,
5. Marketing Tourism Destinations : Ernie Heath & Geoffrey Wall, John Wiley & Sons, Inc.
6. Tourism Marketing - Lumsdon.
7. Marketing for Tourism. - J. Christophe Holloway & Chris Robinson.
8. Morrison A., Marketing and Management of Tourism destination
9. D Gupta, Tourism Marketing
10. S Pike, Destination Marketing Organisations

#### Online Reference Link:

1. [www.tourism.gov.in](http://www.tourism.gov.in)
2. [www.incredibleindia.com](http://www.incredibleindia.com)
3. All websites of State DMOs



### Activity 3 : VISIT

No. of Credits: 04

100 Marks

Contact Hours / Week: 04

#### Course Objective:

The students will undertake the project work on the topic assigned by the concerned guide in consultation with the department on the various issues, problems, themes, case studies, tourism organization study, field survey and relevant aspects pertaining to the tourism industry. The Project Report will be of 100 marks, which would be assessed by the Internal Guide (50 marks) and External Expert (50 marks).

#### Course outcome

At the end of the course, the students should be able to:

1. Explain the research design process
2. Explain the qualitative and quantitative use of their project
3. Develop research problems
4. Calculate data using quantitative analysis using with help of software.
5. Explain the various types related to human resource, marketing, economics, sustainable tourism and ethics in tourism.

### RESEARCH PROJECT 1

No. of Credits: 04

100 Marks

Contact Hours / Week: 04

#### Course Objective:

The students will undertake the project work on the topic assigned by the concerned guide in consultation with the department on the various issues, problems, themes, case studies, tourism organization study, field survey and relevant aspects pertaining to the tourism industry. The Project Report will be of 100 marks, which would be assessed by the Internal Guide (50 marks) and External Expert (50 marks).

#### Course outcome

At the end of the course, the students should be able to:

1. Explain the research design process
2. Explain the qualitative and quantitative use of their project
3. Develop research problems
4. Calculate data using quantitative analysis using with help of software.
5. Explain the various types related to human resource, marketing, economics, sustainable tourism and ethics in tourism.



## Module T0U 525 : ENTREPRENEURSHIP IN TOURISM

No. of Credits: 04

Contact Hours / Week: 04

Pre Requisite: As per Module - T0U401

Assignments: 20 Marks

Semester Exam: 80 Marks

### Course outcome

At the end of the course the students should be able to-

1. Explain entrepreneur & entrepreneurship and their relevance in Tourism Industry.
2. Differentiate between various entrepreneurial competencies.
3. Analyse entrepreneur policy & entrepreneurship process.
4. Determine the structure of entrepreneurship ownership.
5. Explain management issues of Tourism & Hospitality entrepreneurship.
6. Explain women entrepreneurship.

### THEMES AND TOPICS

#### Unit I :

Entrepreneurship, Definition role and expectation. Entrepreneurial motivations, types. Entrepreneurship opportunities in tourism. Entrepreneurial skill for travel, tourism and hospitality trade; problems of entrepreneurship in travel trade.

#### Unit II :

Entrepreneurial Competencies, MSME at a glance 2016, Small Scale Enterprises, Characteristics & Relevance of Small Scale Enterprises, Role of Entrepreneurship in SSE and Economic Development.

#### Unit III :

Institutional Interface and Set up; Government Initiatives and Policy: Entrepreneur Policy 2015, National scheme on Entrepreneurship development; tourism enterprises/units eligible for assistance under MoT scheme. Entrepreneurial Process: Identification of an Opportunity, Market Assessment, Analyzing Competitive Situation, Understanding Trade Practices, Resource Mobilization.

#### Unit IV :

Technology Determination, Site Selection, Financial Planning, Financial Institutions for Small Enterprises, Preparation of Business Plan, Elements of Business Plan, Feasibility Report.

#### Unit V :

Ownership Structures & Organizational Framework, Financial Management Issues, H R Issues, Strategies for Growth & Stability, Managing Family Enterprises

#### Unit VI :

Management Issues in Tourism & Hospitality Industry; Entrepreneurial case studies of major Travel Agencies/ Tour Operators i.e Cox & Kings, Raj Travels, SOTC, etc. and Hotels i.e Taj, Radisson, Welcome, etc.

#### Reference Books/ Research reports / article / Study material :

1. Jovo Ateljevic and S Page, Tourism and Entrepreneurship: International Perspective
2. A Morrison, M Rimmington, C Williams, Entrepreneurship in the Hospitality, tourism and Leisure industry
3. Vasant Desai, Entrepreneurship & Small Business Management
4. Peter Drucker, Innovation & Entrepreneurship
5. C B Gupta, N P Srinivasan, Entrepreneurial Development
6. D N Mishra, Entrepreneur and Entrepreneur Development & Planning in India
7. R Ragde, Entrepreneurship in Tourism
8. V.Rao, Tourism Entrepreneurship,
9. Latest Entrepreneurship schemes of the Government of India

#### Online Reference Link:

1. [www.tourism.gov.in](http://www.tourism.gov.in)
2. [www.msde.gov.in](http://www.msde.gov.in)
3. [www.skilldevelopment.gov.in](http://www.skilldevelopment.gov.in)
4. [www.msme.gov.in](http://www.msme.gov.in)
5. <http://thsc.in/>
6. [www.nsdindia.org](http://www.nsdindia.org)
7. <http://digitalindia.gov.in/>
8. <http://www.makeinindia.com/home>  
[www.entrepreneurscouncil.in](http://www.entrepreneurscouncil.in)

**Module TOU 505 : Research Tour & Survey Report**

**No. of Credits: 08**

**100 Marks**

**Contact Hours / Week: 04**

**Course Objective:**

It would be compulsory for the students to attend the research tour to the tourist centers for at least one week and conduct the field survey and submit a comprehensive research Tour and Survey Report to the Department and appear for the Viva - Voce. The students failing to attend the research tour would not be allowed for appearing Viva – Voce Examination, such students will have to undertake the research tour during the next academic year's programme. The report would consist of 50 marks which would be assigned by the Internal Expert and Viva – Voce will be of 50 marks which would be assigned by the Internal Expert (25 marks) and External Expert (25 marks).

**Course outcome**

At the end of the course, the students should be able to:

1. Explain the problem of tourism planning at the tourist destinations they have visited for their research tour
2. Prepare a research report on the problems identified at the destination visited
3. Explain the monuments in detail
4. Explain the planning itinerary for the tour and its management
4. Differentiate between the management and planning of destinations

**MASTER OF TOURISM AND TRAVEL MANAGEMENT**  
**SEMESTER - IV**



## Major 10 : TOURISM ECONOMICS

**No. of Credits: 04**

**Contact Hours / Week: 04**

**Pre Requisite:** As per Module -TOU401

**Assignments: 20 Marks**

**Semester Exam: 80 Marks**

### Course outcome

At the end of the course, the students should be able to:

1. Explain the application of ecotourism in tourism sector
2. Explain the concept of privatization, globalization and liberalization related to tourism
3. Explain the annual five year plan for tourism focusing on foreign exchange earnings and contribution to GDP
4. Compare the economic and revitalization of import tourist places in India as sample case study.

## THEMES AND TOPICS

### Unit I :

Nature, scope and application of economics in tourism sector

### Unit II :

Nature of tourism demand analysis and its forecasting; Determinants of tourism supply

### Unit III :

Liberalization, privatization, globalization and tourism

### Unit IV :

Tourism development and economic planning, review of the economic planning of tourism through the annual and five year plans, foreign exchange earnings and contribution to GDP through tourism.

### Unit V :

Tourism and regional revitalization, Policy initiatives of central and state government

### Unit VI :

Case studies : Khajuraho , Aurangabad, Sindhudurga, Tirupati, Goa, Rajasthan, Shimla -Kullu- Manali

### Reference Books/ Research reports / article / Study material :

1. Tribe, J. 2001, The Economics of Leisure and Tourism, New Delhi, Butterworth – Heineman.
2. Cullen, P. 1997, Economics for Hospitality Management, London, International Thomson Busi. Press.
3. Sinclair, M.T. and Stabler, M., 1997, The Economics of Tourism, London, Routledge
4. Sipra Mukhopadhyay, 2008, Tourism Economics, New Delhi, Ane Books India.
5. Guido Cardelle and Paolo Figini, Economics of Tourism destination
6. Stabler, Papaptheodorou and Sinclaz, The Economics of Tourism
7. M Sawant, Socio –economic impacts of Tourism development at Aurangabad district
8. R Ragde, Promotion and Development of Aurangabad as an Tourist Dollar Earning District
9. Data based reports: Yearly Publications of Department of Tourism, Govt. of India.
10. Reports and publications of IATA and PATA.

### Online Reference Link:

1. [www.tourism.gov.in](http://www.tourism.gov.in)
2. <http://www2.unwto.org/en>
3. [www.wttc.org](http://www.wttc.org)
4. <https://www.rbi.org.in/>
5. <http://finmin.nic.in/>
6. <http://planningcommission.nic.in/>
7. <http://niti.gov.in/>

## Major 11 : TOURISM RELATED LAWS IN INDIA

No. of Credits: 04

Contact Hours / Week: 04

Pre Requisite: As per Module -TOU401

Assignments: 20 Marks

Semester Exam: 80 Marks

### Course outcome

At the end of the course the students should be able to

1. Explain basic concepts of Indian laws and legislation at various levels and tourism laws.
2. Explain restrictions for foreigner and required certification for various related organisations.
3. Explain adventure sports permits and booking /cancellation formalities.
4. Explain safety and security of Tourist, Travel insurance business, ancient monuments Act, foreigners Act and procedure for travel related documentation and international consumer protection.
5. Explain RBI regulations, consumer protection act focusing on professional ethics, consumer care proposed by WATA, ASTA, various incentives for hotel industry, ethical and regulatory aspects.
6. Explain environmental related laws specially focusing on wildlife.

## THEMES AND TOPICS

### Unit I:

Introduction to laws and Legislation in India,

### Unit II:

Laws relating to accommodation, travel agencies and tour operation sector, Law and regulations related to airlines and airways, laws related to surface transport. DGCA formalities for business and recreational flying in India.

### Unit III:

Special permits to restricted areas for foreign tourist in India, restricted area in India for foreign tourists and related authorities at these places to obtain permits, permits related to various monasteries and wild life areas and their procedure.

### Unit IV:

Law designed for Adventure Tour operation, special permits for rafting, paragliding, helisking and angling. Peak booking formalities, IMF rules for mountain expeditions, cancellation of permits and bookings.

### Unit V :

Travel Insurance and Consumer Protection act, International consumer protection acts in tourism, Evacuation and International insurance business, foreigners act, passport act and visa extension. Ancient Monument Act, RTI, Laws related to environment and wildlife.

### Unit VI:

Safety and security of tourist, Tourist Police, place of Tourism in the constitution, need of tourism legislation.

### Unit VI :

RBI Regulations for Tour Operators 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. Travel insurance

Fiscal and non-fiscal incentives offered to hotel industry in India,, ethical and regulatory aspects in a hotel, international hotel regulations.

### Reference Books/ Research reports / article / Study material :

1. The Constitution of India
2. Tourism Guidelines published by Govt. of India, Ministry of Tourism.
3. Tourism guidelines issued by Department of Tourism for hotel and restaurant operation.
4. Sajnani Manohar (1999) Indian Tourism Business : A Legal Perspective, New Delhi.
5. R. K. Malhotra (2005) Socio – Environmental and Legal Issues in Tourism, New Delhi.
6. S Chainani, Legislative and Organisational policies for India
7. Ragde R N., Tourist Police: Problems and prospects of Tourism Administration in India
8. Ragde R N., Tourism related laws in India
9. All relevant Bare acts
10. All relevant Policies of Government of India



**Online Reference Link:**

1. [www.tourism.gov.in](http://www.tourism.gov.in)
2. [www.tafionline.com](http://www.tafionline.com)
3. [www.travelagentsofindia.com](http://www.travelagentsofindia.com)
4. [www.passportindia.gov.in](http://www.passportindia.gov.in)
5. [www.indianvisaonline.gov.in](http://www.indianvisaonline.gov.in)
6. <http://www.mea.gov.in/>



## Major 12 : TOURISM DESTINATION PLANNING AND DEVELOPMENT

No. of Credits: 04

Contact Hours / Week: 04

Pre Requisite: As per Module -TOU401

Assignments: 20 Marks

Semester Exam: 80 Marks

### Course outcome

At the end of the course, the students should be able to:

1. Explain the concept destination development, concerns in destination planning and preparing sustainable domestic and international tourism packages covering
2. Designing cultural tourism product as a destination and package.
3. Designing Medical and health tourism product as a destination and package.
4. Designing special interest tourism product as a destination and package.
5. Designing Ecology and wildlife tourism product as a destination and package in a sustainable way.
6. Designing cruise and Resort as a destination and package.

### THEMES AND TOPICS

#### Unit I :

**Tourism product development:** conceptual background. Tourism product designing, development issues and considerations. Marketing considerations for sustainability of tourism product- interpretation.

#### Unit II :

Development of destination. Principles of destination development. Concerns for destination planning. Stages in destination designing and management.

#### Unit III :

**Cultural tourism product:** designing, development, issues and considerations. Religious tourism product: designing, development, issues and considerations. Heritage tourism product: designing, development, issues and considerations.

#### Unit IV :

**Medical and health tourism product:** designing, development, issues and considerations. **Special interest tourism product:** designing, development, issues and considerations **Cruises as tourism product:** designing, development, issues and considerations.

#### Unit V :

**Ecology and wildlife tourism product:** designing, development, issues and considerations. **Adventure tourism product:** designing, development, issues and considerations. **Beaches and islands as tourism product:** designing, development, issues and considerations.

#### Unit VI :

Resorts, types of resorts. **Resort as a tourism product:** designing, development, management, issues and considerations.

### Reference Books/ Research reports / article / Study material :

1. Nigel Morgan, Annette Pritchard, Roger Pride, 'Destination branding: Creating the Unique Proposition', Butterworth and Heinemann.,2001
2. Richard W. Butler, 'The Tourism Area Life Cycle v. 1: Applications and Modifications', Channel View Publications,2006
3. Claire(Edt) Haven Tang, Eleri Ellis(EDT) Jones, 'Tourism SMEs, Service Quality and Destination Competitiveness' CABI Publishing,2005
4. Shalini (EDT) Singh, Dallen J. Timothy, Ross Kingston Dowling, 'Tourism in Destination Communities', CABI Publishing,2003
5. Bosselman Fred P.1979In the wake of Tourism special places in Eight countries. The Conservation Foundation, Washington D.C.
6. Bouyden Jahn N. 1978Tourism & Development Cambridge University Press, London.
7. Geoffrey Ian Crouch, JR Brent Ritchie, Horst-Herbert G Kossatz, 'The Competitive Destination : a sustainable tourism perspective' CABI Publishing,2003
8. M Sawant, Organisation and Management of ecotourism and Cultural Products of Maharashtra

9. R Ragde, Destination Management : A case study of Ajanta Ellora
10. R Ragde, Tourism Infrastructure Management for Sustainable Eco-Tourism Development: A Case Study of Lonar Crater.

**Online Reference Links:**

1. <http://www2.unwto.org/en>
2. [www.wttc.org](http://www.wttc.org)
3. [www.tourism.gov.in](http://www.tourism.gov.in)



**Module TOU 521 : M.I.C.E. TOURISM**

**No. of Credits: 04**

**Contact Hours / Week: 04**

**Pre Requisite: As per Module -TOU401**

**Assignments: 20 Marks**

**Semester Exam: 80 Marks**

**Course Outcomes**

At the end of the course the students should be able to

1. Explain the concept of event.
2. Analyse the Economic and social significance of MICE.
3. Evaluate the Events venues.
4. Explain the difference between concepts of Trade shows and exhibitions.
5. Analyse the Incentive tour.
6. Analyse the case studies of Tourism festivals and Trade Fairs.

**THEMES AND TOPICS**

**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 Organizer, 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.

**Unit VI :**

**Case studies: Tourism festivals :** Ellora Festival, Taj Festival, Khajuraho Festival, Konark festival, Hampi Festivals, Destination wedding (Any two) **Trade Fairs :** World Travel Mart, ITB, TTW, PTM (any one)

**Reference Books/ Research reports / article / Study material :**

1. G. Fenich, Meetings, Expositions, Events and Conventions: An Introduction to the Industry
2. Coleman, Lee & Frankle (1991), Powerhouse Conferences. Educational Institute of AH & MA.
3. Hoyle, Dorf & Jones (1995), Meaning conventions & Group business. Educational institute of AH & MA.
4. Montgomery, R.J. 1994, "Meeting, Conventions and Expositions : VNR, New York
5. T Rogers, Conferences and Conventions: Global Industry (3<sup>rd</sup> edition)
6. Getz D, Event Management and Event Tourism
7. c A Preston, Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions (The Wiley Event Management Series)
8. P Robinson, Event Management, CABI Publication
9. Nicole Ferdinand, Events Management: an international approach
10. R Ragde, Tourism Promotion: A case study of Ellora Festival

**Online Reference Link:**

1. [www.tourism.gov.in](http://www.tourism.gov.in)
2. [www.incredibleindia.org](http://www.incredibleindia.org)
3. [www.icpb.org/](http://www.icpb.org/)



## Module TOU 510 : DISSERTATION

No. of Credits: 08

100 Marks

Contact Hours / Week: 04

### Course Objective :

The students will be assigned a selected theme for writing a Dissertation. The Dissertation will be an outcome of field enquiry and data analysis as well as review of the existing literature in the particular area of study. The Dissertation will be of 100 marks which would be assessed by the Internal Guide (50 marks). The Viva – Voce will be of 50 marks which would be assigned by the Internal Expert (25 marks) and External Expert (25 marks).

### Course outcome

At the end of the course, the students should be able to:

1. Explain the research design process
2. Explain the various data collection methods
3. Analyze the research problems related to their topic
4. Calculate the data using quantitative analysis with the help of software

## Module TOU 508 : E-TOURISM

**No. of Credits: 04**

**Contact Hours / Week: 04**

**Pre Requisite: As per Module - TOU401**

**Assignments: 20 Marks**

**Semester Exam: 80 Marks**

### **Program Outcome :**

At the end of the course, the students should be able to:

1. Explains emergence of Information Communication Technologies and e-tourism
2. Provide plan to start e-business / e-commerce organisation
3. Explains various travel distribution channels
4. Demonstrate Management Information system (MIS) and designing of MIS for organisation
5. Elucidate trends of e-marketing
6. Investigate current problems areas of e-tourism and explore future e-tourism trends

### **THEMES AND TOPICS**

#### **Unit I :**

Information and Communication Technology (ICT), Hardware and Software, Introduction to e-tourism, Historical development- Electronic technologies for data processing and communication- - Strategic, tactical, and operational use of IT in tourism.

#### **Unit II :**

E-commerce- Starting an e-business- E-marketing of tourism products- Typologies of e-tourism- Business models in the wired economy, B2B, B2C, OTA.

#### **Unit III :**

Distribution of services: CRS, GDS , Current distribution channels

#### **Unit IV :**

**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. Destination Management System (DMS).

#### **Unit V :**

**e – Marketing** – strategies and importance in tourism, travel websites design, social media marketing strategies – role of user generated contents in tourism.

#### **Unit VI :**

Current debates in e-tourism- Future of e-tourism

#### **Reference Books/ Research reports / article / Study material :**

1. Lucas Jr., H. C. ( 2005) Information Technology For Management McGraw Hill.
2. Burch, J. and Grudnitski G. (1989). Information Systems: Theory and Practice. 5th ed., John Wiley, New York.
3. David, V. (1992). Foundations of Business Systems, Dryden Press, Fort Worth.
4. D Chaffey, Fiona and Kevin, Internet Marketing : Strategy, implementation and Practices
5. Eliason, A. L. (1987). On-line Business Computer Applications, 2nd ed., Science Research Associates, Chicago.
6. Estrada, S. (1993). Connecting to the Internet, O'Reilly,Sebastopol, CA.
7. Buhalis and Laws, Tourism Distribution Channels: Practices, Issues and Transformations
8. Journal of Information technology and tourism
9. P.J. Benckendorff and P.J. Sheldon, Tourism Information Technology, 2nd Edition.
10. P. K. Sinha, Computer Fundamentals

#### **Online Reference Link:**

1. [www.tourism.gov.in](http://www.tourism.gov.in)
2. [www.irctc.co.in](http://www.irctc.co.in)
3. [digitalindia.gov.in/](http://digitalindia.gov.in/)
4. Websites of all OTAs
5. Websites of GDSs